



CASE STUDY

Hospitality Property Management Groups

October 2017

“**Kipsu** has been an integral part of our hotels’ success for years. We launched the program in six properties in 2014 and have since implemented it in 20+ more. We have seen success with Kipsu across all brands and hotel sizes within our portfolio.

Our employees communicate with our guests more efficiently because guests can make simple requests or ask questions via text, instead of calling or waiting in line at the front desk. Guests appreciate how easy it is to reach hotel personnel via SMS text without having to download an app, which is reflected often in comments via social media and service scores.

The support staff at Kipsu is second-to-none, and always willing to assist at any time, even on short notice. Overall, we are extremely happy with the service and will continue to use Kipsu at our hotels for years to come.”

NORA MINICHINO

Driftwood Hospitality



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DRIFTWOOD HOSPITALITY

PORTFOLIO SUMMARY

Properties at Driftwood Hospitality partnered with Kipsu at separate dates throughout 2016 and 2017 depending on hotel seasonality and opening dates for new hotels. All analysis was completed based on respective launch dates and was conducted based on 3,588 TripAdvisor reviews posted before launching Kipsu and 1,301 posted after. Prior to its partnership with Kipsu, Driftwood Properties had an average review score of 4.03 among all reviews. After teaming up with Kipsu the average score rose to 4.22.

There was also a significant increase in scores when looking solely at high performers. Among high performers, the average review score pre-Kipsu was 3.92 compared to afterward, in which the average score was 4.09. This equates to a

Driftwood Hospitality operates and develops over 40 hotels throughout the U.S. and Latin America including both brand and independent hotels.

4.53% improvement in TripAdvisor scores after establishing a partnership with Kipsu. Before their partnership with Kipsu, 53.77% of all reviews for Driftwood Hospitality properties were

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HIGHER AVERAGE TRIPADVISOR SCORE

The average TripAdvisor score of all Driftwood properties **rose from 4.03 to 4.33** when analyzing all reviews before and after launching **Kipsu**.



HIGHER NUMBER OF POSITIVE REVIEWS

The number of TripAdvisor reviews for all Driftwood properties that were 5 stars increased from 53.77% to 65.63% after launching **Kipsu**.



LOWER NUMBER OF NEGATIVE REVIEWS

The number of TripAdvisor reviews that were 3 stars or below decreased from 15.82% to 11.16% after launching **Kipsu**.

5-star reviews. After Driftwood joined with Kipsu, however, that percentage increased to 65.63%. Conversely, before Kipsu, 15.82% of all reviews were 3-stars or below whereas that shared proportion declined to an 11.16% since bring Kipsu to their properties.

A similar increase was seen among Driftwood's high performers. Prior to its partnership with

Kipsu, the share of 5-star reviews recorded among all high performer reviews was 48.2%. After the two companies partnered up, Driftwood saw the share of 5-star reviews increase to 57.82%. Additionally, before partnering with Kipsu, Driftwood's TripAdvisor scores of 3-stars and under comprised 17.92% of all reviews, compared to afterward, when TripAdvisor scores of 3-stars and under went down to 13.28%.

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INDIVIDUAL PROPERTIES

HYATT HOUSE HOUSTON/ENERGY CORRIDOR

3.82 to 4.41 Average TripAdvisor Score; 15.42% increase

Excellent value at Hyatt House on I10 Houston- 5 stars



*"At this hotel the staff went above and beyond to make our stay great! **We received a text asking us if there was anything special we needed** the morning before we arrived. Everyone was always asking what they could do for us with smiles on their faces. The rooms were very clean and nice. We were close by a lot of the activities we wanted to do. We will definitely be coming back to this hotel again!"*

HILTON WASHINGTON D.C./ROCKVILLE HOTEL

3.70 to 4.23 Average TripAdvisor Score; 14.14% increase

Good location with lots of shopping nearby- 5 stars



*"Had a conference at this hotel and really enjoyed the surrounding stores and restaurants which are a short walk away. The hotel staff is incredibly helpful and attentive. **They even text you to check to see if you need anything and you can text your requests to them as well** [...] The lobby is beautifully decorated and inviting. There's pay laundry on site and the metro is nearby. Couldn't have asked for a better stay."*

SHERATON SALT LAKE CITY HOTEL

3.73 to 4.35 Average TripAdvisor Score; 13.67% increase

Fantastic hotel, and amazing staff- 5 Stars



*"First time in SLC, and we loved the hotel. The rooms seem pretty new and updated, and very clean. We drove in from Phoenix, and arrived just after the mid-night. The kids were exhausted, and not in a great mood and the staff was very friendly and prompt in getting us to our room. **I love the text messaging service this property offers too. You can text a phone number with anything you need.** I look forward to coming back."*