

MOBILE KEY: A CASE

Saturatels Drive App Adoption by Promoting Key Features

How does marketing key app features impact quest download rates?



By making available, and actively promoting Mobile Check-in & Mobile Key to their quests...



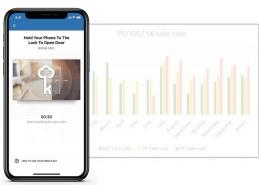
Marcus Hotels saw 55% of guests download their mobile app

> 20 - 25% **Guest Download Rate** With promotion of mobile key as the arrive, compared to...

> > < Guest Download Rate

5% Without promotion of mobile key and mobile check-in

3 Hotels with Mobile Check-in & Mobile Key







MOBILE DINING: A CASE STUDY

The Luxe Sunset Blvd. Increases Revenue with Mobile Ordering

How can we increase our revenue by making in-room dining more accessible while reducing staff dependency?



By introducing mobile ordering and leveraging data driven promotions through the platform...





in average check size

LUXE.

160

Guest Rooms

SIROCCO

On-Site Restaurant



- 92% Guest engagement on push notifications and promotions
- 45% Of all dining orders now automated with INTELITY
 - Improved operational efficiency within 60 days of launch
 - Positive feedback from TripAdvisor reviews





FULL PLATFORM IMPACT: A CASE

STUD Viramar Improves Guest Experience & Staff Efficiency

How can a technology platform upgrade our day-to-day operations?



By changing the way guests interact with their hotel and automating staff workflows.





302 Rooms in Santa Monica, CA Spa





Fairmont Miramar saves 255 FTE

hours annually

94% Guest engagement

160 Service requests processed daily

\$130K+ Lift in annual dining revenue

K+ Service requests 100/day

4K+ Work Orders 60/day

