

# Mobile Guest Engagement Solutions for Hotels



For only **\$49 /month** your property-branded mobile guest engagement app will help you to increase direct bookings, generate new service revenue, improve guest satisfaction & recovery, and increase TripAdvisor rankings with the following features:

- ✓ **Guest Messaging** – improve satisfaction & recovery by allowing guests to text requests, ask questions, and share concerns.
- ✓ **Book Direct** – improve direct bookings by digitally prompting guests to make a reservation.
- ✓ **Push Notifications** – send geo-targeted pop-up alerts i.e. book now, specials, packages, etc.
- ✓ **Mobile Offers** – increase guest spend with compelling offers that keep guests and conference attendees on your property.
- ✓ **Loyalty Program** – reward guests for making frequent purchases at the hotel, restaurant, etc.
- ✓ **Hotel Facilities** – enhance experience with highly effective visual promotions of hotel, restaurants, retail, spa, business center, etc.
- ✓ **TripAdvisor** – increase ranking by digitally prompting guests to easily leave a review.
- ✓ **Virtual Concierge** – enhance the guest visit both on and off your property i.e. dining, attractions, things-to-do, events, etc.
- ✓ **Analytics** – view reports on user downloads, activity, coupon redemption, etc.



“Zuzapp delivers an incredibly powerful tool to not only engage with my guests, but to also better inform them about our area. Zuzapp is now going to be in each of our hotels in our 14-property hotel group.”

**Jonathan Pack**  
General Manager



“Our app has helped us to differentiate our hotel and be more competitive in our local area.”

**Fred Brown**  
General Manager



“Guests love our app! They are one touch away from engaging our hotel and our beautiful city.”

**Eric Gutierrez**  
Director Sales & Marketing



It's App Easy™

[Schedule a 10 min demo](#)

## Frequently Asked Questions

### Why do I need a mobile app? I already have a mobile website.

A mobile app gives hotels the advantage of having their own corner on a guests' device. Hotels have more control over their engagement and presence on a guests' device than they would with a mobile website. For instance, a mobile app can be closed or inactive, but still work in the background to send geo-targeted push notifications and mobile offers such as room packages, spa deals, restaurant specials, etc.

### What is the cost? Any additional fees?

Your customized property-branded mobile guest engagement app is specially priced at only \$49 /month. There are no set up fees, no hidden fees, no extra fees, no surprises, no 3rd party ads.

### Is my hotel app free for my guests?

Yes. Your guests simply download the app from iTunes or Google Play for free.

### How do I promote my app?

99% of your app downloads will happen during guest check in. Zuzapp provides marketing materials such as tent stands, as well as, best practices for marketing success i.e. promote on website, facebook, Twitter, email campaigns, etc. Request [Zuzapp's best practices](#) to promoting your mobile app via a variety of channels.

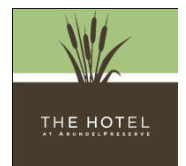
### Will guests download my app?

Yes. Typical download rates will range from 60-100% of guests on property. While quantity is a good metric to track, it's important to also focus your mobile strategy on the value of quality. Mobile users are avid users. They are more open to receiving push notifications; acting on mobile offers; and sharing your app and mobile offers with their friends, family and peers.



"Our beautiful app provides our guests with a better experience throughout their journey."

**Allison DeHenzel Teat**  
The Hotel at Arundel



"Zuzapp's creative multi-language support allows our app to adapt to a variety of languages across our direct booking engine, mobile offers, loyalty program and hotel & local amenities."

**Marek Hilla**  
CEO & General Manager



"Our app has helped us to enhance our guests stay and delight them."

**Christine Corson**  
Director Marketing

