



NEWS RELEASE

## The Riley Hotel Group Adds 3 Independent Properties to their Zuzapp portfolio & Generates New Revenue with Zuzapp™ Mobile Guest Engagement and Messaging Solution

*At only \$49 /month Zuzapp™ Mobile Guest Engagement & Messaging App generates new revenue in addition to increased guest satisfaction, improved guest recovery and generates new revenue*

**Toronto, Ontario – June 13, 2017 –** Zuzapp™, a leading provider of mobile guest engagement & messaging solutions, announced today that the Riley Hotel Group generates Zuzapp™ Mobile Guest Engagement & Messaging to generate new revenue across their 14 properties throughout the United States.

In keeping with their reputation of being a top 100 full-service hotel management corporation, the Riley Hotel Group is offering a more personalized and localized service directly via their property-branded mobile guest engagement & messaging and app.

“Zuzapp’s property-branded solution not only pays itself, it also helps individual properties generate a new revenue stream in addition to delivering VIP guest experience,” said Lisa Zifer, Vice President Operations with Riley Hotel Group.

“We’re excited to help Hotels generate, manage and control additional revenue stream. Innovative features built into our solution allows Hotel Groups such as Riley Group take advantage,” said Akshay Pandya, Founder, Zuzapp. “ Zuzapp offers Group level solution to help Cross Promote brands and locations that can result in increased customer retention as well as loyalty. Zuzapp’s creative multi-language support allows app to adapt to a variety of languages across our direct booking engine, mobile offers, loyalty program and hotel & local amenities. This results in an enriched and personalized experience for each and every guest . Branded multi-location app allows Hotels & Restaurants to deliver an enriched guest experience across all brands. With one download, guests are able to engage with each brand’s mobile offers, loyalty program, menu, wine list, specials, and so much more.”

### **Generate new revenue with Mobile Guest Engagement & Messaging**

Zuzapp empowers hoteliers to deliver above-and-beyond experiences by providing a local and personal value-added service via the guests’ smart device. For only \$49 /month (no extra fees, no hidden fees, no surprises), Zuzapp offers hoteliers an affordable hotel-branded mobile guest engagement app as a channel to directly connect with their mobile guests. Benefits include:

- **Increase bookings & lower booking costs.** Reduce the effects of online travel agencies with post-stay rebooking. After a guest checks out, digitally prompt guests to book their next stay through the hotel-branded guest engagement app.
- **Improve guest satisfaction.** Enhance the guest experience by taking advantage of every opportunity to act on requests, suggestions, concerns and compliments.
- **Generate new revenue.** Upsell unsold inventory and merchandise to guests throughout their journey. Drive in more traffic into your hotel, restaurants, spas and retail outlets by actively engaging more guests via mobile marketing and loyalty reward programs.
- **Incent guests to spend more on property.** Guests spend up to 90% of their stay off property.

This creates a need for timely and optimal communications to capture and retain guests' mindshare. Entice guests with geo-targeted push notifications and mobile offers that incent guests to stay on the property.

- **Improve guest recovery.** Reduce comps, improve loyalty and protect your reputation by engaging guests over their channel of choice and resolving their concerns before they reach social media.
- **Curate authentic, localized experiences.** Enhancing the guest experience happens both on and off the property. Improve guest satisfaction with curated recommendations for local restaurants, services, stores, theatres, sporting events, entertainment, attractions and tours. Zuzapp helps hotels become the local knowledge hub throughout the guests' journey.
- **Improve TripAdvisor reviews.** Digitally prompt loyal guests via their mobile device to leave positive reviews.

"Today's guests expect a personal, real-time, and value-added service throughout their journey," said Akshay Pandya, Founder, Zuzapp. "Not all guests are created equally. Satisfying guests' personal preferences requires innovative solutions that combine both traditional hospitality strategies with cutting-edge mobile messaging and guest engagement technology. Together they provide a winning combination to delivering a unique VIP experience that fosters loyalty."

#### **About The Riley Hotel Group**

Established in 2003, Riley Hotel Group is a premier luxury development and management company dedicated to helping hotel owners provide superb levels of service. Riley provides lucrative partnerships to investment groups, developers, owners, and operators. The company's portfolio includes independent and franchised hotels in California, Michigan, Ohio, Florida, and Wyoming. Riley offers real estate brokerage, hospitality consulting, creative design, employee training, sales and marketing, and joint venture opportunities. For more information visit [www.rileyhotelgroup.com](http://www.rileyhotelgroup.com)

#### **About Zuzapp™**

Zuzapp™ provides mobile customer engagement & messaging solutions to the finest [hotels](#), [restaurants](#), [non-profits](#) and [businesses](#) of the world. Our [happy customers](#) include brands as well as, independent brands such as Flamingo Resorts, Desert Palms, and Raintree Resorts to name a few. For only \$49 /month (no set up fees, no extra fees, no surprises), Zuzapp gives brands the power to instantly connect 1:1 with their mobile users, grow their business, and foster meaningful and loyal relationships with their customers. **It's App Easy™** -- [www.zuzapp.com](http://www.zuzapp.com)

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