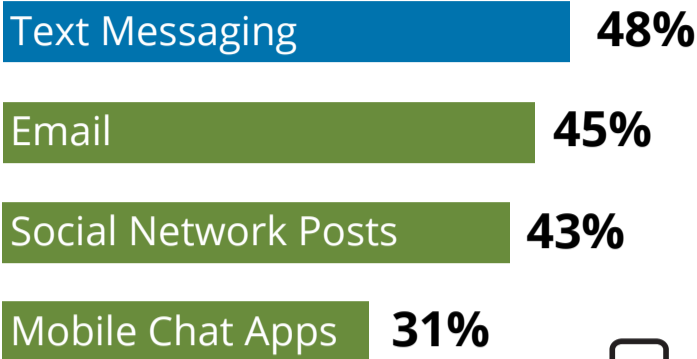


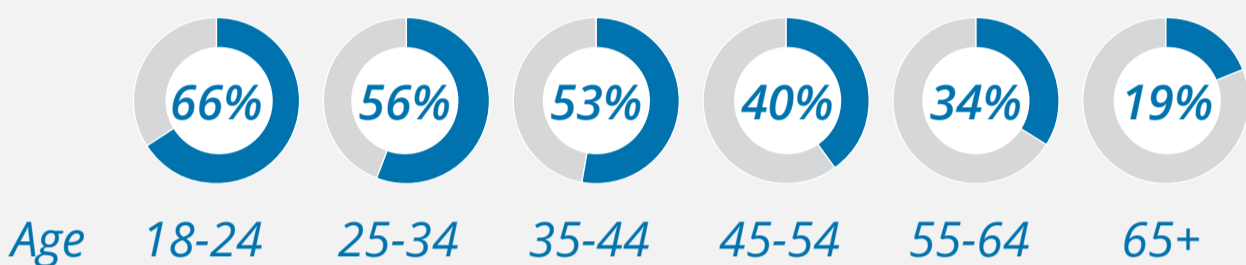
U.S. mobile phone users **send 6 billion text messages** a day

48%
of travelers
text about
their trips



Younger travelers are driving the texting revolution

Percent of Travelers Who Share About Their Trips via Text, By Age



How can hotels take advantage of texting?

Plan & Search

Location Info
Guest Review Links
Discount Codes

While Traveling

Weather Alerts
Directions and Airport Pickup Offers

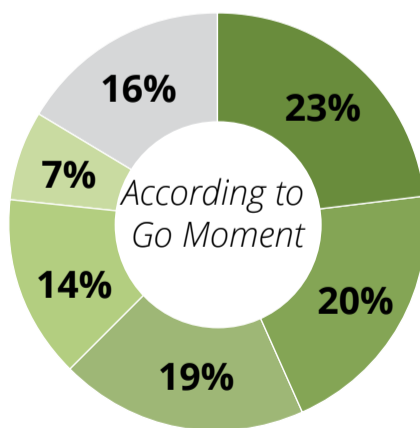
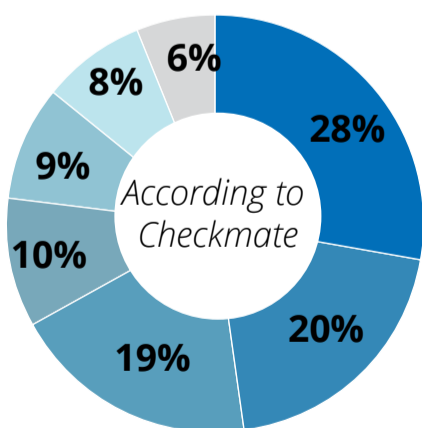
Loyalty

Post-stay Survey
Social Testimonials
Referral Loyalty Points
Discount Codes

On Property

Room Key #
Service Messages
Last Minute Offers

Guest Messages by Topic



- Thanks
- Room request
- Check-in/out
- Service request
- Info request
- Transportation
- Other
- Reservation-related
- Check-in/out
- Housekeeping
- Room-related
- Wi-Fi
- Other

Texting:
#1 way
travelers
shared
about their
trips in
2015.