



***** MEDIA ALERT *****

SAN FRANCISCO'S PERSONALITY HOTELS BECOMES FIRST HOTEL GROUP IN UNITED STATES TO OFFER COMPLIMENTARY UTRIP TRAVEL-PLANNING SERVICES TO GUESTS

Online Platform Compiles Personalized Day-to-Day Itineraries for Hotel Guests Based on Traveler's Interests, Preferences, and Budget

WHO: Personality Hotels (www.Personalityhotels.com), San Francisco's premiere boutique hotel collection, is the first company within the United States to offer Utrip's travel planning platform to its guests. Offered as a complimentary service when booking reservations at Personality Hotel's Hotel Diva, Hotel Union Square, and Kensington Park Hotel, Utrip (www.Utrip.com) delivers a personalized, day-by-day itinerary for every guest.

WHAT: Utrip is an online platform that uses a traveler's interests, preferences, and budget to create a complete, personalized itinerary including events, activities, restaurant recommendations and more.

HOW: Utrip starts with a vast database of travel information compiled from numerous sources, both online and offline. Local area experts help curate a city's database with recommendations for their favorite places. In San Francisco, Utrip experts include top chef Mark Dommen and blogger Rhea Bautista.

To start creating an itinerary, Travelers click on the 'Explore Your Trip' button on Personality Hotel's website and select travel dates. Next, they indicate preferences in up to 16 key categories, such as art, cuisine, history, nightlife, R & R, and budget. Once the selections have been made, Utrip's powerful technology sorts through millions of potential combinations of sites, activities, and restaurants. In seconds, a traveler is presented with a personalized itinerary, complete with maps. Utrip's approach also factors in critical aspects such as seasonality and logistics when creating a trip plan.

WHY: This is a match made in heaven. The Personality Hotels boutique brand caters to travelers who care about style and customized experiences. With Utrip, Personality Hotels can help their guests personalize their entire day, not just their stay. Second, a recent TripAdvisor TripBarometer study revealed that hoteliers need to do more to engage the excitement that 54% of travelers say they feel when booking a trip. Offering curated, customized trip planning allows Personality Hotels to more fully engage a traveler in the discovery process, heightening a traveler's excitement about their upcoming trip.

QUOTE: “Our customers expect us to be at the forefront of emerging trends in hospitality,” states Yvonne Lembi-Detert, President and CEO of Personality Hotels. “Our guests appreciate personalized, unique experiences. Offering a way for them to customize their entire itinerary through Utrip is a perfect way to extend the Personality Hotel experience throughout a guest’s entire trip.

ABOUT PH: In 1982, Personality Hotels founder Yvonne Lembi-Detert established a revolutionary new approach to style, service and amenities that forever changed the hospitality industry. Energizing the Northern California market with a collection of metropolitan urban retreats, Personality Hotels is widely credited with putting the “BOUTIQUE” in hotels. Personality Hotels is an affiliate of Engage Hospitality, the management company of its four Eclectic San Francisco boutique properties, *SEXY* Hotel Diva, *GRAND* Kensington Park Hotel, *AUTHENTIC* Hotel Union Square and *TIMELESS* Steinhart Hotel; one Monterey property, *SERENE* Mariposa Inn & Suites; and one Wine Country property, *HISTORIC* Flamingo Conference Resort and Spa. For more information or to book reservations, call 800.553.1900 or visit www.personalityhotels.com.

ABOUT UTRIP: Utrip is a free travel-planning platform that brings together the best in artificial intelligence and human experience, making it easy for travelers to create their perfect trip. Founded in Seattle, WA in 2011, Utrip’s predictive technology works on a vast travel database that has been curated by local experts. Once a traveler indicates their interests and budget, Utrip’s algorithm sorts through millions of combinations of must-see sites, activities, and restaurants recommendations to deliver personalized itineraries—in minutes. Travelers may then book lodging and share their itineraries with friends. Utrip’s companion mobile app provides access to itineraries, directions and personalized recommendations on the go. Utrip PRO, the white-labeled version, allows businesses to offer personalized travel planning on their sites. To learn more about Utrip or to plan your next adventure, visit utrip.com.

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