



# D.K. Shifflet & Associates Ltd.

*Excellence in Travel Intelligence* ®

Contact: Carrie Campbell

Phone: 703.536.0581

Fax: 703.536.0580

<http://www.dksa.com>

## PRESS DIRECTRELEASE<sup>SM</sup>

### World's First Online Hotel Guest Satisfaction Measurement Tool With Local Competitive Benchmarks

Falls Church, VA, 28 July 2004:

D.K. Shifflet & Associates Ltd in association with Differential Web Solutions, Inc. is pleased to announce the launch of a new email based guest satisfaction measurement system: HotelGEST<sup>SM</sup>. For much lower cost than other hotel guest satisfaction programs, HotelGEST<sup>SM</sup> provides the only measurement system with local competitive benchmarks for Satisfaction, Service and Value and real-time reporting.

HotelGEST<sup>SM</sup> provides eight standard reports which are available 24/7 via password protected website. These continually updated reports provide a real time feedback system – no more waiting until the end of the month to see where successes and challenges lie.

“HotelGEST<sup>SM</sup>, for the first time, empowers property GM's to respond to their guests issues with the speed of the Internet, said Doug Shifflet, President and CEO. “As soon as a guest submits their survey, a copy is sent to the GM and immediately eight standard reports are updated. The GM will know the problems and specific guest information: name, room number, rate paid, and check out date – in addition to all the survey data - and will be able to respond immediately as necessary. You just can't beat that turn around time.”

Hotel chain brands, hotel owners or managers and hotel management companies that are interested in a demonstration or a 45 day free trial are invited to [www.hotelgest.com](http://www.hotelgest.com) to sign up now. License fee per hotel starts at \$50 per month. Complete or partial customization and turnkey contracts are possible.

D.K. Shifflet & Associates Ltd., a leading travel research firm located in Falls Church, VA, for over 20 years has provided the most complete consumer based travel data on U.S. citizens and their travel worldwide. DKS&A Directions® Travel Information System collects detailed travel data from over 60,000 households for each month of the year. The DKS&A satisfaction and value brand benchmarks for all hotel chains, airlines, rental cars, cruise lines and destination cities have become the industry standards.

Differential Web Solutions, Inc. is a software product and services company located in Centreville, VA.

**DKS&A is known for Excellence in Travel Intelligence®**