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PRESS RELEASE

dailypoint™ selected as CRM provider for The Leading Hotels of the World

Luxury hotel collection enters preferred vendor agreement with the leading Data Management and CRM platform for sophisticated individual hotels and hotel groups

Munich, February 29th 2024 – dailypoint™ is pleased to announce that it was selected as preferred CRM and Data Management provider for The Leading Hotels of the World (LHW). LHW is the largest collection of independent luxury properties, with more than 400 member hotels in over 80 countries.

Digital transformation is an important focus for LHW's membership, with senior leadership at the collection now working towards delivering a technology stack that member hotels can leverage to drive their digitization.

"dailypoint's CGP (Central Guest Profile) has become a cornerstone of modern IT-Strategies in the Hotel Industry and we are looking forward to now also support LHW hoteliers in their commitment to excellence and help them make their guests smile," says Dr. Michael Toedt, CEO of dailypoint™.

"We are pleased to have found an innovative provider that offers a wide range of CRM solutions to drive guest engagement and revenue for our member hotels," says Michael Lederman, Vice President of Information Technology, The Leading Hotels of the World. The decisive factors for choosing dailypoint were its experience in the field of guest engagement, guest data management, its high standards in data protection and its ability to connect partner systems," continues Lederman.

dailypoint is now part of LHW's Leading Strategic Sourcing (LSS) program, spearheaded by LHW and DayBlink GPO. The program offers a strategic group purchasing program for LHW's portfolio of global, independent hotels. The program serves members by helping them capture new demand, access innovative sales, marketing and technology solutions to empower their success, and drive value to hotels in other strategically important categories.



About The Leading Hotels of the World, Ltd. (LHW)

Comprised of more than 400 hotels in over 80 countries, LHW is the largest collection of independent luxury hotels. In 1928, 38 independent hoteliers came together to create LHW. Since then, the Company has carefully curated distinctive hotels, resorts, inns, chalets, villas, and safari camps from the snow-capped Alps of Europe to the African veldt, to share them with adventurous souls who seek the remarkably uncommon. The LHW community is filled of exceptional individuals, united by a passion for the surprising discoveries and details that come with every experience. LHW hoteliers are artisans of hospitality whose expertise, commitment to excellence, and individual flair allows them to create story-worthy moments for their guests. And it is these authentic, individualized experiences combined with the warm hospitality and high-touch service they provide that keeps discerning travelers returning again and again. LHW's collection covers the globe and promises a broad range of destinations and uncommon experiences, enhanced by LHW's tiered guest loyalty program Leaders Club. From converted former palaces, and countryside retreats run by the same families for generations, to gleaming skyscrapers in dynamic urban centers, serene private island escapes, glamorous tented camps – and beyond – explore, find inspiration, and experience unforgettable travel moments.

For more information visit: www.lhw.com

About dailypoint™

dailypoint™ is the leading Data Management and CRM platform for sophisticated individual hotels and hotel groups. dailypoint™ collects data from all relevant sources such as PMS, POS, website, newsletter or WiFi and automatically creates a Central and Consolidated Guest Profile. In 350 steps, the data is processed and enriched by means of Artificial Intelligence (AI) to create a Guest Profile never seen before.

The cloud-based SaaS solution, comprising 16 modules, is complemented by the dailypoint™ Marketplace, featuring over 200 solution partners. dailypoint covers the entire customer journey, supporting all hotel departments and offering measurable benefits. The integrated Privacy Dashboard is a central element for the technical implementation of GDPR compliance.

dailypoint™ is headquartered in Munich, Germany and is sold and supported worldwide directly or through its distribution partners D-EDGE and XNProtel.

For more information about dailypoint™ and its innovative solutions, visit www.dailypoint.com



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