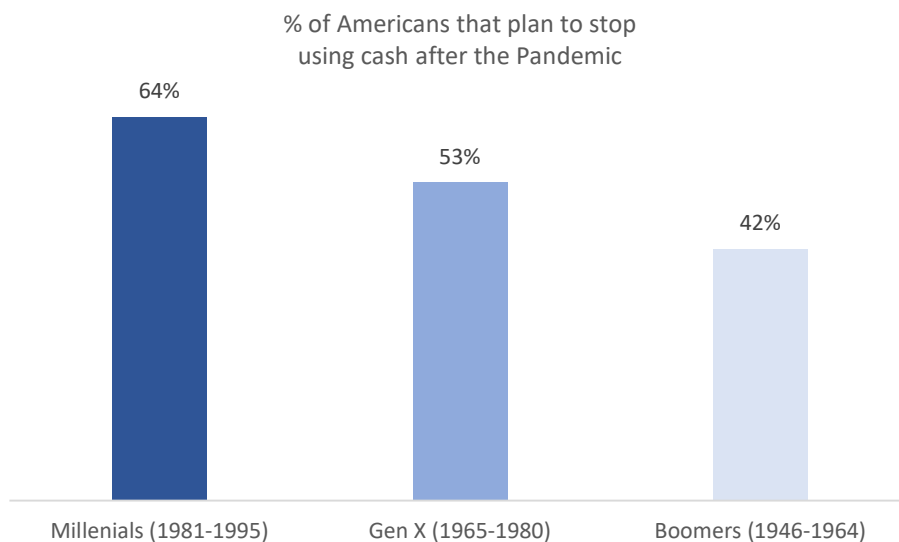


FROM PAPER TO ELECTRONIC ENVELOPE THE BEST WAY TO TIP HOTEL HOUSEKEEPERS

Do you still carry cash?

The older among us will remember that a few years ago, when entering a hotel room we used to see a paper envelope with a handwritten message from 'Stefany' the housekeeper, thanking us for our kindness.

Back then, we used to carry cash. This is less and less true. A survey from Travis Credit Union¹ found that less than one out of five Americans always carry cash with them, and a majority plan to completely stop using it after the pandemic, especially millennials².



Similarly, Gallup³ found that compared with five years ago, Americans are now half as likely to use cash for most purchases. These results are consistent with trends seen in the Federal Reserve's most recent payment study that documented a decline in cash transactions since 2016⁴.

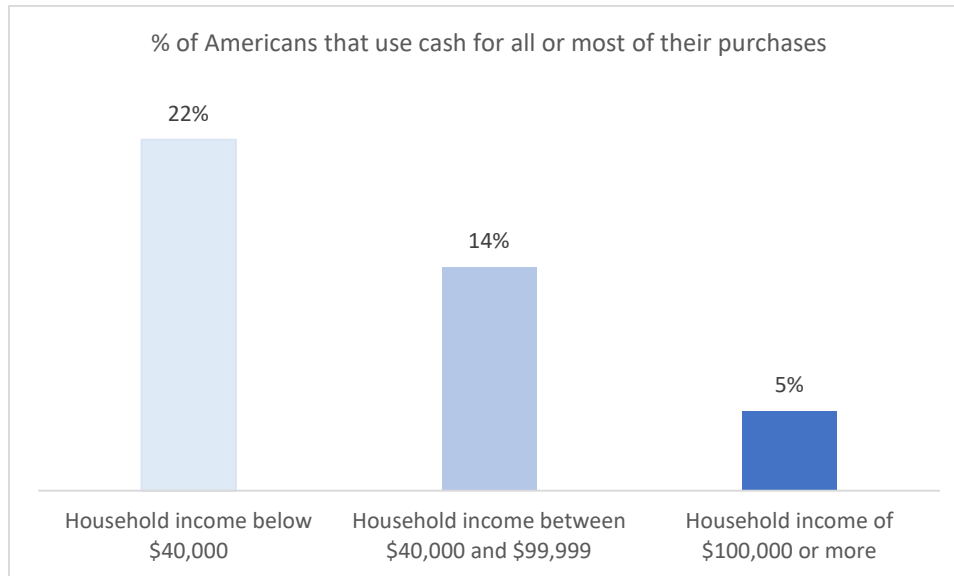
¹Study: The Decline of Cash in a Digital Age <https://www.traviscu.org/my-life/blogs/financial-wellness/september-2020/using-cash-during-covid-19-cashless-future/>

² 16%. See reference above.

³ In 2022: 13% vs 28% five years ago. See **Americans Using Cash Less Often; Foresee Cashless Society** https://news.gallup.com/poll/397718/americans-using-cash-less-often-foresee-cashless-society.aspx?utm_source=linkedinbutton&utm_medium=linkedin&utm_campaign=sharing

⁴ **How the Pandemic Changed Cash, and How Tech Can Save Tips** <https://www.linkedin.com/pulse/how-pandemic-changed-cash-tech-can-save-tips-nicolas-cassis/>

Higher-income Americans, a segment of special interest to the hotel industry, are the least likely to use cash.



How going cashless will affect the hotel industry

Clients increasingly want to have access to technology that speeds up service time⁵, so offering the opportunity to instantly reward housekeepers through electronic tipping like **Tip&Go** can only be seen in a positive light. In addition, implementing new technology significantly increases customer service ratings for hotels⁶.

Finally, providing customers with an easy mobile payment option like **Tip&Go** raises tips by up to 30%⁷, therefore improving chances of attracting and retaining housekeepers. This is vital for the hotel industry, as it is currently experiencing major staffing shortages.

Tip&Go may not solve the hotel labour shortage issue but could go a long way in reducing it. <https://tip-go.com/en/maids-are-a-major-asset-to-the-hotel-industry/>

Francis Léonard, CEO

⁵70% do. See **These 5 Customer Service Statistics Will Help Your Hotel Increase Bookings** <https://www.ameniti.com/blog/5-customer-service-stats-that-will-help-your-hotel-increase-bookings>

⁶ By 19%. See **109 Hospitality Statistics You Must Know: 2023 Data Analysis & Market Share** <https://financesonline.com/hospitality-statistics/>

⁷ **Casualties of a Cashless Society** <https://tipbrightly.com/blog1/cashless-society>

tip&go

www.tip-go.com