



For more information, contact:  
Barb Worcester  
President/Principal  
PRPRO  
Tel: (440) 930-5770  
[barbw@prproconsulting.com](mailto:barbw@prproconsulting.com)

or  
Michael Adkisson  
Director of Public Relations  
UniFocus, LP  
Tel: (972) 512-5187  
[madkisson@unifocus.com](mailto:madkisson@unifocus.com)

## For Immediate Release

# Kicking Horse Mountain Resort Partners with UniFocus for Guest Feedback

*Canada's Newest All Season Mountain Resort Selects GUESTScope™*

**DALLAS— SEPTEMBER 10, 2008**—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and feedback solutions, announced a new partnership with Kicking Horse Mountain Resort to deploy GUESTScope throughout all of their resort facilities. The full-service destination resort selected UniFocus because of its proven success at relating guest feedback results with other key performance indicators and then creating actionable intelligence that can measurably improve guest satisfaction.

Kicking Horse Mountain Resort currently boasts over 2,750 acres of world-class terrain, three condominium hotels, three boutique lodges, six restaurants, four retail locations as well as a number of ski-in/ski-out town homes and private mountain residences, all in accordance with the vision and design guidelines of the resort.

“Our partnership with UniFocus is a reflection of an ongoing commitment to our guests as a full-service destination resort,” said Steve Paccagnan, President, Kicking Horse Mountain Resort. “We are dedicated to providing our guests with unparalleled experiences whether on and off the mountain. UniFocus’ GUESTScope gives us the capability of instantaneously knowing how we’re doing with our guests and then letting them know we care, and will act upon what they think, by sending out a personalized response to their feedback.”

GUESTScope is one of the most advanced survey technologies available for gathering and evaluating guest feedback. Questions are scientifically designed to increase response rate, thereby delivering actionable intelligence, including extensive report drill-down capabilities that reveal the “whys.” Assessment of value based on the impact of rate, or stay length, coupled with other key drivers of satisfaction, enable hospitality and resort organizations to maximize the guest experience and ensure high levels of intent to return/recommend.

“We are pleased that Kicking Horse Mountain Resort has chosen to partner with UniFocus,” said Mark Heymann, President and CEO of UniFocus. “Today it’s more critical than ever to ask the right questions, find out what’s most important to your guests and then relate survey results to other key metrics such as employee engagement. Hotel and resort organizations increasingly choose GUESTScope not only for its technological advantages but because they know they’re getting a strategic business partner with UniFocus.”

In addition to the capabilities mentioned above, GUESTScope features include:

- Sharp focus on measuring crucial outcomes that really matter in the customer experience: Satisfaction, Intent to Return/Recommend, and Value (The SIRV Monitor).
- Patented components that deliver proven results through brief, easy-to-understand questions that increase response rate.
- Training and support staff with vast hospitality and service industry experience.
- Comprehensive trending and comparative data analysis that furnishes the clearest insight into operational strengths and weaknesses.
- Benchmarking analysis that provides understanding of a property’s competitive position.
- Extensive report drill-down capabilities that get to the level of detail needed to diagnose results—even to tracking the performance of a particular room.
- Advanced open-ended comment search capabilities that quickly provide in-depth understanding of the “whys” behind results.

For more information on GUESTScope and other UniFocus feedback, resource management and financial solutions, visit the company’s Web site, [www.unifocus.com](http://www.unifocus.com).

## About Kicking Horse Mountain Resort

*Established in 2000, Kicking Horse Mountain Resort, Canada’s newest all season Destination Mountain Resort is approximately 2.5 hours west of Calgary on the Trans Canada Highway. For more information or to inquire more about real estate offerings and news, visit [www.kickinghorseresort.com](http://www.kickinghorseresort.com) or call toll free 1-866-SKI-KICK (1-866-754-5425).*

## About UniFocus

*Based in Dallas, UniFocus serves hospitality, casino and resort operations in the U.S. and overseas. UniFocus offers full-service operational analysis, management and staff training, financial and labor management applications, as well as staff, meeting planner and guest satisfaction measurement programs, along with a unique mystery evaluation system that can link service standard attainment to guest and employee perceptions. The resulting database allows UniFocus to uniquely correlate and benchmark each client’s performance to their particular competitive markets. Enhanced reporting capabilities allow hospitality executives to have a “total picture” overview of their operations, set strategic actions and gain asset value.*

*UniFocus is a Preferred Partner of The Leading Hotels of the World®, a member of the American Resort Development Association (ARDA), a Microsoft® Certified Partner, an affinity partner of the International Association of Conference Centers, a business partner of the International Association of Convention & Visitors Bureaus, and an allied member of the American Hotel & Lodging Association. For more information, visit [www.unifocus.com](http://www.unifocus.com) or call 972-512-5100.*

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