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For Immediate Release

Travel Dynamics International Gets 360-Degree View of Guest Experience with UniFocus Feedback Solution

Global Education-Cruise Company Charts New Course in Serving Unique Clientele with GUESTScope®

DALLAS— MAY 6, 2008 — UniFocus, a global pioneer in the hospitality industry for performance, workforce management and closed-loop feedback solutions, announced that Travel Dynamics International has selected the firm's GUESTScope solution to consolidate the process of compiling and analyzing guest feedback. The UniFocus approach gives them a 360-degree view, enabling them to see all aspects of the guest experience and identify previously unnoticed trends.

New York-based Travel Dynamics International, one of the leading operators of high-caliber educational programs conducted aboard small cruise ships, offers customized voyages led by distinguished scholars and experts, and caters to travelers who have a keen intellectual interest in history, culture and nature.

According to Nikos Odysseas Papagapitos, Travel Dynamics' manager of technology development, the educational cruise company was looking for an easy-to-use yet effective means by which to acquire and analyze post-cruise input from its client guests.

"Until now, Travel Dynamics was able to look at questionnaires on an individual basis and address only a few salient issues," Papagapitos said. "After looking at several companies' guest survey offerings, we had no choice but to go with the UniFocus GUESTScope guest survey program. UniFocus offers many advantages, including the most critical benefit for meeting our needs: the capability of looking at results from all questionnaires combined, allowing us to see trends that previously went unnoticed in the survey process."

Papagapitos said he was particularly impressed with the way UniFocus staff responded to the specific survey design needs of Travel Dynamics.

“In designing our questionnaires, many refinements had to be made to get things just right,” Papagapitos said. “However, our UniFocus representative was very attentive and receptive to our needs—and that kind of personal service is just another reason why we made the choice to partner with UniFocus.”

“We are delighted to welcome Travel Dynamics International aboard as one of our clients,” said Mark Heymann, UniFocus President and CEO. “Given the unique services that Travel Dynamics offers its clients—educational cruise-ship voyages—their choice of GUESTScope provides further validation of how effective and versatile the program is in the service industry. The capability of acquiring and intelligently analyzing guest feedback to fine-tune operations is a critical competitive differentiator in our business.”

UniFocus executives have provided technology leadership to the hospitality industry for more than 25 years. The Dallas-based firm provides proven technology solutions to convention bureaus, hotels and resorts that enable operators to more efficiently manage their workforce and gain a 360-degree view of the customer experience. Equipped with superior business intelligence and labor management technology, UniFocus clients can more effectively optimize quality, satisfaction, operational efficiency and profitability—with a higher ROI.

Among GUESTScope's many features are:

- 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, management and financial solutions, visit the company's Web site, www.unifocus.com.

About Travel Dynamics International

New York City-based Travel Dynamics International is one of the world's leading operators of high-quality, high-caliber educational programs conducted aboard small cruise ships. Offering customized voyages led by distinguished scholars and experts, Travel Dynamics International caters to travelers who have a keen intellectual interest in history, culture and nature. Founded on the belief that traveling and learning about the world and its many cultures enriches individuals and society as a whole, Travel Dynamics International excels at voyaging to destinations that offer a historic and cultural environment. For more information, visit the Travel Dynamics International Web site at www.traveldynamicsinternational.com.

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 Vendor of The Leading Hotels of the World®, 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 or call 972-512-5100.