



News Release

CURATOR HOTEL & RESORT COLLECTION PARTNERS WITH DIGITAL TIPPING AND FINANCIAL BENEFITS PLATFORM, eTIP

Bethesda, Maryland (June 24, 2024) - [Curator Hotel & Resort Collection](#) ("Curator") is announcing a new partnership with [eTip](#), one of the hospitality industry's leading digital tipping and financial benefits platform. This new collaboration will help participating Curator members drive operational efficiency, foster customer loyalty, and engage property team members with digital financial benefits.

"At Curator, we focus on optimizing operations and driving revenue growth for our member hotels. We are excited to provide our member hotels with eTip as a new digital tipping solution under our preferred program," said Brent Hayhurst, Vice President of Program Development for Curator Hotel & Resort Collection. "This collaboration will further promote the growing adoption of digital tipping operations across our member properties. With eTip, operators can expect to streamline the gratuity process, foster a more rewarding work environment for the team, and ultimately elevate the level of service our guests receive, ensuring their satisfaction and loyalty. Operators can also rely on a white-labeled, app-less, seamless guest experience, offering a fully compliant and secure way to track and deliver tips to their team members."

eTip is a top digital tipping and financial benefits platform for service businesses like hotels, restaurants, gaming, and more. The company's mission is to support the services economy by offering a complete platform that digitizes cash-based tasks, consolidates tipping processes, and provides workers with financial wellness resources like emergency savings, credit building, and on-demand payout of tips to achieve long-term financial goals. eTip leverages technology and innovation to financially empower those who rely on tips, providing a modern tipping service to support the livelihoods of hardworking individuals and businesses.

"We're thrilled to partner with a truly value-driven organization like Curator which takes great pride in providing its members with access to the most innovative and robust hospitality offerings with a focus on compliance and security," said Robert Petteruti, eTip's Co-Founder. "What truly appeals to us about Curator is the organization's commitment to creating value across the many (and often dizzying) hospitality vendor categories. Every Curator property boasts its own personality and ethos. We fully embrace the exciting challenge of helping these unique properties implement our platform in a way that works for each of their hardworking teams as well as their hotel guests—all while supporting Curator's mission of championing "fierce independence" and excellence in the hospitality market."

About eTip

eTip stands as the leading end-to-end digital tipping solution tailored for the hospitality and service industries. It strives to create the most comprehensive enterprise grade digital payment platform that allows customers to express gratitude through generous tipping to individuals and businesses. Its mission revolves around leveraging technology, innovation, and gratitude to financially empower every individual and business that relies on tips. It is committed to providing a modern tipping service for the multitude of hard workers that depend on tips for their livelihood. For more information, visit [eTip.io](#).

About Curator Hotel & Resort Collection

Curator Hotel & Resort Collection is a distinct collection of small brands and independent lifestyle hotels and resorts worldwide, founded by Pebblebrook Hotel Trust and a group of industry-leading hotel

operators. Curator provides lifestyle hotels access to a wide breadth of program offerings to enhance the guest experience, improve employee engagement, and create value while allowing their members the freedom to retain what makes their hotels unique. It offers the benefits of associating with other unique lifestyle hotels and brands while participating in best-in-class operating agreements, services, reporting, and technology. In addition to Pebblebrook, the founding members of Curator include Davidson Hospitality Group, Noble House Hotels & Resorts, Sage Hospitality Group, Springboard Hospitality, and Viceroy Hotels & Resorts.

For more information, visit www.curatorhotelsandresorts.com and follow us at @CuratorHotelsResorts.

Media Inquiries:

Sabrina Diaz 305-677-3904 x23 (curatorpr@ciicpr.com)

For independent lifestyle owners and operators interested in joining Curator:

Jennifer Barnwell 240-507-1338 (jbarnwell@curatorhotelsandresorts.com)

Jenn Parks 240-660-9483 (jparks@curatorhotelsandresorts.com)

For companies and service providers interested in partnering with Curator:

Brent Hayhurst 240-660-9485 (bhayhurst@curatorhotelsandresorts.com)