



## About HiJiffy

Founded in 2016, HiJiffy aims to **improve guest communications in the hospitality industry through conversational AI**. With its innovative Guest Communication Hub, HiJiffy bridges the gap between hotels and their guests, **automating interactions** and **increasing revenue** from direct bookings and upselling.

The **UNWTO** named HiJiffy one of the most innovative companies in global tourism. **Hotel Tech Report** also named HiJiffy a **top choice** in the chatbot category and awarded its global customer support a prestigious **level III certification**.

## Our product

HiJiffy's **Guest Communications Hub** is an intuitive platform designed to **simplify and streamline** guest interactions at every stage of their stay.

Through **tools** like AI-powered multilingual chat support, automation of FAQ responses, digital check-ins, and personalised upselling, HiJiffy helps hotels improve operational efficiency, boost direct bookings, and ensure guests feel supported from pre-arrival to departure and beyond.

**HiJiffy's Console is a user-friendly platform with an omnichannel inbox**, making it easier for teams to stay on top of conversations, handle tickets, and work together. Hotels also get real-time data and insights to track inquiries, measure team performance, and improve guest service.

With **integrations across over 100 hotel management systems**, including booking engines and PMSs, plus popular channels like **social media** (Facebook Messenger, Instagram), **messaging apps** (WhatsApp), and **OTAs** (Booking.com, Expedia Group), HiJiffy's platform keeps expanding to meet the needs of hotels and their guests.

By **reducing repetitive tasks** and **ensuring 24/7 availability**, HiJiffy enables hotel staff to focus on delivering memorable service.

## Our technology

HiJiffy is powered by **its own AI, Aplysia**, developed in-house by a dedicated expert team. Combining advanced **natural language processing, sentiment analysis, large language models (LLMs)** and **generative AI** technologies, Aplysia provides accurate, human-like responses across **over 130 languages**. Continually learning from every interaction, Aplysia ensures hotels stay ahead in a competitive market while meeting the needs of their customer base.



Understanding hotels' unique challenges, HiJiffy develops solutions tailored to meet those needs. **Features** like multi-property management, the smart property identification system, the AI knowledge scanner, and the Campaigns Manager set HiJiffy apart in the hotel tech market, offering practical, expert-driven support for the hospitality industry.

## HiJiffy's impact

In 2025, **over 2,300 hotels in more than 60 countries** use HiJiffy to optimise operations and improve communication across the entire guest journey.

**Real-world results** back the solution's impact:

- Over 87% automation rate on answering guest queries
- 92% guest satisfaction score
- 5% direct booking conversion through chat
- 70% reduction in incoming calls
- 60% online check-in completion rate

In-depth success stories from hospitality brands, including Macdonald Hotels & Resorts, Leonardo Hotels, PortoBay Hotels & Resorts, Hotel Sacher, Kabannas, AutoCamp and more, illustrate the positive impact of conversational AI on business performance, operational efficiency, and guest satisfaction.

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## Short description (87 words)

HiJiffy, founded in 2016, provides conversational AI solutions to enhance guest communication in the hospitality industry. Its award-winning Guest Communications Hub automates interactions, increases direct bookings, and streamlines hotel operations. With AI-powered multilingual chatbots, automated FAQs, digital check-ins, and personalised upselling, hotels ensure a smooth experience throughout the guest journey.

Driven by its in-house AI, Aplysia, HiJiffy leverages advanced natural language processing, generative AI, large language models, and sentiment analysis. The solution integrates with 100+ hotel management systems and channels, including social media, messaging apps, and OTAs.



**Company name** Hijiffy

**Founded** 2016

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**More about Hijiffy's AI** [hijiffy.com/our-artificial-intelligence](https://hijiffy.com/our-artificial-intelligence)

**Available channels** [hijiffy.com/channels](https://hijiffy.com/channels)

**Our Console** [hijiffy.com/console](https://hijiffy.com/console)

**AI Booking Assistant** [hijiffy.com/booking-assistant](https://hijiffy.com/booking-assistant)

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