

Kismet

FOR IMMEDIATE RELEASE

June 4, 2025 — New York, NY

Kismet Unveils *Kismet Connect for Instagram*

First AI-powered integration that converts Instagram DMs into one-tap private-rate bookings

New York, NY (June 4, 2025) — **Kismet**, the direct-to-guest (D2G™) AI platform, today announced **Kismet Connect for Instagram**, the hospitality industry's first solution to turn Instagram conversations into fully attributable, private-rate bookings—no promo codes, no extra dashboards, just a seamless chat-to-checkout experience inside Instagram DMs.

Solving Instagram's "awareness-only" trap

Until now, hoteliers could inspire guests on Instagram but **couldn't attribute bookings, build marketing lists, or sell direct**. Kismet Connect's integration with Instagram fixes that in one step:

- **Natural-language booking** – Guests chat in plain English; Kismet's AI identifies the traveler and tailors a private offer on the spot.
- **One-tap checkout** – A secure deep link completes the booking without ever leaving Instagram. Hotels don't need to change the PMS, Booking Engine, or CRS they already use.
- **Identity + attribution** – Every interaction feeds a verified guest profile and full-funnel revenue data straight into the hotel's CRM/CDP.
- **Hands-free list building** – Engaged followers automatically flow into segmented, ownable marketing audiences organized as Closed User Groups.

Why now?

“Natural-language booking is the next dominant channel,” said **Jason Cincotta, Founder & CEO of Kismet**. “Travelers already plan trips on Instagram—Kismet lets them book there, too.”

Kismet Connect plugs directly into Meta’s latest APIs and Kismet’s NLP-enabled-AI, so hotels can deploy the same d2g AI they use to power web, email, and AI chat—**with zero new software to learn**.

Availability

- **Private beta:** select properties live today. Partner hotels can get early access.
- **General release:** Q3 2025.
Hotels can join the waitlist at makekismet.com/instagram.

About Kismet

Kismet is the hospitality industry’s first Direct-to-Guest AI platform. It recognizes each traveler, crafts a one-of-a-kind private offer, and converts the booking in a tap—while feeding full-funnel attribution back to the hotel. By meeting guests across social, chat, web, and email, Kismet grows owned demand and slashes dependence on OTAs. Learn more at **makekismet.com**.

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