

KIMPTON

STAY HUMAN PROJECT – ROOM 301



CONFESSION THEMES

- Relationships and Infidelity [13%]
- Feelings [12%]
- Pets [8.5%]
- Depression [6%]
- Parenting/Family [6%]
- Politics [5%]
- Food [5%]
- Substance Abuse [3%]

CONFESSION EXAMPLES

- I'm a social climber
- I'm not an organ donor
- I don't know how to type but I've written 13 books!
- Sometimes I don't like my children (but just sometimes)
- I'd rather live off the grid
- I have to fake empathy



Behind an emotion is always something deeper that maybe even we ourselves haven't unlocked, and that's what really makes us human.

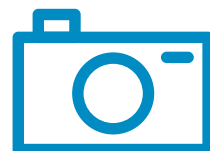
– Room 301 Guest



BONUS ADVICE

Ice cream with crumbled pop tarts are the best midnight snack

TO SELFIE OR NOT TO SELFIE?



More people chose to take a photo of others [42%] than to take a selfie [24%]

PAY IT FORWARD CHALLENGE

70% of guests chose self-care over giving a gift to someone else

Of those who "paid it forward," [60%] chose to gift the points to a Kimpton employee, as opposed to a friend or family member [20%] or the next guest to stay in the room [20%]

TOP VICES



TOP FEARS

- FEAR OF BEING ALONE
- FEAR OF DEATH
- FEAR OF FAILURE
- FEAR OF MISSING OUT
- FEAR OF FLYING

WORDS OF WISDOM



CALL MOM • TRAVEL TO ITALY!
 LISTEN MORE • UNPLUG
 EAT WHAT YOU WANT
 WORK DOES NOT DEFINE YOU
 WATCH THE SUN COME UP
 YOU'VE GOT TIME • TRAVEL SOLO