

## **The Westin New York at Times Square is First U.S. Hotel to Launch iPad App Travelers Can Preview Hotel & Amenities**

New York, NY- Oct. 8, 2010- The Westin New York at Times Square is proud to announce the availability of the hotel app for the iPad, providing a sneak peek of the property and the ability to book reservations, just as hotel bookings completed over smartphones are rising dramatically.\* While hospitality brands have iPad apps, The Westin New York at Times Square is the first hotel to offer this service to travelers. With just a few taps, users can see information on the various types of rooms and amenities available, an array of vibrant photos, and a video that showcases the New York City hotel, its services, and local attractions.

"We strive to keep the hotel ahead of the curve," said General Manager Terry Lewis. "After the launch of our iPhone app last year, an iPad app was a natural progression."

Visitors who do not have their own iPad, and are staying in one of the new Atrium Club Rooms, can test-drive the app on the hotel's iPad available for guest use in the Atrium Club Lounge.

For reservations, call 1-888-627-7149. For information on The Westin New York at Times Square, visit the award-winning website, [www.westinny.com](http://www.westinny.com).

### **About The Westin New York at Times Square**

A distinguished AAA Four Diamond ranked hotel, The Westin New York at Times Square stands at the crossroads of the world and is located at 270 W. 43rd Street amid the brilliance of Broadway. The hotel is within walking distance to over 40 theatres and many famous New York City attractions. All 873 Westin New York at Times Square hotel rooms and suites feature the luxurious Westin Heavenly Bed® and Heavenly Bath<sup>sm</sup>, and offer incredible views of the city skyline and the Hudson River. The hotel features New York City's first Shula's Steak House, Bar 10 lounge, and is interconnected to a 200,000 square-foot entertainment and retail complex featuring movie theaters, restaurants, and shopping. The Westin New York at Times Square was named one of America's Top 10 Healthiest Hotels by Health magazine and is a certified member of the Green Hotels Association.

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\*USA Today; March 3, 2010, "Smartphones have changed the way we travel"