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The Westin New York at Times Square Partners with Stray Boots for an Adventure that is Part Scavenger Hunt, Part Tour & All Fun!

Family Getaway Loaded with Perks Galore: MetroCard, Internet, Dining Discount & More, Totaling \$500 in Value

New York, NY – May 12, 2014 – Part scavenger hunt, part city tour and all fun is what The Westin New York at Times Square is serving up with its new **Stray Boots** partnership that will send guests on a New York City whirlwind adventure. After downloading the free Stray Boots app, Big Apple explorers will be sent on a mission that involves challenges, trivia questions and discovery as they earn points, take some wild photos (perfect for social media sharing to make friends & followers envious!) and learn all about Manhattan at their own pace. With a “virtual” tour guide guests can set their own schedule and not worry about timing, take breaks as they please and fit in shopping along the way. The Stray Boots getaway is available through September 1 and features \$500 in value added amenities, including:

- Five Stray Boots tours (valued at \$48 per tour for a family of four!)
- A portable cell phone charger to make sure guests stay powered up on their Big City adventure
- \$20 Metro Card
- Complimentary Internet
- 10% Food & Beverage discount (after working up an appetite on the tour, a meal at Shula’s Steak House in the hotel will do the trick)
- Complimentary upgrade (based upon availability at check-in)
- 500 Starwood Preferred Guest points (for scavenger hunt winners who get 500 or more points on the app)

Whether adventurers want to stay close by and do the Times Square & Broadway tour, head downtown for the Chinatown and Little Italy experience, or somewhere in between with the Fifth Avenue and Rockefeller Center route dubbed “A Lesson in Luxury,” they are sure to have a mix of fun and education as they learn more about this great city. With wellness being core to the Westin brand, taking to the streets and walking one’s way through the city makes this a great way to work in exercise in a fun way. TripAdvisor recently announced NYC as the number one destination, per its millions of reviewers, so all the more reason to explore what Manhattan has in store for its visitors!

Reservations can be made online [here](#) or call 866-716-8108 and mention promo code LWY.

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*Two-night minimum stay required. A Smartphone or Tablet is required to download the free Stray Boots App, however, Internet isn’t needed after you download the app. Inclusions are per room, not per person.

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 Bathsm, 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.

Stray Boots is an NYC-based tech/travel startup, with an Android and iOS app that enables you to explore the world in a new, interactive way. The platform delivers city tours that play out like scavenger hunts; customers liken it to doing your own private Amazing Race. Currently with 60 tours in 18 cities in the US and UK, Stray Boots has recently launched a new platform for User Generated Experiences (UGE), enabling anyone to create their own map of their favorite places around the world. This map can be turned into a tour to be privately shared with friends or submitted to the public, where creators earn 50% of the revenue from that tour. Stray Boots has received positive reviews, receiving a 4.5 rating for their app, and significant A-list press.

About The Westin New York at Times Square

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