

IN-STORE

## Trump Hotels offer complimentary digital news subscriptions to guests

June 16, 2014



*Trump Hotels will offer digital news*

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By NANCY BUCKLEY

The Trump Hotel Collection is adapting to consumers by offering digital news outlets through the hotel's wireless Internet.

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**Luxury Daily**

Trump Hotel will be the first luxury hotel to offer guests The Wall Street Journal, The New York Times and PressReader. The turn towards digital print subscriptions is a new concept for hotel brands, but this adaptation will likely be a useful amenity to the digitally-connected guest.

"Trump Hotel Collection continually aims to raise the bar in the top-tier travel experience with a level of customized service unrivaled in the market today," said Jim Petrus, chief operating officer of [Trump Hotel Collection](#), New York.

"Personalizing the guest experience is paramount when we develop a new service or amenity, and our research shows that guests are seeking a wider selection of reading options," he said.

"By providing digital access to more than 2,500 domestic and international titles, we are able to offer options in a fast and easily accessible way befitting the lifestyle of modern

luxury travelers from around the globe. In addition, the service aligns with our commitment to sustainability and conserving resources."

### Digital consumption

Participating Trump Hotels will offer WiFi access to The New York Times, The Wall Street Journal and PressReader from anywhere in the hotel.

The switch to digital not only offers a convenience to guests, but also helps Trump Hotels maintain sustainability by offering a paperless version of the news.



*Digital subscriptions will be on hotel's WiFi*

The digital launch will be in the Trump Hotels in New York, Chicago, Las Vegas, Waikiki, Miami, Toronto, Panama and Doonbeg, Ireland.

Also, the three news services will be available once the consumer downloads the apps to their phone or tablet or logs on to the services' Web site.

The New York Times all-digital access offers consumers a means to read the entire print version of the paper on their computers, smartphones and tablets.



*Trump Doonbeg is one of the international locations to offer digital news*

PressReader offers subscribers access to over 2,500 newspapers and magazines across the world through an app on smartphones and tablets. PressReader will specifically appeal to international guests.

The Wall Street Journal mobile reader allows access to the daily newspapers' smartphone

and tablet apps as well as its Web site.

To personally purchase these news sources, The New York Times' all digital access is \$35 every four weeks, The Wall Street Journal is \$25 per month and PressReader is \$30 for the month, or \$0.99 per issue, but Trump Hotels covers these costs for its guests.

The ease, convenience and complimentary subscriptions will allow guests to enjoy their morning newspaper without leaving their room.

## **Hotel technology**

Hotel brands are pressured by consumers to digitally adapt every aspect of their guests' experiences.

Luxury hotel brands feed the insatiable consumer desire for travel research with a number of digital tactics.

While consumer reviews on travel Web sites and word of mouth still hold sway over many travel decisions, hotels are becoming increasingly transparent to reel in the consumers busily browsing for their next trip. Microsites, mobile applications, social media feeds and content hubs are employing enhanced research tools to convince consumers to book ([see story](#)).

The consumer is moving beyond research and toward digital conveniences at the hotel they book.

For example, The Fairmont Pacific Rim Hotel in Vancouver, British Columbia, Canada, enhanced its hotel experience for guests and employees by incorporating new mobile technologies and applications into property amenities.

The hotel staff uses Room Expeditor system for immediate updates on guest requests and room statuses on iPods. Guests are able to view a digital wine and cocktail list on an iPad and receive recipes on dishes from the kitchen ([see story](#)).

Integrating technology into a guest's experience is becoming a necessary step for hotel brands to compete digitally.

"Our Corporate Digital Solutions team has been working with corporate clients for nearly two years to deliver the depth and breadth of New York Times journalism to their employees and customers," said Hannah Yang, Executive Director for Education and Corporate Marketing, [The New York Times](#), New York.

"We believe that this commitment demonstrates the extensive interest in access to The New York Times among our highly sophisticated and affluent audience," she said.

"Our Digital Hotel Program opens up a huge opportunity for us domestically and globally; it broadens the scale of our potential reach."

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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