

TRAVEL AND HOSPITALITY

Louis Vuitton travel app among year's best, says Apple

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Louis Vuitton City Guides app

By STAFF REPORTS

French leather goods maker Louis Vuitton's embrace of the spirit of travel has earned it a spot on Apple's "Best of 2016" mobile application list.

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Apple selected Louis Vuitton's City Guide iPhone app as one of the best innovative apps launched for the year. Apple's Best of 2016 recognizes apps from around the world, from games and tools to shopping and mobile wallets, and includes mentions of Nike, Warby Parker, Vogue, Pokemon, FIFA and more.

Apps to guide you

Louis Vuitton's City Guide app is a mobile adaptation of print travel recommendations and tips published by Louis Vuitton since 1998.

In either mobile app or print form, Louis Vuitton City Guides are meticulously curated by the brand. Each guide includes sections on luxury hospitality, gourmet eateries and neighborhood bistros, fine food stores, street markets, must-see landmarks and sites off the beaten path.

Louis Vuitton launched the City Guides app a year ago. The mobile version brings to life 29 international cities such as Paris, Milan, Beijing and New York.



Louis Vuitton City Guides is available for Apple iPad and iPhone

To keep users properly informed the app, which has a digital address catalogue in the thousands for each destination, is regularly updated.

Beyond providing insights for visitors, the City Guides app aims to capture the spirit of a location through photography, insights from writers, an arts and culture agenda and other touch points.

In addition to being a useful source for exploration the app is "resolutely interactive," "intuitive" and "very user-friendly."

Features earning the app a spot on Apple's Best of 2016 list includes a geolocation feature to find addresses with ease, filters for target search results and the app's ability to send digital postcards, share address by email, SMS and via social media.

At launch, Louis Vuitton City Guide app featured 25 international cities and included more than 12,000 addresses. Although the app itself is free, the City Guide for additional cities each have a \$9.99 price tag ([see story](#)).

Louis Vuitton City Guide app

The Louis Vuitton City Guide app can be downloaded from the [Apple App Store](#).

Apple's full Best of 2016 iPhone app listing can be found [here](#).

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