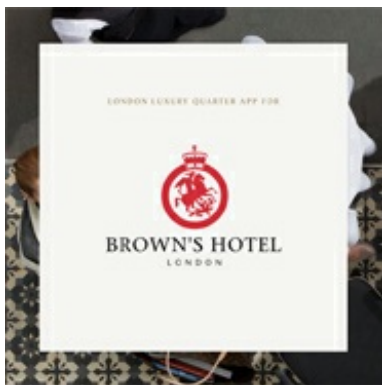


MOBILE

London elite grow awareness via London Luxury Quarter apps

August 7, 2012



By RACHEL LAMB

High-end hotels in London including Brown's Hotel, The Ritz and The Langham in addition to noted retailers such as Selfridge's and Fenwick are increasing awareness through mobile applications that serve as digital concierges and guides to the London Luxury Quarter.

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Luxury Daily

The London Luxury Quarter concierge apps point customers towards dining, tours, shopping and special services including chauffeuring and private aviation. The apps are free in Apple's App Store for the iPhone, iPod Touch and iPad.

"I think these apps will help build loyalty for the hotel brands as they contain useful information," said Simon Buckingham, CEO of Appitalism, New York.

"Concierge services help guests and potential guests understand the area the hotel is located in and the attractions and amenities available in that area," he said. "Concierge services work well as smart phone apps since they have the advantage of being linked to the smart phone's location so that actual information can be tailored to that particular app user."

Mr. Buckingham is not affiliated with London Luxury Quarter, but agreed to comment as

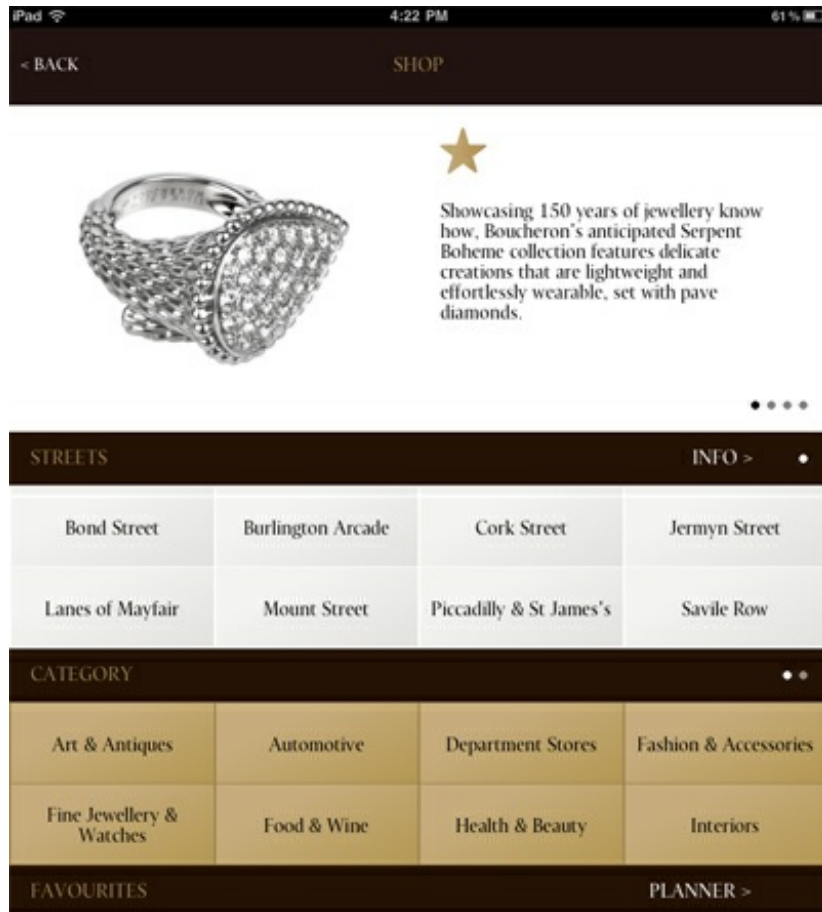
an industry expert.

London Luxury Quarter did not respond before press deadline.

Site seeing

The apps are split into four sections: shop, concierge, new and map.

In the shop section, consumers can flip through the destinations by category such as department stores and automotive, or by street such as Bond St., Savile Row and Mount St.



Shopping section

The app points to high-end destinations such as Louis Vuitton, Hermès, Dolce & Gabbana and Selfridge's. There are also links to hotels such as The Langham, The Ritz London, Brown's Hotel and Connaught.

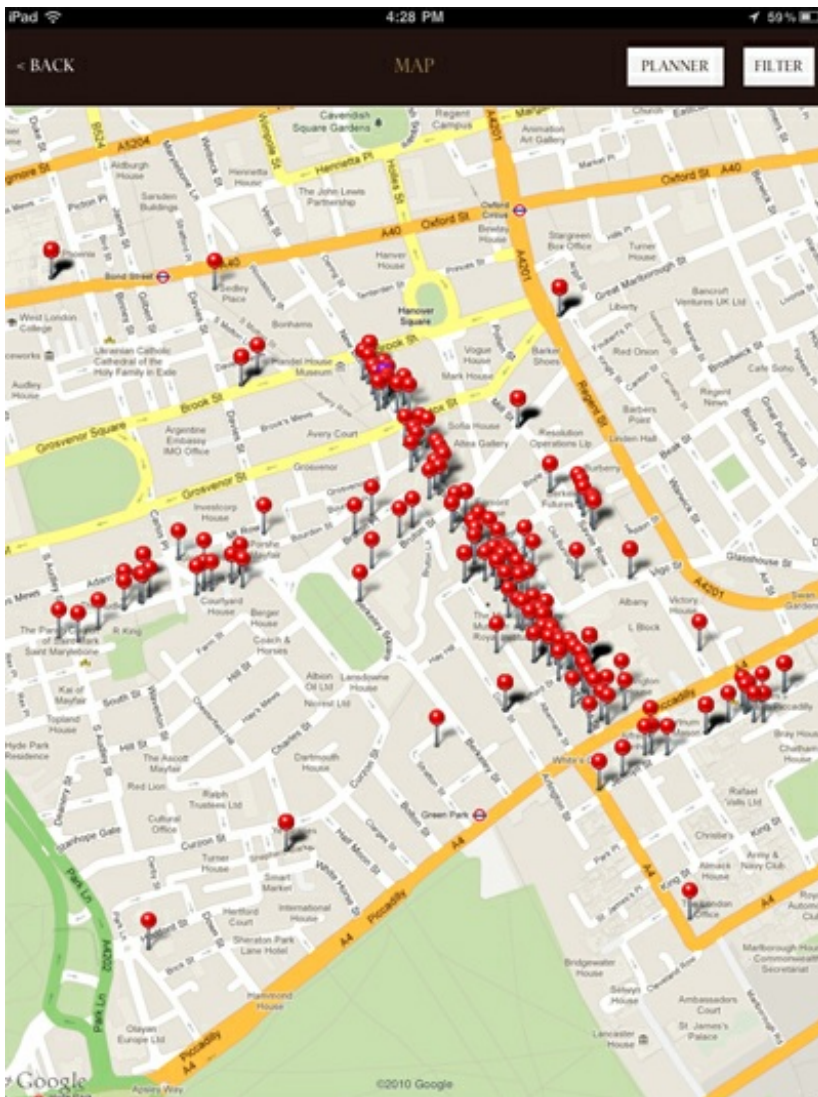
Consumers can mark "favorites" to visit later.

The concierge section makes it easier for consumers to go where they want to go in the city. For example, there is a dining and entertainment section with links to restaurants in Claridge's, the Langham and Brown's.

There are also links to services such as car chauffeuring and private aviation.

The apps use devices' GPS to make a map based on the destinations in the app.

Consumers can click on a peg and get the information that comes up including email, phone numbers and a link to the Web site.



London map

Wish you were here

Mobile is becoming an important way for hotel brands to increase their luxury concierge services.

For example, hotel chain Ritz-Carlton is stepping up to competitors that are already in the mobile game with a new app that uses GPS, social media and a QR scanner.

Consumers can also look at new tips from Ritz-Carlton president Herve Humler, who has compiled his favorite places about each Ritz-Carlton location such as a secluded garden in Sanya or a Viennese crystal chandelier in Doha ([see story](#)).

Also, Starwood Hotels & Resorts' Preferred Guest program updated its mobile app to create a seamless, guest-centric experience for all nine of its brands that include content based on whether or not the user is planning, en route or already checked-in to a specific hotel ([see story](#)).

In addition, Baglioni Hotel Group is stepping up the traveling experience through concierge tips in its new iPad application that offer the best places to eat, go shopping and

be entertained in cities where its hotels are located ([see story](#)).

“Luxury brands need quality apps for their brand image to be enhanced,” Mr. Buckingham said.

“As such, the apps need to be fully functional and operational to be additive to the brand experience, rather than detracting from it,” he said.

Final Take

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