

MOBILE

SLS Hotel South Beach bolsters lifestyle, on-site services via mobile app

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By TRICIA CARR

SLS Hotel South Beach, Miami, FL, is bolstering its on-site services and luxury lifestyle association through a new mobile application that is available for download on the iPhone and iPad as well as via in-room iPads.

Sign up now

Luxury Daily

The free app lets users book hotel services, shop curated products on Net-A-Porter.com and MrPorter.com, read suggested daily itineraries, find local weather and events, interact with the hotel through social media and use an interactive mixology tool. The app is meant to engage guests and potential customers with the hotel's Miami location and mixology program

"It is a direct reflection of our customers' lifestyle," said Veronica Smiley, chief marketing officer of sbe, Los Angeles. "It encourages them to experience our properties in an exclusive fashion, while also entertaining them with highly engaging content happening every day in our hotels, restaurants and nightclubs.

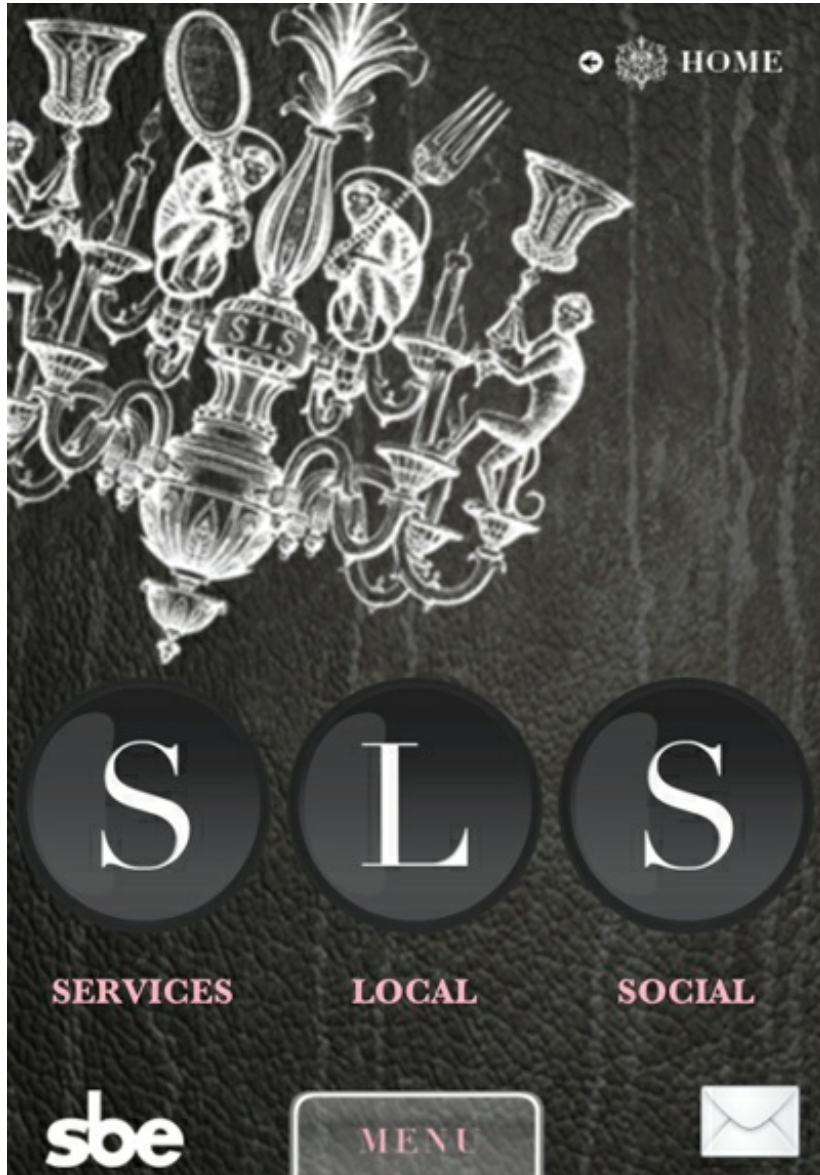
"A perfect example is our partnership with Net-A-Porter, which lives on our app," she said. "It is a leading digital luxury brand that we work with to create a highly curated experience for our guests."

SLS Hotel South Beach is operated by the **sbe** hospitality group. The hotel's app was developed by **Runtriz**.

Welcome to Miami

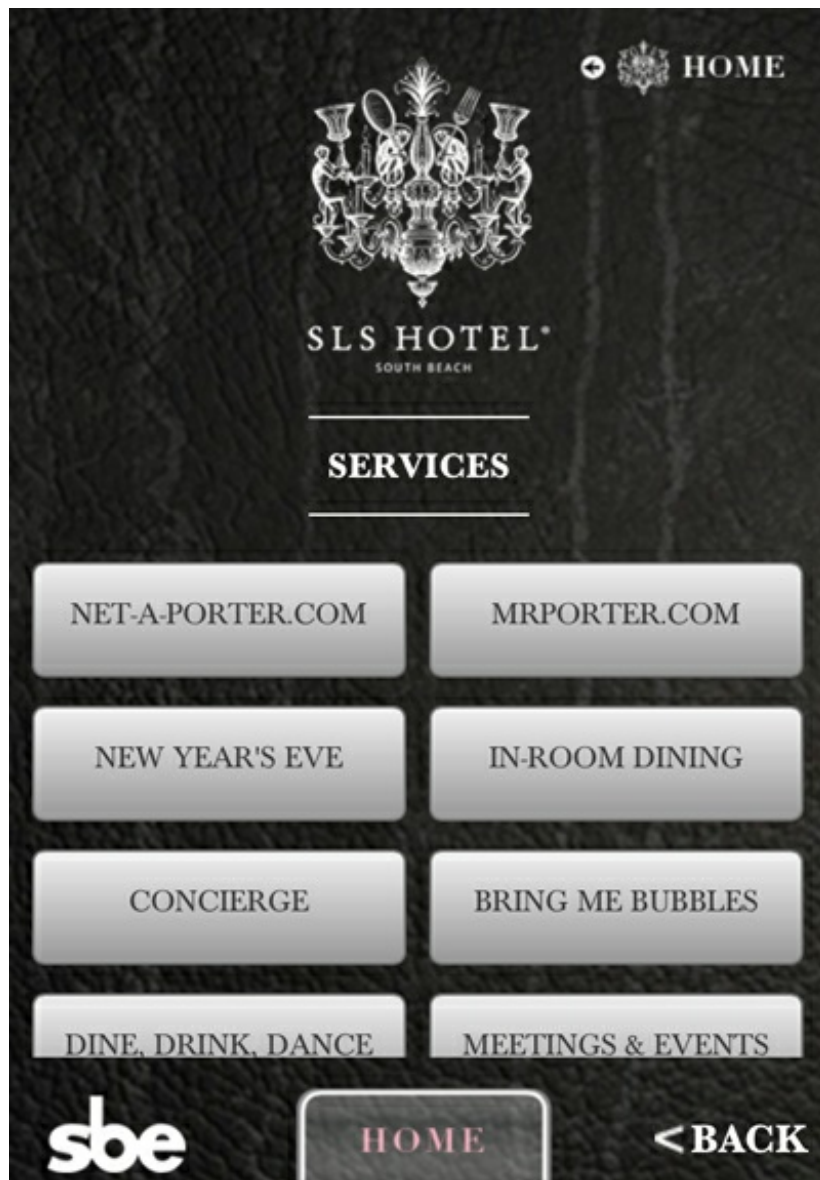
The SLS Hotel app is available for free in the **App Store**. Users can access the new South Beach section of the app through the main menu.

The South Beach app lets users browse its functions via three sections including Services, Local and Social.



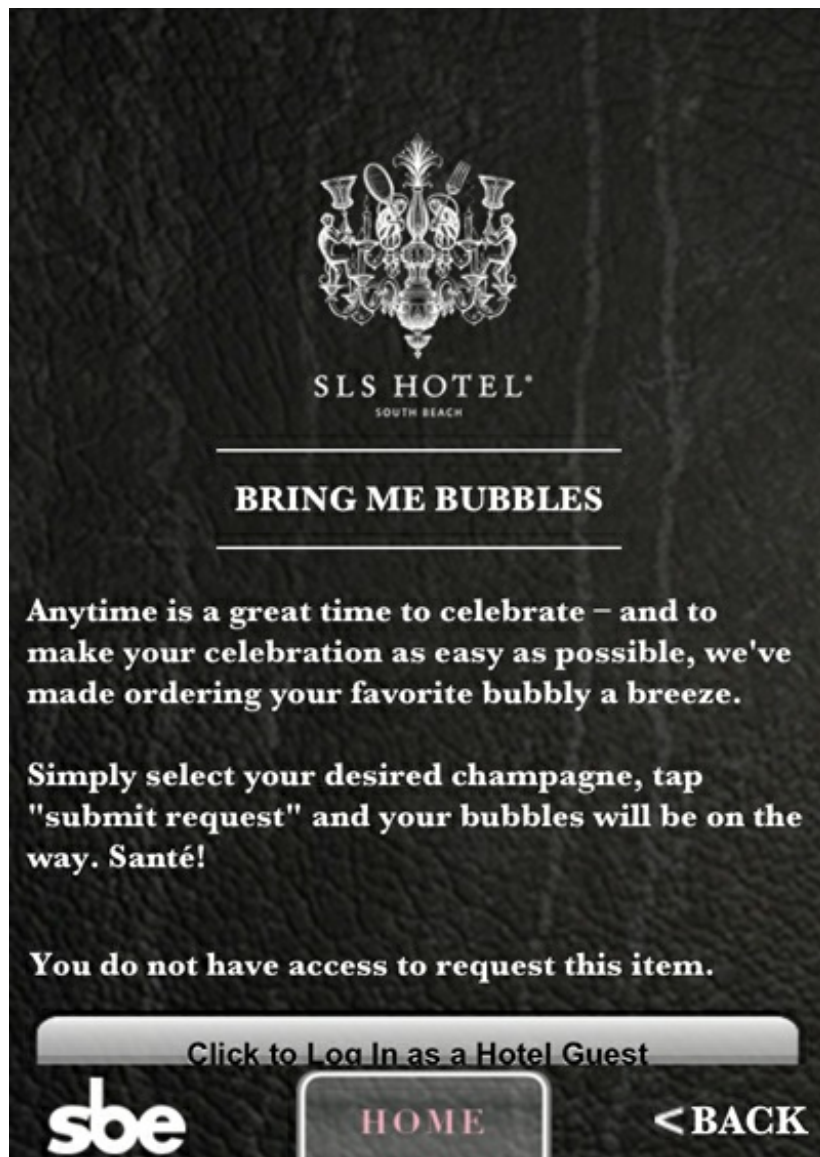
South Beach app section

Users can book in-room dining, in-room cocktails, concierge services, housekeeping, transportation, wake-up calls, meetings, events, spa visits, salon visits, fitness programs and more through the services section of the app by signing in as a guest and providing their name and room number.



Services section

The “Bring Me Bubbles” function, for instance, allows guests to order bottles of Champagne to be delivered to their rooms in less than 20 minutes.



Bring Me Bubbles tool

In this section there is also access to more information on dining, entertainment and New Year's Eve packages.

Another function of this section is the shopping button. Users can either shop a curated selection of items on Net-A-Porter.com and MrPorter.com or necessities from the hotel such as T-shirts and swimsuits.

SLS HOTEL SOUTH BEACH (132 ITEMS)

ALL

Sort By Price



FILTER 



DKNY
\$595



PREEN
\$630

Net-A-Porter shopping link

The Local section of the app includes a featured called “Perfect Day in South Beach” that features interviews with personalities and hotel staff members. For instance, it features a Q&A with singer-songwriter Lenny Kravitz on his ideal day in Miami.



Q&A with Mr. Kravitz

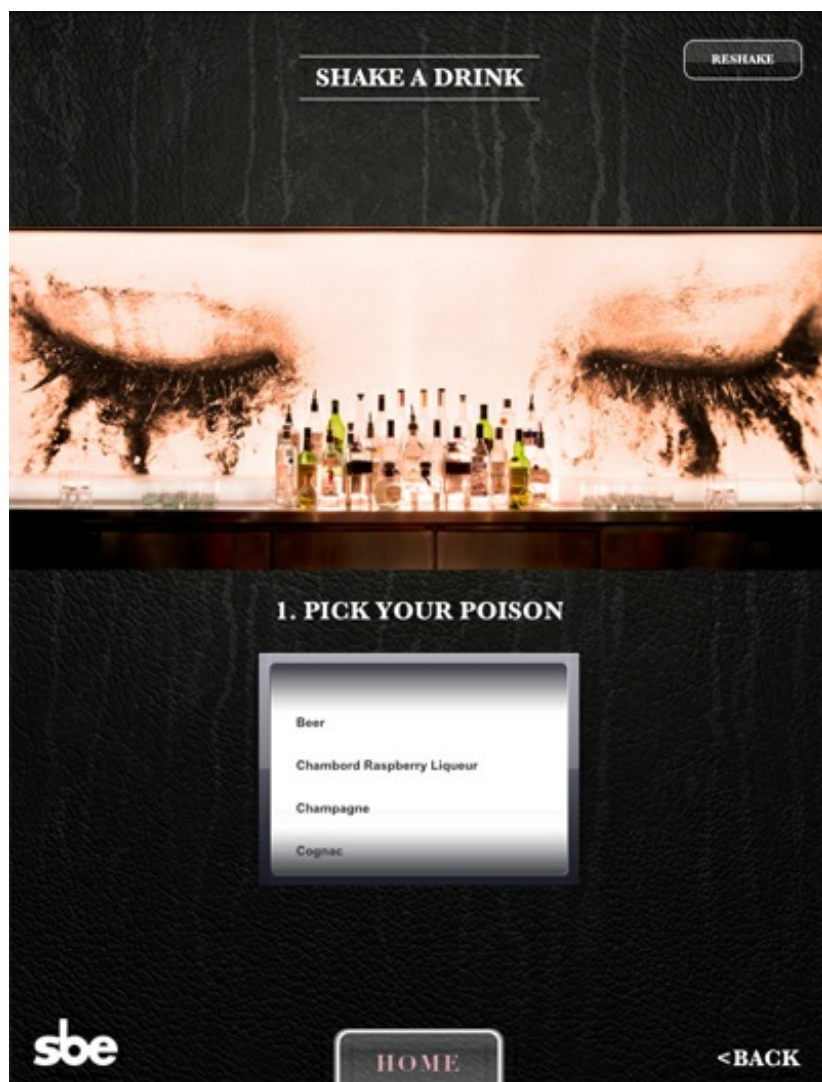
Another part of the Local section is a lifestyle guide called “What’s Hot.” Users can browse through topics including activities, sports, art, fashion, LGBT, dining and nightlife.

Users can also find local weather, news, blogs, maps and on-site venues through the Local section.

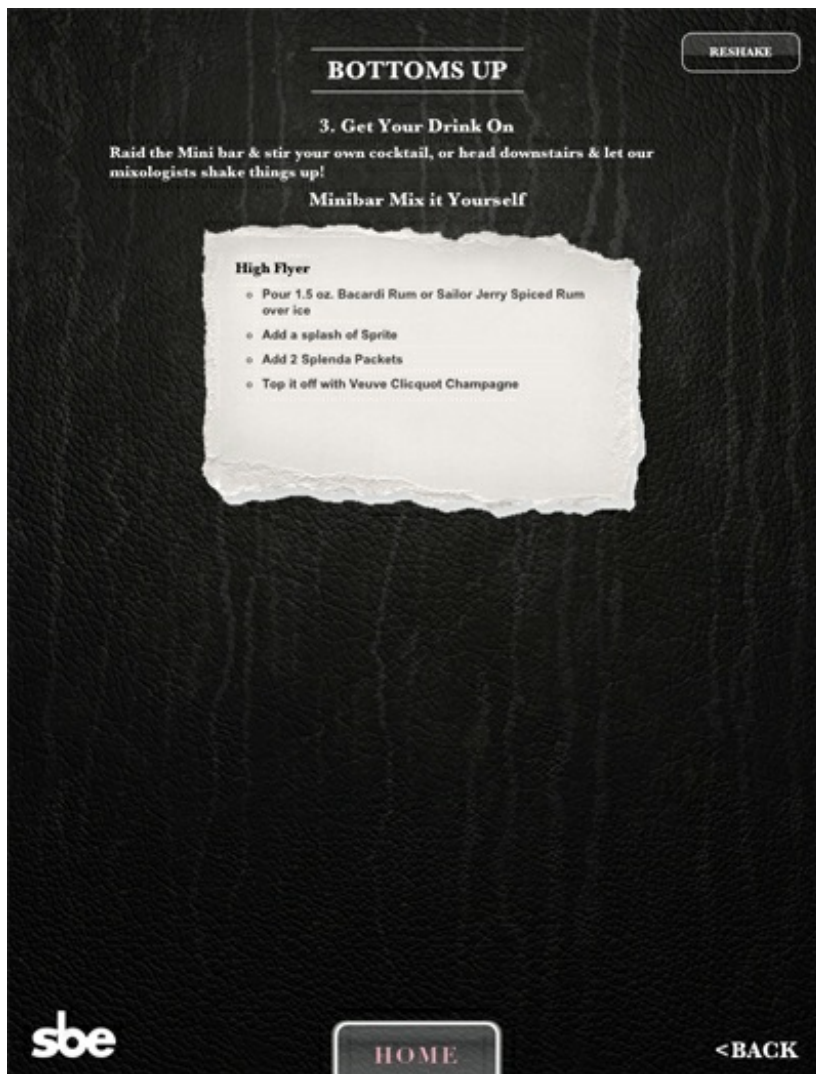
The Social section houses links to SLS Hotel South Beach’s Facebook, Twitter, Instagram, Pinterest and foursquare accounts.

Users of the iPad version of the app can access the “Shake a Drink” tool through the Social section as well.

The tool lets users “pick their poison” or type of alcohol desired. Then, they must shake the iPad to reveal a cocktail recipe by a hotel mixologist from on-site venues including Katsuya, Hyde Beach and The Bazaar by José Andrés.



Shake a Drink tool



Champagne recipe

The Miami hotel opened in June and is the first SLS Hotel property on the East Coast. It features 140 guest rooms.

"I think this mobile app works to target affluent consumers," said Heather Dillon, account supervisor at **Wagstaff Worldwide**, Los Angeles. "Affluent consumers look for exclusivity and ease when choosing a hotel and SLS is providing that by offering luxurious experiences with the touch of a button.

"Furthermore, it has been reported that affluent consumers feel better connected to luxury brands after using their mobile apps and I believe that SLS has tapped into this and acknowledged the impact of technology advancements by engaging with its consumers through mobile," she said.

Living the life

Lifestyle is often the focus of mobile efforts by luxury travel marketers so that users can engage with the brand beyond strictly booking services.

For instance, InterContinental Hotels is adding to the culinary experience at its properties in Atlanta, San Francisco, Boston and Miami through the Kitchen Passport mobile program that features recipes by the hotels' executive chefs from around the world.

The latest San Francisco-themed edition of the Kitchen Passport app features an appetizer, entrée and dessert inspired by Northern California ([see story](#)).

In addition, international hotel, river cruise and rail company Orient-Express released a free app for the iPad that allows on-the-go consumers to read new issues of its Traveller magazine with added interactive features such as video and bookmarking capabilities ([see story](#)).

"It is important for hotels to incorporate lifestyle content into their mobile programs because a hotel is more than just a place to stay," Ms. Dillon said. "Consumers rely on hotels to be the experts on the destination and provide gastronomic experiences that are special to the region.

"By providing lifestyle content, SLS is inviting consumers to interact and learn more about the hotel and its luxurious amenities," she said. "This lifestyle app not only creates a buzz, it will encourage guest retention as it offers something unique that the guests will remember."

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York