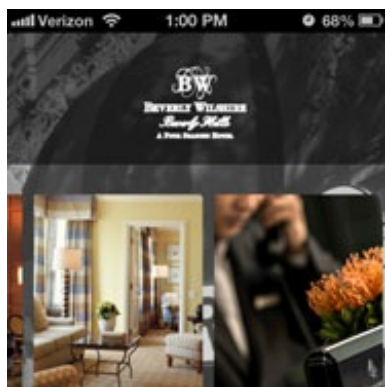


MOBILE

Four Seasons' Beverly Wilshire enhances guest experience via mobile app

May 23, 2013



By ERIN SHEA

Beverly Wilshire, a Four Seasons Hotel in Beverly Hills, CA, is enhancing the hotel experience through a new mobile application that allows guests to take full control of their stay.

[Sign up now](#)

[Luxury Daily](#)

The “Beverly Wilshire Beverly Hills” app gives guests the ability to explore the hotel, make restaurant reservations, order room service and plan other aspects of their stay. This app will help guests while on-site and show off the hotel's offers to consumers who are planning vacations.

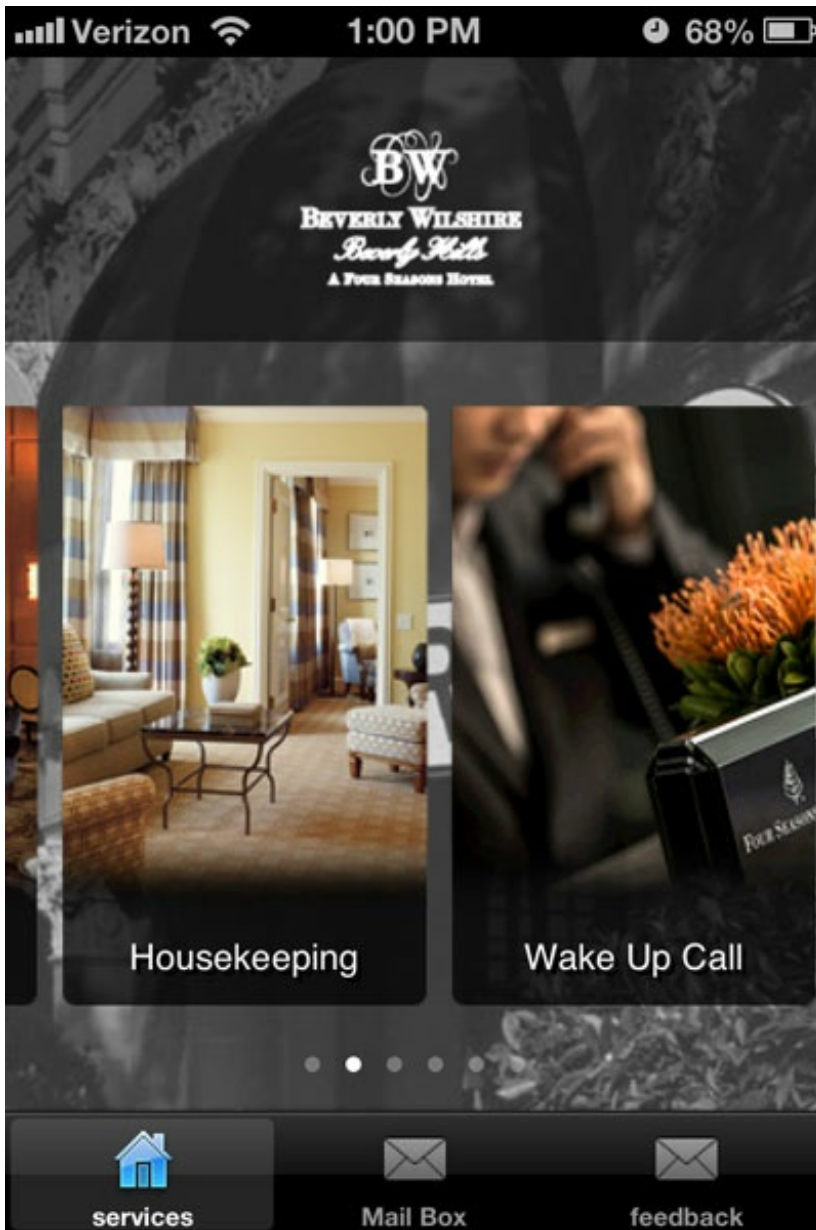
“Beverly Wilshire is a forward-thinking property, which includes all things digital,” said Carrie Mitchell, director of public relations at the [Beverly Wilshire](#), Beverly Hills.

“We felt there was a need to have both information and guest requests easily accessible in a manner in which guests are already accustomed - through mobile devices,” she said.

The app was built by [Intelity](#). It is available for free for iPad and iPhone from the [App Store](#) and on Android devices from [Google Play](#).

Instant service

The app gives consumers the opportunity to explore hotel offers through menu options, which are hotel information, dining, housekeeping, wake-up call, luggage assistance, valet parking, concierge, transportation, maps and directions, spa and nail bar, meetings and events, room reservations, newsletter and social media.



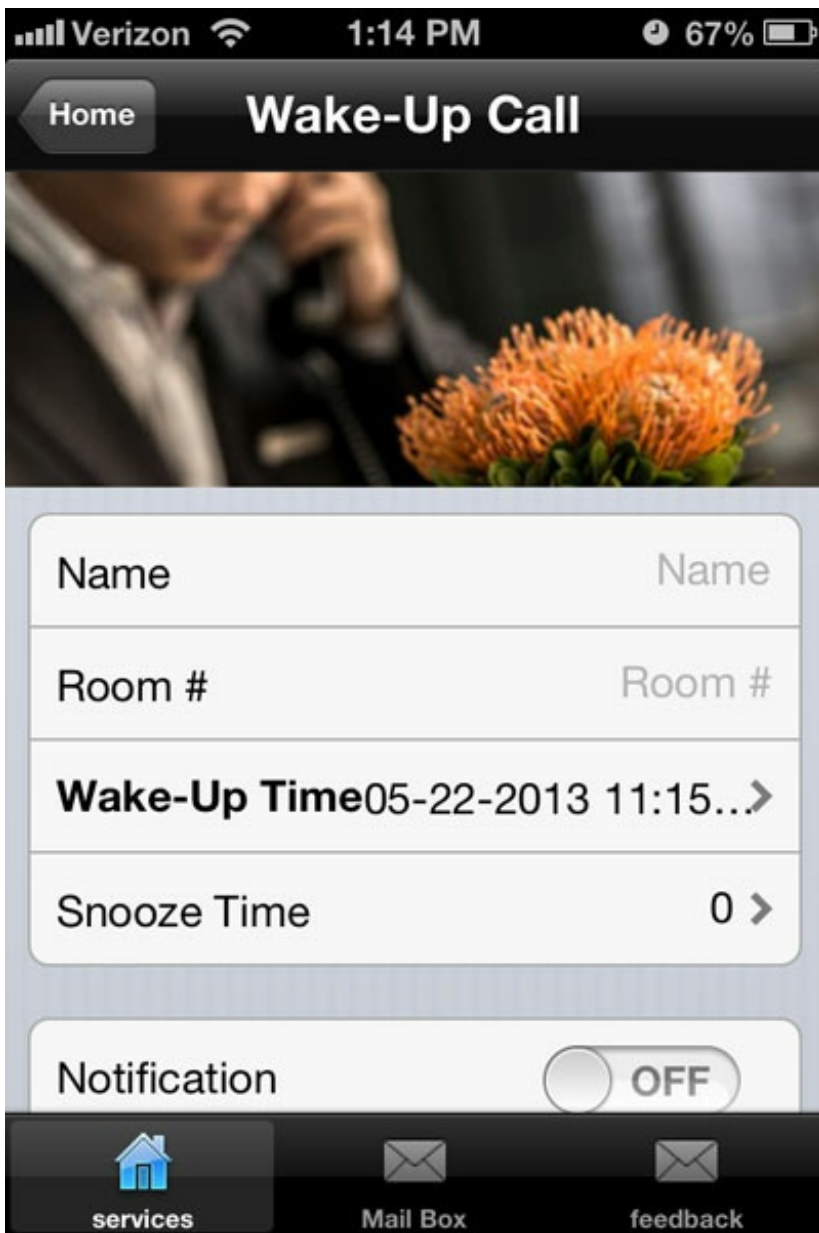
Home screen

The hotel information option gives an overview of all aspects of the hotel. It includes important safety information and extension numbers for hotel services.



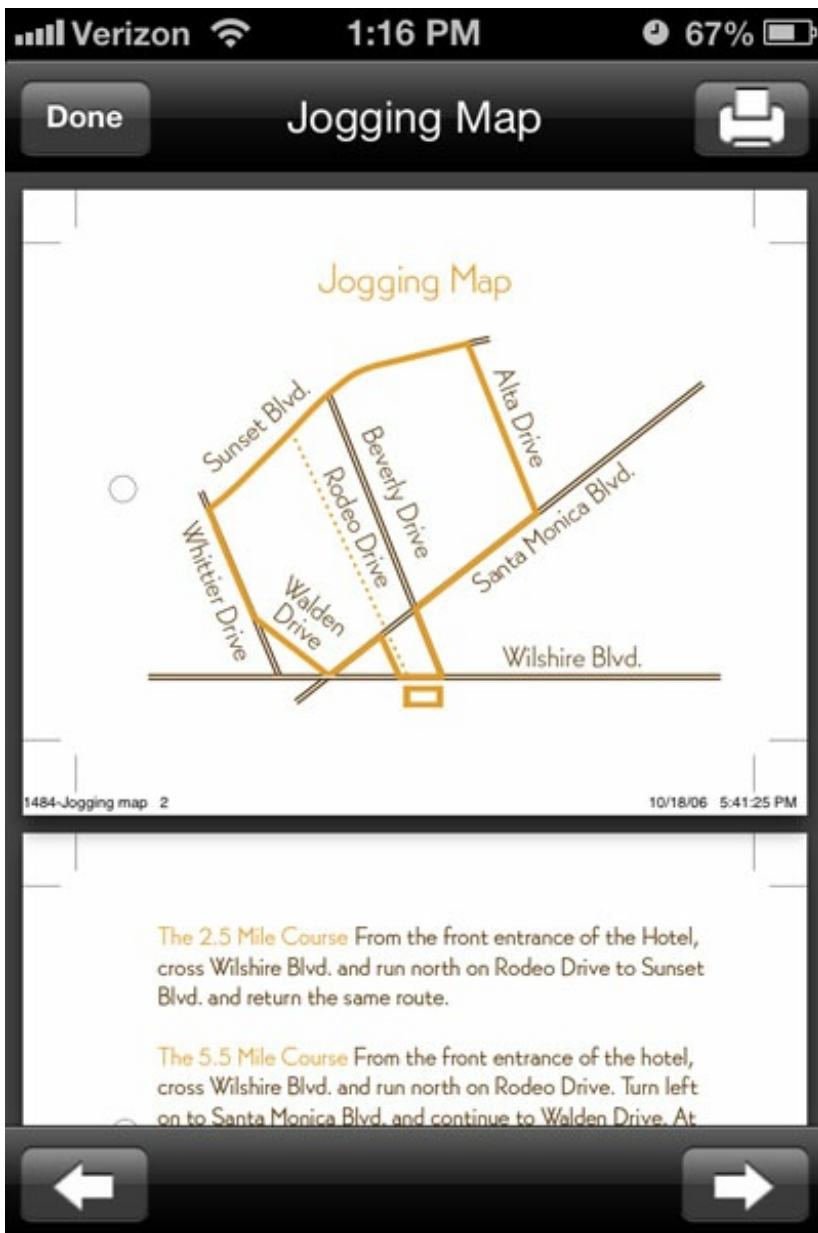
Hotel information

The dining, housekeeping, wake-up call, luggage assistance and concierge options allow consumers to make requests for services immediately through the mobile app.



Wake-up call service

Under the maps and directions section, consumers can view a jogging map or read directions to the nearby airports through the Beverly Wilshire's mobile-optimized site.

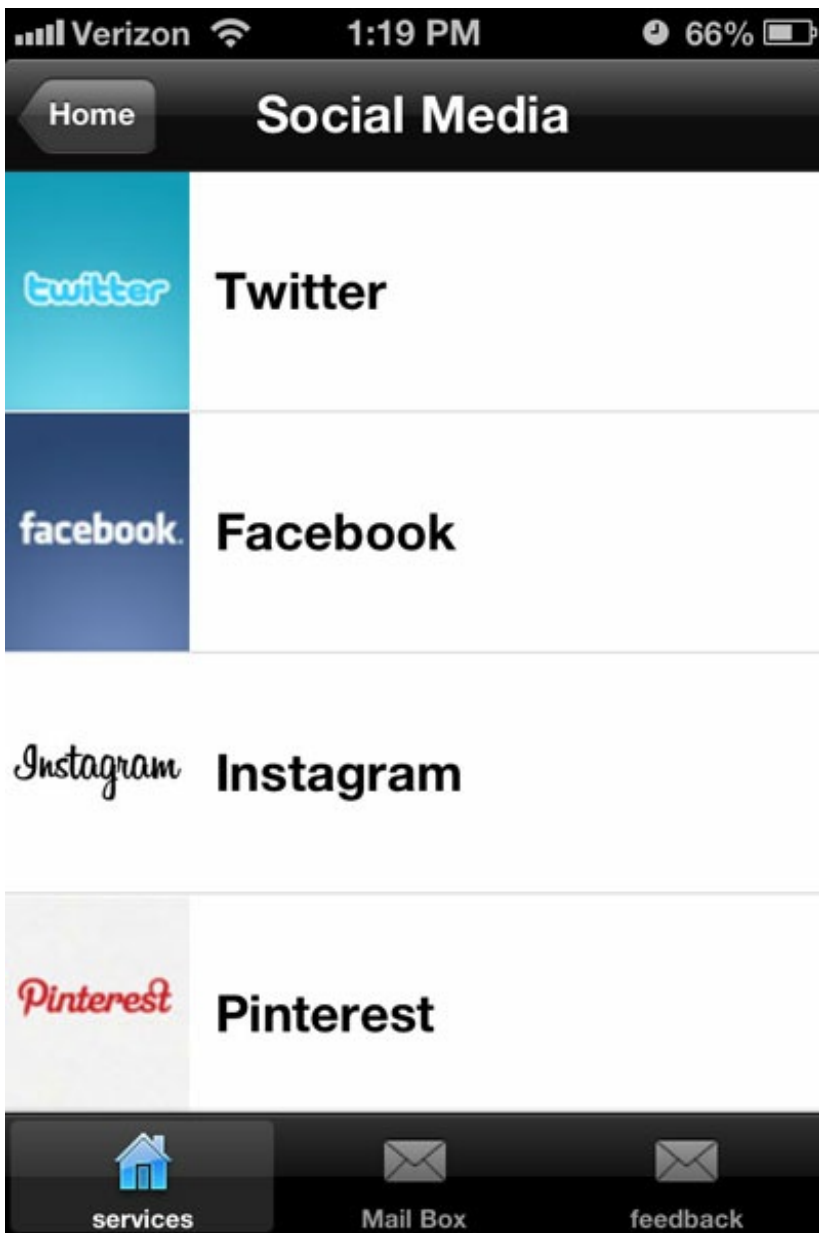


Jogging map

The spa and nail bar, meetings and events and room reservations sections take consumers to the hotel's mobile site to learn more about the services offered and to book reservations.

Consumers can find out about local Los Angeles events, sporting events and shopping events through the newsletter page.

To keep consumers connected with the property, the social media section provides mobile-optimized links to the Twitter, Facebook, Instagram and Pinterest profiles for the Beverly Wilshire.



Social media links

In addition, the app allows guests to give feedback to the hotel.

At your fingertips

Other luxury hotels have enhanced guest services through mobile technologies.

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

The hotel staff started using the Room Expeditor system in January 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](#)).

In addition, the Trump Hotel Collection boosted its tech skills by employing mobile devices at its Toronto property.

The brand is using Micros Opera Enterprise Solution, which enables Trump to report functionality through smartphones and other handheld devices. The hotel opened in

January 2012 and debuted with this technology ([see story](#)).

These efforts can help hotels easily cater to guests' specific requests and provide consistent service.

“Our foundation is based on exceptional service,” Ms. Mitchell said. “Therefore, this new app allows us to extend that service in to the digital age.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/w50K0v5kDv4>

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.