Small Luxury Hotels of the World™ Launches New Iphone App

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Small Luxury Hotels of the World (SLH) has launched a new app for iPhone that is available from today on the App Store. The app reflects SLH's contemporary new brand positioning with a clean and easy to navigate interface, and has been designed to match independently minded travelers with the luxury brand's collection of over 520 independently spirited hotels around the world.

SLH has seen a dramatic rise in mobile activity over the last twelve months with a 49% increase in visits to the mobile site and a 71% increase in reservations made via mobile. In response the app has been completely redesigned to include new features to make customer interactions as quick, simple, informative and user-friendly as possible including an Interactive Hotel Directory and the introduction of a new internet booking engine.

Key features include:

- The ability to search over 520 hotels by hotel name, destination or experience using Google maps, including a 'hotels near me' search function
- Detailed information about each hotel including rooms, restaurants, facilities, services and location – all accompanied by photo galleries
- A Book Now button to make reservations via the app or click to call a local SLH reservations agent
- A sharing function to allow guests to share favorite hotels with friends by email and social media channels.

Once a reservation has been made the app continues to be a useful companion for SLH guests with live maps providing guests with turn-by-turn directions to their hotel of choice. The app also invites guests to sign up to The Club of SLH to be able to take advantage of member benefits that begin as soon as they complete their first stay.

Filip Boyen, CEO for SLH comments, “While we have always seen healthy visitation to our mobile site the increase in reservations being made via mobile in 2015 was striking and demonstrates how consumer confidence in making transactions through mobile devices has changed. The new SLH app provides a quick and simple way to enjoy any of our hotels, wherever our guests happen to be, around the world.”

The new app is scheduled for release for Android phones in March 2016.

For more information about SLH's collection of hotels around the world or to make a reservation visit www.slh.com.

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