



O'Rourke Launches SmartstaySM iPhone App to Open Mobile Channel for Hotels

Newburyport, MA (March 10, 2010) - O'Rourke Hospitality Marketing, a full-service marketer specializing in the hospitality industry, has just launched SmartstaySM a one-of-a-kind iPhone app that hotels can customize to reflect their own hotel brand.

SmartstaySM is a mobile solution for hotels who have been looking for a way to enter the mobile market and who recognize the many benefits the mobile platform can provide their hotel and their guests. Tom O'Rourke, Founder/CEO of O'Rourke Hospitality Marketing explains, "We're opening up a channel that has never been used before in the hotel industry. This is not just another app – it's an opportunity through a mobile channel to connect with a guest before, during, and after their stay."

O'Rourke explained that the mobile platform is new for hotels and is often overlooked in their marketing plans. Many hotels still spend millions of dollars on traditional media that aspires only to attract guests to their hotel. The mobile platform allows hotels to communicate with their guests in a continuous and connected manner.

SmartstaySM provides many benefits for hotels and it can help them capture a wider market share, tap into a new source of revenue, and enhance the guest experience at their hotel and in their city. Hotels can send exclusive offers directly through the SmartstaySM app and the user is then prompted to make a reservation with the single touch e-mail and dialing options.

The hotel can also cross-sell and up-sell guests on amenities, their spa services, the hotel restaurant or events at their hotel through the news feature of SmartstaySM. The hotel can enter posts as often as they choose and they can also incorporate their Twitter stream to supply their guests with real-time information that their guests can use at that moment. For example if the hotel posts a last minute deal at their restaurant, guests with SmartstaySM will receive the message on their iPhone and may decide to have dinner at the hotel restaurant to take advantage of the offer.

The SmartstaySM app also serves as a micro mobile website and guests can see images, videos, and useful information about a hotel. The hotel can manage all the content on the SmartstaySM app through a very easy-to-use back-end program that they can access online. Hotels can instantly update their content and choose the information they want to display such as directions, specials & packages, room rates, restaurant information and more.

SmartstaySM appeals to travelers and helps them make the most of their stay at a hotel and in a city. Many people today make travel plans from the road and they appreciate the convenience of managing their stay at a hotel directly from their iPhones. Once a guest downloads a SmartstaySM hotel app from iTunes, the hotel icon appears on the user's iPhone. The next time the SmartstaySM user travels, they are more likely to tap on the hotel

iPhone icon and make a reservation at that hotel because of the convenience it offers and the time it saves them from searching the Internet for hotels.

Guests will also enjoy the interactive city guide which will help them find the location of the nearest shops, bars, restaurants, cultural venues, transportation services, and more. Guests simply tap on the icons to see detailed information about a specific place. They can also tap on the phone number if they would like to learn more or make a reservation. Local area businesses such as bars and restaurants may also promote special offers on their detailed description page with the consent of the hotel. With the interactive map feature, guests are able to find their way around an unfamiliar city at any time without the help of a concierge.

The SmartstaySM app is an asset to any hotel and will help them increase revenue, improve guest loyalty, and enhance the guest experience. O'Rourke has officially launched the SmartstaySM hotel app and is currently filling requests from interested hotels. However, as Tom O'Rourke pointed out, "There are unlimited opportunities for hotels to use the iPhone app and we are constantly working to add new features and find creative ways that hotels can use the app to connect with their guests and increase revenue. Once a hotel has obtained their customized iPhone app that is not the end, but just the beginning. We are confident that hotels and hotel guests alike will find that the SmartstaySM app is an invaluable resource for travel."

Contact Information

For more information about the SmartstaySM hotel app please contact the mobile division of O'Rourke Hospitality Marketing:

Toll Free Phone Number: 888-965-5966

Watch a Demo Video: <http://www.smartstayapp.com/>

About O'Rourke Hospitality Marketing

Founded in 2001, O'Rourke is an award-winning hospitality marketing firm headquartered in Newburyport, Massachusetts. Serving national and international clients, O'Rourke provides hotels with a complete range of services including Internet marketing, hotel website design and development, and print design. Clients include major brands as Marriott International, Renaissance Hotels, and Winegardner & Hammons, Inc. For more information see the O'Rourke website: <http://www.orourkehospitality.com/>