

Renaissance New York unveils interactive digital city guide

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The newly-opened, Manhattan-based Renaissance New York Midtown Hotel is bringing Time Out New York, the insider's city guide, directly to guests via an interactive, experiential digital platform. The property showcases technology never before seen in a New York hotel, catering to the next-gen business traveler who seeks adventure and a connection with the local neighborhood.

The hotel's team of "Navigators," lifestyle concierges with hyper-local knowledge, will work in partnership with Time Out to curate this continuously changing database with detailed information on events, restaurants, shopping venues, shows, and other local discoveries near the hotel. Patrons seeking personalized recommendations based on unique interests and highly specialized requests can work directly with the Navigators at the "Navigator Table" located on the 6th floor lobby, while the hotel's "Discovery Portal" will deliver an overview of current hotspots in the hotel's neighborhood, the Garment District, and beyond.

"We believe our partnership with Time Out New York will bolster our already unique and robust Navigator program and ensure that our patrons are inspired by the hotel's neighborhood in addition to what's going on in the city at any given moment," said David DiFalco, General Manager of the Renaissance New York Midtown Hotel.

Located between the hotel's 34th and 35th street entrances, the Discovery Portal will come to life as guests easily activate prompts projected on the floor. Based on guest's selections (including time of day and walking distance from the hotel in 5 to 20 minutes), exclusive Time Out content will appear on the colorful, interactive screen, ready for selection with just a point of the finger or tap of the foot.