

Swiss Premium Hotels launches its own iPhone application

Zurich - 24 December 2009 - As of immediately, at Swiss Premium Hotels, bookings can also be made via mobile communication. The free iPhone app not only provides an overview of the selected hotels and their locations, but also enables users to book hotel rooms and special offers.

Thus the innovative hotel group and marketing organisation, Swiss Premium Hotels, is responding to the growing need for a fast and simple – in other words, mobile – form of communication by making use of iPhone smartphone technology. In addition to hotel details, the iPhone app displays pictures and information about regional and geographical places of interest, as well as seasonal special offers.

This latest development constitutes yet another top benefit in the attractive package of services offered by this innovative hotel group, as well as a highly topical, strong tool for its partner hotels in the field of m-commerce.

Swiss Premium Hotels is a sales & marketing organisation working on behalf of personally managed, and usually owner-run, hotels. Both the group and its partner hotels are future-oriented and take active measures to market themselves. The currently 18 hotel complexes belonging to this fledgling organisation are located in Switzerland, France, Italy and the USA.



Swiss Premium Hotels
Fritz Honegger-Weg 6, 8803 Rüschlikon/Zürich, Switzerland
T +41 (0)44 724 45 25, F +41 (0)44 724 45 23
info@swisspremiumhotels.com, www.swisspremiumhotels.com