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The Berkshires' Cranwell Resort Debuts Free Mobile App

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Cranwell announces the launch of a free App for iPhone, iPad and Android, designed to deliver unique services and special offers to hotel guests and visitors.

The historic Cranwell Resort, Spa and Golf Club in the heart of the Berkshires in Western Massachusetts, announced the launch of its own app for iPhone, iPad Touch and Android phones. Designed as an insider's guide to the hotel's amenities and the surrounding area, the App features an array of resort recommendations and maps of activities in the Berkshires.

"This new feature will enable us to connect with our guests and prospective visitors before, during and after their stays," stated Norma Probst, director of marketing for the resort.

Available to download for free, the Cranwell App allows guests direct contact with the hotel for real time mobile reservations, email or direct dial to speak by phone. App users can explore all the facilities of the resort in a few easy taps - from information on dining and dining at the hotel's restaurants and bar, to room and suite accommodations. Users will also access sections on the Spa at Cranwell, golfing or skiing, as well as a profile of their conference and wedding facilities. To enhance these features, a photo gallery is also included.

Another useful feature of the App is the interactive map that serves as an area guide, showing guests the location and information on all the nearest restaurants, bars, shops, cultural and recreational venues, and must-see attractions.

Key features of the Cranwell app include: Contact the hotel directly for real time mobile bookings, email and dialing options; Interactive map allows users to find the location of the nearest shops, restaurants, bars, cultural and recreational facilities, as well as popular attractions; Users can view detailed information on each place on the map by clicking the icon; View images of Cranwell Resort and send virtual postcards to your friends and family; Access guest-relations information anytime, anywhere.

Available globally and downloadable free of charge, iPhone application is found in the Travel category of the iTunes App Store at www.itunes.com/appstore, or searchable under Cranwell Resort. The Android version is available in www.android.com/market. Cranwell Resort partnered with O'Rourke Hospitality's Smart Stay App to provide a highly specialized service solution for mobile travelers to the Berkshires.

Cranwell Resort, Spa & Golf Club is an all-season resort in the heart of the scenic Berkshires in Western Massachusetts, known for its abundant cultural venues including the famed Tanglewood Music Center and the Norman Rockwell Museum. In addition to a graceful, historic Gilded Age Mansion, this award winning resort features 96 distinctive guest rooms, an 18-hole Championship golf course set on 380 hilltop acres and one of the largest resort Spas in the Northeast. With three restaurants and spacious banquet rooms, Cranwell also hosts numerous year-round conferences, weddings and social events.

Cranwell Resort is a member of Small Luxury Hotels of the World brand, an unsurpassed collection of over 500 hotels which together offer an infinite variety of memorable hospitality experiences. Cranwell is also a long time member of Historic Hotels of America, which preserves the authenticity of over 200 of America's most prominent historic hotels and inns. The resort is listed in Zagat's "Top U.S. Hotels, Resorts & Spas" and some of their many recognitions include SpaFinder Readers' Choice Award for one of "Best Spa Resorts for Golf" and the Wine Spectator Magazine Award for Excellence.

Cranwell is located just two and one-half hours from New York City and Boston in the historic New England village of Lenox, Massachusetts. For information, please call 800-272-6935 or visit the website at www.cranwell.com

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