

Hotel Hayden, One of the 1st in NYC to Offer handy to Enhance Guests' Experience

New York's premier boutique hotel invests in personalizing guests' visits with cutting-edge technology

New York, NY – January 18, 2019 – Hotel Hayden introduces handy, a luxurious and complimentary in-room amenity to improve their guests' stay in New York. The longest standing boutique hotel in New York City thrives on staying current as well as being "guest-focused." With almost 500 hotels in New York City alone, Hayden's secret sauce has always been their investment in the boutique guest experience. Hayden is one of the first hotels in New York to implement handy to enhance their travelers' stay with a personalized smartphone and concierge service that offers real-time engagement with their hotel staff.

Housed inside a smartphone, handy provides guests with free texting and long-distance calling, unlimited Wi-Fi, a customized city guide, exclusive hotel promotions and constant connection to the hotel for any need.

The handy technology extends the room phone to the entire city and because they are customized specifically to the guests' likes and preferences, Hotel Hayden is able to satisfy more guests and enhance their travel experience. The handy is designed to be a mobile companion for the modern traveler especially when enjoying a fast-paced trip in a boutique hotel. The technology addresses many popular destinations travelers admire and it fosters a seamless connection between the guests and hotel staff. Boutique hotels, like Hotel Hayden, are now able to provide a truly bespoke, and cost-free personalized service.

"We are eliminating the clutter of in-room guest guides, printing less and we can provide current information," said Hotel General Manager, Mark Speranza. "Guests love this feature, appreciate the connectivity, the resources and appreciate that we are going green!" Speranza states. Guests are able to take handy anywhere in New York City, dial zero to reach the hotel operator and the front desk agents will know which guest is calling and their room number.

"Our guests love this new amenity as it allows us to personalize their concierge needs and it helps navigate the conveniences and challenges when making reservations, booking shows and theatre tickets, visiting museums or simply needing information," said Speranza. "We are now able to remind guests that happy hour is beginning, live music is happening, special events are taking place and more - the opportunities are endless," Speranza said.

Each handy is found in a guest room and is personalized upon the guests' arrival with their own customized phone number. Guests enjoy complimentary wi-fi, local and long-

distance calls to ten selected international locations. Upon departure all the personalized information- searches, calls, text messages and more are all deleted to preserve safety.

With New York's largest concentration of art galleries and must-see attractions, Chelsea's Hotel Hayden is now able to tailor a guests' personal interests via the handy device. "handy has already seduced cities like Paris, London, Hong Kong and Singapore so we are delighted to say that with the Hotel Hayden as a handy partner, a new chapter of guest experience will be written in the city that never sleeps and where everything is possible," said James Hill, Managing Director of handy NY.

Hotel Hayden is part of The Fortuna Group Collection which also owns Hotel Henri, Hotel Hugo and the soon to open Hotel Hendricks in early 2019. The property is located in the stylish Chelsea neighborhood. The bustling neighborhood intersects between three of the city's most iconic districts: The Flower District, Fashion District, and the trendy Meatpacking District. Hayden welcomes guests with 122 fashionably elegant and tastefully appointed rooms and suites, contemporary Greek cuisine, and unbeatable skyline views from its famous rooftop bar and trendy lounge, the Mykonos Blue, where specialty cocktails such as the signature Mykonos Blue and Onassis Martini are enjoyed. Amenities in all rooms and suites include large flat screen TVs, Keurig coffee makers, Geneva Guild body-care products, and high-speed uncapped Wi-Fi. The Hayden Hotel is part of the CONNECT Preferred Hotels & Resorts portfolio and is a member of the Prefer Hotel Rewards program. For more information www.hotelhaydennyc.com