



## The JW Marriott Denver Cherry Creek First Hotel to Install Cutting-Edge Interactive Guest Technology

Denver, Colo. (May 12, 2015) – [The JW Marriott Denver Cherry Creek](#) is pleased to announce that it has installed an innovative interactive guest engagement program that allows visitors to explore the hotel and its contemporary art collection through their mobile phone or tablet.

Created by Denver's [Place Global](#), the JW Marriott Denver is the first hotel worldwide to offer this unique mobile technology, which features a cloud-based beacon management system called PlaceApp and is available for free download for iOS and Android.

Using the PlaceApp, JW Marriott Denver guests can access real-time information about the award-winning hotel, from a video greeting from the General Manager to daily workout tips to use in the hotel's modern Fitness Center to food and drink specials from Second Home Kitchen + Bar.

The JW Marriott Denver's PlaceApp features extensive information on the hotel's 600+ pieces of unique Colorado art, including the new *Spunwheel* kinetic installation in the lobby created by Denver artist Ryan Kvande and the oil painting *Atmosphere* by Colorado artist Ian Fisher. Guests can access current information from the hotel's concierge staff on the surrounding Cherry Creek North neighborhood and its more than 400 boutiques, art galleries, spas and restaurants.

"We are very excited to be the first hotel to install this cutting-edge technology as it illustrates our dedication to offering guests a unique experience," said JW Marriott Denver General Manager JoAnn Elston. "Our hotel has a very distinct Colorado art program that is constantly being updated by Luca Décor, a locally owned contemporary art gallery, so this is an amazing new way to share information about the artists and our collection, as well as details on specials and happenings here at the hotel."

The PlaceApp can be customized for the JW Marriott Denver's meetings and corporate guests, allowing them access to exclusive event information, agendas and more. The hotel offers 8,400 square feet of meeting space, including the recently remodeled Fireside, a 2,400 square foot outdoor event space that offers two walls of glass retractable doors leading to an enchanting patio with fire pits.

The technology can also be used by visually impaired guests to help them access menus and other important hotel information. Emergency egress information can be shared as necessary.

"This technology is ideal for hotels because it is translated seamlessly into 22 different languages and can be easily configured so that the information shared changes multiple times per day to promote different things like happy hour deals or special lodging offers," said Alan Johnson, CEO of Place Global. "We are thrilled to have the JW Marriott Denver as our first lodging partner and to showcase the beacons to their high-end business clientele."

The JW Marriott Denver is nestled in the prestigious shopping & dining district of Cherry Creek. The hotel's chic design gives a nod to the Rocky Mountain lifestyle with 196 opulent and spacious guest rooms and suites, many offering panoramic mountain views. Guests can pamper themselves at the JW Denver's Spa at Cherry Creek or indulge in the culinary delights in the acclaimed Second Home Kitchen + Bar.

The JW Marriott Denver was honored by *U.S. News & World Report* as one of the "Best Hotels in Denver" for 2015 and on *Condé Nast Traveler's* 2014 Readers' Choice list, the JW Marriott Denver is the only luxury hotel in Denver's Cherry Creek shopping district, which is home to an eclectic mix of nearly 400 boutiques, top national retailers, restaurants, galleries and spas.

For more information or reservations, please call 303-316-2700 or visit [www.jwmarriottdenver.com](http://www.jwmarriottdenver.com).

For additional information on Place Global, please visit [www.placeglobal.com](http://www.placeglobal.com).

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