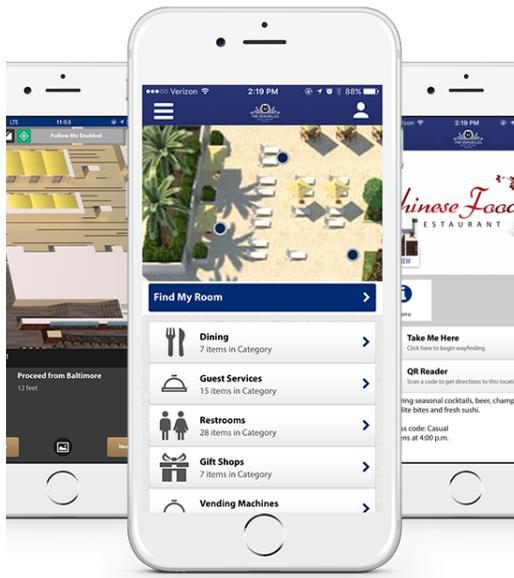


Gaylord Hotels Partners with MeetingPlay to Revolutionize Guest Experiences with New Indoor Wayfinding App

Overview

MeetingPlay's AppAtlas, the breakthrough hospitality technology provider of indoor venue wayfinding apps and mobile guest engagement platforms, is officially changing how guests navigate Gaylord Hotels' massive resorts.



Gaylord Hotels, which range in size from 1,500 to nearly 3,000 guestrooms, has become the first hospitality brand to introduce AppAtlas across its four resorts.

iBeacon Technology

Utilizing iBeacon technology and advanced indoor 3-D mapping, AppAtlas and Gaylord Hotels have created Navigate Gaylord Hotels, a game-changing app experience with turn-by-turn, point-by-point navigation and directions at the touch of a guest's fingertips. "Taking a proven process in our engagement platform and applying it to the

hospitality market, MeetingPlay was able to build on Gaylord Hotels' commitment to exceeding guest expectations and help them dive even deeper in creating easier, more engaging visits for its guests," said Joe Schwinger, CEO of MeetingPlay.

Introducing Navigate Gaylord Hotels

“Navigate Gaylord Hotels represents a combination of technology and ease that fits with our goal of providing flawless service to our guests,” said Mike Stengel, senior vice president of Gaylord Hotels. “The app is innovative, interactive and impactful, especially when it comes to enhancing guest satisfaction in getting from point A to point B with ease.”

Once guests have downloaded the free Navigate Gaylord Hotels app, they can use the app for step-by-step directions to their room, meeting areas, the nearest restrooms, fitness center, pools and other locations in the hotel.

Additional app features include finding services like ATMs, restaurants and shops utilizing a “Near Me” function. The app’s “Location Tagging” makes it easy to share one’s location with others. The app also lets guests make dining reservations or even book tickets for hotel attractions.

Discover More about AppAtlas & MeetingPlay

Connect with us today to see how MeetingPlay’s AppAtlas can revolutionize your venue and guest experience!

www.AppAtlas.com