



La Quinta Inns & Suites New LQ-Instant Hold™ Makes It Easy To Reserve Rooms On-the-Go - Using Just Your Phone Number

La Quinta's New Mobile Website is first to include ratings and reviews plus Yelp! Content

DALLAS - March 5, 2012 - [La Quinta Inns & Suites](#) announces the launch of a hotel industry first, LQ-Instant Hold, on its new mobile website. The LQ-Instant Hold smartphone feature allows travelers to reserve a room **instantly** for up to four hours using **only** their mobile phone number, with no lengthy credit card entry or address required. La Quinta's new mobile website is accessible via LQ.com from virtually any smartphone browser. LQ.com is also the first hotel mobile website featuring travelers' ratings and reviews from a highly trusted travel website.

Simulating an app-like experience, the company's new mobile website allows travelers to easily search for the closest La Quinta hotel, check availability and rates, and book a room instantly. The website also provides Yelp.com content to assist travelers in quickly locating local restaurants and attractions in close proximity to their La Quinta hotel.

"Business travelers want fast and hassle-free reservations while on the go. Our new mobile website simplifies the reservation process with LQ Instant-Hold. It's so simple - all you need is your phone number," said Ted Schweitzer, Senior Vice President, Marketing & Ecommerce, La Quinta. "And, with the addition of Yelp, the mobile website acts as a 'virtual concierge' - providing travelers with useful information about restaurants and local businesses nearby."

Additional features on the new La Quinta mobile website include:

- "Instant Directions": offers turn-by-turn directions from a traveler's current location to their hotel
- "Recognize Me": recognizes returning users each time a guest revisits the LQ mobile site and provides directions to their hotel for that night
- "My Favorites": makes it easier to find and re-book favorite hotels, see previous stays and upcoming reservations

In the coming weeks, the mobile apps for Android and iPhone featuring LQ-Instant Hold will be released.

About La Quinta

LQ Management L.L.C. is one of the largest operators of limited-service hotels in the United States. Based in Dallas, Texas, the Company operates and provides franchise services to more than 800 hotels in 46 states, Canada and Mexico under the La Quinta Inn® and La Quinta Inn & Suites® brands. For reservations or more information about La Quinta, please visit www.LQ.com or call 1-800-SLEEPLQ. Follow La Quinta Inns & Suites on Twitter at <http://twitter.com/LQ> or become a Facebook fan at <http://www.facebook.com/laquinta>.

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