



La Quinta Inns & Suites Launches New Smartphone App

DALLAS (April 30, 2012) - [La Quinta Inns & Suites](#) recently announced a hotel industry-first and unique feature called [LQ-Instant Hold](#) that allows users to *instantly* reserve a room for up to four hours using **only** their mobile phone number without having to provide a lengthy credit card entry or address. Now LQ-Instant Hold is also available on La Quinta's newly launched smartphone app that complements the brand's mobile site by providing additional fast and hassle-free features to help make travel easier. The new app is free and available thru the [iTunes Store](#) for iPhone and [Google Play](#) for Android. It allows users to:

- See hotels on an interactive map with enhanced driving directions
- Instantly reserve a room and hold it for up to 4-hours by entering just a cell phone number
- Check TripAdvisor® ratings and reviews for each hotel without leaving the site
- Find local restaurants and attraction information from Yelp®>
- Easily access special packages, weekend deals and destination guides
- Redeem La Quinta Returns® points for gift cards and certificates

"Since 2009 hundreds of thousands of travelers have downloaded our initial iPhone app," said Ted Schweitzer, SVP Ecommerce for La Quinta. "Now with more people using their smartphones to navigate their travel plans, La Quinta wanted to launch a new app that would provide even more ways to help make travel less stressful."

To promote LQ-Instant Hold and the brand's mobile site, La Quinta recently launched [a new TV spot](#) using a humorous cliché about business success geared towards the business traveler. The spot also showcases La Quinta's offerings including HDTVs with plug & play technology, comfortable beds and friendly people.

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 [twitter.com/LQ](#) or become a Facebook fan at [www.facebook.com/laquinta](#).

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