

16 August 2010

**LOUGH ERNE RESORT IS FIRST HOTEL IN NORTHERN IRELAND**  
**TO LAUNCH iPHONE WEBAPP**

Lough Erne Resort continues to pioneer innovation within the hospitality sector as it becomes the first hotel in Northern Ireland to bring a dedicated mobile experience to its customers accessible on iPhone, iPad and other popular mobile platforms. The dedicated mobile site is accessed automatically when a customer types in The Resort's web address on an iPhone or other mobile system.

The development is in recognition of the growing importance of the mobile commerce market. As of February 2010, the UK alone had approximately 1.3million iPhone users and over 3 billion iPhone apps had been downloaded. From a worldwide perspective, over 42 million devices, including products such as the Apple iPhone, iPod touch and iPad, had been sold.

Jonathan Stapleton, General Manager at Lough Erne Resort explains how the application will enhance service delivery:

“Our international AA 5 Star Hotel status has been achieved through exceptional customer service and attention to detail. Our new mobile webapp, particularly aimed at Apple's iPhone and iPad, shows our commitment yet again to continually enhancing the service that we deliver to our guests. Guests who wish to make a Resort booking via mobile technology will be able to do so quickly and easily by just using our existing web address in their mobile browser.

“The fact that the webapp can be accessed on-the-go twenty four hours a day, seven days a week, means that it is an increasingly appealing booking option to global visitors, as it removes any barriers that may exist around differing time zones. Given the growing number of guests that we accommodate from around the world, we envisage that the iPhone webapp is going to become an intricate aspect of our reservation system.”

To support the growth of international business, Lough Erne Resort has also invested in upgrading its website and supporting IT system by working very closely with Bookassist, its website developer. The website address has been changed to [www.loughernereresort.com](http://www.loughernereresort.com), a change which will help to increase the number of monthly hits from approximately 35,000 to some 50,000.

The new Lough Erne Resort website will ensure the speed at which individuals can navigate through the site increases and similarly the process of booking a stay at The Resort will become much faster.

Guests staying at The Resort will also be able to share the experience with family and friends around the world by sending a postcard via a dedicated Lough Erne Resort Facebook page [www.facebook.com/loughernerresort](http://www.facebook.com/loughernerresort) ; guests can choose from one of the fifteen unique postcard designs.

The visuals on the postcards depict not only the breathtaking scenery that engulfs The Resort, but also showcases the extensive range of activities and experiences that guests can occupy their time with - whether that is relaxing in the Monea Deep Relaxation Room at The Thai Spa, indulging in the variety of innovative Dining Experiences by Acclaimed Chef, Noel McMeel, celebrating a couple's Wedding, enjoying a game of golf on The Faldo Championship Course or listening to children's laughter as they join in the 'Cygnets at Lough Erne' experience for our younger guests.

To find out more log on to [www.loughernerresort.com](http://www.loughernerresort.com) or telephone: +44(0) 28 6632 3230.

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**Lough Erne Resort:**

Lough Erne opened in County Fermanagh, North West Ireland, in October 2007. It is set on a 600 acre peninsula nestled in between Lower Lough Erne and Castle Hume Lough. The privately-owned hotel has 120 luxury guestrooms including 25, two and three bedroom luxury Loughside Lodges which offer private, fully serviced accommodation and includes the Cygnets Program, The 'Big' experience for our younger guests. The Resort features The Thai Spa, a variety of innovative dining options including The Catalina Restaurant for elegant dining overlooking the Lough, The Blaney Bar for The Grazing Menu and exclusive Irish Whiskey Collection; The Loughside Bar & Grill for Casual All Day Dining & Prime Irish Meats from The Grill and The Garden Hall for Traditional, Chocolate, Pink and Cygnets Afternoon Tea. The Resort has 2 Championship Golf Courses, including The Faldo Course, which also features The Halfway House situated directly behind the ninth green with breathtaking views over Lower Lough Erne and The Faldo Course, serving Light bites for Golfers and guests enjoying The Collop Walk. Lough Erne Resort is located just five minutes from Enniskillen (St Angelo) Private Airport. It is also easily accessible from Belfast

International, Belfast City, Sligo and City of Derry Airports and Dublin Airport, as well as from Belfast and Dublin Ferry Terminals, less that two hours away.