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## **MOHONK MOUNTAIN HOUSE LAUNCHES HIDDEN HISTORIES**

*Augmented reality app immerses guests in the resort's 150-year history*

**NEW PALTZ, NY** – Mohonk Mountain House, the historic mountain resort in New York's Hudson Valley, launched an augmented reality (AR) mobile app to celebrate its 150<sup>th</sup> anniversary in 2019. Named **Hidden Histories**, the app utilizes state-of-the-art immersive technologies so that guests can access and learn about Mohonk's rich history on their smartphones or tablets.

Hidden Histories gamifies Mohonk's history, turning it into a treasure hunt for 12 pieces of artwork throughout the resort that guests can view through the app's virtual gallery. By tapping on the artwork's image in the virtual gallery, a specific hint to the artwork's location is revealed along with a piece of trivia about the art. When guests find the artwork, the app instructs them to tap the camera icon and center the artwork on their screen to unlock the AR effect and **Mohonk Stories**: videos of Smiley Family members, longtime staff, and loyal guests sharing their personal thoughts and deep-rooted connections to the resort. Guests who locate each of the images and unlock all 12 hidden videos are eligible to enter a sweepstakes to win a complimentary two-night stay for two adults at Mohonk.

"Throughout our 150 plus years of operation, Mohonk Mountain House has welcomed five U.S. presidents and countless world leaders, hosted conferences that were the genesis of the United Nations, and preserved thousands of acres of land in New York's Hudson Valley," said President Eric Gullickson. CEO Tom Smiley added, "As an historic resort, we're incredibly mindful of how we use technology. Hidden Histories uses the latest technology in a thoughtful way that encourages guests to engage with our history, fueling conversation among family and friends."

### About Mohonk Mountain House

Mohonk Mountain House is a National Historic Landmark resort and Historic Hotel of America centrally located in New York State in the picturesque Hudson Valley, just 90 miles north of New York City and 220 miles west of Boston. Owned and operated by the Smiley Family since 1869, the resort has been a sought-after family destination for generations. Throughout Mohonk's storied history, it has been recognized by publications including *Condé Nast Traveler* (Gold List and Readers' Choice Awards), *Travel + Leisure* (World's Best Awards), and *USA Today's 10Best* (Best Historic Hotel, Best Family Resort). A champion of the environment and the Hudson Valley community, Mohonk maintains over 85 miles of trails for hiking, biking, snowshoeing and cross-country skiing and offers earth-friendly activities and programs that preserve the land and educate guests about the surrounding environment. Mohonk also offers exquisite gardens, a nine-hole golf course, tennis courts, an ice-skating pavilion, horseback riding and horse-drawn carriage rides, and a glacial-formed lake that is ideal for boating, fishing, and swimming. The award-winning spa features a menu of nature-inspired treatments, the outdoor Lakeview Summerhouse Treatment Room, an outdoor heated mineral pool, an indoor heated pool, a comprehensive fitness center, and yoga/motion studio.

Overnight rates at Mohonk Mountain House include historic accommodations, three meals, afternoon tea

and cookies, and most resort activities. For additional information, please call 855.274.4020 or visit [Mohonk.com](http://Mohonk.com). Connect with Mohonk: [Facebook.com/Mohonk](https://www.facebook.com/Mohonk) or Instagram [@MohonkMountainHouse](https://www.instagram.com/MohonkMountainHouse).

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