

**FOR IMMEDIATE RELEASE** **CONTACT**

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**Navy Pier Launches New App to Enhance Guest Experience**

*Free Navy Pier app, now available for download on Android and iOS devices,*

*offers guests trip planning information, step-by-step wayfinding and more*

**CHICAGO** – Looking for things to do at Navy Pier? There’s an app for that! Navy Pier, Chicago’s mission-driven cultural district, has launched a free, new app for Android and iOS devices to help enhance the guest experience. Developed in partnership with [Thyng](http://thyng.com/), a Chicago-based digital production agency, the Navy Pier app assists guests before and during their visit, offering trip planning information, step-by-step wayfinding and more – right at their fingertips.

Prior to their visit, guests can download and navigate the user-friendly app to acquire general Navy Pier information – from daily operating hours to parking and transportation options. In addition, detailed information regarding events and programs occurring the day of the intended visit is available so that guests can plan their trip accordingly.

The app also includes a full listing of Navy Pier’s partner establishments, such as restaurants, shops, boats and cruises, cultural attractions and rides to help guests select their activities and map out their day. App users can view restaurant menus, book reservations and purchase tickets to elected experiences in advance of their visit. Upon making their selections, guests can create a user profile to add events and activities to their “favorites” list for easy access during their visit or in the future.

During their visit, guests can access their pre-determined list of favorites or refer to the “Today at Navy Pier” tab to learn more about the day’s happenings. Guests can also use the app for step-by-step wayfinding to locate the events and activities they would like to experience. The app includes a full map of the Pier for reference. Those interested in learning as they go are welcome to take advantage of the self-guided audio tour feature in the app, which offers architectural, historical and ecological information about the Pier. If any questions arise before or during the visit, app users can easily call Navy Pier Guest Services from the home screen and speak directly to an on-site team member.

To download the free Navy Pier app, visit the App Store on any Android or iOS device. More information is available at [www.navypier.org](http://www.navypier.org).

**About Navy Pier**

Located on Lake Michigan, Navy Pier is one of the top-attended nonprofit cultural destinations in the Midwest, stretching more than six city blocks and welcoming more than 9 million guests annually. Originally opened in 1916 as a shipping and recreation facility, this Chicago landmark showcases more than 50 acres of parks, restaurants, attractions, retail shops, sightseeing and dining cruise boats, exposition facilities and more. In 2018, Navy Pier continues to usher in its second century with a series of special events and programming, year-round rides on the *Centennial Wheel* and ongoing pier-wide redevelopment efforts as part of the *Centennial Vision*. Navy Pier, as a nonprofit organization, maintains and manages the iconic destination that is being redeveloped as a contemporary, environmentally responsible urban space. For more information, visit [www.navypier.org](http://www.navypier.org) or download the free Navy Pier app for Android and iOS device users, now available in the App Store.

***Navy Pier Mission Statement***

*Navy Pier is the People’s Pier, Chicago’s lakefront treasure, welcoming all and offering dynamic and eclectic experiences through partnerships and programs that inspire discovery and wonder.*