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## IN AUSTRALIA, HOTEL CATERS FOR INSTAGRAM JUNKIES

 WORK & LIFESTYLE

**The 1888 Hotel in Australia is integrating Instagram into its offerings, with facilities dedicated especially for smartphone photographers.**

Springwise recently wrote about tourist-friendly stands designed by Japanese company [Sunpole](#) – helping them to take scenic selfies on their mobile devices – and our latest spotting has also recognized the importance of social media for capturing holidaymakers’ memories. The [1888 Hotel](#) in Australia is integrating Instagram into its offerings, with facilities dedicated especially for smartphone photographers.

Located in the waterfront setting of Pyrmont, a city suburb of Sydney, the hotel is welcoming Instagram users with extras including a walking map with recommended photo opportunities, a room designed to help guests take interesting selfies and a reception area that displays images from local and relevant hashtag feeds. Additionally, those who can prove they have more than 10,000 followers on the photo-sharing platform will be able to stay free for one night, while the same prize is offered to the guest who takes the best Instagram shot each month. The hotel itself is a converted wool shed featuring bespoke design elements and a restaurant serving artisan produce to ensure plenty of opportunities for ‘foodporn’ snaps.

While the initiative may seem to be a move to attract a niche audience, Instagram combines both photography and social media – making it ripe for use by tourists wanting to share their experiences – and also boasts more than 100 million users worldwide. Could this kind of venture catch on in your part of the world?

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