

FREE MAGS FOR HOTEL GUESTS VIA DIGITAL NEWSSTAND

 TRAVEL & TOURISM

Digital publisher [Zinio](#) has teamed up with [Starwood](#) to offer guests free digital copies of their favourite magazines. As of last month, a variety of well-known titles can be downloaded at Starwood's [Element](#) hotels, with Aloft and Four Points by Sheraton joining at the end of the year. Zinio's 'digital newsstand' can be accessed on guests' laptops in their rooms, or via a kiosk in the lobby. After logging on to the Starwood portal and registering with Zinio, guests can select as many single titles as they wish, choosing from a wide range of popular publications like Caribbean Travel & Life, Destination Weddings & Honeymoons, Field & Stream and Ski Magazine. (Prices for magazines purchased through Zinio are normally similar to those paid for paper copies.) With editions that can be read online or off—and that are identical to their printed brethren—travellers are freed from schlepping around a bag full of paper. Zinio gets the chance to demo its service to new users, and Starwood can offer its guests magazines they actually want to read, instead of a standard selection. And there's an environmental benefit too, of course, which is fitting since Element is Starwood's new 'green' brand. Reminds us of another download service for travellers we spotted recently: [airline alliance offers free audiobook downloads at airports](#). Spotted by: [airlinetrends.com](#)

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