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## Condé Nast Traveler Launches New App

By SHARON EDELSON

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**GOLD DIGGERS:** Condé Nast Traveler has created a new app called The Gold List, which highlights the best hotel and resort properties and cruise lines, bars and restaurants worldwide. The app follows the magazine's new editorial direction under Pilar Guzmán, who was named editor in chief in September; her first issue bowed in March.

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The app coincides with the magazine's new platform and the launch of Traveler's new Web site in August. Addresses on the app are linked to Google maps, and there's a "tap the screen to call" feature. There are links to a slide show and tools to help users create their own inspiration boards or photo streams. The listings are filtered by continent, and new hotels, resorts and cruise lines will be uploaded "pretty instantly," said Dana DeVito, executive director of creative services, adding, "We're planning a quarterly refresh."

Since no app is any good these days without extensive social media, there's a menu full of them and users can share their photo streams publicly with all app users. To further drive social media, the app, like others, also offers the personal favorites of a panel of five tastemakers including fashion stylist [Ann Caruso](#), Blair Voltz Clarke, an art collector and gallery owner; hotelier Jeff Klein; artist [Natasha Law](#), and fashion photographer Stewart Shining.

The Very Important Travelers will also be refreshed quarterly, DeVito said, adding that the chef Dan Barber is coming on board.