



Freepoint Hotel guests can listen to the podcasts on mobile devices or at lobby listening stations

13

## This hotel gives guests an earful

A new property in Cambridge, Massachusetts, is connecting guests to the city with curated podcasts

WHETHER YOU WANT TO “WORK IT Out” with a Boston Marathon finisher, learn “What’s Cooking” with an award-winning local chef or “Wind It Down” with jazzy sounds from the Berklee School of Music, the Freepoint Hotel has a podcast playlist for that.

The boutique 121-room property, which opened in April, celebrates all things local, so it connected with its neighbor, Cambridge-based Public Radio Exchange, to curate a selection of podcasts focused on the Massachusetts town.

“When we reached out to Public Radio Exchange, it just sort of took on a life of its own,” says David McCaslin of the hotel’s management company, who acknowledges he wasn’t “a podcast guy before this started.”

Though the project was “driven

more by our culture of trying to find things that are local than it was about podcasting in general,” he said the Freepoint Hotel is now completely plugged in.

For visitors who don’t want to download the podcasts on their own phones with the RadioPublic app, they can check out devices from the hotel’s tech library. The playlists are regularly updated by the hotel’s resident DJ.

The amenity extends beyond audio files. Freepoint is hosting live appearances by podcasters, and commissioned its own installment of the Peabody-nominated podcast *The Memory Palace*. The patriotic episode about the rich history of the hotel’s West Cambridge neighborhood debuts in time for Independence Day.—SANDY COHEN [freepointhotel.com](http://freepointhotel.com)

14

## A go-kart track will rock this boat

After putting greens and climbing walls, Norwegian is injecting its latest ship with a go-kart track

For its first ship designed for the Chinese market, Norwegian Cruise Line is creating a multi-level track for karting, a popular pastime in the country. Up to 10 drivers can race each other aboard the *Norwegian Joy*, which debuts this month and sails out of Beijing.

The 12-lap races last about five minutes, and the electric karts feature turbo buttons that deliver a three-second power boost per lap. Norwegian entertainment director Simon Murray, who raced the course as the boat faced 15-foot waves, says there’s no fear of the

buggies going overboard. The track is surrounded by a glass shield and the karts have a low center of gravity.



GO-KART WORDS: JOHN GAUDIOSI; COURTESY OF NORWEGIAN CRUISE LINE (2); ILLUSTRATION BY