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## **Seaport Insider App launches in Boston Seaport by WS Development**

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Boston, MA The new Seaport Insider App is officially live, giving guests of the Seaport by WS Development the opportunity to earn perks for everyday visits.

“We designed Seaport Insider to celebrate the complete Boston Seaport experience,” said Ariel Foxman, area vice president, brand & experience of Boston Seaport at WS Development. “It’s our way to say thank you for exploring the neighborhood and for making Seaport part of your daily life.”

Seaport Insider launched following a successful soft debut during the 2024 Holiday Market at Snowport, where it was initially used for timed-entry reservations. More than 50,000 visitors downloaded the app during the seasonal event, signaling strong demand for a more robust, year-round platform.

The app connects users to a vibrant mix of restaurants, boutiques, and entertainment destinations across Seaport. A selection of participating businesses includes Aceituna Grill, Bluemercury, Borrachito Taqueria & Spirits, Brave Daughters, Caffè Nero, Cisco Brewers, F1 Arcade, Faherty, Grace By Nia, Indochino, Injeanious, Island Creek Oysters Raw Bar, Lakon Paris Patisserie, Levain Bakery, Levi’s, Mack Weldon, MiniLuxe, Polkadog Bakery, PopUp Bagels, Rhone, Scorpion Bar, Stio, Stubbys, Todd Snyder, Yume Ga Arukara, and ZaziBar.

At The Current, shoppers can also shop and earn with Megababe, Illesteva, Gus & Ruby, and Facecard, with additional partners joining soon. In addition, users can earn points on daily parking purchases at participating garages and lots across the neighborhood, including the 65 Northern Ave. lot (next to Caffè Nero), 80 Northern Ave. lot (next to Cisco Brewers), One Seaport Garage, 111 Hbwy. garage, and Seaport south garage.

“Seaport Insider unlocks real-time, location-driven engagement for our retail partners while offering app users a simple, valuable way to earn rewards,” said Andrea McCullough, director of loyalty & CRM at WS Development. “It’s a win for everyone who spends time in this community.”

To celebrate the launch of Seaport Insider, a series of pop-up activations will take place throughout the neighborhood this summer. These events will offer visitors an opportunity to engage with the new app, collect bonus points, and enjoy exclusive giveaways.

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