

## MyWebsitePromotions - Revolutionary Marketing Tool For Marketing Directors

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Lodging Interactive, a leading Internet marketing, website design and hosting firm for the hospitality industry, today announced that it has launched, MyWebsitePromotions, a revolutionary new online marketing service which enables hoteliers to manage their own website promotions and packages without the aide of a webmaster.



MyWebsitePromotions provides hotel marketing directors with the ability to add, delete and modify promotional packages and specials in real-time without any technical assistance from their webmaster. Hoteliers can also use the built in scheduler to automatically enable and disable promotions based on given start and end dates.

"MyWebsitePromotions is a very powerful online marketing tool for hoteliers and provides a much needed solution to an industry wide issue. Most hotel operators outsource website changes and modifications. It can cost hundreds of dollars to remove an outdated promotion and replace it with a new promotion," said Mr. DJ Vallauri, Lodging Interactive's president & CEO. "With MyWebsitePromotions, the hotelier is in complete control of his packages and promotions. All changes are handled by the hotelier in real-time. No more waiting, no more hourly webmaster charges."

MyWebsitePromotions features include:

Real time management of your promotions / anytime and on YOUR schedule

Copy & Paste from Microsoft Word and many other common applications

Insert your own website images to provide a customized look and feel

No IT or hosting company ongoing support

Powerful scheduler allows for automatic insertion and removal of promotions

Unlimited packages can be managed

Real time changes & updates

Customized "Book Now" buttons passes special booking codes to your booking engine

Upon creating a promotion, the system provides a unique website link. This link is then placed on the desired pages of the website. This is the ONLY time the assistance of a webmaster may be needed, as the unique link will never change.

When a website visitor clicks on this unique link, it fetches the promotion and displays it to the visitor. When the visitor clicks on the Book Now button in the promotion, he lands on the promotional booking page.

"MyWebsitePromotions truly provides a competitive advantage to the savvy hotelier and ensures they never have outdated promotional information on their website," added Mr. Vallauri.

### **About Lodging Interactive**

Lodging Interactive is a leading provider of Internet Marketing Services to the travel and lodging industries. The company provides a-la-carte and full managed Internet Marketing Services to hundreds of hotels, resorts, timeshares and bed and breakfasts worldwide. The company also operates hotelBLAST.com, a self-service email marketing system and MyWebsitePromotions.com, a self-service online promotions marketing system.

Lodging Interactive clients include branded properties such as Marriott, Sheraton, Hilton, Radisson, Crowne Plaza Hotels, Doubletree Hotels, Candlewood Suites, Best Western, Wyndham Hotels and numerous independent properties. The company is headquartered in Parsippany, NJ and can be reached at 973-402-4970 or by visiting its website at [www.LodgingInteractive.com](http://www.LodgingInteractive.com) or [www.MyWebsitePromotions.com](http://www.MyWebsitePromotions.com).

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