

Fitness-Minded Hotels Increase Incremental Revenues with Fit Hotel Directory

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Gone are the days of searching for a hotel's tiny fitness room or gym, full of out-dated, bulky equipment. Guests have long been demanding quality, in-hotel fitness equipment and FitHotelDirectory.com is answering back resoundingly with its directory of hotels with top-notch gyms and fitness rooms.

'One of our primary goals is to help travelers get a great workout without having to scour the phone directory or ever leaving their hotel. Whether they are looking for a treadmill, stationary bike, yoga mats, free weights or stretch cords in their hotel's gym to use, we want to make it easier. Many hotels, motels and other lodging types are stepping up and providing guests with lavish fitness and exercise offerings, and we're doing everything we can to pass this information on to our site visitors,' states company spokesperson Steven Davis.

A previous survey of 300 business travelers conducted by Lieberman Research Worldwide found that hotel fitness rooms frequently disappoint. 64% percent of business travelers say that hotel fitness rooms "seem like an afterthought," 75% say the quality of workout rooms is inconsistent from one hotel to the next and more than half the travelers (55%) decided not to use a hotel workout room because it was in such bad condition.

Additionally, stats from the survey revealed that 59% of travelers said that the quality of hotel fitness facilities is an important factor in their choice of hotel and 69% said that a "state-of-the-art" fitness facility would favor that hotel in the selection process

Fit Hotel Directory, organized geographically, lists each hotel's contact information and amenities, a description of the workout facility when provided, as well as color photographs. Visitors can search for a hotel by clicking your choice of state and city. A map of the country aids in selecting regions. The site also offers airline and car rental contact information as well as travel tips and a free newsletter.

Travelers can now search in any of the major search engines such as Google, Yahoo, MSN, AOL and others for 'hotel gyms', 'hotel fitness' or other related terms and find FitHotelDirectory.com.

'We're in the process of adding hundreds of new US properties to the site and will be launching International sections by summer of 2007. Hotels who climb on board early can take advantage of some special discounts we're offering for a limited time', says spokesperson Steven Davis.

'Our staff is working overtime to add properties to the directory and we intend to continue adding helpful services to our Web site for both the traveler and our advertisers,' said Steven Davis.

The company Web site is located at: <http://www.fithoteldirectory.com>

For information on listing hotels with FitHotelDirectory.com visit: <http://www.fithoteldirectory.com/advertise.html>

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