

## Lodging Interactive Rolls Out August 2007 Internet Marketing Podcast

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Lodging Interactive announced today that it has launched its August 2007 HotelCast2.0 podcast.

Each monthly podcast offers the latest Internet marketing news and information to empower hotel managers to maximize their online revenue potential.

HotelCast2.0's August 2007 issue covers the following topics:

New partnership with Sony and Yahoo! UK & Ireland

Chatter Guard Social Media Monitoring

Online marketing Tips to Grow Your Brand

RFPLink Group Lead Generation System - Free to Hotels

eProposal Sales System

Google's Universal Search Model

Battle of the Titans - Search Engine Ranking News

You can listen to HotelCast2.0 by visiting [www.lodginginteractive.com/podcast.htm](http://www.lodginginteractive.com/podcast.htm). Visitors can listen online and also download Hotelcast2.0 into their iPods.

### **About Lodging Interactive**

Lodging Interactive is a leading provider of Internet Marketing Services to the travel and lodging industries. The company provides a portfolio of effective Internet Marketing Services to hundreds of hotels, resorts, timeshares and bed and breakfasts worldwide.

The Company also offers effective online tools and services: [hotelBLAST.com](http://hotelBLAST.com), a self-service email marketing system, [ChatterGuard.com](http://ChatterGuard.com), an online social media monitoring and reputation management system, [CommentCards.com](http://CommentCards.com), a full-service business-2-consumer comment card service, interactive [Google mapping services](#), [eProposal Rapid RFP Response System](#), an online RFP response tool for Sales Managers, and [RFPLink.com](http://RFPLink.com), a group RFP lead generation and reporting system.

Lodging Interactive clients include branded properties such as Marriott, Sheraton, Hilton, Radisson, Crowne Plaza Hotels, Doubletree Hotels, Candlewood Suites, Best Western, Wyndham Hotels plus 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). Lodging Interactive's [HotelCast2.0](#) can be heard by visiting [www.LodgingInteractive.com/podcast.htm](http://www.LodgingInteractive.com/podcast.htm).

Lodging Interactive is a proud member of the American Hotel & Lodging Association (AH&LA), The California Hotel Association, and a supporter of the Hotel Sales & Marketing Association International (HSMIAI). For more information you can also contact Richard Walsh, Vice President of Business Development at [rjwalsh@lodginginteractive.com](mailto:rjwalsh@lodginginteractive.com) or at 973-402-4970.

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