

Lodging Interactive Opens the Door Wider on Social Media Marketing

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Lodging Interactive introduced its newest social media service today, WebShow is a blog for your hotel or travel service featuring your own rich content to promote your hotel or travel service.

The Lodging Interactive WebShow is distributed on YouTube. YouTube is the leading social media website with more than half of the United States social media traffic. The new YouTube WebShow gives hotels and other travel services a way to reach millions of online travel shoppers with rich video content at an affordable price.

Following the launch of its Chatter Guard, a tool that monitors and enables professional, cost effective management of social media chatter about your business, Lodging Interactive is moving quickly to be the industry leader in managing and marketing via the rapidly growing world of social media.

'WebShow give all hotels the ability to deliver a professional video montage of property's photos with appropriate music, reaching millions of YouTube travel shoppers. A hotel can feature as many as thirty photos describing all attributes of its hotel for less than a one time fee of \$1,000 for the year', stated D.J. Vallauri, President and Founder of Lodging Interactive.

Richard Walsh, Vice President of Business Development for Lodging Interactive added, 'Our goal at Lodging Interactive is to give hoteliers the tools they need to gain the most from all marketing opportunities offered by the Internet, while measuring their Internet marketing ROI. Our services capitalize on how consumers are shopping online today and enabling hoteliers to manage their search engine marketing along with social media marketing. When it comes to social media your goal is to join the conversation where ever it may occur. Social media is more than just a couple travel review websites. We open the social media door for you and help you to join the chatter to promote your hotel or other travel services.'

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, a self-service email marketing system, ChatterGuard.com, an online social media monitoring and reputation management system, 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, 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. Lodging Interactive's [HotelCast2.0](#) can be heard by visiting 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 or at 973-402-4970.

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