

## Interstate Hotels & Resorts partnering with Avalon Report for Travel 2.0 solutions

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Avalon Report Corporation ([www.avalonreport.com](http://www.avalonreport.com)), leading provider of web content management solutions for hotels, today announced a preferred partnership with Interstate Hotels & Resorts (NYSE: IHR), one of the nation's largest independent hotel management companies. The San Diego based Avalon will provide Travel 2.0 monitoring services for participating hotels within the prestigious portfolio.

'Adoption of the social media concept has exploded within the travel sector of the Internet and has made it imperative that hotel management understand the guest perceptions of their product in order to fully adopt successful revenue management techniques," said Pam Streeter, VP Distribution/Marketing for IHR. Streeter continued by stating, 'We must understand, not just how our rates fit into the competitive marketplace, but also how consumers perceive us. This knowledge allows greater comprehension of how to create a maximization of profits.'

Avalon Report will make available their 24/7 web enabled platform. IHR hotels will receive unlimited access to run reports at whatever frequency may be necessary for their marketplace. By using the Avalon Report real time system, subscribing Interstate hotels will receive complete traveler reviews and ratings, traveler generated photos and video, competitor reviews, express web audits for hotel generated content and photography, and a robust keyword tracking search feature. Fresh data is delivered in easily read dashboards that may be disseminated at all levels of a hotel, not just at the management level. 'The key to our system is its ease of use, and its ability to be an educational component for the property level,' said Maureen Dime, President of Avalon Report. 'Our new agreement with IHR is another great confirmation of the innovative solutions we deliver to our customers.'

### **About Avalon Report Corporation**

Avalon Report is the leading provider of web content management for hotels and resorts. Available 24/7, the web-based technology empowers hoteliers to make strategic on-line decisions in real time. With a click of a mouse, the time saving service organizes and summarizes key elements of web content, data integrity, visibility and consumer generated content. To learn more about Avalon Report, visit: [www.avalonreport.com](http://www.avalonreport.com).

### **About Interstate Hotels and Resorts (NYSE:IHR)**

As of August 31, 2007, Interstate Hotels & Resorts operated 189 hospitality properties with more than 43,000 rooms in 36 states, the District of Columbia, Belgium, Canada, Ireland, Mexico and Russia, including six wholly-owned properties and 20 properties with a minority ownership interest through 13 separate joint ventures. In addition, Interstate Hotels & Resorts has contracts to manage 16 hospitality properties with nearly 4,600 rooms currently under development. For more information about Interstate Hotels & Resorts, visit the company's Web site: [www.ihrco.com](http://www.ihrco.com).

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