

## Lodging Interactive Launches HotelDirectBook.com Hotel Portal

2008-01-30

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Lodging Interactive, a leading provider of interactive marketing services to the hospitality, spa and restaurant industries, today announced the roll out of HotelDirectBook.com, a consumer hotel-booking portal.

Through HotelDirectBook.com consumers can search for hotels and directly book with hotel supplier sites, ensuring the lowest direct rates with no additional fees.

'HotelDirectBook.com was originally created to offer a direct distribution opportunity and source of revenue for our clients. However, we were pleasantly surprised to see that many additional hotels have signed up to be represented on HotelDirectBook.com,' stated DJ Vallauri, Lodging Interactive's Founder & President.

HotelDirectBook.com offers hotels incremental benefits such as:

A direct booking channel straight into the hotel's own website

A direct source for group RFP leads & monthly reporting

A Google hotelMASHUP Interactive map

A non-commission business model

SEO benefits from inbound links into the hotel's website

HotelDirectBook.com was launched in BETA mode last June and has grown today to represent over 600 hotels. The website offers two levels of representation service which affords even the smallest of hotels the ability to participate in the program.

'HotelDirectBook.com reaffirms our commitment to develop and introduce tools and services which ultimately drive additional revenues to our clients,' stated Mr. Vallauri.

For more information and to sign up for representation hotels can visit: [www.HotelDirectBook.com](http://www.HotelDirectBook.com).

### **About Lodging Interactive**

Lodging Interactive is a leading provider of Internet Marketing Services to the hospitality, spa and restaurant industries. The company provides a portfolio of effective Internet Marketing Services to hundreds of hotels, resorts, timeshares, spas and restaurants. Clients included branded hotels from nearly every major brand as well as prestigious, landmark independent hotels.

The Company offers effective online tools and services: [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, [eProposalSystem.com](http://eProposalSystem.com), an online RFP response system hotel Sales Managers, [RFPLink.com](http://RFPLink.com), a group RFP lead generation and reporting system, [HotelDirectBoook.com](http://HotelDirectBoook.com), a consumer hotel portal site and [DiningClick.com](http://DiningClick.com), Internet Marketing Services for the restaurant industry.

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 contact Richard Walsh, Vice President of Business Development at [rjwalsh@lodginginteractive.com](mailto:rjwalsh@lodginginteractive.com) or at 877-291-4411. The company's website is located at [www.LodgingInteractive.com](http://www.LodgingInteractive.com).

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article30977.html>

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