

Lodging Interactive Launches Optimized Calendar of Events for Hotels

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HotelCalendars Ties Promotions & Packages to Local Events to Sell More Rooms

Lodging Interactive launches, HotelCalendars, an innovative Search Engine optimized Events Calendar for hotels. HotelCalendars enables hotel managers to tie in local event demand drivers into specials and packages and present a combined rolling 12 month calendar to consumers.

'Local events such as music concerts, theatre performances, sports events, art festivals, antique shows or just a large trade show are all reasons why people will need hotel rooms. Visit hotel websites and there is generally little to no current information about local events. Now, consider the potential benefit of a managed program events calendar that enables you to tie special rates and packages to the local event dates. By managing your specials effectively and relating them to local events you will generate more business on weekends as well as your shoulder or off season periods,' stated DJ Vallauri, Lodging Interactive's Founder & President.

HotelCalendars is a fully managed service which includes the sourcing of local event demand drivers as well as ongoing submission of hotel calendar pages to the major Search Engines. Each hotel calendar is presented in a private label fashion to ensure consistency of the hotel's website look and feel.

Local events are of interest to all segments of a hotel's business and they can produce longer stays or turn a business trip into a family weekend stay. Local events attract guests who plan to attend the event, as well as those who are participating in the events and HotelCalendars increases the opportunities for hotel websites to be found on a local event search. Local events are a key marketing element for large as well as the smaller markets. For the larger markets there are an unlimited number of events that appeal locally and nationally. For smaller markets that rely on visitors within a 100 mile radius promoting local events is crucial.

D.J. Vallauri added, 'A website is only as good as its content, plus your website content is what builds your website's organic search ranking. The information and special promotions on your hotel website are what convert your website visitor into a guest. By providing current information about what is happening in your city and linking your specials and packages to those local events you will generate more online sales. And since this is a fully managed service, hotel managers don't have to spend hours sourcing and posting local events to their hotel calendars, we do it all for them.'

'HotelCalendars goes beyond just adding a list of events or a calendar to a hotel website. This new service provides relevant information for the shopper to help them make a booking decision. Plus, it makes it easy for the shopper to review the events calendar and select the related special promotions or package. We know the hoteliers seldom have the time or resources to collect content and create relevant packages then tie them together with enough lead time to promote and sell effectively. Our HotelCalendars is a turnkey service that demands very little time or resources from the hotel. We do the updates and provide a proactive method of keeping events and packages current. This service will help our clients sell more hotel rooms when they need the business the most.'

For more information on HotelCalendars and to schedule a demonstration, please visit www.LodgingInteractive.com or contact Richard Walsh at 877-291-4411 or via email at sales@lodginginteractive.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, an online social media monitoring and reputation management system, CommentCards.com, a full-service business-2-consumer comment card service, eProposalSystem.com, an online RFP response system hotel Sales Managers, RFPLink.com, a group RFP lead generation and reporting system, HotelDirectBook.com, a consumer hotel portal site and 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 or at 877-291-4411. The company's website is located at www.LodgingInteractive.com.

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