

## Lodging Interactive To Provide Spa Industry with Internet Marketing Services

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Lodging Interactive, one of the industry's leading hospitality Internet marketing agencies, has announced the launch of Spa Interactive to drive online revenue maximization for Spas and Health Clubs.

Spa Interactive is designed to offer comprehensive marketing strategies and solutions for those running and maintaining health spas. The Company's three marketing packages cater to both small and large companies looking for help in establishing an online presence. All packages include web design, domain name registration, and web hosting, along with various other options, such as online reservation forms and photo galleries. In addition to those packages, Spa Interactive also offers 'a la carte' marketing solutions and promotions in an effort to customize and fill the specific needs of each different spa company.

Spa Interactive also addresses ongoing customer retention. Part of the Company's service plans consist of efforts to build customer loyalty and repeat business. Options for this include special offerings, such as online coupons and gift cards, among other strategies.

Spa Interactive's intent is to help build the online reputation of an independent spa to raise awareness of their business and increase revenue. The Company says that, through these marketing techniques, casual lookers will convert to loyal paying clients.

'Recent online marketing reports support the fact that 89% of consumers will use the Internet to search for local businesses and 57% will visit a spa's website to view treatments offered, photographs, directions and read consumer reviews,' says DJ Vallauri, Founder & President of Lodging Interactive. 'If your spa is not aggressively marketing itself via Search Engine Marketing, you will continue to lose market-share to your competitors.'

For additional information on Spa Interactive and the services offered, visit [www.spainteractive.com](http://www.spainteractive.com). There you can find details on Spa Interactive marketing services and a contact form if you have any questions.

### **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, and [Spa Interactive](http://Spa Interactive), Internet Marketing Services for the health spa 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).

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