

## Lodging Interactive Offers Hoteliers Ability to Market Local Events with Web-Based Hotel Calendars Program

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Lodging Interactive, a leading provider of interactive marketing services to the hospitality, spa and restaurant industries, today announced its expanded [HotelCalendars.com](http://HotelCalendars.com) service for the lodging industry.

[HotelCalendars.com](http://HotelCalendars.com) enables hoteliers to merchandise local events with hotel packages to drive online conversion rates from their websites.

In addition to increasing online website conversions, [HotelCalendars.com](http://HotelCalendars.com) enhances organic Search Engine Optimization (SEO) results for the hotel's website through its engineering and design. When a prospective client searches the hotel's eCalendar, a link to their related specials or packages and information about the local event, will appear in the results. This maximizes online conversion opportunities by attracting customers who are looking for lodging during a local event. Other features of [HotelCalendars.com](http://HotelCalendars.com) include matching the design of the eCalendar to the hotel's website, simple web-based management, and most important, optimization of the event content for the major search engines, such as Google, Yahoo!, and MSN.

"Search Engines love fresh content," says DJ Vallauri, Founder & President of Lodging Interactive. "With [HotelCalendars.com](http://HotelCalendars.com) all hotel packages and local events are automatically submitted to the major Search Engines. As the Search Engines pick up the event information, organic Search Engine ranking is improved," added Mr. Vallauri.

Hoteliers are offered two management options for consideration: self-managed or managed. The self-managed calendar allows the hotelier to add their local events to the calendar, along with packages and special rates. The self-managed eCalendar is accessible from any web browser, allowing increased flexibility for hotel owners and operators. The managed program is handled by Lodging Interactive saving the hotelier time and resources. Lodging Interactive will research the hotel's market area and assemble the annual eCalendar of events. The hotel provides their packages and rate specials and Lodging Interactive incorporates the offers into the updated annual eCalendar.

'[HotelCalendars.com](http://HotelCalendars.com) is both an SEO tool which increases Search Engine rankings and drives new traffic, as well as an informative tool to help consumers decide on making a booking while they are in the booking mode,' stated Mr. Vallauri.

For more information visit: <http://www.hotelcalendars.com>. There you will find a detailed overview of the options and services provided by the program, as well as the opportunity to sign up and get started with the program immediately.

### **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, [HotelDirectBook.com](http://HotelDirectBook.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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