

Solutions for the Hospitality Industry

POINT OF SALE AND MARKETING SERVICES

INTERNET SALES

WEBSITE DESIGN & MAINTENANCE

WEBSITE HOSTING SERVICES

SELF SERVICE EMAIL MARKETING

ONLINE COMMENT CARDS

COMPETITIVE SET ANALYSIS

HOTEL BOOKING ENGINE

INTERACTIVE MAPS

E-PROPOSAL RFP SYSTEM

INTERNET MARKETING

SEARCH ENGINE OPTIMIZATION

PRESS RELEASE OPTIMIZATION & DISTRIBUTION

PAY-PER-CLICK ADVERTISING

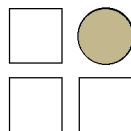
ONLINE ADVERTISING

FULL SERVICE EMAIL MARKETING

ONLINE DISTRIBUTION NETWORK

*Lodging Interactive consistently
delivers bottom line results
for our clients.*

M. MYERS
APOLLO PARK PROPERTIES



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973.402.4970 www.lodginginteractive.com

Lodging Interactive...

Your Hotel's E-Commerce Department

B E W H E R E T H E H O T E L S H O P P E R S A R E !

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The Lodging Interactive technique wins online business for its clients. Whether you need a service to supplement your current Internet program or complete Internet sales and marketing solution, we will deliver a proven service that is measured by clear definitive results. Our single objective is to deliver more prospects and convert more direct sales at the maximum ROI.

Lodging Interactive consists of a team of experienced hotel professionals and savvy Internet marketers. We will work closely with your management team to research and understand your Internet sales potential. We apply an aggregate of this information to develop the most successful Internet program possible. Our methodology has proven successful over and over again with our clients.

ONLINE MARKETING & BRANDING

Online marketing and branding encompasses many aspects of online merchandising. In most cases traditional off-line approaches just don't translate well online. Online media plans, organic keyword marketing, pay-per-click marketing, online advertising, website marketing and email marketing all require special skill sets and expertise.

The marketing experts at Lodging Interactive deliver all the critical skill sets and disciplines everyday to ensure our clients' total online success. We research your market, your competition and redefine your past marketing collateral so we can relate your property's appeal to online marketing channels. The right messages, written for the right online channels, will reach the right prospective guests at the right time.

SEARCH ENGINE MARKETING & OPTIMIZATION

Search Engine Optimization is a managed process that assures you of the best possible listing of your website on the search engine pages. This is referred to as your organic listing and it is critical to your business in today's Internet world.

The hospitality industry statistics show that more than 50% of all room reservations will originate as a direct result of Internet information and online services. This business will come to you in the form of a direct online booking, brand site, 3rd party site or a phone call. The search engines are a critical part of almost every online transaction!

Lodging Interactive offers programs that capitalize on both organic and paid marketing. Our Search programs have proven successful with hundreds of our hotel and resort clients. Our goal is to deliver an ROI greater of more than ten to one.

EMAIL MARKETING THAT WORKS

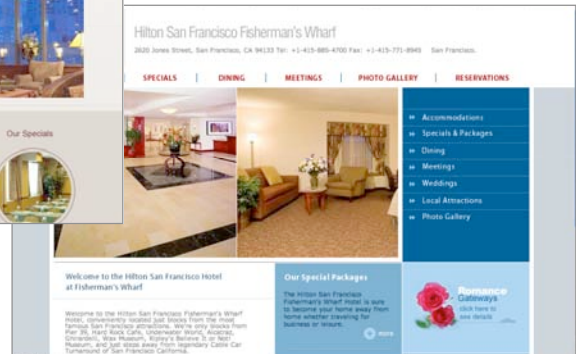
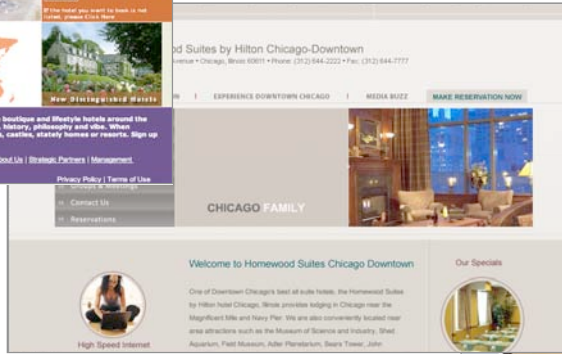
There is no doubt that, when properly utilized, email marketing is still the most effective means of direct communications for hoteliers. In fact, email marketing is direct, timely and can be highly customized to address the recipient's needs.

We offer our clients turn-key, highly effective and proven email marketing services targeting travel agents and professional meeting planners. Through our travel agent email marketing programs your property can promote its marketing message to over 80,000 opt-in travel agents in North America.

HOSPITALITY IS OUR BUSINESS

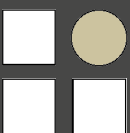
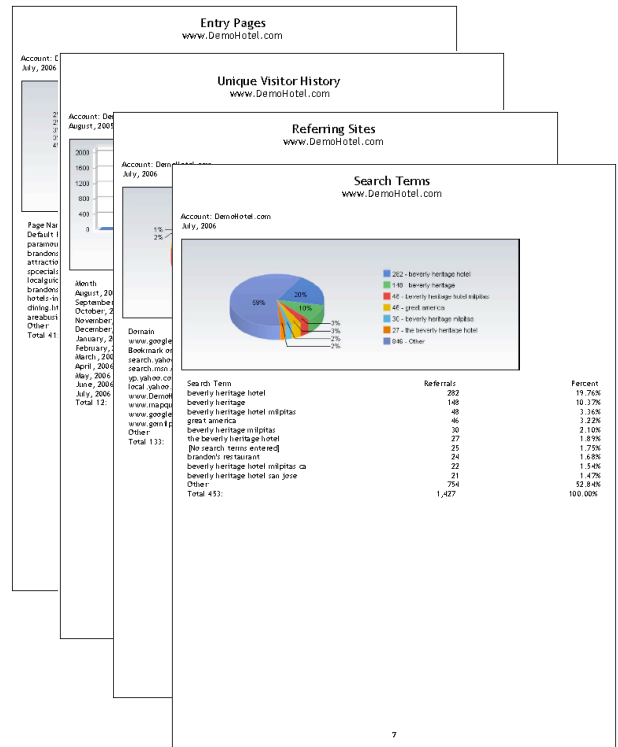
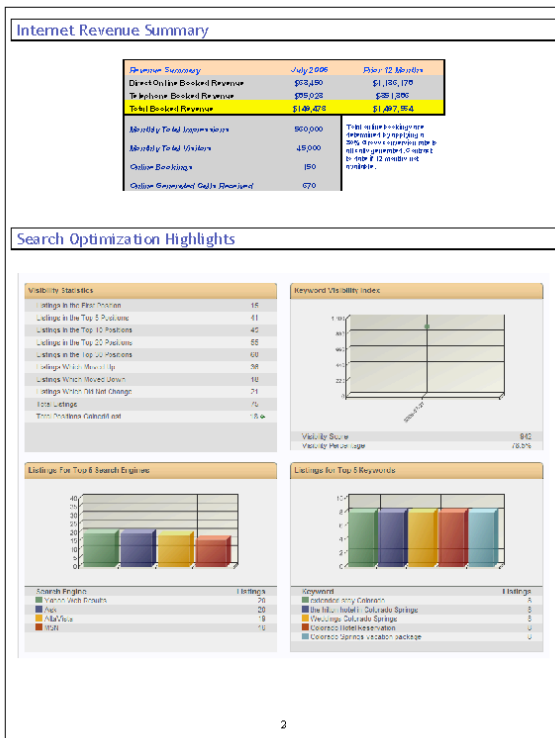
Our clients include independent hotels, major management companies as well as branded properties from Marriott International, Starwood Hotels & Resorts, Hilton Hospitality, InterContinental Hotels Group, Radisson Hotels & Resorts, and many others. Our strict adherence to hotel brand standards & policies ensures all online marketing programs compliment the brands' efforts. Each client is assured a customized online sales & marketing solution aimed at delivering the highest level of profitability.

Designs that sell...



and Reports that tell...

ALL YOU NEED TO KNOW ABOUT YOUR SITE'S TRAFFIC AND SEARCH ENGINE RANKINGS



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2001 Route 46, Suite 310, Parsippany, NJ 07054
phone: 973.402.4970 email: info@LodgingInteractive.com
www.LodgingInteractive.com

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Reasons to Choose Us

We realize that you have hundreds of options for website design/hosting and equally as many companies who claim they can provide top line Internet sales and marketing. Selecting the right website developer can be a daunting task, especially as to how the site relates to your business and understanding your expectations.

The web developer has to have experience with websites that relate to your business. There are differences in how an inner city hotel website is developed compared to a luxury coastal resort or even a mid-west water park compared to a casino. Then there is the issue that your site must adhere to your brand policies and copy rights, if you are a branded hotel. Not to mention, knowing enough about the hotel industry to market your brand perception, image, amenities, proximity to attractions and events, corporate compared to leisure and so on.

Lodging Interactive is a leading hospitality Internet sales and marketing company. Here are ten great reasons to consider us for your Internet point-of-sale and marketing services:

1. Hospitality Industry Focus

Unlike other companies, we are exclusively focused on serving the needs of the hospitality industry.

2. Hospitality Management Experience

Our management team has over 100 years of hospitality experience and our founder was Corporate Vice President of eCommerce, Reservations & CRM for Prime Hospitality Corp., which owned over 300 hotels (AmeriSuites & Wellesleys).

3. Accountability & Measurable ROI Results

Everything we do is 100% measurable and we are accountable to our clients for producing a profitable Return of Investment.

4. Proven Results With Nearly 400 Hotel Clients

We have nearly 400 hotel clients worldwide consisting of top independent properties, major management companies and branded properties representing all the major brands.

5. Competitive Pricing

Our pricing is amongst the most competitive in the industry. We leverage our investment in technology and infrastructure to provide our hotel clients with cost-effective online sales & marketing solutions which deliver the highest level of profitability.

6. One-Stop Solution

We offer hotel clients a single source solution for all their online sales & marketing needs. Whether it be the designing of a new property website or the deployment of a search engine optimization strategy, we offer a single point of contact and accountability.

7. Our Longevity

Since 2001 we have helped our clients maximize the return on their website investments and enabled more bookings to flow direct versus third party merchant sites.

8. Client Satisfaction - Nearly 100% Renewal Rate

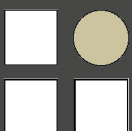
As a direct result of producing real, profitable, bottom-line results for our hotel clients, we continue to grow at a record pace. We enjoy a nearly 100% contract renewal factor with all our clients.

9. A-La-Carte Solutions

When it comes to online sales & marketing, one size does not fit all. In fact all our clients enjoy the deployment of customized online sales & marketing solutions tailor made for their exacting needs.

10. Investment in Best-of-Breed Technologies

We continue to invest in best-of-breed technologies to enable the highest level of profitability and returns for our clients. One example of this is our dedicated hosting environment where we own and manage our own web servers in a 100% secure and redundant hosting facility. Our hosting facility offers Tier 1 Internet access, 24/7 onsite security and diesel generators for emergency back up power. This ensures your website will always be available to generate reservations, no matter what!



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