

The Hotel Networks

A LodgeNet Media Marketing Company

98.2% of travelers
watch TV in their hotel room¹

Guests watch an average of
3+ hours TV/day²

36% of hotel guests
interact with the
entertainment system
in their hotel rooms³

"Hotels offer a unique
environment for companies
to find a captive audience."

- Promo Magazine

THN and LodgeNet have
contracts in place with over
10,000 hotels, serving nearly

2 million
guest rooms each day



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Overview:

The Hotel Networks is the premier provider of traditional television advertising, place-based digital advertising and promotional marketing solutions focused in business-class and upscale hotels. We support national advertisers in reaching their best prospects when they are in a mindset and an environment that promotes receptivity to a brand's message. In the hotel room, hard-to-reach consumers are more available and approachable. They are catered-to and relaxed in this distraction-free home-away-from-home. Research shows that hotel guests are in an experimental and exploratory mode. By approaching consumers with relevant messages when they are in this space (free of clutter, distraction-free and DVR-free), an advertiser has a prime opportunity to capture the attention of and connect with their desired consumers.

The Hotel Networks & LodgeNet Interactive:

The Hotel Networks is a wholly-owned subsidiary of LodgeNet Interactive. LodgeNet is the World's Largest Provider of Media & Connectivity Services to Hospitality Businesses, serving nearly 2 million rooms and reaching over 500 million travelers each year. With access to LodgeNet's support, resources, 20 year-old hotel relationships and 1.5 billion dollar technology infrastructure, The Hotel Networks is the go-to marketing company for targeting this influential and hard-to-reach consumer audience.

What Solutions Does The Hotel Networks Offer?

Network Partners
Include:



1. Traditional Television Advertising:

The THN SuperBlock

- Run commercials across a powerful block of 9 popular cable networks in our national network of upscale, business-class and luxury hotels
- THN owns 100% of the commercial time on these channels)

2. Interactive/VOD Advertising:

FreeViews

- House long-form video advertising/entertainment content in the hotel interactive menu system for guests to watch on their own time free of charge
- Be the exclusive sponsor of THN-provided content covering popular categories like golf, travel, health & fitness, technology and green living. Content is also available free to guests.

3. Promotional Advertising & Marketing:

- Product Sampling
- Branded Promotions & Premiums
- Event Marketing

Hotel Partners
Include:



THE RITZ-CARLTON



¹LodgeNet Consumer Needs Market Assessment 8/10/2007 ²Nielsen September 2008
³LodgeNet ⁴Promomagazine.com