

# The Hotel Networks Promotional Marketing



THE HOTEL NETWORKS

Through The Hotel Networks,  
we deliver marketing solutions  
that add value to the guest  
experience.



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The Hotel Networks allows hoteliers an opportunity to add value to the guest experience through creative promotions and experiential marketing. Through this program, hotels can align with respected brands that are relevant to their guests to help offset operating expenses through efforts such as product sampling.

Other examples of promotional marketing include branded key cards, wrapped newspapers, premium items and event marketing that extend beyond the guest room into public spaces such as the hotel lobby, fitness center, bar and business center.

## BENEFITS

- Leverages hotel brand equity with complementary brands that will enhance the guest experience through multiple touch points.
- Provides an opportunity for hotels to differentiate themselves from competing properties.
- Offsets operating expenses through the use of product sampling opportunities in the guest room and throughout the hotel.
- Supports new product launches in an environment where consumers are more likely to experiment with brands not found at home.
- Creates a memorable experience for guests by providing them with items they may not have seen in other hotels.

## KEY FEATURES

- Enhance your brand: Partner with respected brands that will increase the value of your own brand through association.
- Save money: Key cards, newspapers, coasters, pens and more can be paid by promotional partners.
- Turn-key operation: Put The Hotel Networks' experience to work in creating and executing plan details.