

Hotel Traffic Builders =  Profitability

Hotel Traffic Builders - Business Builder Program

A comprehensive & affordable solution focused on generating incremental bookings via local marketing.

Choice Hotels International® properties have a great brand, and now the "Hotel Traffic Builders-Business Builders Program" will fully leverage the Choice brands at the local / property level for your benefit.

We are a full-service digital marketing agency dedicated to hotel & destination tourism.

Our mission is very simple: *"To maximize sales success by providing our hotel clients with exceptional e-marketing results"*

Our hotel clients consistently enjoy industry leading success because of our dedicated focus and experience. Plain and simple we develop best in class websites and marketing solutions at extremely affordable prices. We recognize that our clients are experts at running their hotels, and our role is to develop and maintain cost effective online marketing leadership for our client hotels.

Industry Expertise

We have more than 10 years of hotel e-Marketing experience and a proven track record working with both the large branded hotel properties and many luxury boutique properties. Our highly specialized 52 person design, programming and development technology team delivers unparalleled quality and results that translate into increased hotel bookings.

Choice Hotels International Preferred Provider

We have created a full feature "Business Builder" solution for all local Choice® hotel site branded websites that includes a full feature website, ongoing search engine marketing, managing Google ad campaigns, and full integration with the corporate Choice web pages. Everything we do is designed to drive local hotel bookings. Learn more at:

www.HotelTrafficBuilders.com/Choice

Return On Investment

The true measurement of our success is our proven ability to deliver hotel bookings. We provide Choice hotels with everything that is needed for success in a very affordable program that has no up-front costs for website development, set up fees, hidden add-ons, etc.

Choice International® branded hotels can now enjoy "Best in Class" local web sites and comprehensive e-marketing programs designed to grow bookings.



Choice Hotels International®



**HOTEL
TRAFFIC
BUILDERS**

Visit us at www.HotelTrafficBuilders.com

Choice Hotels International® properties will receive:

A Best in Class Property Website:

- ✦ Complete 15-page local property website with dedicated search friendly domain name
- ✦ Fully branded design with operational integration
(meeting Choice International Hotels® brand standards)
- ✦ Full booking engine integration; sole focus is on driving bookings
- ✦ Flash animated website main image panel for best consumer presentation
- ✦ Integration with ChoicePrivileges® directly from the property website
- ✦ Consumer friendly photo gallery featuring all hotel offerings
- ✦ Simple to use content management system
(text and image updating at no additional cost)
- ✦ Integrated property specific PDF brochure
- ✦ Full map and directions integration
- ✦ Local area guide integration
(Activities, Attractions, Dining, Night Life & Shopping, plus listings of what is nearby)
- ✦ Auto E-mail collection from website including database storage
- ✦ Social network integration
(Facebook, LinkedIn, Twitter, MySpace, Facebook, Digg, Stumbleupon, MySpace and more....)

Extensive Local e-Marketing Services & Tools:

- ✦ Comprehensive Search Marketing Services (SEO)- Includes SEO marketing plan, Ongoing SEO Services and manual search engine submissions
- ✦ Google friendly page web addresses (URLs), Google site map, including local search engine registration
- ✦ Comprehensive Google PPC campaign management
- ✦ Ongoing e-Marketing services including RSS feed for sharing special offers, content, link development, increased web visibility, directory submissions, reciprocal link support (w/local businesses), cross linking with partner sites
- ✦ Web 2.0 marketing features includes Local blog capable, social networking integration on Facebook, LinkedIn, witter, MySpace, Digg, Stumbleupon, Delicious, Readdit, and more....
- ✦ Email Marketing - Ability to send email promotions, newsletters and announcements, etc. to email addresses collected on website (Fully Federal Law CANN-Spam compliant).
- ✦ Classified listings - Ability to add hotel/property help wanted / staffing position postings
- ✦ Website analytic tools & reports
- ✦ SEO analytic and direct local property competitor (up to 3 competing hotels) search engine tracking reports measure keyword specific search engine rankings for your site and 3 of your direct local hotel competitors

Convenient & Secure Administration:

- ✦ Domain registration & management
- ✦ Full property profile and storage of required digital assets
- ✦ HTB - Business Builders Dashboard secure reporting center
- ✦ Secure Data Center website hosting with Help and Online support
- ✦ Nightly website back-up for added security and reliability
- ✦ Auto monthly account payment
- ✦ E-mail accounts w/webmail (up to 10)

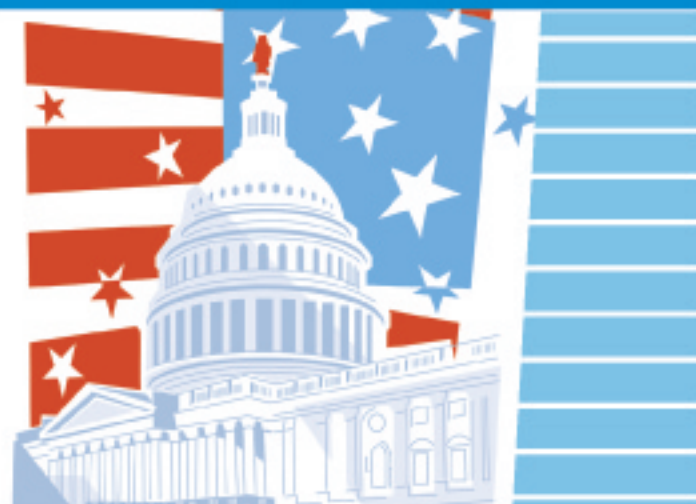
Convention Special Offer

No up-front fees

Waive set up Fees

Waive website build fee

Just one low monthly fee



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