

FOR IMMEDIATE RELEASE:

ResortsandLodges.com Collects International Award for Superior Website Design
Site Redesign Includes Industry Firsts in Enhanced User Experience,
Sophisticated Tracking

ST. PAUL, Minn. - Oct. 22, 2007 (SEND2PRESS NEWSWIRE) -- ResortsandLodges.com (www.resortsandlodges.com), a leading niche portal Web site providing advertising for the hospitality and travel industry, has received a WebAward for excellence in Web site design and development from the Web Marketing Association (WMA). The company was chosen from among 2,400 entries from more than 40 countries during the WMA's annual WebAward competition.

The company's redesigned site was awarded the "Standard of Excellence" in the competition's Hotel/Lodging/Travel category. The redesign, launched in late 2006, showcases the diverse features and benefits of approximately 10,000 resort and lodge properties worldwide. Focusing on an enhanced user experience and including the development of completely new front- and back-end functionality, the site update maximizes conversions and provides sophisticated tracking for the company's leisure advertising clientele.

"We are extremely proud to have our design and development work recognized internationally," said Ryan Bailey, Vice President of ResortsandLodges.com. "Our goal was to establish ResortsandLodges.com as a premiere vacation portal, built on best practices for conversion. We felt the best way to do that was by taking the traveler through a branded 'journey' presented through rich media, to enhance and even transform their affinity with our advertisers."

The new design features an interactive map which allows online customers to quickly and easily explore vacation destinations and lodging. In addition, it highlights each resort or lodge property through a mix of unique content developed through individual client interviews, colorful photography, and interactive video. A convenient search tool allows visitors to filter properties by resort type, accommodation type, activity type, amenity type and price range.

In addition to an enhanced traveler experience, the Web site redesign also included the development of sophisticated tracking for the company's resort and lodge advertising clientele. Advertisers can now view performance statistics for click-through rates; page impressions, email inquiries and phone activity. The phone calls appear as visual data and are recorded as voice data, making it simple for a client to assess the frequency of conversions over the phone. Much of this development has never been implemented on any other travel-related Web site.

"More than ever before, ResortsandLodges.com allows advertisers to truly track the performance of their campaigns," said Bailey. "Through sophisticated data analytics, they can continually optimize their campaigns and manage the creative approach for extraordinary results."

About ResortsandLodges.com

Headquartered in Cottage Grove, Minnesota, ResortsandLodges.com is owned and operated by Travelnet Solutions, Inc. (www.travelnetsolutions.com), a leader in providing complete and dynamic solutions to the hospitality and travel industry. The company's portfolio of brands includes ResortsandLodges.com, ParksandCampgrounds.com, RezTracker.com and Red Rock Resort.

Send2Press(R) is the originating wire service for this story -
www.Send2Press.com

NEWS SOURCE: ResortsandLodges.com

#

/END/

MEDIA CONTACT(S) :

[not for publication online or in print]

Troy Gago
ResortsandLodges.com
tgago @ travelnetsolutions.com
+1-866-757-8229 ext. 4929

/Note to editors: print ready logos available on request.

Release PDF:

http://www.send2press.com/mediadrome/news_2007-10-1022-009.pdf

.....

Text provided by news source who is solely responsible for accuracy of content.

.....

This news story from Send2Press Newswire may be redistributed and re-posted in part or in whole by members of the media. Copr. (c) Send2Press, a unit of Neotrope(R). For news aggregation sites, blogs, and bureaus, you must retain Send2Press as the original wire service source. Do not stream graphics from our server.

.....

The original version of this release was issued on behalf of the above organization (the "news source"), by Send2Press(R) Newswire, a unit of Neotrope(R). <http://www.Send2Press.com>

.....

Get our full-text news via RSS: <http://www.send2press.com/RSS2/rss.xml>

.....

Story Permalink:

<http://www.Send2Press.com/mediadrome/2007-10-1022-009.txt>

October 2007 // Press Release /B.NAB