

Press Release

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ITB 2008:

Tourism Unlimited optimises hotel websites for professional PR work

During 'ITB' in Berlin Tourism Unlimited, the Munich based communication agency launches its dynamic HotelPressArea as a tool for optimising hotel websites

Munich, March 3, 2008 - A professionally designed and arranged homepage not only opens the doors for future customers, but also for press coverage. Because press work is often neglected by hoteliers, journalists find it difficult to receive the information they need. The PR- and Marketing agency Tourism Unlimited, introduces a new dynamic tool during ITB from March 5 to 9, to support hoteliers.

The offer: Tourism Unlimited integrates a specially designed HotelPressArea in a highly visible spot within the existing website. The technological concept behind this tool is a white label development solution, meaning to contract a development outside the hotel's core competence while adding value to the hotel's overall business.

Colours as well as logos of the hotel or hotel group will be integrated in a way that makes the new navigation point fit seamlessly into the layout. Along with facts, dates and figures, the HotelPressArea will inform journalists about personal contacts and will deliver logos and pictures to be used by the media for coverage.

The support may even go further. If desired, Tourism Unlimited offers two different approaches:

HotelPressArea Superior includes the implementation of the solution into the existing homepage and adds all important information like press releases and pictures. As a website-language, clients can choose between English or German.

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HotelPressArea Deluxe includes the installation in both languages, and the creation and distribution of one press release to the established distribution list.

Additionally, Tourism Unlimited will answer all media inquiries and will liaise between the media and hotel management. For each solution, future updates of the website will be charged at hourly rate.

Prices depend on the number of websites and hotels that need to be integrated into the HotelPressArea as well as the number of distributed press releases.

For further information, please visit www.tourism-unlimited.com or send an e-mail to contact@tourism-unlimited.com

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About Tourism Unlimited

Tourism Unlimited is an agency for marketing-, PR- and business development with focus on tourism, hotels and diving. Judith Hoppe, Sandra Spier and Christoph Hoppe founded the Munich based company in 2007.