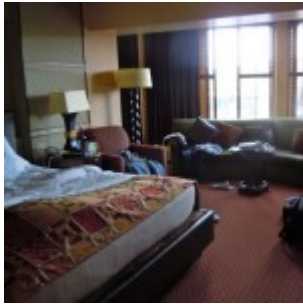


Lodging managers get primer in attracting business online

Heading into the historically busy summer season, lodging professionals on the South Shore got a short lesson in how best to use Travelocity to their benefit.



Alania Henry, a rep from the online site, spoke to the South Lake Tahoe Lodging Association last week about services to drive people to their property.

Keeping content updated, reviewing it like a consumer and not a manager, and offering promotions were some of her suggestions.

When it comes to having a hotel pop up closer to the top, Henry said hotels with posted rates and ones with availability get preference.

She also suggested hoteliers use the Top Secret Hotel option. This allows people to pick their destination, price and rating, but not the actual hotel. It's also non-refundable – a bonus for the lodging property.

Henry claims the return on investment is good for the hotels using sponsored searches at the top or bottom of pages.

Travelocity has also partnered with sites like Kayak, Ski Lake Tahoe and Yahoo to make it easier for travelers to book rooms.

– Kathryn Reed