

Travel Marketing Online: How the Hard Rock Hotel Vegas Uses Web Cams to Increase Bookings

"Online we're essentially competing with ourselves, because we sell hotel rooms directly and also through wholesalers like Expedia," notes Hard Rock Hotel & Casino's Internet Marketing Manager Bethany Swain. Rooms sold through wholesalers are less profitable because the middleman gets a cut, so Swain's main goal is to get as many consumers as possible to book direct ...

Date: 2007-03-26

Article link:

<http://www.tourism-review.com/travel-tourism-magazine-travel-marketing-online-how-the-hard-rock-hotel-vegas-uses-web-cams-to-increase-bookings-article 145>