



## **RateTiger Partners with Travelscream to Offer Digital Marketing**

*Online travel offers updated through Rate Tiger's Channel Manager reach millions of consumers through a global distribution platform*

London, June 1, 2010: [RateTiger](#), by eRevMax, has partnered with [Travelscream](#) to incorporate online advertising and marketing management. Hoteliers can now create and update digital marketing placements alongside all other online travel websites in RTSuite giving them an easy and flexible way to manage travel deal promotions through a portfolio of global travel-centric media channels in one simple step.

Hotels can now focus on driving bookings directly to their websites by adopting marketing campaigns across multiple distribution channels including travel websites, email newsletters, RSS feeds and social networks. This means hoteliers can further maximize reservation opportunities using PayPerClick (PPC), Social Media and Travel Portals.

Scott Wilkins, COO, Travelscream said “With the increasing prominence of online marketing and channel management in the travel trade, this integration aims at providing hoteliers with a well-rounded solution to address these needs. We can help hoteliers to reach the right audience through targeted marketing campaigns leading to direct sales on their website.”

“By including online marketing solutions to RTSuite’s functionality, we can further diversify the channel management capability of RateTiger for our customers,” said Ragnar Strerath, VP Product Development, eRevMax. “Hoteliers will now be able to better synchronize rate distribution with marketing promotions, thereby leading to increased effectiveness, better exposure and enhanced ROI.”

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### **About Travelscream**

Travelscream ([www.travelscream.com](http://www.travelscream.com)) is the most flexible provider of low-cost, high value marketing solutions for the travel industry including social media and travel content distribution. Travelscream offers the [Travel Deals Network](#) (TDN), which publishes travel offers from hotels, airlines, car rental companies and other service providers through a network of leading online media channels and the [Social Media Toolkit](#), including interactive maps, guestbooks, blogs, video, social network sharing and more. For further information, contact: Kristen Kopplin, +1 970 306 4112, [kristen@travelscream.com](mailto:kristen@travelscream.com)

### **About eRevMax International**

Founded in 2001 and now operating in 65 countries and 750 cities, eRevMax has created a suite of products that has changed the landscape in which hotels distribute inventory worldwide. The main suite of products offered under the ‘*RateTiger*’ brand has become the industry's benchmark for successful tools enabling online distribution management. It continues to be eRevMax’s core objective to bring revenue maximization to the hospitality industry through 'next generation' innovative e-products. For further information, contact: Ryan Haynes, Rate Tiger, +44 (0) 7825 66 15 75, [ryanh@ratetiger.com](mailto:ryanh@ratetiger.com)