

For Immediate Release

Contact: Chris Daly (Media)
(703) 435-6293

gCommerce Solutions Signs Three Online Management Contracts

PARK CITY, Utah, Oct. 2007—gCommerce Solutions, a unique eMarketing firm specializing in the hospitality industry, today announced that it has signed contracts with a casino, a resort and an airport hotel to manage all of their respective electronic marketing services, ranging from website management to on-line promotions. The new agreements are with the 244-room Ramada Inn (converting to Holiday Inn November 1, 2007) Chicago/O’Hare in Illinois, the 160-room Prescott Resort and Conference Center in Arizona, and the 42-room Inn at Eagle Mountain, also in Arizona.

“Hotels continue to lose thousands of dollars or more per year of untapped Internet revenue streams,” said Scott van Hartesvelt, gCommerce president. “Many hoteliers realize this, but simply have neither the time nor the manpower to take advantage of the opportunities. gCommerce has developed an arsenal of e-marketing components to make the Internet work for hotels at a fraction of the cost it would take for a property to hire someone to accomplish the same goals.”

gCommerce works with each property’s team members to identify specific unexploited markets that can be reached online quickly and cost-effectively. Using a variety of proprietary tools, including search engine marketing, website design, email marketing, Web 2.0 programs and yield and distribution management, gCommerce develops customized strategic plans and then implements them.

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“Each hotel we work with has specific and unique needs, requiring solutions tailored to their individual situations,” van Hartesvelt added. “However, regardless of the size or scope of a particular property’s needs, our pricing structure is totally results-based. If we don’t increase revenue, we don’t charge for our efforts. It’s as simple as that.”

“We jumped at the opportunity to work with gCommerce” says Brady Murray, corporate eCommerce manager for Grace Hospitality, the management company for Prescott Resort and Conference Center in Arizona and the Inn at Eagle Mountain,. “Their pricing model and track record of stunning successes in similar properties gave us the confidence to move forward.”

About gCommerce Solutions

Headquartered in Park City, Utah, gCommerce is a full-service Internet marketing and distribution management company. The company provides a full range of services to address all aspects of a hotel’s Web presence, from establishing and managing on-line room rates to strategic partnering with on-line search engines. Hotels managed by gCommerce typically experience reservation increases of 10 percent to 30 percent.