

Reservation Counter Launches \$25 Million, Multi-Platform Advertising Campaign

TravelPASS Group site to promote its hotel booking experience

LEHI, UTAH, UNITED STATES, June 7, 2016 /EINPresswire.com/ -- [Reservation Counter](#), a leading provider of hotel accommodations, today announced a \$25 million, multi-platform advertising campaign. Reservation Counter's new campaign will highlight its strategy to upgrade the hotel booking experience. It will focus on giving travelers access to more than 1 million hotels and accommodations worldwide, deals, and 24/7 customer support.



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Today's travelers expect more. And, they are planning more—they are taking the time to research the best options for what they want.”

*Daniel A. Nelson, Executive
Chairman of TravelPASS
Group*

Part of the [TravelPASS Group](#) family, Reservation Counter leverages its easy-to-use site to access more than 1 million accommodation choices and pricing from multiple suppliers, rich destination images, maps, and other helpful content. It books nearly 10,000 room nights every day.

This summer will bring increased travel, according to experts. Reports show double-digit growth in online travel sales 2016, even though the overall economy may lag. Studies show consumers are checking more sources on a variety of platforms and devices. Google estimates a 43 percent increase in research prior to booking a hotel room compared

to the prior year.

“Today's travelers expect more,” said Daniel A. Nelson, Executive Chairman of TravelPASS Group. “And, they are planning more—they are taking the time to research the best options for what they want.”

Reservation Counter anticipates the demand for accommodations will be at an all time high this summer. “However, room prices will be kept in check because hotels are expanding and making more rooms available,” said Nelson. “It's a great time to take that trip.”

Travelers book hundreds of millions of hotel room nights each year with the help of online travel companies, like Reservation Counter. They help consumers save money and give them more choices by creating an open, transparent marketplace where hotel properties compete on location, price, and amenities.

Reservation Counter is a leading provider of hotel accommodations. Based in Utah, Reservation Counter is part of the TravelPASS Group, which operates travel-related websites, books more than

10,000 hotel room nights every day, and generated 84 million travel inquiries in the last 12 months. Partnerships with independent and brand name hotels, wholesalers, and the largest travel agencies allow it to represent a combined inventory of more than 1 million properties worldwide.

Jason Burgess
Reservation Counter
email us here
801-341-1759

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