

OzoneCard Launches Free Service to Plug Hotel Room Sales Shortfalls

OzoneCard Australia launches new service which lets hotel owners trade their last-minute empty rooms for radio, television and newspaper advertising space.

June 18, 2007 - [PRLog](#) -- OzoneCard Australia (www.ozonecard.com) today announced the launch of its free last-minute room for media trading programme aimed at hoteliers, motels and other accommodation providers.

Under the system, Australian hotels and motels will be able to exchange their unsold hotel rooms for radio, newspaper, fax broadcast and television advertising both locally and internationally.

“Every night approximately 40% of all hotel rooms across the country sit empty, yet the fixed costs of running a hotel stay the same,” says Miriam Worsnop, director of OzoneCard Australia. “Using the OzoneCard system a hotel can now sell its last-minute unsold rooms for full retail value which can then be put towards a media campaign.”

Unlike other barter exchanges, the company will offer its barter program totally free of charge to hotels and other accommodation providers.

Other benefits of the programme include:

- ? Rooms are sold at full price – thereby ensuring maximum value and pricing integrity
- ? Excess rooms being are sold “off-market”
- ? Hotels can list and sell their excess rooms themselves via the OzoneCard trading website – ensuring that only their last minute inventory is sold
- ? Transaction fees are charged only ‘in kind’ – meaning the hotel pays for the service only once they have sold – and only in their own spare rooms, not with cash.

OzoneCard Australia announced that it will also provide 24 hour telephone-based customer service, phone banking as well as email and mobile phone alerts to let hotel owners know when one of their rooms has been sold online.

“You can never make up the revenue of an unsold room. Once the date has past you lost any opportunity to make money on it, so why not sell it on barter and get something useful instead?” says Mrs Worsnop.

“Even selling 10% of unsold hotel rooms in a year can provide a hotelier with access to advertising worth \$250,000 or more.”

OzoneCard offers media placement opportunities in Australia, Mexico, New Zealand, Norway, Poland, Singapore, Thailand, Turkey and the USA.

More information on OzoneCard can be found at www.ozonecard.com. The OzoneCard Australia trading site is located at www.ozonecardaustralia.com.

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