





For Immediate Release

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Travel Tripper Grows Transient Business at Historic Glen Cove Mansion Hotel and Conference Center

New York (February 10, 2011) – [Travel Tripper](#), LLC, announced today outstanding results from a recent effort to grow transient bookings at [Glen Cove Mansion Hotel and Conference Center](#) in Glen Cove, New York. Transient reservations are up by 50% YOY since the hotel implemented the new version 2.0 of Travel Tripper's RezTrip™ booking engine on December 13, 2010, and adopted search marketing and revenue management tactics recommended by Travel Tripper.

According to Fred Leuthold, director of sales & marketing for Glen Cove Mansion, "Our historic hotel is a popular wedding and corporate meeting venue on Long Island, and we are increasing our marketing efforts to transient travelers. Travel Tripper has done a great job helping us increase occupancy between events with their marketing support and RezTrip online booking engine."

The all-new version 2.0 of RezTrip™ is a great revenue enhancing tool for luxury hotels such as Glen Cove Mansion. Using the online system administration tool, hoteliers can easily create special offers and packages in a few minutes. RezTrip™ offers support for unlimited hotel photos and enables hotels to sell online valuable add-ons, such as meals, in-room amenities, and spa treatments. Guests can shop and book rooms, packages, and extras from an intuitive user interface and can share travel plans with friends and family both during and after the booking process.

"Our new booking engine helped increase guest stays at Glen Cove Mansion, but our pricing advice and search marketing campaigns were just as important in driving business," said Scott Brodows, executive vice president of Travel Tripper. He continued, "We're thrilled that the RezTrip™ upgrade and marketing efforts of our team and *those* of the hotel have enabled the property to increase room nights by 28% and by 18% YOY."

The RezTrip™ booking engine can embed tracking code from all online optimization tools such as Adobe's Omniture Suite and Google Analytics. Travel Tripper's team uses these tools to analyze and optimize online marketing campaigns for hotels in the world's most competitive markets. RezTrip™ 2.0 is available for hotels worldwide.

About Travel Tripper

[Travel Tripper](#) is an innovative online reservation solution provider that helps hotels worldwide increase conversions and distribution share through the hotels' best sales channel – their proprietary website. In addition to the new and revolutionary RezTrip™ 2.0 online booking engine, Travel Tripper offers call center services, multi-channel distribution, Internet Marketing products, and a powerful Business Intelligence system for hotels. For the latest news about the company and to see a demonstration of RezTrip™ visit our web site at www.traveltripper.com

Travel Tripper is a privately held company based in New York City.

About Glen Cove Mansion Hotel and Conference Center

The award-winning [Glen Cove Mansion Hotel](#) is situated on 55 secluded and landscaped acres on Long Island's historic Gold Coast, 30 minutes from New York City, JFK International and LaGuardia Airports. The spacious Georgian-style mansion features stunning vistas of Long Island Sound and was once part of a prestigious collection of gracious country estates, later becoming one of the nation's first dedicated conference center hotels.

Today the elegant property features 187 richly appointed guestrooms, including four suites, the Garden Room Restaurant with magnificent views of the terraces, the large and comfortable Pub 1910, private dining rooms ideal for social and corporate occasions, as well as vast outdoor reception areas overlooking the mansion's Gilded Age gardens.

The property offers 29,000 square feet of event and meeting space, with 29 dedicated conference rooms accommodating from 10 to 280 guests, advanced meeting technology, an executive business center and conference concierge services. Wireless Internet access is available throughout. Also provided are complete fitness and recreational facilities, including a sauna, steam and massage rooms, indoor swimming pool and whirlpool, garden swimming pool, racquetball courts, lighted tennis courts, jogging trail and a sports field. Golf is available nearby.

Ideal for executive retreats, corporate meetings and social gatherings, Glen Cove Mansion Hotel and Conference Center is masterfully designed to integrate gracious accommodations, superb cuisine and attentive service with contemporary comforts and the latest technology. For more information on the Glen Cove Mansion Hotel and Conference Center, visit www.glencovemansion.com.

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