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### **ATAHOTELS' NEW USA MARKETING PUSH BY [bigblueroad.com](http://bigblueroad.com)**

SCOTTSDALE, July 13, 2010—[bigblueroad.com](http://bigblueroad.com), Discover the World Marketing's online and promotional division, has recently signed an agreement with ATAHOTELS to provide web-based trade and consumer marketing solutions in the US, complemented by public relations, telesales and field sales calls.

"We applied our 'clicks and bricks' approach of building engaging web strategies supported by local sales," said Sue Cherrier, senior director – marketing for Discover the World Marketing – USA division. "We began by creating a special *eat, stay, love* promotion (<http://www.italystay4pay3.com>). Travelers staying four nights at one of the 22 unique four or five star ATAHOTELS properties in Italy, pay for only three nights."

"For the trade, we invited travel agents to participate in this special promotion and receive a 15 percent commission on bookings and a chance to win a trip for four to Italy," added Cherrier. "During this 90-day promotion, we are building brand recognition for ATAHOTELS on the travel agent web site."

For more information about Discover the World Marketing, visit [discovertheworld.com](http://discovertheworld.com) or call (480) 707-5566 or +44 207 107 2300 (new number).

#### About ATAHOTELS

Founded in 1967, the ATAHOTELS chain belongs to ATAHOTELS Fondiaria Sai Group. It is a dynamic private company that is constantly expanding and strengthening its Italian properties. It has created high quality facilities and services dedicated to pampering its guests with relaxation and sport facilities, such as their well known spas

and wellness centers and the Golf Club at Tanka Village & Spa in Sardinia. Visit its website at [www.atahotels.it](http://www.atahotels.it).

#### About bigblueroad.com

bigblueroad specializes in the placement of brands along different stages of the customer online engagement cycle. It ties together creative and technical aspects of the Internet, including design, development, advertising, search engine marketing, e-mail marketing, online reputation management and social media marketing methods such as blogs and viral marketing. bigblueroad.com builds trade and consumer websites, manages online promotions and develops interactive campaigns.