

FOR IMMEDIATE RELEASE:

Renaissance Las Vegas Launches New Web Site with Innovative Online Changes

Hotel's New Web Site Optimizes Tools and Information

LAS VEGAS (May 8, 2008) – Renaissance Las Vegas Hotel is pleased to announce the launch of its completely redesigned and enhanced Web site, www.renaissancelasvegas.com, in response to the evolution of eCommerce in an ever-changing marketplace. Created by Brulant, Inc., one of the nation's leading interactive marketing firms, the Web site centralizes the tools necessary for meeting planners to easily and seamlessly plan meetings in the heart of Las Vegas. Based on substantial usability metrics and supported by a host of technical architects and online strategy recourses, the new Web site is easily searchable through various online channels.

“The Internet is an integral tool for anyone planning a meeting and the new Renaissance Las Vegas Web site makes it extremely easy to access all the key information necessary to plan a successful event,” said Executive Director of Market Strategy Fred De Sota. “The new Web site makes it easy to find pertinent information and answers questions in a clear, user-friendly manner.”

The Renaissance Las Vegas Web site has undergone significant changes in the areas of content, imagery, navigation and design. A “Groups and Meetings” button on the home page provides a direct link to all the information needed to plan a meeting, including online RFP, catering menus, event packages, floor plans, 360-degree virtual tours and much more.

Other notable content enhancements include information and links to other Web sites with information on area activities and service providers that will be useful to someone coordinating a meeting, large or small. For example, the site provides an overview of area attractions and their approximate distance from the hotel, including golf courses and casinos; a page with details on the convention center and a link to its site; and information on the Las Vegas Monorail with a link to a map of the stations.

In addition, the impressive new site - built within a content management system - boasts a new analytics tool that tracks a number of unique metrics and coincides perfectly with the ongoing marketing strategy. In correlation with the Web site launch, Brulant developed an entire online marketing strategy to promote the re-design. In an effort to ensure searchability for potential guests, the team conducted extensive research to understand how consumers find the hotel through a variety of online channels. After distinguishing the appropriate methods that help direct Internet traffic to the hotel's site, the ongoing online strategy was born, inclusive of on-site search engine optimization, pay-per-click marketing, online display advertising, and a search marketing strategy, which includes a link acquisition strategy and extensive social media efforts. Online marketing efforts unite on all fronts as search engine results, banner ads, online directories and blogs all point to this avant-garde new platform, ensuring steady traffic from a variety of channels.

About Renaissance Las Vegas Hotel

The Renaissance Las Vegas Hotel offers conference and event planners more than 20,000 square feet of space, the largest of any non-gaming hotel in Las Vegas. The hotel features a total of 14 meeting rooms, providing a variety of sophisticated decors and sizes, yet intimate enough to provide highly personalized attention. Rooms can accommodate professional meetings, large-scale events and conferences, team-building activities and pre-function space.

In addition, the hotel boasts 14 stories of accommodations, including 548 spacious guest rooms and 30 exquisitely-appointed suites ranging from 859 to 1,681 square feet, the award-winning ENVY The Steakhouse and Lounge, pool and workout facilities, superb meeting and catering resources, and concierge service to impress the most discerning guests.

The ideal venue for Las Vegas conferences, meetings and corporate events, the Renaissance Las Vegas Hotel inspires productivity by removing the stress of planning an event as well as the clutter and commotion associated with casino hotels. The Renaissance Las Vegas Hotel provides guests effortless access to the heart of the city while earning valuable Marriott Rewards points. The hotel is located at 3400 Paradise Road and can be reached by phone at (702) 784-5700 or toll free at (800) 750-0980. Renaissance Las Vegas, an AAA four-diamond rated hotel can be visited on the Web at <http://www.renaissancelasvegas.com>.

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