

LodgeNet | DIRECTV® Sports



Your sports-minded guests can keep up with their favorite teams while traveling with DIRECTV® Sports – available exclusively from LodgeNet and DIRECTV.

Guests can choose a professional or college sports package and watch all games offered in the package that day (subject to local blackout restrictions).



— ONLY FROM DIRECTV —



FEATURES

- **Year-Round Lineup** / Major professional leagues, plus the nation's best major college sports action and pay-per-view events
- **Convenient Availability** / Accessed directly from the Main Menu
- **Promotional Video Spots** / Welcome Channel and Promotional Channel messages increase visibility
- **Free Schedule Information** / Guests can check the daily lineup of any sports package for free
- **Easy Administration** / DIRECTV® Sports charges are automatically posted to the guest's folio.

BENEFITS

- **Captures Sports Fans' Hearts & Spirits** / By allowing them to follow hometown or favorite teams and fantasy players when traveling – even outside the local coverage area
- **Cross-Sell & Upsell Opportunities** / Through bundled promotions (for example, all-day football and a pizza for one price)
- **Increased In-Room Revenue Potential** / Sell more room nights and drive food-and-beverage sales with programming that was formerly free or unavailable to guests
- **Exclusive Cross-Platform Offering** / For hotels utilizing a combined LodgeNet free-to-guest (FTG) and video on demand (VOD) solution



LodgeNet®

connect | inform | entertain

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