

| 2009

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Hospitality eBusiness Strategies (HeBS) Announces HSMAI Foundation eConnect Website Re-Launch

NEW YORK, NY (PREWEB) December 17, 2009 - [Hospitality eBusiness Strategies](#) (HeBS), the industry's leading full-service Internet marketing services and strategies consulting firm for the hospitality and travel verticals, proudly announces the re-launch of the [HSMAI Foundation eConnect website](#). The website serves as a platform for examining the trends and developments in the hospitality sales and marketing industry and now boasts a fresh, enhanced and more user-friendly look and feel. New sections were added in the redesign of this innovative website including Industry Hot Topics, the eConnect Poll, and Featured Video from leading sources such as CNN, CNBC and YouTube.

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Hospitality eBusiness Strategies designed and helped conceptualized the new HSMAI Foundation eConnect website, and worked with the HSMAI Foundation to add six new searchable sections of in-depth content, including: Hotel Sales & Marketing, Internet Marketing & Social Media, Revenue Management, Resort Marketing, Destination Marketing, and Hospitality Sales & Marketing Education. Additionally, the site's "Industry News & Resources" section is open to members and non-members and features hospitality industry and sales and marketing headlines, along with information on the latest HSMAI industry events.

"We had many goals in the redesign of the HSMAI Foundation eConnect web site, including improved navigation, enhanced design and maximized search engine optimization," said Jason Smith, Vice President Communications at HSMAI. "We feel we have accomplished all of those goals in partnership with HeBS, which offered cutting-edge insight and inspiration, resulting in a site that is the definitive source of trends and industry highlights for hospitality sales and marketing professionals."

Hoteliers will appreciate the site's daily selection of industry blogs and magazines selected from more than 150 industry sources, including hospitalitynet.org, hotelnewsnow.com, STR and hotelmkt.com. Industry professionals are invited to sign up for a free 30-day trial eConnect membership to experience the site's resources.

According to Max Starkov, HeBS Chief eBusiness Strategist, "HeBS was very excited to be a part of this project with HSMAI. The new HSMAI Foundation eConnect website is a valuable asset to all hoteliers, providing a consistent flow of the latest hotel internet marketing news, best practices, and developments in our industry. At HeBS, the professional development of hoteliers is a large part of our mission, and we believe this project with HSMAI exemplifies that perfectly."

About HeBS

Hospitality eBusiness Strategies, Inc. (HeBS) is the industry's leading Internet marketing and distribution strategy consulting firm for the hospitality and travel verticals. Based in New York City, HeBS has pioneered many of the "best practices" in hotel Internet marketing, website design + optimization, and direct online distribution. HeBS specializes in helping travel suppliers and hoteliers build and enhance their direct Internet marketing and distribution strategy, boost their Internet marketing presence, establish interactive relationships with their customers, and significantly increase direct online bookings and ROIs. The firm brings a unique perspective to the industry, gained through working with over 500 travel and hospitality companies including major brands, independent hotels, casinos, convention bureaus and hotel management companies worldwide. Find out more about HeBS at www.hospitalityebusiness.com or by email at info@hospitalityebusiness.com.

About HSMAI and HSMAI Foundation

HSMAI is the hospitality industry source for knowledge, community, and recognition for leaders committed to professional development, sales growth, revenue optimization, marketing, and branding. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMAI's Affordable Meetings®. For more information on HSMAI or the Foundation, contact the Hospitality Sales & Marketing Association International at (703) 506-3280 or visit www.hsmmai.org