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Hospitality eBusiness Strategies (HeBS) Wins Big in the IAC Awards

Hospitality eBusiness Strategies wins two major IAC awards for its Web 2.0 interactive scavenger hunt functionality and mobile website development.

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New York, NY - March 23, 2010. Hospitality eBusiness Strategies (HeBS), the industry's leading full-service Internet marketing services and strategies consulting firm for the hospitality and travel verticals, today announced receipt of two esteemed Internet Advertising Competition (IAC) awards:

- 1) Outstanding Integrated Ad Campaign for the [Indian Wells Scavenger Hunt](#)
- 2) Best Hotel and Lodging Mobile Application for [The Allison Mobile Website](#)

The Internet Advertising Competition (IAC) Awards are presented by the Web Marketing Association to honor excellence in online advertising, to recognize the individuals and organizations responsible, and to showcase award-winning Internet advertising. Entries in the Internet Advertising Competition were judged on six elements: creativity, innovation, impact, design, copywriting and use of the medium.

“These IAC awards are further testament to the fact that today’s [hyper-interactive travel consumers](#) are no longer satisfied with hotel websites that offer stale visual and textual content. Interactive Web 2.0 functionalities engage travel consumers; mobile websites provide instant information and transaction capabilities via mobile devices for hyper-connected consumers. And these initiatives should be in every hotelier’s arsenal in 2010,” said Max Starkov, Chief eBusiness Strategist at HeBS.

These IAC winners understand that Web 2.0 and mobile initiatives are an integral part of the comprehensive de-commoditization strategy of the hotel. Travel consumers have no tolerance for dull or static content, and hoteliers must align the interactivity of the hotel website with the hyper-interactive behavior of today’s travel consumers.

About HeBS

Hospitality eBusiness Strategies (HeBS), based in New York City, is an award-winning, full-service Internet marketing and Direct Online Channel Strategy firm, strictly dedicated to the hospitality and travel verticals. HeBS has pioneered many of the "best practices" in hotel Internet marketing and direct online distribution. The firm specializes in helping hoteliers build their direct Internet marketing and distribution strategies, boost the hotel Internet marketing presence, establish interactive relationships with customers, and significantly increase direct online bookings and ROIs. A diverse client portfolio of over 500 top tier major hotel brands, luxury and boutique hotel companies, hotel management and representation companies, franchisees and independents, resorts and casinos and CVBs has sought and successfully taken advantage of HeBS’ firm hospitality Internet marketing expertise. For more information visit HeBS website www.hospitalityebusiness.com. Contact HeBS consultants at (212) 752-8186 or info@hospitalityebusiness.com.

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