

|2010

HeBS | Hospitality
eBusiness
Strategies

HeBS Dominates Again in HotelMarketing.com's Most Popular Articles of 2009

HeBS, the industry's leading Internet marketing and distribution strategy consulting firm, claims a strong presence in HotelMarketing.com's Most Popular Articles in 2009, featuring six of its strategic and blog articles.

Hospitality eBusiness Strategies, Inc.
14 East 60th Street, Suite 400 New York, NY 10022
Phone: 212-752-8186 Fax: 212-202-3670
Web: www.hospitalityebusiness.com

New York, NY - January 7, 2010 - Hospitality eBusiness Strategies, (HeBS), maintains a strong presence in *HotelMarketing.com's Most Popular Articles in 2009* list with six of its strategic articles and blog articles. All six articles provide hoteliers with the latest information on hospitality industry trends as well as best practices, expert advice, and concrete recommendations for successful Internet marketing.

Remarkably, included in HotelMarketing.com's 2009 list of most popular articles were two articles from prior years: one from August 2007, and another one from June 2008, showing that HeBS publications include solid best practices and timeless fundamentals.

Here are the HeBS articles that made HotelMarketing.com's 'Most Popular Articles of 2009' list:

1. [Current Trends and Best Practice in Hospitality Internet Marketing: What Hot Marketing Topics are on the Minds of Hoteliers](#) (Aug 2007 Article): This third most popular article in the list discusses fundamental marketing approaches and topics hoteliers need to keep in mind when constructing a competitive online marketing budget and strategy. This article was also the most popular article in HotelMarketing.com's 2007 list.
2. [Growing Tensions Between Hoteliers and OTAs: The Prisoner's Dilemma, the Stockholm Syndrome, or a Case of Both?:](#) (Oct 2009 Blog Article): This fourth most popular article exposed Expedia's aggressive contract renewal negotiations tactics at the time when Expedia cut off negotiations with Choice Hotels, and analyzed the reasons behind Expedia's bullying behavior, which has been rejected by the hospitality industry since then.
3. [The TripAdvisor Review Widget on the Hotel Website: a Good or Bad Move?:](#) (June 2009 Blog Article): Why HeBS firmly recommends against putting the TripAdvisor Review Widget on the hotel website.
4. [The Hotelier's Internet Marketing Action Plan for a Difficult Economy](#) (June 2008 Article): An action plan to help hoteliers survive and succeed in the difficult economic environment.
5. [Hotelier's 2009 Top Ten Internet Marketing Resolutions](#) (Jan 2009 Article): Each January, HeBS publishes the Top Ten Internet Marketing Resolutions for the upcoming year. Stay tuned for our tenth annual resolutions in January 2010.
6. [Hotel Reservations Keep the OTAs Alive, for Now: Will OTAs Survive the Removal of Airline Ticket Booking Fees?](#) (July 2009 Blog Article): This posting considers the impact that the removal of airline ticket fees will have on OTA revenues and predicts that hotel sales will remain as the OTAs only significant source of revenue.

All HeBS articles can also be viewed on the HeBS blog at:
<http://www.hospitalityebusiness.com/blog/>.

HeBS principals and marketers are recognized "thought leaders" in the industry who publish extensively and are frequent [guest speakers and presenters](#) at hospitality industry and association events, Internet marketing conferences, government and state-sponsored tourism events. Since 2001, HeBS has been monitoring the pulse of the global online hospitality industry through its independent research, industry analysis, academic projects, client assignments and

case studies, to provide a timely, unbiased review of the industry, and to forecast trends with industry-wide implications.

Max Starkov, HeBS' President and CEO, is pleased that many HeBS publications were included in HotelMarketing.com's Most Popular Articles in 2009 list. "HeBS continuously strives to provide hoteliers with timely articles they can use as resources to help them succeed in their Internet marketing efforts," Starkov says. "The professional development of our clients as well as the industry is the foundation of HeBS' mission. We look forward to providing hoteliers with more action plans, concrete recommendations, and advice in 2010 and beyond."

HeBS' principals and marketers all subscribe to HotelMarketing.com, the leading online magazine for hotel marketers, hoteliers, and online travel marketers.

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 strategies, 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.

Editorial Contact:
Mariana Mechoso
Hospitality eBusiness Strategies, Inc.
14 E. 60th Street, Suite 400, New York, NY 10028
Phone 212-752-8186
Email info@hospitalityebusiness.com
Web: www.hospitalityebusiness.com