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Hospitality eBusiness Strategies (HeBS) to Address Mobile Marketing at HSMAI Conference

Max Starkov of Hospitality eBusiness Strategies to present on mobile marketing at HSMAI's Revenue Management & Internet Marketing Strategy Conference June 21st in Orlando, FL.

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New York, NY - May 25, 2010 - Hospitality eBusiness Strategies (HeBS), the hospitality industry's leading Internet marketing and distribution consulting firm today announces the firm will present at the Hospitality Sales and Marketing Association International (HSMAI) "Revenue Management & Internet Marketing Strategy Conference" in Orlando, FL. HeBS' Chief eBusiness Strategist, Max Starkov, will discuss "Mobile Marketing for Today and Tomorrow" on June 21, 2010 at 9:30 AM at the Orange County Convention Center. A range of topics will be discussed including the mobile distribution channel in hospitality, mobile-ready sites, an action plan for the hotel 'm-marketer,' and more.

The 2010 conference will focus on the latest trends in revenue management and Internet marketing, and explore revenue optimization, pricing, e-commerce and Internet marketing topics in the context of today's challenging economic environment, through keynotes and twelve breakout sessions.

"Many hoteliers do not fully realize that the mobile Internet *is not* wireless access to the conventional Internet," said Starkov." The mobile Internet adheres to different rules than the conventional Web. For example more than 90% of mobile users access the hotel website via mobile devices with screen sizes of 320 x 480 pixels (vs. 1280x1024 pixels and above for regular websites), hence the need for mobile-ready hotel websites. Hotel guests—past, current and potential—are already mobile-ready and hoteliers have to respond adequately to this growing demand for mobile services. I look forward to sharing the latest trends and best practices in mobile marketing with the HSMAI conference attendees, and to providing concrete and actionable recommendations on what every hotelier needs to be doing in the mobile space in 2010."

HeBS, a pioneer of mobile strategies in hospitality, creates and implements mobile-ready websites and mobile Internet marketing strategies for its clients. HeBS' principals have written popular articles and research papers on the subject including "Wireless in Travel and Hospitality: Hype or Necessity?" (September, 2001) and "Mobile Marketing & Distribution Strategy in Hospitality: the Future is Already Here" (August, 2009). The firm recently won an Internet Advertising Competition (IAC) award for Best Hotel and Lodging mobile application for The Allison Inn & Spa mobile-ready website. Additionally, during the last EHTEC conference in February, Starkov led a presentation on mobile initiatives hoteliers should invest in for 2010 and how to apply the latest trends and best practices to their mobile Internet marketing strategies.

For more information on the "Revenue Management & Internet Marketing Strategy Conference," or to view a full schedule, visit www.revmanagement.org or www.travelinternetmarketing.org.

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.

About HSMIAI

HSMIAI is the industry's leading nonprofit resource and foremost advocate for revenue growth, HSMIAI provides hospitality professionals with the tools, insights and expertise that fuel sales, inspire marketing and optimize revenues. Founded in 1927, HSMIAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. For more information on HSMIAI, contact the Hospitality Sales & Marketing Association International, 1760 Old Meadow Road, Suite 500, McLean, Va. 22102; (703) 506-3280; fax (703) 506-3266, or visit the website at www.hsmiai.org.

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