



## Hospitality eBusiness Strategies Wins Five Prestigious HSMIA Adrian Awards

**New York, NY - December 18, 2008** - 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 five prestigious Adrian Awards presented by the Hospitality Sales & Marketing Association International (HSMIA). For the 52nd Annual Adrian Awards Competition, the largest and most prestigious travel marketing competition globally, HeBS has been awarded two Silver awards and three Bronze for excellence in Web Marketing. The 2008 awards were chosen from a pool of 1,300 entries worldwide.

### Silver Adrian Award Winners:

- Singh Resorts ([www.SinghResorts.com](http://www.SinghResorts.com)) - Chain, Affiliated Group, or Franchise
- Le Montrose Hotel ([www.LeMontrose.com](http://www.LeMontrose.com)) - Individual Property

### Bronze Adrian Award Winners:

- Peninsula Hotels eCRM Program - Chain, Affiliated Group, or Franchise System
- Discover Loreto Bay Hotel ([www.DiscoverLoretoBay.com](http://www.DiscoverLoretoBay.com)) - Individual Property
- Saddlebrook Tennis ([www.SaddlebrookTennis.com](http://www.SaddlebrookTennis.com)) - Chain, Affiliated Group, or Franchise System

“These awards validate how important the online channel is to a hotel’s success, especially in today’s economy,” said Max Starkov, Chief eBusiness Strategist at HeBS, recently selected as one of the HSMIA “Top 25 Most Extraordinary Minds in Sales and Marketing” for 2008. “These award winning websites, coupled with effective Internet marketing strategies that follow best practices in hotel Internet marketing and direct online distribution, have helped HeBS’ clients boost revenues in these difficult economic times, generate incremental online bookings at exceptional

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ROIs, take advantage of new business opportunities, improve occupancy, and ‘steal’ market share from their competition.”

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The hotel website has become the first point of contact with past, present and future customers. The above Adrian Award winners realize the importance of their web strategy and have chosen HeBS to work with them to create websites that meet 2009 industry standards and are user-friendly, search engine-friendly, travel booker-friendly, and customer-interactive friendly. The Internet is the largest and most important marketing and distribution channel in hospitality and by using step-by-step action plans, smart hoteliers can generate significant revenues, increase market share, and outsmart the competition with a ROI-centric online marketing strategy based on industry's best practices.

### **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 and direct online distribution. HeBS specializes in helping hoteliers build and enhance their direct Internet marketing and distribution strategy, boost the hotel 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 450 hospitality companies including major brands, independent hotels, casinos, convention bureaus and hotel management companies worldwide. Find out more about HeBS at <http://www.hospitalityebusiness.com> or by email at [info@hospitalityebusiness.com](mailto:info@hospitalityebusiness.com).

### **About HSMIAI**

HSMIAI 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, HSMIAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMIAI's Affordable Meetings®. 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 <http://www.hsmiai.org>.

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