

# HeBS

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## Hospitality eBusiness Strategies (HeBS) Announces Hotel Indigo New York City-Chelsea Website Launch

**New York, NY** - July 29, 2009 - Hospitality eBusiness Strategies (HeBS), the hospitality industry's leading full-service Internet marketing and direct online channel strategy firm, proudly announces the launch of the Hotel Indigo Chelsea website, <http://www.IndigoChelsea.com>.

HeBS applied industry's best practices in order to develop a top revenue and lead-generating website, and position Hotel Indigo New York City-Chelsea as the premier boutique hotel in Manhattan's stylish Chelsea neighborhood. Hotel Indigo New York City-Chelsea is already reaping the rewards from their new website, in the form of online bookings and lucrative group leads. HeBS strategically designed the [www.IndigoChelsea.com](http://www.IndigoChelsea.com) website to be user-friendly, booker-friendly, customer-interactive friendly, and search engine-friendly, thus meeting all four requirements for a robust revenue-generating hotel website.

"We are very excited about the newest addition to the Hotel Indigo brand, Hotel Indigo New York City-Chelsea and its recently launched website. We wanted a website that has a unique design, is well optimized for the search engines, easy to navigate, and a producer of significant online revenues and meeting/group leads—all while encompassing the vibrant destination that is Chelsea. This website accomplishes all of those things." said Stephen Redford, Director of Sales and Marketing for Hotel Indigo New York City-Chelsea.

Here are some of the innovative features of the newly designed website:

- Unique design with a modern look and feel consistent with the Hotel Indigo brand
- Rich visual content, including Flash animations and visual gallery

- Easy to use, consistent tiered navigation addressing all of the hotel's key customer segments
- Rich textual and destination content on the website
- Website optimized for premier placement on the search engines
- Comprehensive travel guide for Chelsea New York City, and the surrounding areas
- Interactive mapping and hotel directions using Google Maps API

The website targets all important Hotel Indigo New York City-Chelsea key customer segments including leisure and business travelers looking for boutique accommodations in Chelsea. It also targets meetings, event and group planners looking for a unique hotel experience. Additionally, the website has a special section for Priority Club Members or those interested in joining the Priority Club and earning points to be used at worldwide hotels.

According to Max Starkov, HeBS Chief eBusiness Strategist, "We are thrilled to be a part of this exciting project! HeBS' overall goal was to build an award-winning, search engine-optimized, cost-effective and revenue-generating website for Hotel Indigo New York City-Chelsea. We are convinced that the recently launched website, paired with a comprehensive Internet marketing strategy, will immediately influence the hotel's success and produce incremental revenues and remarkable ROIs. This is especially important in this economic environment and at this crucial time, when the hotel has just opened its doors."

### **About HeBS**

Hospitality eBusiness Strategies, Inc. (HeBS) is the industry's leading full-service Internet marketing and strategy 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 <http://www.hospitalityebusiness.com> or by email at [info@hospitalityebusiness.com](mailto:info@hospitalityebusiness.com).

### **About Hotel Indigo Chelsea**

Hotel Indigo Chelsea (<http://www.indigochelsea.com>) is a brand new boutique hotel in the Chelsea section of Manhattan, New York. The hotel offers modern accommodations including two penthouse suites, a rooftop bar and restaurant and ample meeting space in an environment based on balance and organic design. As the newest addition to the Chelsea Flower District, Hotel Indigo Chelsea is surrounded by rows of compelling art galleries, the best in fine dining and nightlife, renowned theatre, and chic boutiques, creating the ideal setting for a refined and relaxing New York travel experience. For the business traveler, Hotel Indigo Chelsea is at the heart of it all, conveniently located near the Jacob Javits Convention Center, Penn Station, and Madison Square Garden.