

## **Hospitality eBusiness Strategies Wins Gold Adrian Awards in 2007**

New York, NY – December 5, 2007 – Hospitality eBusiness Strategies, (HeBS), NYC today announced receipt of two Gold and one Bronze HSMIAI Adrian Awards in multiple Web Marketing categories. The Adrian Awards are presented by the Hospitality Sales & Marketing Association International (HSMIAI), the international organization of sales and marketing professionals representing all segments of hospitality, travel, and tourism. The awards recognize the highest standards of excellence in website design and marketing, based on creative innovation and success in meeting practical objectives such as increased conversion rates and ROIs. Winners were chosen from thousands of entries submitted from all over the world.

Hospitality eBusiness Strategies received two Gold awards and one Bronze award in the Web Marketing category for its clients:

Web Marketing for a Hotel - Chain, Affiliated Group, or Franchise System:

- Gold to [Shell Vacations Hospitality](#), a collection of 23 one-of-a-kind resorts
- Bronze to [Daytona Hotels](#), a group of 22 resorts and hotels in Daytona Beach operated by Ocean Waters Management

Web Marketing for a Hotel – Individual Property:

- Gold to The [King and Prince Beach and Golf Resort](#) on St. Simon's Island

Max Starkov, HeBS president and CEO, is pleased to receive the prestigious awards, explaining that "hoteliers today understand the critical link between an effective business strategy and website design excellence in delivering a real ROI-based direct-to-consumer online distribution strategy. HeBS created the overall structure, functionality needs, optimization blueprint, and messaging strategies for these websites. Each client was equipped with a fully optimized, consumer-focused website with robust user-friendliness, search engine optimization, travel Booker compatibility, and customer interactivity."

"Having our website recognized by winning a Gold Adrian Award is a huge step for us towards establishing our group of unique resorts as a brand." said Karen Johnson, Director of Sales & Marketing for Shell Hospitality. "We are able to compete more effectively through the online channels because our website speaks to our customers and was created with their needs in mind."

Michael Johnson, General Manager of King and Prince Beach & Golf Resort says, "Our new website reflects the beauty of the resort and its destination. We are thoroughly pleased with the outcome and the benefits we will reap in the online channel."

## **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 [www.hospitalityebusiness.com](http://www.hospitalityebusiness.com) or by email at [info@hospitalityebusiness.com](mailto:info@hospitalityebusiness.com).

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