

## Hospitality eBusiness Strategies Wins Five WebAwards

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Hospitality eBusiness Strategies, (HeBS), New York City, today announced receipt of five 2007 Web Marketing Association WebAwards for exceptional achievement in website development, including the Outstanding Website in Hotel and Lodging award for New Harmony Inn in Indiana.

Entries were judged on top web site design, ease of use, copy writing, innovation, content, interactivity, navigation, and use of technology.

Along with Outstanding Website in Hotel and Lodging for 2007, HeBS received Hotel and Lodging Standard of Excellence awards for:

Shell Vacations Hospitality, an exclusive provider of hospitality services with a collection of 23 resorts, lodges and hotels in destinations throughout the US and Canada

Mountain Park Lodges, operator of four outstanding resorts and lodges in Jasper, Canada

New Yorker Hotel, a major leisure, business and group hotel in New York, NY

Heart of America Restaurants & Inns, owner and operator of 26 restaurants and hotels in ten metropolitan areas of six Midwestern states

Max Starkov, HeBS president and CEO, 'In addition to unique and creative design, the awards committee values usability issues like the tiered navigational structure, trust and credibility of content, and the overall marketing messages. Hoteliers appreciate the increasing importance of these factors in ensuring that an attractive website also produces revenues and grows the direct-to-consumer online distribution strategy. All five award winners clearly understand the competitive advantages of a well executed Internet strategy with a powerful web presence that enables them to reach out directly to their customers, lessening dependence on third parties and avoiding price and brand erosion. This award underscores the importance of how a creative, informative, visually pleasing Website can add genuine value to hotel marketing and distribution efforts.'

According to Denis Strelakov, Art Director, 'a hotelier's ability to generate consumer interest in their property relies on the successful union of an e-marketing strategy and creative design. We proudly develop sites that create the hotel experience, before the guest steps foot into the hotel. This philosophy has guided our business and we are extremely proud to have our efforts recognized with all winners.'

The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and web development on the World Wide Web. Staffed by volunteers, this organization is made up of Internet marketing, online advertising, PR, and web site design professionals who share an interest in improving the quality of online advertising, internet marketing, and website promotion.

The WebAward recognizes the very best of website design and development, where entries are judged on seven criteria including: innovation, content, technology, interactivity, navigation, copywriting and ease of use. Judges are comprised of marketing, advertising, public relations and Internet professionals from more than 40 countries encompassing a wide range of markets and creative and communications disciplines.

### **About HeBS**

Hospitality eBusiness Strategies, Inc. (HeBS), based in New York City, is the industry's leading Internet marketing and distribution strategy consulting firm for the hospitality and travel verticals. 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 in the hospitality industry gained through working with over 450 hospitality companies: major brands, independent hotels, casinos, convention bureaus and hotel management companies worldwide. Contact HeBS at [www.hospitalityebusiness.com](http://www.hospitalityebusiness.com) and by email at [info@hospitalityebusiness.com](mailto:info@hospitalityebusiness.com).

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