

Hospitality Ebusiness Strategies Launches 2008 Benchmark Survey

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Survey to Measure Hotel Internet Marketing Strategies, Budget Planning and Best Practices

Hospitality eBusiness Strategies, (HeBS), New York, NY, today announced launch of the 2008 Benchmark Survey on Hotel Internet Marketing Strategies, Budget Planning and Best Practices. After the acclaimed 2007 edition, for a second year in a row the benchmark survey will ask hoteliers what Internet formats and methods they are using to reach their customers, what Internet marketing practices they find most productive, why they choose to devote marketing dollars to certain mediums over others, and more.

Noted Max Starkov, Chief eBusiness Strategist at Hospitality eBusiness Strategies, 'There is no doubt the hotel's overall competitiveness today is determined to a great extent by how well it manages its Internet marketing and distribution efforts. In 2008, up to 40% of all hotel bookings in North America will be generated from the Internet (PhoCusWright, HeBS), which represents a 15%-16% growth over 2007. By 2010 the Internet will contribute over 45% of all hotel bookings in North America. The shift from offline to online, from indirect to direct channel, from GDS to Internet, and the explosion of Web 2.0 and social media are all contributing to a more complex and demanding marketing and distribution environment. The goal of the 2008 Benchmark survey is to assist hoteliers in their efforts to gain the insights and best practices that will enable them to build more cost-effective strategies to accomplish their goals.'

A year ago, Hospitality eBusiness Strategies (HeBS) in conjunction with NYU's Tisch Center for Hospitality, Tourism, and Sports Management, conducted the first edition of the groundbreaking 2007 Benchmark Survey on Hotel Internet Marketing Budget Planning and Best Practices in Hospitality. You can see a summary of the 2007 HeBS Benchmark Survey results here.

General managers, revenue managers, sales and marketing managers, e-commerce managers and professionals at hotels, resorts, hotel management companies and hotel chains are invited to participate at the 2008 Benchmark Survey on Hotel Internet Marketing Strategies, Budget Planning and Best Practices. The results of the survey will be distributed to all survey respondents at no cost. It will be interesting to see what the 2008 Benchmark Survey reveals.

About HeBS:

Hospitality eBusiness Strategies (HeBS), the industry's leading Internet marketing strategy consulting firm for the hospitality vertical, is based in New York City (www.hospitalityebusiness.com). 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 strategy, boost the hotel Internet marketing presence, establish interactive relationships with their customers, and significantly increase direct online bookings and ROIs. A diverse client portfolio of over 450 top tier major hotel brands, multinational hospitality corporations, hotel management and representation companies, franchisees and independents, resorts, casinos and CVBs and has sought and successfully taken advantage of the firm hospitality Internet marketing expertise. Contact HeBS consultants at (212)752-8186 or info@hospitalityebusiness.com.

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