

Hospitality eBusiness Strategies Tops HotelMarketing.com's 50 Most Popular Articles in 2007

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Hospitality eBusiness Strategies, (HeBS), NYC tops the HotelMarketing.com's 50 Most Popular Articles in 2007 list with one of its strategic articles 'Current Trends and Best Practices in Hospitality Internet Marketing.'

A total of four HeBS articles made the Top 50 Articles List, including, at number 6, the article: 'Internet Marketing Trends Impacting the Hospitality Industry.'" All four articles, written by HeBS principles Max Starkov and Jason Price, provide hospitality industry trends, expert advice, and concrete recommendations for hoteliers to help them succeed in their online marketing efforts.

Max Starkov, HeBS' President and CEO is pleased one of the firm's article was at the top of HotelMarketing.com's 50 Most Popular Articles in 2007 list, explaining that 'Hospitality eBusiness Strategies is recognized throughout the industry as the 'thought leader' in Internet marketing and distribution strategies, and has pioneered many of the "best practices" in hotel Internet marketing. Our articles show our commitment to the professional development of our client hoteliers and to the hospitality industry overall. HeBS' principals and consultants subscribe to HotelMarketing.com, the leading online magazine for hotel marketers, hoteliers and online travel marketers, and we are honored to contribute our articles to this publication'.

'We find your firm's articles very informative and useful' says Arnold Angeloni, HeBS client and CEO of AmericInn International, LLC. 'It's reassuring to know I am working with the best!' furthers Tim Stockman, another HeBS client and VP of Marketing for Ocean Waters Management.

HeBS monitors the pulse of the global online hospitality industry through its independent research, industry analysis, academic projects, client assignments and case studies, to provide a timely, unbiased review of the industry, and forecast trends with industry wide implications. HeBS looks forward to a continued partnership with HotelMarketing.com in 2008, and to delivering articles with important industry insights and the latest best practices in hospitality.

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.hospitalityebusines.com or by email at info@hospitalityebusiness.com.

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