

Aimbridge Hospitality Partners with Worldwide Revenue Solutions to Optimize Hotel Internet Marketing  
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Aimbridge Hospitality, a hotel real estate and management group, recently contracted with Worldwide Revenue Solutions, Inc. (WRS), a Dallas-based online hospitality marketing company, to implement Internet marketing and optimization strategies for 22 hotels and resorts throughout the United States.

With an estimated 40% of all transient bookings yielding from online resources in 2008 and as much as a third more offline sales deriving from Internet browsing, the necessity for comprehensive eCommerce solutions incorporating diverse and proven online marketing techniques is at an all-time high.

Aimbridge Hospitality possesses a notable record of success in the acquisition and re-branding markets, creating a fruitful culture of brand awareness that will be further fortified by the analysis and resulting Internet marketing strategies provided by WRS. Because Aimbridge Hospitality represents a considerable breadth of lodging venues, WRS has tailored particular levels of service to each one.

'Having a strategy and a call to action everyday to implement, monitor and adjust our hotels' sales and marketing presence throughout the global-distribution systems, the Internet and property direct sources is crucial to maximizing revenue,' said Tom Kenney, Aimbridge senior vice president, sales and marketing. 'That's why we've opted to put the day-to-day management of these essential e-commerce tasks in the hands of true professionals - Worldwide Revenue Solutions. On our behalf, WRS determines if our Hilton and Wyndham hotels are positioned correctly to maximize their bookings and revenue.

'We're not only delighted with the timely communication and feed back that we receive from WRS, but their comprehensive, one-stop-shop approach to e-commerce and online marketing is helping us maximize revenues from all sources. We're pleased with the partnership.'

WRS was founded to provide hotel owners a 'one-stop shop' for extensive Internet marketing services, marketing knowledge, eTools, search engine optimization (SEO) services, content writing, and Customer Relationship Management (CRM) initiatives. With these tools, WRS maintains a focus on maximizing return on investment and complete brand resource utilization for its partnered owners.

'It is an honor and compliment to be selected by Aimbridge Hospitality as a marketing and optimization partner for their Hilton and Wyndham brands,' says Linda Ghaffari, President for WRS, 'Our shared strategic commitment to brand building and awareness creates a mutually productive atmosphere that will result in a full and unique utilization of each brand property.'

#### **About Worldwide Revenue Solutions**

WRS is a Search Engine Optimization (SEO) company in Dallas, Texas, founded by Aziz and Linda Ghaffari. WRS is a privately-owned hospitality Internet marketing company developed as an online marketing partner for hotels to optimize revenue from Internet and brand resources.

WRS offers over 50 years of combined hospitality industry experience, dedicated to search engine optimization, social networking, search engine and tactical online marketing, content research and writing, website design and development, as well as Customer Relationship Management (CRM) execution. For more information on WRS and its services, call 972-424-2200, e-mail [info@wrsol.com](mailto:info@wrsol.com) or visit their website at [www.wrsol.com](http://www.wrsol.com).

#### **About Aimbridge Hospitality**

Aimbridge Hospitality is a hotel real estate and management company created to identify investment opportunities throughout the United States. Aimbridge provides management, asset management, capital renovation, supervision, accounting and consulting services for its strategic partners. Aimbridge currently operates hotel properties in the Doubletree(R), Wyndham and Hilton Garden Inn Brands. Aimbridge also manages a number of independent hotels, including the Phoenix Inn & Suites brand of hotels and has several projects under development in the Starwood and Hilton Family of Brands. Aimbridge's current portfolio extends over 11 states. For more information on Aimbridge Hospitality, please visit the company's Web site at [www.aimbridgehospitality.com](http://www.aimbridgehospitality.com).

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