

Hospitality eBusiness Strategies Receives Top International Creative Awards 2008 Summit International Awards

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Hospitality eBusiness Strategies, (HeBS), NYC today announced receipt of top Summit International Awards in the Travel/Tourism Website category. The Summit Creative Awards recognizes and celebrates the creative accomplishments of small and medium sized advertising agencies and other creative groups.

Over fifteen years, the competition has established itself as the premier arbiter of creative excellence for firms of this size. Entries in 21 creative categories are judged against a stringent set of standards. During the blind judging events, judges search for innovative and creative concepts, strong executions and the ability to communicate and persuade.

Hospitality eBusiness Strategies received one Silver and one Bronze 2008 Summit Creative Award for its clients:

Silver to **Hotel Amarano Burbank** (www.hotelamarano.com), the only luxury boutique hotel in Burbank CA

Bronze to **Le Parc Suites** (www.leparcsuites.com), a luxury all-suite hotel in West Hollywood CA

Max Starkov, HeBS president and CEO is pleased to receive the prestigious awards, noting that 'This award is not just about a pretty design. This award is about a ROI-centric website design-website design and optimization that pays for itself within three months. Especially in a difficult year like this one, a hospitality website strategy is all about generating incremental revenues and creating a successful marketing platform for the ongoing Internet marketing efforts of the hotel.'

Hospitality eBusiness Strategies, the industry's leading full-service Internet marketing services and strategies consulting firm for the hospitality and travel verticals, conceptualized, designed and optimized the websites, and launched Internet marketing campaigns according to industry's best practices and latest trends. Each website is a fully optimized, consumer-focused website with robust user-friendliness, search engine-friendliness, travel Booker-friendliness, and customer-interactive friendliness.

'The management and staff here at the Hotel Amarano are honored to receive such a prestigious award. We are so pleased with the design and continue to receive so many great compliments. Thank you Hospitality eBusiness for all your creativity' says Tom Whelan, General Manager of Hotel Amarano.

Sam Ebeid, General Manager of Le Parc Suite Hotel says "'We are very pleased with the great design Hospitality E Business was able to create, and that has been highly productive for us. Thank you for all your efforts."

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 or by email at info@hospitalityebusiness.com.

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