

## Hospitality eBusiness Strategies to Present at MICE Asia 2008 in Kuala Lumpur

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Hospitality eBusiness Strategies (HeBS), the leading Internet marketing consulting firm for the travel and hospitality industry, today announced the firm's Chief eBusiness Strategist Max Starkov will present during the 4th Annual MICE Asia Executive Congress to be held in Kuala Lumpur, Malaysia July 14-15.

Max Starkov will conduct a presentation titled 'Internet Marketing Challenges and Opportunities,' and will discuss the big picture of the online travel marketplace, important trends in Internet marketing and distribution in the MICE marketplace (meetings, incentives, conferences and exhibitions) and travel in general, best online practices in the industry, how the Internet has influenced online purchasing behavior throughout the world in different travel markets, trends in social media, and more.

'It is a great honor to present at such a distinguished conference. Online travel planning- meeting, corporate and leisure travel-continues to experience double-digit growth worldwide even in this economic environment. Meeting and event planners, hoteliers and travel marketers, corporate travel buyers and travel agents in Asia will have an opportunity to not only network and find solution providers but also to learn about the latest online travel trends and best practices in the industry' says Max Starkov.

HeBS, a full-service Internet marketing firm for the hospitality and travel verticals, has helped many of its clients build online strategies to effectively target the MICE market. With 89% of meeting and event planners researching locations via the web, and 41% of all groups and meetings travel revenue booked online this year for a total of \$39 billion, it is increasingly important to address these markets on the travel supplier/marketer website and in all Internet marketing initiatives.

### **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, website design + optimization, and direct online distribution. HeBS specializes in helping travel suppliers and hoteliers build and enhance their direct Internet marketing and distribution strategy, boost their 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 500 travel and hospitality companies including major brands, independent hotels, casinos, convention bureaus and hotel management companies worldwide. Find out more about HeBS at [www.hospitalityebusiness.com](http://www.hospitalityebusiness.com) or by email at [info@hospitalityebusiness.com](mailto:info@hospitalityebusiness.com).

### **About MICE Asia 2008 Executive Congress**

The travel & tourism industry in Asia is developing at a very rapid pace, pushing event managers and travel agents to constantly search for new solutions to create cutting-edge corporate meetings, incentive programs and FIT travel programs and packages. Consequently, new and exciting MICE and leisure destinations are required to answer the growing market need and offer the best travel and tourism solutions. The fourth edition of MICE Asia responds to those needs by offering over 150 Asian corporate buyers and travel agencies the chance to outsource their MICE and FIT solutions on the spot without having to attend dozens of tradeshow a year. They will have the opportunity to meet leading hotel chains, exotic destinations, convention centers, meeting venues, incentive programs and destination management companies from all over the world. For more information, please visit: [www.miceasia.com](http://www.miceasia.com).

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