

Hotel Internet Marketing Company Celebrates 10 Years of Profitability

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For 10 years, VIZERGY(R), formerly SECURE-RES(R), has continued to innovate and grow, assuring hoteliers maintain maximum online visibility in an increasingly competitive marketplace.

Launched in 1998 by Joe Hyman, a travel visionary, VIZERGY has distinguished itself in the hospitality Internet marketing industry, focusing on client and travelers' needs. While many companies claim to increase revenue and RevPAR, VIZERGY has managed to set themselves apart from the competition by producing results and winning six Adrian Awards for Web marketing.

"A passionate staff who is truly dedicated to listening to customers' needs and using what they have learned to choose the best online marketing solutions for their clients is a large part of VIZERGY's success," said Joe Hyman, the company's President and CEO. "We focus on the bottom line, which is to help increase online visibility and customer satisfaction."

Joe and his team are committed to providing marketing solutions that not only drive results for hoteliers, but also assist in accommodating travelers. To appeal to a wide range of property sizes and budgets, VIZERGY has added Signature Services - custom, high-impact Web design packages that can be paired with any existing VIZERGY marketing solution.

Since the inception of the Internet, many struggle to stay ahead of the curve and live up to the term cutting edge, especially in the hospitality industry. As a result, VIZERGY remains dedicated to product innovation and customer satisfaction to maintain its staying power.

"Its all about the needs of the client, listening doesn't take much effort but helps to produce optimal results. We create our products based on our clients' needs. It's that simple," said Hyman. "We use technology to maintain leader status, create a customizable experience and happy clients. In turn, business thrives."

Recently added products include VSites, a modular Web site design package offered at a lower price point to accommodate properties with smaller budgets, offering that incomparable VIZERGY feel. It also provides integrated use of the hotel merchandising platform My Web WorldSM, allowing clients to manage their entire Web presence from a single and customizable user interface.

VIZERGY is an Internet marketing company that empowers hotels and resorts to drive revenue through the Internet. Founded as SECURE-RES in 1998, and rebranded to VIZERGY in 2007 to better reflect the company mission, VIZERGY offers Internet advertising, search engine optimization, Web site design, target marketing, reservation services and e-commerce strategy development to help hotels and resorts aggressively compete online. **For more information on VIZERGY and its services, please visit www.vizergy.com, call Amakeda Sekou at 904.389.1130 Ext. 179 or email Amakeda.p@vizergy.com.**

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