

## Hospitality eBusiness Strategies (HeBS) Announces Luxe Worldwide Hotels New Website Launch

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Hospitality eBusiness Strategies (HeBS), the industry's leading full-service Internet marketing services and strategies consulting firm for the hospitality and travel verticals, proudly announces the launch of the new Luxe Hotels Worldwide website, [www.LuxeHotels.com](http://www.LuxeHotels.com).

HeBS applied award-winning design and the industry's best practices in website optimization in order to develop a top revenue and lead-generating website, and position Luxe Worldwide Hotels as the premier lifestyle hotel brand.

HeBS has pioneered some of the best practices in direct online distribution and marketing in hospitality that helps counter the current economic strains. Having extensive experience in managing and consulting for more than 500 hospitality companies, HeBS ensures that Luxe Worldwide Hotels and its member hotels will benefit tremendously from the new brand website in the form of more bookings, incremental revenues and lucrative group leads. HeBS strategically designed the [LuxeHotels.com](http://LuxeHotels.com) website to be user-friendly, booker-friendly, customer-interactive friendly, and search engine-friendly.

'We are very excited about the new website, and are already seeing a significant increase in online leads and conversions since launch. The new site truly fits with the Luxe Hotels Worldwide brand and its distinctive collection of member hotels. The best hotel experience begins with the planning process, and we want to make sure we meet our customer's needs with a user-friendly website that reflects the Luxe travel experience' said Eve LeGrand Tronson, Vice President of Luxe Hotels.

Here are some of the innovative features of the newly redesigned website:

Award-winning design with an up-to-date look and feel and wide screen layout

Rich visual content, including Flash animations, video and visual galleries

Easy to use, consistent 4-tiered navigation addressing all key customer segments

Significantly enhanced textual and destination content on the new website

Customized, state-of-the-art, content management system (CMS), undoubtedly the most advanced CMS in the industry today. The new content management system allows Luxe Hotels to add and edit textual and visual content on a 24/7 basis, add new hotel properties, edit or add copy or photos as needed, and keep customers up-to-date on all Luxe Hotels' happenings.

Advanced hotel search functionality, incorporating search by Luxe collection (Legends, Elite, Signature), hotel locations, city and country search, by hotel services and amenities, activities and customer segments (meeting, wedding, beach, golf, spa), search by interactive global map, etc

World-class website analytics and campaign tracking tool by Omniture Analytics

Comprehensive online reservations functionality

New website optimized for premier placement in the search engines

Interactive mapping and hotel directions using Google Maps API

The website targets all important Luxe Hotels key customer segments including leisure and business travelers looking for upscale, luxury and boutique accommodations. It also targets meetings, event and group planners looking for a unique hotel experiences. Additionally, the new website has a special section for travel agents, which offers them the chance to 'Join the Luxe Hotels Travel Agent Network' and to submit RFPs for the Corporate Rate Program and for Group Tours.

According to Max Starkov, HeBS President and CEO, "Luxe Hotels appreciates how critical an effective Internet marketing and distribution strategy is to the very existence of its member hotels. The overall goal was to build an award-winning brand website that was to become Luxe Hotels' most cost-effective revenue-generating channel. We are convinced that with the new brand website and the just launched comprehensive Internet marketing strategy, Luxe Hotels will start seeing robust ROIs and incremental revenues for its member hotels. We believe that a comprehensive, ROI-centric Internet marketing strategy is the perfect 'survival tool' for any hospitality company in the current economic environment.'

### **About HeBS**

Hospitality eBusiness Strategies, Inc. (HeBS) is the industry's leading full-service Internet marketing and strategy 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 Luxe Hotels Worldwide

Luxe Worldwide Hotels is a privately held, premier representation company of over 200 independently owned and operated hotels in prominent locations around the globe including world-renowned and award-winning Canyon Ranch Resorts, Establishment Hotel in Sydney, Australia, and Murano Urban Resort in Paris, France.

Luxe Worldwide Hotels provides the ultimate solution for independent hoteliers with a focus on the latest technologies and distribution strategies. Luxe offers full-service GDS representation as well as revenue management, eBusiness and Internet distribution, voice reservations, sales calls, trade shows, and much more. Luxe member hotels also benefit from the latest hospitality industry technology including state-of-the-art booking capabilities which enable individual and corporate bookings with real-time confirmation. Member hotels receive individualized, personalized attention to address their property specific challenges and maximize their profit potential.

The company is headquartered in Los Angeles, California with 13 offices worldwide including New York, London, Paris, Milan, Athens, Buenos Aires, Hong Kong, Tokyo, and Sydney. For more information on Luxe Worldwide Hotels, visit [www.luxehotels.com](http://www.luxehotels.com) or call 1-866-LUXE-411.

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