



Hospitality eBusiness Strategies Continues its Tradition of Excellence in Website Design with Eight W³ Awards

Hospitality eBusiness Strategies wins eight W³ Awards in website design and mobile website design for its hotel and restaurant clients. The W³ Awards honors creative excellence on the web, and recognizes the creative and marketing professionals behind award winning websites, web video and online marketing programs.

New York, NY (Vocus) November 5, 2010 -- [Hospitality eBusiness Strategies](#) (HeBS) today announces receipt of eight Silver W³ awards for excellence in hotel and restaurant website design, mobile website design and hotel management company website design. The W³ Awards honors creative excellence on the web, and recognizes the creative and marketing professionals behind award winning websites, web video and online marketing programs.

[HeBS](#) received the W³ Silver Award for the following hotel, restaurant, mobile and hotel management company websites:

- The Inn at Ohio University (InnatONU.com): Hotel and Lodging Category
- One Bal Harbour Resort & Spa (OneLuxuryHotels.com): Hotel and Lodging Category
- The French Quarters Guest Apartments (FrenchQuartersNY.com): Hotel and Lodging Category
- Loews Hotels (LoewsHotels.com): Hotel and Lodging Category
- Viand (ViandChicago.com): Restaurant Category
- Richfield Hospitality (Richfield.com): Professional Services Category
- Biltmore Hotel Mobile Site (M.BiltmoreHotel.com): Travel Category
- Hotel Valencia Riverwalk Mobile Site (M.HotelValencia-Riverwalk.com): Travel Category

“We are excited to have won eight W³ Awards and to share them with our clients,” said Max Starkov, Chief eBusiness Strategist at HeBS. “When HeBS designs and launches websites for its clients, including mobile websites, it is imperative to us that the website quickly becomes the client’s biggest and most cost-efficient revenue and lead generator. Additionally, today’s hotel or restaurant website has become the main hub for multichannel customer engagement, with every Internet marketing initiative leading back to the website, including search engine marketing, email marketing, social marketing, mobile marketing, display advertising, etc. HeBS understands this and creates websites specially designed for customer engagement in this new multichannel marketing environment we live in.”

The W³ is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals. Recognition from the Academy proves that the agency’s work is truly outstanding.

About HeBS

[Hospitality eBusiness Strategies](#) (HeBS), the industry’s leading Internet marketing strategy consulting firm for the hospitality vertical, is based in New York City. HeBS has pioneered many of the "best practices" in hotel Internet marketing and direct online distribution. The firm specializes in helping hoteliers build 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. A diverse client portfolio of over 500 top tier major hotel brands, luxury and boutique hotel companies, hotel management and



representation companies, franchisees and independents, resorts and casinos and CVBs has sought and successfully taken advantage of the firm hospitality Internet marketing expertise.

About the W3 Awards:

The W³ Awards honors creative excellence on the Web, and recognizes the creative and marketing professionals behind award winning Websites, Web Video and Online Marketing programs. Simply put, the W³ is the first major Web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies. The W3 Awards is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. Please visit www.iavisarts.org for a full member list and additional information.

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