

HeBS Digital Wins Record-Breaking 17 HSMAI Adrian Awards

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2015 Adrian Awards

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- [HeBS digital](#)

HeBS Digital solidifies its status as the industrys leading digital technology, full-service hotel marketing and website design firm by winning 17 HSMAI Adrian Awards in 2015 for initiatives such as multi-channel marketing campaigns, website design, email retargeting, and more.

[HeBS Digital](#), the leading hotel digital technology, full-service digital marketing and website revenue optimization consulting firm, is proud to announce the receipt of 17 HSMAI Adrian Awards for 2015. The awards recognized the firm's excellence in digital marketing across a variety of platforms and initiatives during the past year.



The HSMAI Adrian Awards recognize the best in advertising, public relations, and digital marketing in the hospitality and travel industries, and are judged annually by experts in hospitality, travel, tourism, and media. The 17 Adrian Awards in 2015 marked a new record for HeBS Digital.

HeBS Digital won the following HSMAI Adrian Awards in the Digital Marketing category:

Gold Awards

- [Hotel Pennsylvania](#) -- a historic hotel in Midtown Manhattan -- "Selfie in the City" multi-channel marketing campaign, utilizing HeBS Digital's proprietary Interactive Marketing Application technology
- [La Fonda on the Plaza](#) -- a luxury hotel in Santa Fe, New Mexico -- website design, smart CMS, development, and content marketing
- [Mahekal Beach Resort](#) -- an upscale resort in Playa del Carmen -- website design, smartCMS, development, and content marketing
- [Triumph Hotels](#) -- a collection of unique hotels in New York City -- Cyber Monday multi-channel marketing campaign, utilizing Interactive Marketing Application technology

Silver Awards

- [Nickelodeon Suites Resort](#) -- a family-friendly resort in Orlando, Florida -- email retargeting campaign, utilizing HeBS Digital's proprietary Reservation Recovery Application Suite technology.
- [Portola Hotel & Spa](#) -- an upscale hotel in Monterey, California -- website design, smart CMS, development and content marketing
- [The Resort at Pedregal](#) -- an oceanfront luxury resort in Cabo San Lucas -- website design, smartCMS, development, and content marketing
- [Red Lion Hotels](#) -- a multi-brand hospitality company with properties across America -- website

design, smartCMS, development, and content marketing

- **The Lucerne Hotel** – a historic hotel in Manhattan, New York City – website design, smart CMS, development, and content marketing
- **Hotel Plaza Athénée** – a luxury hotel on Manhattan’s Upper East Side -- website design, smartCMS, development, and content marketing
- **Hotel Wales** – a historic boutique hotel on the Upper East Side, NYC – website design, smartCMS, development, and content marketing
- **Perdido Beach Resort** – a resort on the Alabama Gulf Coast – website design, smartCMS, development, and content marketing

Bronze Awards

- **Red Lion Hotels** – a multi-brand hospitality company with properties across America – Spring multi-channel marketing campaign, utilizing HeBS Digital’s proprietary Interactive Marketing Application technology
- **The Colonnade Hotel** – a hotel in the heart of Back Bay, Boston – “Elevate Your Summer” rooftop pool multi-channel marketing campaign, utilizing HeBS Digital’s proprietary Interactive Marketing Application technology
- **The Whitehall Hotel** – a boutique hotel in central Chicago -- website design, smartCMS, development, and content marketing
- **The Estes Park Resort** – a resort property in Estes Park, Colorado – “Summers You Remember” digital sweepstakes, utilizing HeBS Digital’s proprietary Interactive Marketing Application technology
- **Mahekal Beach Resort** – an upscale resort in Playa del Carmen – Cyber Monday multi-channel marketing campaign, utilizing HeBS Digital’s proprietary Interactive Marketing Application technology.

All of the winning websites were built using HeBS Digital’s award-winning content management system technology, the smartCMS. Empowering these properties to have complete control over their textual, visual and promotional content, the smartCMS also features responsive/adaptive design for the three screens, an innovative smart personalization engine and one-to-one-marketing capabilities, reservation abandonment prevention technologies, and enhanced merchandising functionality to highlight promotional offers and packages throughout the site. The multi-channel marketing campaigns, sweepstakes, and email retargeting initiatives were built through close partnership and collaboration between HeBS Digital’s experienced website revenue consultants, clients, and technology experts at the firm. All multi-channel marketing campaigns utilize HeBS Digital’s proprietary Interactive Marketing Application technology, a highly visual web presence on the three screens (desktop, mobile, tablet), serving as the central destination for visitors and as a landing page for marketing initiatives.

“Every year we look forward to the HSMAI Adrian awards, to see our website design, digital marketing campaigns, and leading technology counted among the industry’s best. We are so proud of our team for winning this record-breaking number of awards, which further validates our team’s unrelenting mission to help hoteliers shift share away from the OTAs and increase revenue via the direct online channel,” said Max Starkov, President and CEO of HeBS Digital. “We’re delighted to share this recognition with our clients, who act as valuable partners and collaborators on this award-winning work.”

The Adrian Awards are presented by the Hospitality Sales & Marketing Association International (HSMAI), an international organization representing each segment of hospitality, travel, and tourism. The winners will be honored at the Adrian Awards Dinner Reception & Gala, held Tuesday, February 16, 2016, at the New

York Marriott Marquis hotel.

About HeBS Digital:

Founded in 2001, HeBS Digital is the industry's leading digital technology, full-service hotel digital marketing, website design and direct online channel consulting firm based in New York City (www.hebsdigital.com).

HeBS Digital has pioneered many of the "best practices" in hotel digital marketing and website revenue optimization, as well as a range of industry-first digital technology applications. The firm has won more than 250 prestigious industry awards for its digital marketing and website design services, including numerous Adrian Awards, Davey Awards, W3 Awards, WebAwards, Magellan Awards, Summit International Awards, Interactive Media Awards, and IAC Awards.

A diverse client portfolio of top-tier major hotel brands, luxury and boutique hotel brands, resorts and casinos, hotel management companies, franchisees and independents, and CVBs are benefiting from HeBS Digital's direct online channel strategy and digital marketing expertise. Contact HeBS Digital's consultants at [\(212\) 752-8186](tel:2127528186) or success@hebsdigital.com.

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