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**Industry Leading Enterprise Solution for Preventive Maintenance**

Search Strategy

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**Strategy**



**Mastering Social Media** (7/1/2009)  
Here's your 101 on how to start thinking about developing a social media strategy.



**Hilton Family Of Hotels Launches Wedding Resource** (7/1/2009)  
The wedding season is in full swing and couples planning their big day are being impacted by new trends. To help ...



**AXSES Launches "Facebook Travel Marketing & Bookings" for Tourism Suppliers** (7/1/2009)  
AXSES Systems Caribbean Inc. launches arcResBookings.com, a Travel marketing platform for Facebook. arcResBookings for Facebook is a unique application that helps ...



**The Social Media Mystery** (6/30/2009)  
Are you finding the concept of social media difficult to understand? Don't worry, you're not alone.



**Priority Club Rewards Launches "Points & Cash"** (6/29/2009)  
IHG's (InterContinental Hotels Group) Priority Club® Rewards, the world's largest hotel loyalty program, today announced the launch of "Points & Cash," ...



**Shift Into High Gear- Implement A Targeted Canvass Program** (6/26/2009)  
Don't wait for business to come to you. Generate it with these helpful tips.



**Aloft Hotels Launches Online Experience for the High-Tech, Gen Y Traveler** (6/26/2009)  
Aloft becomes the first hospitality brand to incorporate original gaming into its Web experience.



**Carlson Hotels Worldwide today announced that Avis and Budget Rent A Car have joined its goldpoints plusSM hotel rewards program** (6/25/2009)  
Effective immediately, goldpoints plus members can earn 750 Gold Points on qualifying rentals at participating Avis and Budget airport and neighborhood ...



**The Blog Bonanza** (6/22/2009)  
Blogs may be the oldest form of social media, but they've been underutilized. Until now.



**10 Reasons to use Social Media When Launching a Hotel** (6/19/2009)  
The so-called web 2.0 world is confusing, here's some ideas on maximizing this technology when opening a new property.



**Empty Rooms? Then Renovate** (6/17/2009)  
The experts are saying it's time to renovate. Here is the argument to make the investment now.



**A New Hotel Brand Offers Handcrafted, Original Space for the Social City Traveller** (6/16/2009)  
Raw, rebellious and creative – these are the qualities that capture the unrivalled atmosphere and spirit of Germany's capital, Berlin. Constantly ...



**Blue Light Marketing** (6/11/2009)  
The hospitality industry has adopted the concept of the "blue light special." Here's why.



**Webkinz Checks Into Hampton Hotels This Summer** (6/11/2009)  
Today Hampton® Hotels launched a summer program to delight families and family-oriented business travelers alike. The hotel brand has partnered with ...

**Enjoy Twice the Rewards This Summer with Choice Hotels** (6/1/2009)  
Guests Can Earn Double Choice Privileges Points with Every Stay.





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