



## PRESS RELEASE

# THE STRATHCONA HOTEL DOWNTOWN TORONTO 2008 eMARKETER OF THE YEAR

New York (January 26, 2009) – At an exclusive black-tie extravaganza celebrating travel and hospitality marketing excellence, TravelCLICK and the Hospitality Sales & Marketing Association International (HSMIA) named The Strathcona Hotel eMarketer of the Year for 2008. The award was presented before an audience of global industry leaders at the 2008 HSMIA Adrian Awards Gala in New York.

With 50 percent of its business generated from the web, The Strathcona was recognized for its creative, integrated strategy for driving demand and converting bookings online. It has also demonstrated superior marketing success by attracting new 18 to 34-year-old clients through social networking sites-with spill-over into older, affluent shoppers who also use these networks.

The 194-room Strathcona, located in the heart of downtown Toronto, implemented an innovative approach including focused search optimization, pay-per-click advertising, segment-specific promotions, a high-conversion booking platform, and a targeted social networking strategy that has delivered incremental market share and a 36-to-1 return on investment.

Accepting the award for The Strathcona Hotel was Ashok Narula, General Manager. "We are honored to receive the eMarketer of Year Award", said Narula. "The Strathcona has worked diligently to find the right balance of online marketing strategies, especially when it comes to our presence in the social networking world. As communities on the web become the standard for connecting online, it is vital to understand how to leverage that channel for capturing profitable, and repeatable, business."

"HSMIA congratulates our 2008 winners, who represent a group of hard-working and talented leaders", said Robert A. Gilbert, CHME, CHA, president and CEO of HSMIA. "The Adrian Awards is a time to celebrate our achievements as an industry."

Founded in 1957, the Adrian Awards embraces every segment of the industry, including hotels, airlines, cruise lines, car rental companies, destinations, credit card companies and more. Winners are selected from a field of 1,300 entries by senior industry and media experts.

For more information contact: Ashok Narula, General Manager at (416) 840-4001 or [ash@thestrathconahotel.com](mailto:ash@thestrathconahotel.com)

