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Passport Resorts Branding Duties Entrusted to Hyperdisk

Hyperdisk solidifies role as luxury marketing specialist

Ultra-exclusive Passport Resorts hands branding and digital marketing responsibilities to luxury specialist Hyperdisk Marketing after initial trial period with Cavallo Point, a San Francisco area luxury lodge.

IRVINE, CA, UNITED STATES – Passport Resorts trusts Hyperdisk to manage its branding and digital marketing efforts establishing Hyperdisk Marketing as the firm of choice for upper-upscale¹ and luxury hospitality marketing. Hyperdisk will develop online brand strategy; provide creative development; innovative technology solutions; Search Marketing; online advertising and tactical guidance for Passport Resorts' Cavallo Point and Post Ranch Inn. The main objectives pg Hyperdisk are:

- Achieve RevPAR Index Rating of 100²
- Expand and sustain [SERP](#) exposure for qualified leisure and group market segments
- Increase market share by capturing search volume and increasing conversions directly on the properties' websites

“Our relationship with Passport Resorts began when we implemented SEO, tracking and an eMarketing launch for Cavallo Point over a year ago,” states Steven Seghers, President, Hospitality Division, Hyperdisk Marketing, “and expanded to the Post Ranch Inn shortly afterwards. We are now responsible for all of their online assets and delivering more revenue through them.”

“We are very protective of our brand and, consequently, very selective about the partners we choose to assist us in our marketing. Hyperdisk has proved to be a valuable advisor and asset in expanding our brand and achieving our revenue goals. They truly understand us and the luxury consumer we target,” said Mike Freed, owner and founder, Passport Resorts.

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¹ Smith Travel Research Market Scale <http://www.strglobal.com/Resources/Glossary.aspx#S>

² Smith Travel Research Market Scale <http://www.strglobal.com/Resources/Glossary.aspx#S>



Facts³:

- Time is the most highly valued luxury (named by 35 percent of respondents as best matching their personal definition of luxury), then life experiences (25 percent), followed by having comfort, beauty and quality (18 percent)
- Activities, such as using a personal computer, the internet, or a cell phone, rank as the most participated-in lifestyle activities by nearly three-fourths of all luxury consumers
- Travel is next, with 69 percent of luxury consumers worldwide reporting an interest

Tags: hospitality+passport resorts+luxury+luxe+digital+branding+marketing

Multimedia:

<http://www.youtube.com/watch?v=TbsAYyhZyTE>

http://www.youtube.com/watch?v=UyYpog_4XMA

<http://www.flickr.com/photos/cavallo-point/>

<http://www.facebook.com/PostRanchInn?sk=photos>

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The Skinny on Hyperdisk Marketing

Founded in 1993, Hyperdisk Marketing Inc. is the most experienced digital marketing agency in the hospitality vertical and offers a complete suite of digital marketing services. Based in Irvine, California, Hyperdisk provides clients a nuanced service strategy focused on driving sales, increasing brand visibility, and improving customer loyalty. In order to help clients maximize their ROI, Hyperdisk emphasizes proactive brand ignition, effective creative design, search engine marketing, and aggressive integrated marketing tactics. Hyperdisk is the strategic advisor for 1,000 hotels and resorts worldwide. In addition to hospitality, Hyperdisk represents major corporations in the pharmaceutical, foodservice, financial and real estate industries.

For more news about Hyperdisk please visit <http://www.hyperdisk.com/news>

The Passport Resorts LLC Experience

Based in San Francisco, California, Passport Resorts LLC is a hotel management company internationally known for developing and operating award-winning properties that promote environmental and social responsibility, support sustainable development, and offer a luxurious and soulful guest experience.

Passport Resorts properties share a reverence for the land, community and local culture. Importantly, each resort is recognized, not only in the hospitality trade industry, but in the luxury travel consumer market as well. Each year the resorts continue to be highly rated in the leading leisure travel publications' annual Readers' Choice polls/awards. This recognition is particularly noteworthy since the awards are based on surveys of readers' own personal experiences as hotel guests. In addition, the hotels have been recognized in the industry and by the local communities for their efforts in sustainability, local culture and ecotourism.

^{3a} The Global Luxury Market: Exploring the Mindset of Luxury Consumers in Seven Countries," The Conference Board Consumer Research Center <http://www.conference-board.org/>

