

## **PRESS RELEASE**

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## **Hyperdisk Chosen as Partner for St Regis Mexico City**

Irvine, CA – Hyperdisk Marketing announced today that it has been chosen as the digital marketing partner for the St Regis Mexico City. This marks the fourth St Regis in North America, and the eighth overall, to select [Hyperdisk](#) to provide a full suite of online marketing initiatives. Hyperdisk will be responsible for delivering room nights and revenue by implementing strategic marketing services that include developing and launching a micro-site that integrates offers, booking links and flash photography for this new flagship of Mexico City.

“We will set up Goal Tracking for each layer of click through. This is critical as it reports on which special offers get the most clicks, how many calls are generated per offer and overall activity on banner conversions,” says Steven Seghers, Hyperdisk, President. “Tracking and reporting on traffic, clicks and conversions is vital information in determining the success of our efforts. Fortunately, Hyperdisk established reporting of this data as a keystone of our services from the very beginning back in 1996.”

The micro-site will be programmed for Google Local & SEO Best Practices that optimizes for visibility across all Search Engines on brand, short and long-tail searches. The property is launching a targeted campaign towards luxury leisure and corporate travelers on Five Star Alliance, About.com, part of New York Times, and the Google Travel Network.

Hyperdisk will also develop and launch banner advertising campaigns that incorporate Google Adwords account using their partner program; the setup multiple ad groups and campaigns with testing of each creative to determine which receives the highest Click-Through-Rate (CTR) and utilizes Google recommendations for targeting with a focus on high end portals to attract the luxury and super-luxury traveler.

Hyperdisk has worked with over 300 multi-branded hotels, capitalizing on their ability maximize online revenue production make; drive success in across all market segments through integrated marketing tactics. With its unique customer-centric perspective and experience, Hyperdisk is widely recognized as the leader in the upscale and luxury segment. Exemplars include [St Regis Resort Monarch Beach](#) (Dana Point, CA), [Joie de Vivre Hotels](#), the [Jefferson Hotel](#) (Richmond, VA) and , [PlumpJack Group](#).

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#### About Hyperdisk Marketing

Founded in 1993, Hyperdisk Marketing Inc. (<http://www.hyperdisk.com>) is a pioneer in strategic emarketing and communications services for companies nationwide. Based in Irvine, California, Hyperdisk offers clients a nuanced service strategy focused on driving sales, increasing brand visibility, and improving customer loyalty. In order to help clients maximize their ROMI, Hyperdisk emphasizes proactive brand ignition, effective creative design, search engine marketing, and aggressive fusion marketing techniques. Hyperdisk represents nearly 300 hotels in 26 states, and is the most awarded agency by Hospitality Sales and Marketing Association International (HSMIA) over the past two years. In addition to hospitality, Hyperdisk represents Fortune 500 in the pharmaceutical, foodservice, financial and real estate industries.

#### About St. Regis

The St. Regis is one of Starwood's luxury brands (<http://www.starwood.com>). The first St. Regis hotel was built in 1904 in Manhattan, and in the 1930s under head bartender Fernando Petiot introduced America to the Bloody Mary cocktail. The St. Regis brand has since expanded to 20 properties around the world, and there are 21 more properties in development. From New York to Beijing, each St. Regis is desirably located.

The rich heritage of St. Regis informs every touch across every address. It is, quite simply, the very essence of the St. Regis brand. Cherished traditions such as fresh flowers, afternoon tea service and midnight supper are carried out as flawlessly today as they were a century ago under the discerning eye of Lady Astor. Likewise, the art of sabering a bottle of champagne is still practiced by the St. Regis Butler, and cognac and hand-rolled cigars remain an after dinner staple. The Bloody Mary, a signature cocktail of St. Regis since it was first concocted by Fernand Petiot in the King Cole Bar and Lounge, is brought to life through new interpretations that reflect the distinct personality of each address. These time-honored traditions and countless others have helped create the air of magic and seduction sought after by guests of St. Regis.