



## **PRESS RELEASE**

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### **St. Regis Aspen Selects HyperDisk**

Irvine, CA – Hyperdisk Marketing, Inc, the strategic digital marketing and communications firm for upscale, luxury, boutique hotels and leading resorts announced today that it has been selected to redevelop the online presence, and launch a Hyperdisk Total Engagement® package for the [St. Regis Aspen Resort](#), located in Aspen, CO. The Aspen property joins the [St. Regis Resort](#), Monarch Beach among HyperDisk clients in the hospitality industry.

[Hyperdisk](#), the eclectic and unique digital marketing agency, well known for innovative and nuanced professional services, will provide the St. Regis Aspen Resort with a renewed online presence reflective of the St. Regis impeccable levels of hospitality and luxury, along with an expansive engagement strategy and industry-leading granular reporting that delivers detailed financial analysis across all digital marketing initiatives.

Hyperdisk has worked with over 250 multi-branded hotels, capitalizing on their ability to create and expand website revenue through integrated fusion marketing tactics. With its impressive track record, Hyperdisk is widely recognized as the leader in the upscale and luxury segment. Exemplars include Enchantment Resort (Sedona, AZ), The Drake Hotel (Chicago, IL), the Jefferson Hotel (Richmond, VA), [PlumpJack Group](#), and [Joie de Vivre Hotels](#).

“HyperDisk brings an advanced, forward-thinking mindset that will capture market share, deliver revenue and keep our property in the eyes of our unique customer set,” said Ben Mollere, Director of Sales and Marketing, St. Regis Aspen Resort. “They make it very apparent that they want me and the St. Regis Aspen Resort to outperform our competitive set. I have never experienced this type of service from any of our partners in the past.”

Hyperdisk will focus on providing the St. Regis Aspen Resort with superior search marketing and social media tools, delivering a maximum number of “view-throughs” that will drive bookings.



“Working with the St. Regis Resort Monarch Beach has been a delight and very successful for them and we are positive the St. Regis Aspen Resort will have the same experience,” said Steven V. Seghers, Hyperdisk Marketing’s president. “The upper upscale and luxury resort properties have suffered in this downturn and it is vital that they institute aggressive SEO and social media functions that we have termed Total Engagement. We look forward to providing the St. Regis Aspen Resort with hundreds of new bookings and qualified leads per month.”

#### About Hyperdisk Marketing

Founded in 1993, Hyperdisk Marketing Inc. (<http://www.hyperdisk.com>) is a leader 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 Aspen Resort

The St. Regis Aspen Resort, in the majestic and historic town of Aspen, is a perfect environment for superb winter skiing, summer sports and the arts. The hotel delivers a benchmark of personalized service and unending attention to detail amidst the relaxed spirit of the Rocky Mountains. Our 179 guestrooms and suites, heated outdoor pool, Remède Spa and 20,000 square feet of function space ensure that our guests can expect nothing less than a remarkable experience.

#### 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 Fernand 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.

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