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Crowne Plaza Times Square Hotel Debuts New Web Site

Times Square Lodging Emphasizes Luxury and Location

NEW YORK CITY, NY, February 2009 – The Crowne Plaza Times Square Manhattan Hotel, a celebrated luxury hotel in Midtown Manhattan, is excited to unveil their newly-designed independent Web site, launched this past January. The new site was designed and optimized by Worldwide Revenue Solutions (WRS), an Internet marketing company based in Dallas, Texas that specializes in service to the hospitality industry.

With a brilliant location in Manhattan's famous Times Square and a recent \$85 million renovation to show off, the Web site focuses on lush New York City photography and the refined luxury that sets the Crowne Plaza apart from other hotels in Times Square. The atmospheric content, a joint effort between WRS and the hotel, capitalizes on the inimitable New York experience all the while graciously leading the reader towards the reservations engine.

Web site design and maintenance is just a small part of the partnership. Going forward, WRS will host the site and continue to oversee all search engine optimization (SEO) efforts. SEO is a multi-faceted process designed to boost the online presence and improve the search engine rankings of a particular Web site. This process involves tailoring content around niche keywords in order to maximize the site's "findability".

Along with fresh design and SEO, the Crowne Plaza Times Square has given their site a smart Web 2.0 edge with "GuestSpace", WRS' unique social media portal. "GuestSpace" is a multimedia social entertainment portal combining content, images, blogging, video and games. Like similar social media services MySpace and Facebook, "GuestSpace" encourages hotel guests to join an online community, share photos, and write about their experiences. The included blog also gives the hotel an opportunity to provide up-to-the-minute information to all guests and to build a positive dialogue between guests and staff.

The Crowne Plaza Times Square Hotel is pleased to kick off the New Year with an attractive, SEO and reader-friendly site and encourages all to come visit them at <http://www.manhattan.crowneplaza.com>

About Crowne Plaza Times Square Manhattan Hotel:

With the recent completion of an \$85 million renovation, the Crowne Plaza Times Square Manhattan is the new standard in [luxury Times Square hotels](#). Featuring a prized location in Manhattan's most famous intersection, 770 fresh and modern [Times Square hotel rooms](#), a concierge level and genuine butler service, no other lodging in Midtown Manhattan can compete. Experience New York your way, and let the refined comforts of Crowne Plaza Times Square Hotel handle the rest. For more information, call 1-212-977-4000 or visit our brand new Web site at <http://www.manhattan.crowneplaza.com>

About Worldwide Revenue Solutions (WRS):

Worldwide Revenue Solutions (WRS) is a search engine optimization (SEO) company in Dallas, Texas, founded by Aziz and Linda Ghaffari. WRS is a privately-owned hospitality Internet marketing company developed as an online marketing partner for hotels to optimize revenue from Internet and brand resources. WRS offers over 50 years of combined hospitality industry experience, dedicated to search engine optimization, social networking, search engine and tactical online marketing, content research and writing, website design and development, Web 2.0 and Social Media and Customer Relationship Management (CRM). For more information on WRS and its services, call 972-424-2200, e-mail info@wrsol.com or visit our website at <http://www.wrsol.com/>.