

Holiday Inn Hotel & Suites Alexandria – Historic District  
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**FOR IMMEDIATE RELEASE**

**Holiday Inn Alexandria Hotel Launches New Web Site, Internet Optimization Initiative**

*Hotel Partners with Online Marketing Company WRS*

ALEXANDRIA, VA, January 2009 – The Holiday Inn Hotel & Suites Alexandria – Historic District, one of the leading mid-level [hotels in the Washington D.C. area](#), recently launched a new Web site and online optimization strategy with the help of Internet-marketing company Worldwide Revenue Solutions (WRS). The new site will serve to complement the hotel's "brand site", which is hosted by Holiday Inn brand holder InterContinental Hotels Groups (IHG).

While the [D.C. area hotel](#) provided direction for the new site, the design, content and overall conceptualization was performed by the Dallas, Texas-based WRS, which specializes in the online needs of the hospitality industry. WRS web designers and content writers employed a brand and segment-focused strategy to highlight the individual features of Holiday Inn that would best attract D.C. area travelers. WRS will also host the site and provide ongoing maintenance.

The Alexandria, Virginia hotel's new site tackles the complex market with ease. As a popular stopover for D.C. visitors, the focal point of the local high life and historic destination in its own right, Alexandria sees a diverse consumer base come through every day, and the design by WRS serves this by simultaneously focusing on the property appeal to both leisure and corporate/government travelers, all the while constructing the site and content to drive browsers toward the reservations page.

For more information about Holiday Inn Hotel & Suites Alexandria – Historic District, management and staff encourage all comers to visit the new web site at <http://www.hioldtownalexandriahotel.com>

**About Holiday Inn Hotel & Suites Alexandria – Historic District:**

When browsing hotels in the Washington D.C. area, you'll find a rewarding stay at Holiday Inn Hotel & Suites Alexandria - Historic District no matter the needs of your trip. Corporate and government travelers passing through can take advantage of our ideal location and free high-speed Internet, meanwhile D.C. area vacationers will appreciate

the scenic sights of Old Town all around and our quick access to every local attraction. We stand out among hotels near Washington Reagan Airport with out extensive meeting space, on-site Alexandria restaurant by award-winning chefs and our affordable Washington D.C. getaways and packages. For more information, call 1-703-548-6300 or visit our new web site at <http://www.hioldtownalexandriahotel.com/index.html>

**About 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, web site design and development, as well as Customer Relationship Management (CRM) execution. For more information on WRS and its services, call 972-424-2200, e-mail [info@wrsol.com](mailto:info@wrsol.com) or visit our web site at <http://www.wrsol.com/>

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