



**FOR IMMEDIATE RELEASE**

## **HMC EXECUTIVE NAMED TOP 100 IN CHINA**

NEWPORT BEACH, CALIFORNIA – November 26, 2008 – HMC (Hospitality Marketing Concepts), the leading solution provider of loyalty membership programs, is proud to announce that Stuart McAusland, Senior Vice President and Managing Director of Asia Pacific, has been named one of the 100 Most Influential People in China's hotel industry.

The China Hotel Association, in celebration of 30 years of reform and opening up of China's hotel industry, has announced its list of Top 100 Industry Executives. Stuart McAusland was named in the Top 100, a notable honor as one of the few ex-patriots nominated. McAusland was recognized for his contributions to the industry, and his continual service to hotels in meeting their needs through innovative ideas that generate incremental revenue.

Stuart McAusland has been with HMC for over 8 years and was first assigned from the U.S. corporate office to the Asia Pacific region in February 2003. Over the past 5 years, McAusland has been instrumental in the growth of HMC's Asia Pacific region, and in strengthening relationships with partner hotels.

"I am, indeed, very honored to receive this recognition from the China Hotel Association, alongside some of the finest industry leaders I have known," said McAusland. "The accomplishments I have made are due, in no small part, to the experience and technological expertise that HMC has developed over the past 20 years. Our business is in helping hotels boost occupancy, revenue, and profit. We are very proud to have helped many client hotels survive and thrive throughout downturns such as the SARS epidemic, and now the world economic crisis."

"This nomination by the China Hotel Association is an important endorsement for Stuart and for HMC and a significant validation of our work in China for the past 15 years," said Mokhtar Ramadan, CEO for Hospitality Marketing Concepts. "Our proven strategies help hotels develop their local and regional SME market, without the hotel investing any capital or human resources. By tapping into the local market, HMC's programmes help clients withstand negative external market conditions and fluctuations in travel trends. Stuart has made great strides in helping hotels understand the concept of paid loyalty programmes and we are very proud of this recognition by the China Hotel Association. It means a lot to all of us at Hospitality Marketing concepts."

HMC has developed and implemented over 5,000 paid membership programs over the past twenty years at upscale hotels around the world. Its latest innovation, VOILÀ Hotel Rewards, a global, point-based rewards programme designed for independent hotels and hotel groups, has just launched in July 2008.

### **ABOUT HMC**

Headquartered in Newport Beach, Southern California, HMC is the leading provider of travel industry paid consumer membership and database management programs. HMC provides services to more than 1,000 full-service hotels worldwide. A selection of clients includes InterContinental, Le Meridien, Starwood, Ritz, Shangri-La, Mandarin Oriental, HUSA, Orbis, Raffles and Swissotel. HMC is a global company with offices in more than 50 countries including Italy, France, Germany, Spain, Poland, Portugal, Australia, Singapore, Hong Kong, China, UAE, Egypt, Venezuela, Brazil, Canada, United Kingdom and United States. More information about HMC may be found on the company's website <http://www.hmcloyalty.com> or by contacting Peter Gorla, Vice President of Marketing at 949-833-8000 Ext. 218 or via email at [gorlap@clubhotel.com](mailto:gorlap@clubhotel.com).