



**FOR IMMEDIATE RELEASE**

## **Alliance Hospitality Taps HMBookstore eLearning Solution for Employee Education and Training**

*Over 95 online hospitality and custom co-branded courses to lower training costs, improve quality and reduce employee turnover at Hilton, Marriott and IHG Hotels*

**Scottsdale, AZ (December 29, 2015)** – Online hospitality education and training solutions provider [HMBookstore](#) announced today that Alliance Hospitality, Inc., a Columbus, Ohio-based hotel management and development company, is implementing HMBookstore’s library of eLearning courses and custom co-branded content within its portfolio of Marriott, IHG and Hilton properties in Ohio and the surrounding Midwest markets.

“Since adopting HMBookstore’s easy-to-use, self-paced, online platform, we’ve noted many achievements, including time savings, costs savings and improvements in the quality and breadth of education,” said Erica Shoemaker, director of human resources at Alliance Hospitality, Inc. “Staying ahead of the curve using innovative training methods with certificates of achievement is crucial. HMBookstore helps us with employee engagement and satisfaction aimed at reducing attrition rates and raising service culture scores – issues that are ongoing within the hotel and lodging industry.” Employee progress and scores are easily monitored by management via an administrative portal within [HMBookstore.com](#).

“Partnering with Hotel Managers and Owners to develop custom courses allows us to tailor the content to their specific company culture, providing them a competitive advantage in the marketplace,” said Ken Edwards, Founder and CEO of HMBookstore. “Hotels, casinos, resorts, country clubs, restaurants and any hospitality business can benefit from continuous employee education in an effort to ensure the highest level of guest service.”

### **About Alliance Hospitality**

Alliance Hospitality is an award-winning, well-established and rapidly growing professional Hospitality Management Company, with a reputation for excellence in designing, building, opening and managing upscale extended-stay and select-service hotels across major brands such as Marriott, Hilton and IHG. Visit [www.ahihotels.com](http://www.ahihotels.com) for more information.

### **About HMBookstore**

HMBookstore, designed by Tristar Hotel Group, is an industry proven, online Learning Management System (LMS) platform that provides online educational training for hotel owners and operators, students, individuals pursuing a career in the hospitality industry, and hospitality industry professionals looking to enhance their skills. HMBookstore, with over 95 courses offered in English, Spanish and Mandarin, is leading the movement by providing the hospitality industry with top-notch, well-trained managers and employees. HMBookstore provides hospitality training for all the leading brands, Starwood, Hilton, IHG, Wyndham, Best Western, Hyatt and Independent Hotels. Visit [www.hmbookstore.com](http://www.hmbookstore.com) for more information or connect with us on [Facebook](#) at [LinkedIn](#).