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Hospitality eBusiness Strategies Unveils its Latest Web 2.0 Application: A Multi-Channel Interactive Scavenger Hunt for the City of Indian Wells

Hospitality eBusiness Strategies (HeBS) is proud to launch its new Interactive Scavenger Hunt for the City of Indian Wells, California. A new multi-channel marketing initiative, the Interactive Scavenger Hunt serves as a marketing and branding tool to generate buzz and actively engage customers as they interact with the renowned luxury destination online.

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For ten days, entrants can register for the [Indian Wells Interactive Scavenger Hunt](#) and start collecting four branded clues that will be revealed via Facebook, Twitter, Email, and Text Message. First, contestants must become a fan of Indian Wells on Facebook and a follower of Indian Wells on Twitter to be officially registered for the contest and start collecting clues. Once contestants successfully collect all four clues, they are entered in a drawing to win a \$1,000 free vacation that includes a two-night stay, spa treatment, dinner, and a choice of tennis or round of golf for two. A second, third, fourth, and fifth place prize of a free hotel room will also be rewarded.

“Multi-channel marketing should become the foundation of the hotelier’s marketing efforts in 2010 and beyond,” said Max Starkov, HeBS’ Chief eBusiness Strategist. “This new interactive initiative not only generates buzz surrounding the destination, it actively engages customers in their own environment on the social web. In this interactive age, a destination’s website can no longer afford to serve as a mere online brochure. With the importance of social media and mobile marketing taking a forefront in the online industry, interactive initiatives that incorporate these elements become increasingly more imperative. This is not just one step in an online marketing plan to engage consumers, but an important step into the next frontier of online marketing.”

An innovative, “outside the box” multi-channel marketing solution that steps inside social media and mobile marketing, the Interactive Scavenger Hunt helps build Indian Wells’ number of fans and followers on Facebook and Twitter. It additionally helps the destination to expand its email and mobile list for future marketing initiatives. Beyond information capture, the scavenger hunt is also an interactive branding tool that uses four clues that best describe Indian Wells as a destination. As contestants discover each clue, they uncover four strategic words that are key to Indian Wells’ brand positioning.

The [Indian Wells Interactive Scavenger Hunt](#) ends on January 28th when the grand prize winner of the \$1,000 free vacation package and the winners of the free hotel rooms will be announced.

About HeBS

Hospitality eBusiness Strategies (HeBS), the industry’s leading Internet marketing strategy consulting firm for the hospitality vertical, is based in New York City (www.hospitalityebusiness.com). HeBS has pioneered many of the “best practices” in hotel Internet marketing, social media, mobile Web and direct online distribution. The firm specializes in helping hoteliers build their direct Internet marketing and distribution strategy, boost the hotel Internet marketing presence, establish interactive relationships with their customers, and significantly increase direct online bookings and ROIs. A diverse client portfolio of over 500 top tier major hotel brands, luxury and boutique hotel companies, hotel management and representation companies, franchisees and independents, resorts and casinos and CVBs has sought and successfully taken advantage of the firm hospitality Internet marketing expertise. Contact HeBS consultants at (212) 688-2731 or info@hospitalityebusiness.com.

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