



HeBS Wins Major Web 2.0 Design & Development Awards

NEW YORK, NY (PRWEB) November 11, 2009 -- [Hospitality eBusiness Strategies](#) (HeBS), the industry's leading full-service Internet marketing services and strategies consulting firm for the hospitality and travel verticals, today announced receipt of three prestigious awards in the design and development of online interactive sweepstakes. The awards are as follows:

1.) Silver Davey Award for AmericInn Free Room Giveaway Sweepstakes

The Davey is sanctioned and judged by the International Academy of the Visual Arts, consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. Honoring the creative excellence of agencies and companies worldwide, the 2009 Davey Awards featured an incredible pool of over 4,000 entries. The Silver Davey Award for AmericInn Hotels, a collection of hotels located throughout 22 states, is based on HeBS' promotional/branding excellence of their "AmericInn Free Room Giveaway Sweepstakes".

2.) W3 Silver award for the City of Indian Wells Sweepstakes

The International Academy of Visual Arts and the W3 Awards recognizes outstanding web creativity for companies and agencies worldwide. The 2009 W3 Awards received nearly 3,000 entries and HeBS earned recognition for Indian Wells' 30 Day Free Room Giveaway online campaign.

3.) Gold Magellan Award for the Daytona Hotels Sweepstakes

The Travel Weekly Magellan Awards honors the best in travel and salutes the outstanding travel professionals behind the business. This year, the Magellan Awards received entries from top travel organizations and professionals worldwide. Winning Gold for Daytona Hotels proves the sweepstakes has delivered a product that is efficient on broad spectrums, from creative appeal to functionality.

“Winning these awards for HeBS’ web 2.0 initiatives for its clients proves how integral a robust Web 2.0/Social Media strategy is for the hoteliers’ success,” remarked Max Starkov, Chief eBusiness Strategist at HeBS. “This web 2.0 initiative not only retains website visitors but acts as a unique way to promote the hotel product, generate buzz and most importantly generate incremental ROIs.”

Entering an online sweepstakes is not only an engaging activity for website visitors; it is a unique way for hoteliers to gather information from these potential guests for future marketing and to encourage them to keep returning to the website to enter again and again. Additionally, to add a viral component, the interactive sweepstakes include supplementary contests, such as offering \$250 gift cards to the person who forwards the sweepstakes to the most friends. HeBS’ latest interactive sweepstakes, the [BNP Paribas Open 35 Day FREE Ticket Giveaway Sweepstakes](#), has already generated over 4,500 entries as well as 928 additional forwards to friends in less than a week.

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. HeBS has pioneered many of the “best practices” in hotel Internet marketing 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)752-8186 or info@hospitalityebusiness.com.

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