

# Perfect Escapes Wins Adrian Award for Online Marketing Announces Grand Prize Winner of Las Vegas Sweepstakes



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SAN FRANCISCO, February 23, 2009 -- Perfect Escapes, a leading [luxury travel website](#), has been awarded a Gold-level Adrian Award from the Hospitality Sales & Marketing Association International (HSMIAI) for success in web marketing.



[Perfect Escapes](#) was honored for the performance-based online marketing program it managed on behalf of Loews Las Vegas. HSMIAI recognized Perfect Escapes along with other top winners during the 19th-annual awards gala, which took place on Jan. 26, 2009 in New York City.

**Eric Jeck, CEO of Perfect Escapes**, accepted the award and said, *"We are thrilled that our innovative marketing programs have been recognized by HSMIAI. Over 250 hotels participate in our performance-based online marketing programs designed to increase brand awareness and bookings from our community of affluent travelers."*

The distinguished HSMIAI Adrian Award for Perfect Escapes comes on the heels of the completion of another successful Perfect Escapes marketing promotion, the Wynn Las Vegas Sweepstakes. Ms. Yolanda Lewis of Rex, Georgia, was recently announced as the newest grand prize winner of the Perfect Escapes "Weekend at the Wynn Las Vegas" Sweepstakes.

As grand prize winner of the "Weekend at the Wynn Las Vegas" Sweepstakes, Ms. Lewis and a guest will receive a three-night stay in a luxurious Salon Suite at Wynn Las Vegas hotel, a \$400 credit at the Wynn's SW Steakhouse, two tickets to Le Rêve, the show at Wynn Las Vegas, a \$400 spa or shopping credit, and limousine service to and from the hotel.

"I went online looking for [travel deals](#) and signed up for The Perfect 10 Email Newsletter. I love the [Perfect Escapes] website," said Ms. Lewis, "I'm going to get a real taste of Las Vegas. I've never been there."

Mr. Jeck offered his congratulations to Ms. Lewis and commented, "We are very pleased with the success of our sweepstakes in partnership with Wynn Las Vegas. The promotion has helped grow subscribership to our weekly newsletter."

An independent third party sweepstakes management company conducted the drawing that determined the winner of the 2008 "Weekend at the Wynn Las Vegas" sweepstakes.

**About** Perfect Escapes specializes in [great deals in luxury travel](#). Our editors bring our users a hand-selected roster of the world's finest hotels paired with special values, upgrades and amenities to make their trips unforgettable. Perfect Escapes promotes luxury hotels and [luxury hotel deals](#) on our site and via our weekly email newsletter, The Perfect 10 newsletter. Please visit: <http://www.perfectescapes.com> for more information

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