

# Winners announced for awards honouring the digital intelligence of luxury venues

Submitted by: Prestigious Venues Ltd

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A world first, the Prestigious Star Awards 2012 honoured the digital intelligence of luxury venues, an event which attracted representatives from notable hotels such as The Langham, London, The Grand Hotel, Eastbourne, Mandarin Oriental Hyde Park, London, and the Maybourne Hotel Group. The event was also live-streamed online using the Google+ "Hangouts On-Air" feature, enabling a global audience to take part.

The winners were announced as follows:

Best Venue Website: qualia, Hamilton Island

Best Venue Blog: Royal Albert Hall, London

Best Venue Facebook Page: The Carlyle, New York

Best Venue SEO: The Langham, London

Best Venue YouTube Channel: Sydney Opera House, Sydney

Best Venue Twitter Channel: The Roof Gardens, London

Best Venue Google+ Page: Mandarin Oriental Hotel Group

Best Venue Mobile Offering: The Cadogan, London

Best Venue Social Media Campaign: The Grand Hotel, Eastbourne

Overall Digital Star: The Langham, London

For more details on the winners and the nominees, please see our Presentation Document

([http://www.prestigiousvenues.com/prestigious\\_star\\_awards\\_2012.pdf](http://www.prestigiousvenues.com/prestigious_star_awards_2012.pdf))

The reason for focusing on digital at this year's awards was to recognise the increasing role it plays in a venue brand's growth. The figures speak for themselves, with over 404 million Europeans online in September alone and consumers spending 6.7 billion hours on social networks in October. The award categories highlighted the impact of social presence on search, which remains hugely important as over 95% of us only click on search results displayed on the first page. (Sources included: comScore)

"Search is increasingly dependant on a brand's social authority and social authority is built through social media engagement, blogging, SEO and so on. This is what optimises ROI in digital and what makes it even more important to highlight the value of excellence in digital communications by our member venues."

— Prestigious Venues founder Habib Amir further elaborated with his opening speech at the awards.

To obtain photos and videos or request any other information, please contact Parisa Valentine at Prestigious Venues.

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