

## Online Property of the Year Award



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## News Release

### FOR IMMEDIATE RELEASE

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### **AMERICINN® OF OKOBOJI EARNS COMPANY'S TOP NATIONAL HONOR FOR ONLINE PROPERTY OF THE YEAR**

Okoboji, Iowa. (April 22, 2011) ---AmericInn, one of the nation's leading mid-scale lodging chains, has honored the AmericInn of Okoboji with a top, system-wide award of excellence. Property owners Brooks Park Resort, LLC plus general manager Heather Ellis, received the company's top award of Excellence for online property of the year at the AmericInn 2010 Performance Awards in Las Vegas. The AmericInn of Okoboji is managed by Ledgestone Hospitality, LLC, a Minneapolis, Minnesota based Management Company.

"This honor represents extraordinary achievement on an up to date microsite, actively utilizes online travel agent strategies for revenue growth and maximizes social media. This hotel effectively utilizes these tools by being responsive to peer reviews and engaging on Facebook and Twitter at the property level- this property from our entire system of 220 locations in 22 states," said Paul Kirwin, president and CEO of AmericInn.

"We are delighted to receive this national recognition from AmericInn," managing partner, Kevin Bierl said. "This achievement recognizes the commitment and dedication of the entire team at the AmericInn of Okoboji to enhance the consumer's experience using digital and social media."

The property was honored during award ceremonies at the company's 2011 Convention which focused on growth and excellence as key organizational drivers in the accelerating expansion of AmericInn around the United States.



#### **About AmericInn**

AmericInn® is a mid-scale lodging chain with over 200 locations currently open or under development in 22 states. The brand is dedicated to providing an exceptional lodging value for its guests by offering great rates and amenities such as free hot AmericInn Perk breakfast, free hotel-wide, high-speed Internet, swimming pools and comfortable, quieter rooms. For more information or reservations visit [www.AmericInn.com](http://www.AmericInn.com) or call 1-800-634-3444.