

FOR IMMEDIATE RELEASE

BLUE MAGNET INTERACTIVE WINS WEBAWARD FOR OUTSTANDING ACHIEVEMENT IN WEB DEVELOPMENT
Web Marketing Association awards Blue Magnet with Hotel and Lodging Standard of Excellence

CHICAGO, IL., September 25, 2018 – Blue Magnet Interactive, a leading hospitality digital marketing agency, celebrates its [2018 WebAward for Hotel and Lodging Standard of Excellence](#) awarded by Web Marketing Association.

For 22 years, Web Marketing Association has focused on setting the standard of excellence for website development by annually recognizing the best websites in 96 industries. WebAward competition entries go head-to-head with other websites from within the same industry. Winners are then selected by industry experts who evaluate each website for design, innovation, content, technology, interactivity, copywriting, and ease of use.

Blue Magnet Interactive's website design and development of The Hotel at Midtown [website](#), which showcases the hotel's unique array of amenities through a modern and custom design, received the 2018 WebAward. Lead by Senior Project Manager and UX Designer, Brian Surdel, the Blue Magnet Interactive development team's website scored 10% higher than the industry average.

"It's an honor for our hard work to be recognized with a WebAward. Our website development team strives to build custom websites showcasing the unique personalities of our hotel partners. Our unique site build process allows Blue Magnet to deliver some of the highest performing and converting hotel websites in the industry," said Surdel.

For more information on Blue Magnet Interactive, visit www.BlueMagnetInteractive.com.

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About Blue Magnet Interactive

Blue Magnet is the hospitality industry's trusted provider of results-driven digital marketing solutions, leveraging cutting-edge adaptive mobile website design and goal-based campaigns to target guests at every stage of their travel-planning cycle. Our custom strategies drive ROI through the integration of SEO, content marketing, social media, paid media, reputation management, email marketing and more into a holistic digital marketing plan.