



Ezibed.com Business Award Winner for the 2nd Year

30 October 2009, 3pm

Press Release: Ezibed.com

MEDIA ALERT

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Hawke's Bay – 30 October 2009: Last minute accommodation website Ezibed.com has been awarded category winner in the 'Online' section of the Hawkes Bay Business Awards for the second year running.

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The company fought off four other companies to take the prestigious award.

The judges commented that Ezibed.com has an excellent planning process with well-documented action plans.

"They certainly know where they are heading with a strategic plan that's a living document which is constantly evolving", said the judges.

"From the small town of Waipukurau, Ezibed.com has been able to successfully compete against significantly larger competitors. The company has harnessed the power of the web and taken advantage of technological advances to create a business that delivers excellent value to customers and accommodation providers".

Innovation & simplicity are important aspects for attracting both new customers and retaining existing ones says the company's Managing Director, Gareth Pearce.

"We have international competitors that have multi-million dollar marketing budgets so we have to be much smarter about how we communicate and interact with our customers. Having great deals on accommodation helps but once a customer has made the choice to make a booking through us, there is then a high degree of loyalty, as our website is simple to use and we are New Zealand owned which New Zealanders like."

The company that was founded in late 2003 has become a leading online accommodation booking website within New Zealand, recently expanding into Australia, Pacific Islands, USA and Canada. With over 3000 registered accommodation providers providing deals, & over 50,000 visitors per month looking for and booking accommodation, the company's growth has been rapid.

Ezibed.com is a 100% New Zealand owned company.

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