

INTERNET

Starwood sets up sweepstakes for holiday shopping frenzy

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St. Regis Aspen Resort

By STAFF REPORTS

Starwood Hotels and Resorts is giving away 225 nights at various hotels across its portfolio during a Cyber Monday Facebook sweepstakes.

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On Dec. 1, guests are invited to digitally shake a snow globe for a chance to win one of 60 accommodation prizes that range from three to seven nights. The hotel conglomerate will further tap into the shopping frenzy by providing various sales Nov. 24 to Dec. 7.

Falling snow

Consumers eager for a chance to win complimentary stays are invited to visit the "Starwood Hotels Travel Exclusives" Facebook page, where they will have to enter relevant information to participate.

The sweepstakes will run for 12 hours and some of the prizes include stays at St. Regis Aspen, CO, St. Regis Bahia Beach, Puerto Rico and The Luxury Collection's San Francisco at The Palace.



St. Regis Bahia Beach

A grand prize awards 225,000 Starwood Preferred Guests to the lucky winner. To put this into perspective, a guests can get a fifth night free at a category seven hotel for 30,000-35,000 points, and at a category one hotel for 3,000 points.

Redemption possibilities can be viewed [here](#).

For those not leaving their vacation to chance, Starwood has set up an extensive discount period at more than 600 hotels worldwide during the heyday of shopping for consumers.

Guests can enjoy up to 35 percent discounts on room rates, and SPG members will enjoy an additional 5 percent on purchases during the Cyber Monday Sale that ends Dec. 7.

Starwood regularly meets its consumers demand for discounts.

For instance, the conglomerate sought to increase loyalty among Starwood Preferred Guest members with its SPG Hot Escapes flash sale travel site that features exclusive offers with a minimum of 20 percent savings.

The SPG Hot Escapes Web site replenishes its featured deals and destinations every Wednesday and supplants the company's previous Beat the Clock and StarPicks products ([see story](#)).

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