



HSMIA ADRIAN AWARDS 2018

*Dinner
Reception
& Gala*

**NEW YORK
MARRIOTT
MARQUIS
JANUARY 22,
2019**



**HONORING
EXCELLENCE
IN TRAVEL
MARKETING**



**ADVERTISING
PUBLIC RELATIONS
DIGITAL
MARKETING**



Gold

DIGITAL MARKETING

HSMAI ADRIAN AWARDS 2018

AccorHotels

ENTRY: Members' Rates
CATEGORY: Loyalty Program-Consumer

AccorHotels

ENTRY: Seeker
CATEGORY: Integrated Market Campaign for Consumers (B2C)

AccorHotels

ENTRY: Seeker
CATEGORY: Loyalty Program-Consumer

Amelia Island Convention & Visitors Bureau

ENTRY: Provence on Amelia
CATEGORY: Video

Aqua-Aston Hospitality

ENTRY: New Aqua-Aston booking website increases revenue by 22%
CATEGORY: Web Site

Bay Ferries Limited

ENTRY: Bay Ferries Limited
CATEGORY: Video
AGENCY: VERB Interactive

Bermuda Tourism Authority

ENTRY: Bermuda Google DMO/Streetview Program
CATEGORY: Digital Marketing Innovation
AGENCY: Miles Partnership

Best Western Hotels & Resorts

ENTRY: Best Western's 2018 Disney Summer Collaboration
CATEGORY: Loyalty Program-Member
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's 2018 Disney Summer Social Media Campaign
CATEGORY: Social Media Campaign
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's 2018 Disney Summer Digital Campaign
CATEGORY: Web Ad Series
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's 2018 Summer Promotion
CATEGORY: Loyalty Series
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's YouTube Director Mix Campaign
CATEGORY: Digital Marketing Innovation
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's IBM Watson Campaign
CATEGORY: Digital Marketing Innovation
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's Amazon Fire 360° Campaign
CATEGORY: Virtual Reality/Artificial Intelligence
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's Waze Campaign
CATEGORY: Mapping & Location Marketing
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's Go. Get. Rewarded. Game
CATEGORY: Game
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western's Reservation Confirmation Emails
CATEGORY: Email

Best Western Hotels & Resorts

ENTRY: Best Western to Go! App
CATEGORY: Mobile Marketing

Chamberlain West Hollywood

ENTRY: Chamberlain West Hollywood Website
CATEGORY: Web Site
AGENCY: Year

CheapCaribbean.com

ENTRY: CheapCaribbean's Vacation Envy Package
CATEGORY: Integrated Market Campaign for Consumers (B2C)

Curio Collection by Hilton

ENTRY: Curio Curiosity Gene
CATEGORY: Digital Marketing Innovation
AGENCY: i.d.e.a.

Curio Collection by Hilton

ENTRY: Curious Gene Campaign, Curio Collection by Hilton
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: IDEA, Edelman, HZDG, Prize Logic

Curio Collection by Hilton

ENTRY: Curious Gene Sweepstakes with Curio Collection by Hilton
CATEGORY: Contest/Sweepstakes
AGENCY: PrizeLogic

Emerald Isle Realty

ENTRY: Emerald Isle Realty Website
CATEGORY: Web Site
AGENCY: USDM Digital

Faena Miami Beach

ENTRY: Faena Miami Beach
CATEGORY: Social Media Campaign
AGENCY: BCV Social

HSMAI ADRIAN AWARDS 2018

Gold DIGITAL MARKETING

Farmhouse Inn

ENTRY: Farmhouse Inn

CATEGORY: Web Site

Hawaii Tourism United States

ENTRY: Hawaii Rooted

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: MVNP

Herschend Family Entertainment

ENTRY: Dollywood Great Pumpkin Luminights Web Ad

CATEGORY: Web Ad

Hilton

ENTRY: Hilton Brand Hotels – Pride 2018

CATEGORY: LGBT

Hilton Head Island—Bluffton Visitor & Convention Bureau

ENTRY: Hilton Head Island

CATEGORY: Website User Experience

AGENCY: VERB Interactive

Homewood Suites by Hilton

ENTRY: Homewood Suites/All Suites: Macy's Day Parade

CATEGORY: Social Media Campaign

AGENCY: GSD&M

Hong Kong Tourism Board

ENTRY: Passion Passport

CATEGORY: Social Media Campaign

Houston First/Visit Houston

ENTRY: Visit Houston AR Browser - Facebook Mobile Video

CATEGORY: Video

Houston First/Visit Houston

ENTRY: Visit Houston AR Browser - Innovation

CATEGORY: Digital Marketing Innovation

Irving Convention and Visitors Bureau

ENTRY: Visit Irving Texas Website

CATEGORY: Web Site

AGENCY: Simpleview

Kampgrounds of America, Inc.

ENTRY: How-To KOA Camping Facebook Video Series

CATEGORY: NEW: Facebook Mobile Video Award

AGENCY: MMGY

Lotte New York Palace

ENTRY: Lotte New York Palace Website

CATEGORY: Web Site

Luray

ENTRY: Luray Caverns Website

CATEGORY: Web Site

AGENCY: WHITE64

Magnolia Hotels

ENTRY: Magnolia Hotels SEO Strategy

CATEGORY: Search Marketing Strategy

AGENCY: Commit Agency

Margaritaville Resort Orlando

ENTRY: Margaritaville Resort Orlando: Integrated Consumer Digital Campaign

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Concept Farm

Margaritaville Resort Orlando

ENTRY: Margaritaville Resort Orlando : Website

CATEGORY: Web Site

AGENCY: Concept Farm

Marriott Caribbean & Latin America Resorts

ENTRY: Portal to Paradise

CATEGORY: Virtual Reality/Artificial Intelligence

AGENCY: Nobox

Marriott Caribbean & Latin America Resorts

ENTRY: Portal to Paradise

CATEGORY: Digital Marketing Innovation

AGENCY: Nobox

Marriott International

ENTRY: Marriott Hotels & HK7s - Digital Marketing

CATEGORY: Video

Marriott International

ENTRY: Courtyard: Unstoppable

CATEGORY: Video

Marriott International

ENTRY: Marriott International: Brand Sites Platform

CATEGORY: Web Site

Marriott International

ENTRY: M Live Project: Carpet Dad

CATEGORY: NEW: Experiential

Marriott Rewards

ENTRY: UMG Concert with Imagine Dragons

CATEGORY: Social Media/Social Networking

Marriott Rewards

ENTRY: Extra Points Sundays

CATEGORY: Loyalty

Marriott Rewards

ENTRY: UMG Concert with Imagine Dragons

CATEGORY: Video

Marriott Rewards

ENTRY: 6 Days, 7 Nights

CATEGORY: Social Media Campaign

Marriott Rewards

ENTRY: 6 Days, 7 Nights

CATEGORY: Loyalty Series

Gold

DIGITAL MARKETING

HSMAI ADRIAN AWARDS 2018

Marriott Rewards

ENTRY: 6 Days, 7 Nights

CATEGORY: Youth

Marriott Rewards

ENTRY: Dynamic Ads for Moments

CATEGORY: NEW: Facebook Mobile Video Award

Mekong Tourism Coordinating Office

ENTRY: Mekong Mini Movie Festival

CATEGORY: Contest/Sweepstakes

Missouri Division of Tourism

ENTRY: Missouri Division of Tourism Website

CATEGORY: Web Site

AGENCY: H&L Partners

Mohonk Mountain House

ENTRY: This Castle is actually A HOTEL | Buzzfeed "Bring Me"

CATEGORY: NEW: Facebook Mobile Video Award

Mote Marine Laboratory and Aquarium

ENTRY: Sea Debris - Online Video

CATEGORY: Video

AGENCY: Paradise Advertising & Marketing

Naples, Marco Island, Everglades CVB

ENTRY: Post Hurricane Recovery Messages

CATEGORY: Social Media/Social Networking

AGENCY: Paradise Advertising & Marketing

Newfoundland and Labrador Tourism

ENTRY: IcebergFinder.com Campaign

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Target

OTO Development

ENTRY: AC Hotel Spartanburg: A New Way to Unwine

CATEGORY: Social Media/Social Networking

OTO Development

ENTRY: Courtyard Charlotte City Center: A Redemption Story

CATEGORY: Mobile Marketing

OTO Development

ENTRY: AC Hotel Spartanburg: Launching a New Way to Hotel in Spartanburg

CATEGORY: NEW: New Opening/Launch

Rhode Island Commerce Corporation

ENTRY: Visit Rhode Island Website

CATEGORY: Web Site

AGENCY: Simpleview

Rosewood Brand

ENTRY: Rosewood Brand

CATEGORY: Social Media Campaign

AGENCY: BCV Social

South Carolina Department of Parks, Recreation and Tourism

ENTRY: South Carolina Culinary Campaign

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: BFG Marketing

Stonewall Resort

ENTRY: Experience Stonewall Resort

CATEGORY: Social Media Campaign

Tarrytown House Estate

ENTRY: Tarrytown House Estate

CATEGORY: Web Site

AGENCY: Milestone Inc.

Terranea Resort

ENTRY: TerraneaLife

CATEGORY: Video

Terranea Resort

ENTRY: TerraneaLife

CATEGORY: Integrated Market Campaign for Consumers (B2C)

Terranea Resort

ENTRY: TerraneaLife

CATEGORY: NEW: Facebook Mobile Video Award

Terranea Resort

ENTRY: Travel Tuesday

CATEGORY: Social Media Campaign

The Aruba Tourism Authority

ENTRY: Authentic Aruba : Local Stories : Mobile

CATEGORY: NEW: Facebook Mobile Video Award

AGENCY: Concept Farm

The Aruba Tourism Authority

ENTRY: Authentic Aruba : Papiamento Lessons

CATEGORY: Social Media/Social Networking

AGENCY: Concept Farm

The Aruba Tourism Authority

ENTRY: Authentic Aruba : Papiamento Lessons

CATEGORY: Web Ad Series

AGENCY: Concept Farm

The Beaches of Fort Myers & Sanibel

ENTRY: Islandology Social Shorts

CATEGORY: NEW: Facebook Mobile Video Award

AGENCY: MMGY Global

Two Roads Hospitality

ENTRY: Joie de Vivre Hotels 2018 Website Relaunch

CATEGORY: Web Site

Utah Office of Tourism, Film & Global Branding

ENTRY: WeChat educational videos for Chinese visitors

CATEGORY: Social Media Campaign

AGENCY: I Know This Spot Chinese Digital Productions

HSMAI ADRIAN AWARDS 2018

Gold

DIGITAL MARKETING

Visit Anaheim

ENTRY: Visit Anaheim Bites into Year Two of a Successful Video Series
CATEGORY: Social Media Campaign

Visit Colorado Springs

ENTRY: Crafts & Drafts Passport Campaign
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Orange142 | Design Rangers

Visit Philadelphia

ENTRY: Retargeting Marketing
CATEGORY: Geo-Targeted Campaign

Visit Philadelphia

ENTRY: VISIT PHILADELPHIA Official Visitor Website - visitphilly.com
CATEGORY: Web Site

Visit Savannah

ENTRY: VisitSavannah.com
CATEGORY: Web Site
AGENCY: Miles Partnership

Visit Seattle

ENTRY: Dear Seattle - Dave Grohl
CATEGORY: Video
AGENCY: PB&

Visit Seattle

ENTRY: Emerald Race
CATEGORY: Web Ad Series
AGENCY: PB&

Visit Ventura

ENTRY: Recovery Campaign
CATEGORY: Geo-Targeted Campaign
AGENCY: Tempest

Visit Greenville SC

ENTRY: Greenville, SC Tourism Website
CATEGORY: Web Site

White Lodging Services

ENTRY: Moxy Chicago Downtown
CATEGORY: NEW: New Opening/Launch

Wyndham Hotels & Resorts

ENTRY: Days Inn at the Oscars
CATEGORY: Social Media/Social Networking
AGENCY: Olson Engage

Congratulations!



ERICA DOYNE
Vice President of Marketing

AMResorts is so proud of you for being named a
HSMAI Top 25 Mind in Sales, Marketing and Revenue Optimization
You have always been a Top Mind to us!



DIGITAL MARKETING

AccorHotels

ENTRY: Destinations Holiday Email

CATEGORY: Email

Amelia Island Convention & Visitors Bureau

ENTRY: Amelia Island, Ever So Slightly...

CATEGORY: Web Ad

AMResorts

ENTRY: Amazing May Campaign

CATEGORY: Integrated Market Campaign for GDS and Travel Agents (B2B)

Analog at Hutton Hotel

ENTRY: Analog at Hutton Hotel

CATEGORY: Social Media Campaign

AGENCY: BCV Social

Benchmark Hotels and Resorts

ENTRY: The Grove Resort and Spa Orlando - Look to Book Remarketing Campaign

CATEGORY: Web Ad

AGENCY: Screen Pilot, LLC

Benchmark Resorts & Hotels

ENTRY: Ames Boston Hotel

CATEGORY: Web Site

AGENCY: Interactive Sites

Benchmark Resorts & Hotels

ENTRY: Chaminade Resort

CATEGORY: Web Site

AGENCY: Interactive Sites

BENCHMARK, A Global Hospitality Company

ENTRY: Mosaic Lifestyle Travel Marketing Campaign

CATEGORY: Integrated Market Campaign for Consumers (B2C)

Best Western Hotels & Resorts

ENTRY: Best Western's 2018 Disney Summer Collaboration

CATEGORY: Loyalty

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's 2018 Disney Summer Collaboration

CATEGORY: Youth

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Really Rewarding Best Western Rewards

CATEGORY: NEW: Facebook Mobile Video Award

AGENCY: 11 Dollar Bill & Ideas Collide

Best Western Hotels & Resorts

ENTRY: Really Rewarding Best Western Rewards

CATEGORY: Social Media Campaign

AGENCY: 11 Dollar Bill & Ideas Collide

Best Western Hotels & Resorts

ENTRY: Hey Nadine's Greek Island Adventures Sponsored by Best Western

CATEGORY: Video

AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Today's Best Western: Hey Nadine Enjoys the Premier Life

CATEGORY: Video

AGENCY: Ideas Collide & Hemsworth

Best Western Hotels & Resorts

ENTRY: Today's Best Western: Social Media Takeover

CATEGORY: Social Media Campaign

AGENCY: Ideas Collide & Hemsworth

Best Western Hotels & Resorts

ENTRY: Today's Best Western: Integrated Campaign

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Ideas Collide & Hemsworth

Best Western Hotels & Resorts

ENTRY: Best Western's 2018 Summer Promotion

CATEGORY: Web Ad Series

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's 2018 Summer Promotion

CATEGORY: Social Media Campaign

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's IBM Watson Campaign

CATEGORY: Virtual Reality/Artificial Intelligence

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western Golf Escape with Tania Tare & Tisha Abrea

CATEGORY: Video

AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Kelsey Nixon's Perfect Carry-On Travel Snacks for Kids by Best Western

CATEGORY: Video

AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Today's BW: Inside the Design Studio with Nick Verreos & Amy Hulbert

CATEGORY: Video

AGENCY: Ideas Collide & Hemsworth

Best Western Hotels & Resorts

ENTRY: Best Western's Amazon Fire 360° Campaign

CATEGORY: Digital Marketing Innovation

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's TripAdvisor 360° Tours Campaign

CATEGORY: NEW: Experiential

AGENCY: Ideas Collide & Initiative

HSMAI ADRIAN AWARDS 2018

Silver

DIGITAL MARKETING

Best Western Hotels & Resorts

ENTRY: Best Western's Go. Get. Rewarded. Game

CATEGORY: Loyalty Program-Member

AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western's 2017 Fall Promotion

CATEGORY: Loyalty Series

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's 2017 Winter Promotion

CATEGORY: Loyalty Series

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's 2018 Spring Promotion

CATEGORY: Loyalty Series

AGENCY: Ideas Collide & Initiative

BHG

ENTRY: Premium Guest

CATEGORY: Loyalty Series

AGENCY: Pmweb

BHG

ENTRY: SOFT INN MACEIÓ an opening case

CATEGORY: NEW: New Opening/Launch

AGENCY: Pmweb

CheapCaribbean.com

ENTRY: Beach Cures

CATEGORY: Video

AGENCY: MMGY Global

Choice Hotels

ENTRY: Treat our Vets | Military Appreciation Promotion

CATEGORY: Web Ad

AGENCY: MMGY

Coast Hotels

ENTRY: There's No Place Like Coast

CATEGORY: Web Site

AGENCY: GCommerce

Courtyard, Fairfield, Four Points & SpringHill Suites

ENTRY: Golden Rule Real Stories

CATEGORY: Multimedia (Video, Flash, Animation) Series

AGENCY: mcgarrybowen

Curio Collection by Hilton

ENTRY: Curio Curiosity Gene

CATEGORY: Web Ad Series

AGENCY: i.d.e.a.

Curio Collection by Hilton

ENTRY: Curio Curiosity Gene

CATEGORY: Social Media/Social Networking

AGENCY: i.d.e.a.

David Lawrence Convention Center

ENTRY: Website Design & Development

CATEGORY: Web Site

AGENCY: Tempest

Destination British Columbia

ENTRY: Destination British Columbia

CATEGORY: Web Site

AGENCY: VERB Interactive

Dollywood's DreamMore Resort and Spa

ENTRY: Paid Search Marketing Generates Millions for Dollywood's DreamMore Resort

CATEGORY: Search Marketing Strategy

AGENCY: GCommerce

Experience Kissimmee

ENTRY: Experience Kissimmee

CATEGORY: Social Media/Social Networking

AGENCY: VERB Interactive

Fannin County Chamber of Commerce

ENTRY: Blue Ridge Mountains Website Design & Development

CATEGORY: Web Site

AGENCY: Tempest

Fontainebleau

ENTRY: Fontainebleau - Abandoned Cart Campaign

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Cendyn

Four Seasons Hotel Milano, Four Seasons Hotel Firenze, Four Seasons Grand-Hotel du Cap Ferrat

ENTRY: En Route to La Dolce Vita

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Acronym

Global Hotel Alliance

ENTRY: DISCOVERY 10 in 10 GIVEAWAY

CATEGORY: Loyalty Program-Member

Globus family of brands

ENTRY: GFOB University

CATEGORY: Digital Marketing Innovation

AGENCY: TravPRO Mobile

Graduate Hotels

ENTRY: Graduate Hotels - Facebook Canvas Advertising Campaign

CATEGORY: Social Media Campaign

AGENCY: Screen Pilot, LLC

Grand Velas Riviera Maya

ENTRY: Grand Velas Riviera Maya - Progressive Web App

CATEGORY: App User Experience

AGENCY: Milestone Inc.

Greater Raleigh Convention and Visitors Bureau

ENTRY: Visit Raleigh Website

CATEGORY: Web Site

AGENCY: Simpleview

DIGITAL MARKETING

Gurney's Resorts

ENTRY: #GoneToGurneys

CATEGORY: Social Media Campaign

AGENCY: J Public Relations

Hampton by Hilton

ENTRY: Hampton by Hilton: Waffle Social Videos

CATEGORY: Social Media Campaign

AGENCY: GSD&M

Highgate Hotels

ENTRY: It's A Date! Seamless Behavioural Hospitality Retargeting.

CATEGORY: Search Marketing Strategy

AGENCY: Travel Tripper

Hilton Head Island

ENTRY: Hilton Head Island — 2017 Open For Business (Post Hurricane Irma)

CATEGORY: Mobile Marketing

AGENCY: Net Conversion

Hilton Head Island — Bluffton Visitor & Convention Bureau

ENTRY: Hilton Head Island

CATEGORY: Social Media/Social Networking

AGENCY: VERB Interactive

Hong Kong Tourism Board

ENTRY: Skyscraper

CATEGORY: Contest/Sweepstakes

Hong Kong Tourism Board

ENTRY: Fast Acting Social

CATEGORY: Social Media/Social Networking

Houston First/Visit Houston

ENTRY: Visit Houston AR Browser - UX

CATEGORY: App User Experience

Houston First/Visit Houston

ENTRY: Visit Houston AR Browser - UX

CATEGORY: NEW: Experiential

Hudson River Valley Greenway | Hudson River Valley National Heritage Area

ENTRY: Hudson Valley Greenway App

CATEGORY: Video

AGENCY: BBG&G Advertising

Hutton Hotel

ENTRY: Hutton Hotel

CATEGORY: Social Media Campaign

AGENCY: BCV Social

Innovation Norway

ENTRY: Before You Go Small...Go Big in Norway

CATEGORY: Integrated Market Campaign for Consumers (B2C)

Jackson Hole Central Reservations

ENTRY: Website User Experience

CATEGORY: Website User Experience

AGENCY: Tempest

JW Marriott

ENTRY: JW Instagram Catalogue

CATEGORY: Digital Marketing Innovation

AGENCY: Nobox

JW Marriott Guanacaste

ENTRY: Growth of JW Marriott Guanacaste's Social Media Channels

CATEGORY: Social Media/Social Networking

AGENCY: Screen Pilot, LLC

Kamgrounds of America, Inc.

ENTRY: Abandonment Website Personalization

CATEGORY: Website User Experience

AGENCY: MMGY

Kentucky Department of Tourism

ENTRY: Kentucky Culinary Campaign

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Miles Partnership

MADE Hotel

ENTRY: MADE Hotel Website

CATEGORY: Web Site

Marriott International

ENTRY: Marriott Hotels & HK7s — Social Media + Networking

CATEGORY: Social Media/Social Networking

Marriott International

ENTRY: Marriott Hotels & HK7s — Facebook Mobile Video

CATEGORY: NEW: Facebook Mobile Video Award

Marriott International

ENTRY: Marriott Hotels & HK7s — Integrated Campaign

CATEGORY: Integrated Market Campaign for Consumers (B2C)

Marriott International

ENTRY: Marriott Hotels & HK7s — Digital Marketing

CATEGORY: Social Media Campaign

Marriott International

ENTRY: StoryBooked

CATEGORY: Multimedia (Video, Flash, Animation) Series

Marriott International

ENTRY: Sheraton Halo Hotel Paid Social Campaign

CATEGORY: NEW: Facebook Mobile Video Award

Marriott International

ENTRY: Marriott Mobile Check-In Incentive Campaign

CATEGORY: Mobile Campaign

Marriott International

ENTRY: Marriott Hotels & HK7s - Mobile Marketing

CATEGORY: Mobile Marketing

HSMIA ADRIAN AWARDS 2018

Silver

DIGITAL MARKETING

Marriott International Asia Pacific Social Media Team

ENTRY: #GoalsForGoals Campaign
CATEGORY: Social Media Campaign

Marriott Intl.

ENTRY: M Live Project: Carpet Dad
CATEGORY: Social Media/Social Networking

Minor Hotels

ENTRY: Anantara Hotels, Resorts & Spas – Venturing into new markets: Sri Lanka strategy
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: eMarketingEye

Missouri Division of Tourism

ENTRY: Missouri Division of Tourism Website User Experience
CATEGORY: Website User Experience
AGENCY: H&L Partners

Missouri Division of Tourism

ENTRY: Spring Social Campaign Missouri Division of Tourism
CATEGORY: Social Media Campaign
AGENCY: H&L Partners

Nassau Paradise Island Promotion Board

ENTRY: Nassau Paradise Island
CATEGORY: Blog
AGENCY: VERB Interactive

Newfoundland and Labrador Tourism

ENTRY: IcebergFinder.com
CATEGORY: Web Site
AGENCY: Target

Plaza Hotels e Resorts

ENTRY: Pet Friendly
CATEGORY: Email
AGENCY: Pmweb

Revere Hotel Boston Common

ENTRY: Revere Hotel Boston Common
CATEGORY: Web Site
AGENCY: Milestone Inc.

sbe Miami

ENTRY: sbe Miami - Geo Optimized Search Targeting
CATEGORY: Search Marketing Strategy
AGENCY: Net Conversion

St. Regis Hotels & Resorts

ENTRY: 2017 St. Regis Snow Polo Championships — Social Media Campaign
CATEGORY: Social Media Campaign
AGENCY: Pandemic Labs

Staypineapple

ENTRY: Where's Dash — Staypineapple Social Media Contest
CATEGORY: Social Media/Social Networking

The Aruba Tourism Authority

ENTRY: Authentic Aruba : Local Stories : Campaign
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Concept Farm

The Aruba Tourism Authority

ENTRY: Aruba : Most Valuable "Playa" Sweeps
CATEGORY: Contest/Sweepstakes
AGENCY: Concept Farm

The Beaches of Fort Myers & Sanibel

ENTRY: Addressable Audience Campaign, Spring 2018
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: MMGY Global

The Beaches of Fort Myers & Sanibel

ENTRY: Niche Wedding Campaign
CATEGORY: Social Media Campaign
AGENCY: MMGY Global

The Brown Hotel

ENTRY: The Brown Hotel Website
CATEGORY: Web Site

The Jamaica Tourist Board

ENTRY: Find Your Vibe
CATEGORY: Website User Experience
AGENCY: Expedia Group Media Solutions

The Resort at Pedregal

ENTRY: 5,792% ROI for The Resort at Pedregal's Summer Campaign
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: HEBS Digital

The Ritz-Carlton Hotel Company, LLC

ENTRY: A weekend with Jean-Michel Cousteau at The Ritz-Carlton, Grand Cayman
CATEGORY: NEW: Experiential
AGENCY: Pandemic Labs

Travel Tripper

ENTRY: The Travel Tripper Hotel E-Commerce Platform
CATEGORY: Digital Marketing Innovation
AGENCY: Travel Tripper

Visit Loudoun — Loudoun Convention & Visitors Association

ENTRY: Loudoun Girlfriend Getaway Campaign
CATEGORY: Geo-Targeted Campaign
AGENCY: TwoSix Digital

Visit Oakland

ENTRY: Visit Oakland Website
CATEGORY: Web Site
AGENCY: Simpleview

Visit Philadelphia

ENTRY: From Viewer To Doer: "Flavors of Philly" Inspiring Travel
CATEGORY: NEW: Facebook Mobile Video Award

DIGITAL MARKETING

Visit Philadelphia

ENTRY: We Got You: Inspiring Black Travelers To Visit Philly

CATEGORY: Multi-Cultural

Visit Reno Tahoe

ENTRY: Visit Reno Tahoe

CATEGORY: Web Site

AGENCY: Noble Studios

Visit Seattle

ENTRY: Dear Seattle

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: PB&

Visit Sebring

ENTRY: VisitSebring.com

CATEGORY: Web Site

AGENCY: evok advertising

Visit St. Pete/Clearwater

ENTRY: Visit St. Pete/Clearwater's Beaches of Orlando Campaign

CATEGORY: Geo-Targeted Campaign

AGENCY: Miles Partnership

Visit GreenvilleSC

ENTRY: VisitGreenvilleSC Digital Series — Matador Sponsored Content

CATEGORY: Web Ad Series

VisitPITTSBURGH

ENTRY: Website Design & Development

CATEGORY: Web Site

AGENCY: Tempest

VisitScotland

ENTRY: VisitScotland Legends Digital Campaign - VisitScotland Business Events

CATEGORY: Digital Marketing Innovation

AGENCY: Development Counsellors International

Westgate Resorts

ENTRY: Flip.to, the advocacy platform, for Experience Cocoa Beach

CATEGORY: Social Media Campaign

AGENCY: Flip.to

White Lodging

ENTRY: Brand Anthem 2.0

CATEGORY: Video

Wyndham Hotels & Resorts

ENTRY: Super 8 Stories from the Road:

Human Hug Project

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Questus

Wyndham Hotels & Resorts

ENTRY: GO+Local

CATEGORY: Social Media Campaign

AGENCY: Questus

Wyndham Hotels & Resorts

ENTRY: Microtel "The Hotel that Just Makes Sense" Virtual Reality (VR) Campaign

CATEGORY: Virtual Reality/Artificial Intelligence

AGENCY: MullenLowe Mediahub and Questus

Wyndham Rewards

ENTRY: Wyndham Rewards Website Transformation

CATEGORY: Web Site

Wyndham Rewards

ENTRY: Member Rate Campaign

CATEGORY: Integrated Market Campaign for Consumers (B2C)

CHDM Program

The CHDM certification is focused toward those who want to maximize online revenue through lead generation, customer engagement and loyalty, online brand awareness and product exposure, as well as those who desire to become more proficient in the myriad key digital areas as the importance of this field is rapidly growing in the hospitality industry. The program is designed for hospitality sales and marketing and revenue management professionals who are interested in expanding their current role; executives seeking to understand digital marketing; and digital marketers looking to understand the hospitality industry. Get more information and download an application at www.hsmaicertifications.org.



HSMAI ADRIAN AWARDS 2018

Bronze

DIGITAL MARKETING

AC Hotels Global Brand Marketing Team

ENTRY: AC Hotels Unpacked

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: FF Creative Community

AccorHotels

ENTRY: Destinations Holiday Email

CATEGORY: Video

AccorHotels

ENTRY: Fairmont Moments

CATEGORY: Integrated Market Campaign for Consumers (B2C)

Arlington Convention and Visitors Service

ENTRY: Stay Arlington Website Design & Development

CATEGORY: Web Site

AGENCY: Tempest

Azamara Club Cruises®

ENTRY: Azamara Club Cruises®

CATEGORY: Social Media Campaign

AGENCY: VERB Interactive

Azamara Club Cruises®

ENTRY: Azamara Club Cruises®

CATEGORY: Web Site

AGENCY: VERB Interactive

Azamara Club Cruises®

ENTRY: Azamara Club Cruises

CATEGORY: Blog

AGENCY: VERB Interactive

Benchmark Hotels and Resorts

ENTRY: Marenas Beach Resort — Geo-Targeted Custom Landing Page

CATEGORY: Geo-Targeted Campaign

AGENCY: Screen Pilot, LLC

Benchmark Resorts & Hotels

ENTRY: Benchmark Wanderlust Website Platform

CATEGORY: Web Site

AGENCY: Interactive Sites

Benchmark Resorts & Hotels

ENTRY: Texas A&M Website

CATEGORY: Web Site

AGENCY: Interactive Sites

Best Western Hotels & Resorts

ENTRY: Best Western's 2018 Disney Summer Collaboration

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Travel Your Passion with Best Western

CATEGORY: Social Media Campaign

AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Parents Deserve Rewards with Cool Mom Picks and Best Western Rewards

CATEGORY: Video

AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Don't Pack the Whole House with Story of this Life and Best Western

CATEGORY: Video

AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Today's BW: Inside the Design Studio with Nick Verreos & Amy Hulbert

CATEGORY: NEW: Facebook Mobile Video Award

AGENCY: Ideas Collide & Hemsworth

Best Western Hotels & Resorts

ENTRY: Best Western's 2018 Spring Promotion

CATEGORY: Web Ad Series

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's 2018 Spring Promotion

CATEGORY: Social Media Campaign

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's YouTube Director Mix Campaign

CATEGORY: Multimedia (Video, Flash, Animation) Series

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's TripAdvisor 360° Tours Campaign

CATEGORY: Virtual Reality/Artificial Intelligence

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's Waze Campaign

CATEGORY: Mobile Marketing

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western Rewards Redemption Experience

CATEGORY: Loyalty

Best Western Hotels & Resorts

ENTRY: Best Western's Destination Landing Pages

CATEGORY: Website User Experience

Best Western Hotels & Resorts

ENTRY: Best Western's "Low Rate Guaranteed" Promotion

CATEGORY: Social Media Campaign

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western's 2017 Winter Promotion

CATEGORY: Web Ad Series

AGENCY: Ideas Collide & Initiative

Bronze

HSMIA ADRIAN AWARDS 2018

DIGITAL MARKETING

Cinnamon Hotels and Resorts

ENTRY: Increasing Brand.com Revenue for Cinnamon Resorts

CATEGORY: Search Marketing Strategy

AGENCY: eMarketingEye

Destination British Columbia

ENTRY: Destination British Columbia

CATEGORY: Website User Experience

AGENCY: VERB Interactive

Destination DC

ENTRY: Website Personalization

CATEGORY: Website User Experience

AGENCY: MMGY Global

Experience Kissimmee

ENTRY: Experience Kissimmee & Doctor Mike

CATEGORY: Video

AGENCY: VERB Interactive

Fontainebleau

ENTRY: Fontainebleau

CATEGORY: Geo-Targeted Campaign

AGENCY: BCV Social

Gansevoort Turks + Caicos

ENTRY: Gansevoort Turks + Caicos Website

CATEGORY: Web Site

AGENCY: Strausberg Group

Hawaii Tourism Authority

ENTRY: Aloha! Gohawaii.com

CATEGORY: Web Site

AGENCY: Miles Partnership

Hilton Head Island—Bluffton Visitor & Convention Bureau

ENTRY: Hilton Head Island

CATEGORY: Social Media Campaign

AGENCY: VERB Interactive

Hotel EPIK

ENTRY: Hotel EPIK Website

CATEGORY: Web Site

Hotel Metropole Brussels

ENTRY: Hotel Metropole Brussels

CATEGORY: Web Site

AGENCY: Sabre Hospitality Solutions

Hotel Nikko San Francisco

ENTRY: Hotel Nikko San Francisco

CATEGORY: Web Site

AGENCY: Milestone Inc.

Langkawi Development Authority (LADA)

ENTRY: Differences Aside

CATEGORY: Multi-Cultural

AGENCY: ISC Innovators Sdn Bhd

Lido House

ENTRY: Lido House

CATEGORY: NEW: New Opening/Launch

AGENCY: BCV Social

Loews Hotels & Co

ENTRY: Loews Hotels & Co's Website Redesign

CATEGORY: Web Site

AGENCY: HEBS Digital

Los Angeles Tourism & Convention Board

ENTRY: L.A. Insider

CATEGORY: Digital Marketing Innovation

AGENCY: TravPRO Mobile

Maine Office of Tourism

ENTRY: VisitMaine.com Website Redesign

CATEGORY: Web Site

AGENCY: BVK

Mandarin Oriental Hotel Group

ENTRY: Mandarin Oriental Website Redesign

CATEGORY: Web Site

AGENCY: Sabre Hospitality Solutions

MARINA BAY SANDS

ENTRY: Hotel Always-On Search Performance Strategy

CATEGORY: Search Marketing Strategy

Marriott International

ENTRY: Marriott Running Rugby Mini Game

CATEGORY: Game

Marriott International

ENTRY: Marriott Hotels & HK7s — Mobile Marketing

CATEGORY: Mobile Campaign

Marriott Irvine Spectrum

ENTRY: Marriott Irvine Spectrum

CATEGORY: Geo-Targeted Campaign

AGENCY: BCV Social

Minor Hotels

ENTRY: Oaks Hotels & Resorts : Reaching New Heights

CATEGORY: Search Marketing Strategy

AGENCY: eMarketingEye

Nanjing Municipal Tourism Commission

ENTRY: Nanjing Tourism Content Creator Program

CATEGORY: Social Media Campaign

AGENCY: PHG Consulting

Napa Valley Wine Train

ENTRY: Napa Valley Wine Train

CATEGORY: Blog

AGENCY: VERB Interactive

Nassau Paradise Island Promotion Board

ENTRY: Nassau Paradise Island Bahamas — 2018 Demand Growth

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Net Conversion

OTO Development

ENTRY: AC Hotel Spartanburg: Plan a Party. Pick a Present.

CATEGORY: Email

HSMIA ADRIAN AWARDS 2018

Bronze

DIGITAL MARKETING

Santa Rosa County Tourist Development Office

ENTRY: Sarcasm Brand Video

CATEGORY: Video

AGENCY: Paradise Advertising & Marketing

Shore Cliff Hotel

ENTRY: 7,014% ROI from a Website Redesign for a California Hotel

CATEGORY: Web Site

AGENCY: HEBS Digital

South Dakota Department of Tourism

ENTRY: State of Great

CATEGORY: Social Media Campaign

AGENCY: MMGY Global

South Seas Island Resort

ENTRY: South Seas Island Resort

CATEGORY: Search Marketing Strategy

AGENCY: TravelClick, Inc.

Terranea Resort

ENTRY: TerraneaLife

CATEGORY: Multimedia (Video, Flash, Animation) Series

Terranea Resort

ENTRY: Terranea Resort / Visit California Quick Bites

CATEGORY: NEW: Facebook Mobile Video Award

The Aruba Tourism Authority

ENTRY: Authentic Aruba : Local Stories

CATEGORY: Social Media Campaign

AGENCY: Concept Farm

The Beaches of Fort Myers & Sanibel

ENTRY: FortMyers-Sanibel.com Website Personalization

CATEGORY: Website User Experience

AGENCY: MMGY Global

The Beaches of Fort Myers & Sanibel

ENTRY: Song and Chance 4 Social Media Contest

CATEGORY: Contest/Sweepstakes

AGENCY: MMGY Global

The Bradenton Area Convention & Visitors Bureau

ENTRY: Craft Your Own Vacation — Digital Campaign

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Aqua Marketing & Communications, Inc.

The Bradenton Area Convention & Visitors Bureau

ENTRY: Craft Your Own Vacation — Tell Others And Win

CATEGORY: Contest/Sweepstakes

AGENCY: Aqua Marketing & Communications, Inc.

The Islands of Tahiti

ENTRY: The Islands of Tahiti

CATEGORY: Web Site

AGENCY: Noble Studios

The Ritz-Carlton Hotel Company, LLC

ENTRY: Concours d'Elegance at The Ritz-Carlton, Amelia Island — Instagram Carousel

CATEGORY: Social Media/Social Networking

AGENCY: Pandemic Labs

Travel Wisconsin

ENTRY: "Find Yourself in a State of Fun" Travel Wisconsin Snackable Video Campaign

CATEGORY: NEW: Facebook Mobile Video Award

AGENCY: Laughlin Constable

Two Roads Hospitality

ENTRY: #DestinationXPacificNorthwestRoad-Trip Video Series

CATEGORY: Multimedia (Video, Flash, Animation) Series

Two Roads Hospitality

ENTRY: Joie de Vivre Hotels' "30 Days of Joie" Campaign

CATEGORY: NEW: Experiential

Visit Anaheim

ENTRY: Visit Anaheim and Tourism Vancouver Share the Love in Cross-Promotion Video Partnership

CATEGORY: Global

Visit Colorado Springs

ENTRY: Destination Driver Campaign

CATEGORY: Search Marketing Strategy

AGENCY: Tempest

Visit Myrtle Beach

ENTRY: Flip.to Destination Cooperative for Visit Myrtle Beach

CATEGORY: Digital Marketing Innovation

AGENCY: Flip.to

Visit Napa Valley

ENTRY: CabCab

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: MeringCarson

VISIT PHILADELPHIA

ENTRY: Behind the Eats: Philadelphia

CATEGORY: Multimedia (Video, Flash, Animation) Series

Visit Salt Lake

ENTRY: Visit Salt Lake Website

CATEGORY: Web Site

AGENCY: Simpleview

Visit South Walton

ENTRY: Endless Summer in South Walton, Florida

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Zehnder Communications

HSMAI ADRIAN AWARDS 2018

Gold ADVERTISING

AccorHotels

ENTRY: Seeker

CATEGORY: LOYALTY PROGRAM —
Consumer Marketing

Amelia Island Convention & Visitors Bureau

ENTRY: Amelia Island, Ever So Slightly...

CATEGORY: PRINT MEDIA - Consumer

Baha Mar

ENTRY: Baha Mar Launch Campaign

CATEGORY: COMPLETE CAMPAIGN (to include Positioning) -Consumer/Group Sales/Travel Trade

AGENCY: Mod Op

Baha Mar

ENTRY: Baha Mar Launch Campaign —
Television

CATEGORY: TELEVISION — Consumer

AGENCY: Mod Op

Bahamas Ministry of Tourism

ENTRY: Bahamas Ministry of Tourism: A 16
Island Marketing Strategy

CATEGORY: Advertising Innovation

Bermuda Tourism Authority

ENTRY: Bermuda's Calling You

CATEGORY: NEW: Experiential

Best Western Hotels & Resorts

ENTRY: Best Western's 2018 Disney Summer
Collaboration

CATEGORY: Youth

AGENCY: Ideas Collide & Initiative

Cayman Island Department of Tourism

ENTRY: Cayman Islands Tourism Website

CATEGORY: REPOSITIONING-Consumer/
Group Sales/Travel Trade

AGENCY: Bright Red

Courtyard by Marriott

ENTRY: Courtyard: Passion Moves Us
Forward Campaign

CATEGORY: COMPLETE CAMPAIGN
(to include Positioning) -Consumer/Group
Sales/Travel Trade

AGENCY: mcgarrybowen

Courtyard by Marriott

ENTRY: Courtyard TV — Proud

CATEGORY: TELEVISION — Consumer

AGENCY: mcgarrybowen

Courtyard, Fairfield, Four Points & SpringHill Suites

ENTRY: Golden Rule Complete Campaign

CATEGORY: COMPLETE CAMPAIGN
(to include Positioning) — Consumer/Group
Sales/Travel Trade

AGENCY: mcgarrybowen

Courtyard, Fairfield, Four Points & SpringHill Suites

ENTRY: Golden Rule TV Series

CATEGORY: TELEVISION — Consumer

AGENCY: mcgarrybowen

Courtyard, Fairfield, Four Points & SpringHill Suites

ENTRY: Golden Rule TV— Anthem

CATEGORY: TELEVISION — Consumer

AGENCY: mcgarrybowen

Explore St. Louis

ENTRY: Sterling K Brown Advertising Series

CATEGORY: TELEVISION — Consumer

Herschend Family Entertainment

ENTRY: Dollywood Great Pumpkin Luminights
Out of Home

CATEGORY: SIGNAGE - Outdoor/Transit

Herschend Family Entertainment

ENTRY: Dollywood Great Pumpkin Luminights
/Harvest Festival

CATEGORY: NEW: New Opening/Launch

Hilton Garden Inn

ENTRY: Hilton Garden Inn: Simply on Another
Level Video

CATEGORY: TELEVISION — Consumer

AGENCY: GSD&M

HMSHost

ENTRY: Channel Your Inner Chef

CATEGORY: NEW: Experiential

InterContinental Hotel Groups

ENTRY: IHG@ B2B — An Exceptional Buying
Experience

CATEGORY: PRINT MEDIA — Travel Trade

Jet Linx Aviation

ENTRY: SOAR Magazine

CATEGORY: DIRECT MAIL — Consumer

Kentucky Department of Tourism

ENTRY: Kentucky Culinary Campaign

CATEGORY: COMPLETE CAMPAIGN
(to include Positioning) -Consumer/Group
Sales/Travel Trade

AGENCY: Miles Partnership

Kentucky Department of Tourism

ENTRY: Kentucky Culinary Campaign

CATEGORY: TELEVISION — Consumer

AGENCY: Miles Partnership

Louisiana Office of Tourism

ENTRY: Louisiana Tourism Rebranding and
Brand Activation

CATEGORY: NEW: New Opening/Launch

AGENCY: Miles Partnership

Maine Office of Tourism

ENTRY: "This is me." TV Series

CATEGORY: TELEVISION — Consumer

AGENCY: BVK

Margaritaville Resort Orlando

ENTRY: Margaritaville Resort Orlando: Print
Ad

CATEGORY: MAGAZINE OR NEWSPAPER
— Travel Trade

AGENCY: Concept Farm

Gold

ADVERTISING

HSMIA ADRIAN AWARDS 2018

Marriott International

ENTRY: Marriott Hotels HK7's feat. Sebastian Chabal

CATEGORY: SPECIAL ADVERTISING SECTION

Marriott International

ENTRY: Marriott Hotels and HK7's Innovation in Advertising

CATEGORY: Advertising Innovation

Micato Safaris

ENTRY: 2018-2019 Micato Safaris Brochure

CATEGORY: BROCHURE — Consumer

Micato Safaris

ENTRY: 2018-2019 Micato Safaris Brochure

CATEGORY: BROCHURE — Travel Trade

Mohegan Gaming and Entertainment

ENTRY: Mohegan Sun Dining TV

CATEGORY: TELEVISION — Consumer

AGENCY: Taxi, Primal

Mote Marine Laboratory and Aquarium

ENTRY: Sea Debris — Print Ads

CATEGORY: PRINT MEDIA — Consumer

AGENCY: Paradise Advertising & Marketing

Nassau Paradise Island Promotion Board

ENTRY: Nassau Paradise Island Promotion Board WTM Tradeshow Experience

CATEGORY: TRADESHOW MARKETING

AGENCY: GoConvergence

Newfoundland and Labrador Tourism

ENTRY: Symphony of Sound Campaign

CATEGORY: COMPLETE CAMPAIGN (to include Positioning) -Consumer/Group Sales/Travel Trade

AGENCY: Target

Newfoundland and Labrador Tourism

ENTRY: Conductor

CATEGORY: TELEVISION — Consumer

AGENCY: Target

Pigeon Forge Department of Tourism

ENTRY: Pigeon Forge (Tennessee), "Home Alone" Television

CATEGORY: TELEVISION — Consumer

AGENCY: bohan

South Dakota Department of Tourism

ENTRY: Open Early, Open Late

CATEGORY: NEW: Geo-Targeted

AGENCY: MMGY Global

Terranea Resort

ENTRY: TerraneaLife Magazine

CATEGORY: Advertising Innovation

The Aruba Tourism Authority

ENTRY: Authentic Aruba : Local Stories: Campaign

CATEGORY: COMPLETE CAMPAIGN (to include Positioning) -Consumer/Group Sales/Travel Trade

AGENCY: Concept Farm

The Beaches of Fort Myers & Sanibel

ENTRY: The Sounds of Islandology Radio Campaign, Spring 2018

CATEGORY: RADIO-Consumer

AGENCY: MMGY Global

The Beaches of Fort Myers & Sanibel

ENTRY: iHeart Media National Seashell Day Campaign

CATEGORY: RADIO — Consumer

AGENCY: MMGY Global

The Bradenton Area Convention & Visitors Bureau

ENTRY: Beaches and Brews — Bradenton Area Brewery Video

CATEGORY: DVD/CD/VIDEO Consumer/Group Sales/Travel Trade

AGENCY: Aqua Marketing & Communications, Inc.

THE MODERN HONOLULU, a Diamond Resort

ENTRY: THE MODERN HONOLULU / LATHER Suite Dreams Promotion

CATEGORY: CONTEST/SWEEPSTAKES-Consumer/GroupSales/TravelTrade

AGENCY: Miles Partnership

VenueND

ENTRY: VenueND Meetings Brochure

CATEGORY: BROCHURE - Group Sales/Meetings

AGENCY: z2

Visit KC

ENTRY: Chicago Speakeasy

CATEGORY: NEW: Experiential

AGENCY: MMGY Global

Visit Seattle

ENTRY: Seattle First Takes: International

CATEGORY: Global

AGENCY: PB&

Visit South Walton

ENTRY: South Walton Brand Print Campaign

CATEGORY: PRINT MEDIA - Consumer

AGENCY: Zehnder Communications

Wyndham Hotels & Resorts

ENTRY: Reconnected, A Wyndham Grand Family Experience

CATEGORY: NEW: Experiential

Wyndham Hotels & Resorts

ENTRY: Hawthorn Suites by Wyndham "Homemade @ Hawthorn"

CATEGORY: NEW: Experiential

AGENCY: Navigant

HSMAI ADRIAN AWARDS 2018

Silver ADVERTISING

50 BOWERY NYC A JOIE DE VIVRE HOTEL

ENTRY: JDV NYC PRIDE CAMPAIGN Park South & 50 Bowery
CATEGORY: LGBT
AGENCY: MakeReady

AccorHotels

ENTRY: Members' Rates
CATEGORY: LOYALTY PROGRAM — Consumer Marketing

AccorHotels

ENTRY: Members' Rates
CATEGORY: LOYALTY PROGRAM — Member Marketing

AccorHotels

ENTRY: Seeker
CATEGORY: COMPLETE CAMPAIGN (to include Positioning) — Consumer/Group Sales/Travel Trade

Amelia Island Convention & Visitors Bureau

ENTRY: Elvis in Germany
CATEGORY: TRADESHOW MARKETING

Baha Mar

ENTRY: Baha Mar Launch Campaign
CATEGORY: NEW: New Opening/Launch
AGENCY: Mod Op

Courtyard, Fairfield, Four Points & SpringHill Suites

ENTRY: Golden Rule Print Series
CATEGORY: PRINT MEDIA — Consumer
AGENCY: mcgarrybowen

Courtyard, Fairfield, Four Points & SpringHill Suites

ENTRY: Golden Rule NYE Times Square Takeover
CATEGORY: SIGNAGE - Outdoor/Transit
AGENCY: mcgarrybowen

Courtyard, Fairfield, Four Points & SpringHill Suites

ENTRY: Golden Rule Print — Courtyard/Firepit Execution
CATEGORY: MAGAZINE OR NEWSPAPER — Consumer
AGENCY: mcgarrybowen

Explore Asheville Convention & Visitors Bureau

ENTRY: Steep Canyon Rangers Co-Branding Partnership
CATEGORY: Signage — Outdoor/Transient

Hendricks Hotel

ENTRY: Hendricks Hotel Branding
CATEGORY: NEW: New Opening/Launch
AGENCY: Tambourine

Herschend Family Entertainment

ENTRY: Dollywood Great Pumpkin Luminights TV
CATEGORY: TELEVISION - Consumer

InterContinental Hotel Groups

ENTRY: IHG® B2B — An Exceptional Buying Experience
CATEGORY: REPOSITIONING — Consumer/Group Sales/Travel Trade

Kentucky Department of Tourism

ENTRY: Kentucky Culinary Campaign
CATEGORY: PRINT MEDIA — Consumer
AGENCY: Miles Partnership

Maine Office of Tourism

ENTRY: "This is me." Declarative Print Campaign
CATEGORY: PRINT MEDIA — Consumer
AGENCY: BVK

Margaritaville Resort Orlando

ENTRY: Margaritaville Resort Orlando: Cottage Sales Brochure
CATEGORY: BROCHURE — Group Sales/Meetings
AGENCY: Concept Farm

Michigan Economic Development Corporation

ENTRY: A Postcard from Michigan
CATEGORY: TELEVISION — Consumer
AGENCY: McCann Detroit

Mohegan Sun

ENTRY: Captivating Manhattan Commuters
CATEGORY: SIGNAGE — Outdoor/Transit
AGENCY: Media Storm, Taxi

Naples, Marco Island, Everglades CVB

ENTRY: Love, Paradise — Outdoor Boards
CATEGORY: Signage — Outdoor/Transient
AGENCY: Paradise Advertising & Marketing

Naples, Marco Island, Everglades CVB

ENTRY: "Dear Meeting Planner" Meetings Video
CATEGORY: DVD/CD/VIDEO Consumer/Group Sales/Travel Trade
AGENCY: Paradise Advertising & Marketing

Nassau Paradise Island Promotion Board

ENTRY: Nassau Paradise Island — 2018 Spot Market TV Targeted Campaigns
CATEGORY: NEW: Geo-Targeted
AGENCY: Net Conversion

Nassau Paradise Island Promotion Board

ENTRY: Nassau Paradise Island Promotion Board Destination Guide
CATEGORY: BROCHURE — Consumer
AGENCY: GoConvergence

Nassau Paradise Island Promotion Board

ENTRY: Nassau Paradise Island Promotion Board "Follow Me" TV Spot
CATEGORY: TELEVISION — Consumer
AGENCY: GoConvergence

Silver

ADVERTISING

HSMAI ADRIAN AWARDS 2018

Newfoundland and Labrador Tourism

ENTRY: Air Canada Content Channel — Find Yourself

CATEGORY: ON PROPERTY/IN FLIGHT — Consumer, Group Sales or Travel Trade

AGENCY: Target

Playa Hotels & Resorts

ENTRY: Sensory Experience with Panama Jack Resorts

CATEGORY: MAGAZINE OR NEWSPAPER — Consumer

AGENCY: NJF, an MMGY Global Company

Santa Rosa County Tourist Development Office

ENTRY: Navarre Beach Visitor Guide

CATEGORY: BROCHURE — Consumer

AGENCY: Paradise Advertising & Marketing

South Dakota Department of Tourism

ENTRY: My Great Place South Dakota Pop-up Mailer

CATEGORY: DIRECT MAIL — Consumer

AGENCY: Lawrence & Schiller

The Aruba Tourism Authority

ENTRY: Authentic Aruba : Local Stories : TV campaign

CATEGORY: TELEVISION — Consumer

AGENCY: Concept Farm

The Aruba Tourism Authority

ENTRY: Aruba: Most Valuable "Playa" Sweeps

CATEGORY: CONTEST/SWEEPSTAKES — Consumer/GroupSales/TravelTrade

AGENCY: Concept Farm

The Bradenton Area Convention & Visitors Bureau

ENTRY: Craft Your Own Vacation — Print Campaign

CATEGORY: PRINT MEDIA — Consumer

AGENCY: Aqua Marketing & Communications, Inc.

The Emerald Coast Convention & Visitors Bureau

ENTRY: The Emerald Coast — "Count On" Television :30

CATEGORY: TELEVISION — Consumer

AGENCY: Aqua Marketing & Communications, Inc.

The San Diego Tourism Authority

ENTRY: Better by the Beach

CATEGORY: REPOSITIONING — Consumer/Group Sales/Travel Trade

AGENCY: Expedia Group Media Solutions

Visit Carmel-by-the-Sea

ENTRY: Carmel-by-the-Sea "Pure Inspiration" :60 TV Commercial

CATEGORY: TELEVISION — Consumer

AGENCY: Burghardt+Dore Advertising

Visit Savannah

ENTRY: This isn't ordinary. This is Savannah. (Print Campaign)

CATEGORY: PRINT MEDIA — Consumer

AGENCY: Paradise Advertising & Marketing

Visit Savannah

ENTRY: This isn't ordinary. This is Savannah. (Full Campaign)

CATEGORY: COMPLETE CAMPAIGN (to include Positioning) — Consumer/Group Sales/Travel Trade

AGENCY: Paradise Advertising & Marketing

Visit Seattle

ENTRY: VISITSEATTLE.TV

CATEGORY: Advertising Innovation

AGENCY: PB&

VisitGreenvilleSC

ENTRY: "yeah, that": The 2018 Official Visitor's Guide to Greenville, SC

CATEGORY: BROCHURE — Consumer

VisitGreenvilleSC

ENTRY: Bassmaster Classic "Happy G" Door Hangers

CATEGORY: ON PROPERTY/IN FLIGHT — Consumer, Group Sales or Travel Trade

White Lodging

ENTRY: Company of Firsts

CATEGORY: DVD/CD/VIDEO Consumer/Group Sales/Travel Trade

Wyndham Hotels & Resorts

ENTRY: Ramada by Wyndham "Say Hello to Red" Campaign

CATEGORY: Global

AGENCY: Little

HSMAI ADRIAN AWARDS 2018

Bronze ADVERTISING

Alaska Airlines

ENTRY: Alaska Airlines Ugly Sweater Activation

CATEGORY: NEW: Experiential

AGENCY: Sparkloft Media

AMResorts

ENTRY: Make A Secret TV Integrations

CATEGORY: TELEVISION-Consumer

Best Western Hotels & Resorts

ENTRY: Experiences by Best Western Rewards

CATEGORY: NEW: New Opening/Launch

AGENCY: Ideas Collide

Hampton by Hilton

ENTRY: Hampton by Hilton: Entrepreneur Ad

CATEGORY: MAGAZINE OR NEWSPAPER — Travel Trade

AGENCY: GSD&M

Hyatt Hotels Corporation

ENTRY: Hyatt B2B Group Campaign — Moment Makers

CATEGORY: GROUP SALES

Mote Marine Laboratory and Aquarium

ENTRY: Teeth Beneath Campaign

CATEGORY: COMPLETE CAMPAIGN (to include Positioning) — Consumer/Group Sales/Travel Trade

AGENCY: Paradise Advertising & Marketing

The Phoenician

ENTRY: The Phoenician Fall/Winter Direct Mail 2017

CATEGORY: DIRECT MAIL — Consumer

AGENCY: Commit Agency

VisitGreenvilleSC

ENTRY: Bassmaster Classic VIP Amenities

CATEGORY: ON PROPERTY/IN FLIGHT — Consumer, Group Sales or Travel Trade



Vice President of Marketing



CONGRATULATIONS, ERICA DOYNE

Named one of
**HSMAI's 2018 TOP 25
EXTRAORDINARY MINDS IN SALES,
MARKETING, AND REVENUE OPTIMIZATION**

We are very proud and excited to celebrate with our long-time client and partner for being recognized by the industry as one of the best and brightest minds.



PR • Marketing • Digital • Creative
rbbcommunications.com • 305.448.7450

HSMAI ADRIAN AWARDS 2018

Gold PUBLIC RELATIONS

21c Museum Hotels

ENTRY: 21c Museum Hotels: Conde Nast Traveler Online

CATEGORY: FEATURE PLACEMENT

ONLINE — Consumer Media

AGENCY: Baltz & Company

Abercrombie & Kent

ENTRY: Abercrombie & Kent Cruises Ahead, Chartering New Territory with Cultural Itineraries

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

AGENCY: Laura Davidson Public Relations

Amelia Island Convention & Visitors Bureau

ENTRY: Pétanque Amelia Island Open

CATEGORY: SPECIAL EVENT

Aqua-Aston Hospitality

ENTRY: Aqua-Aston Hospitality's "Reef Safe" Campaign Turns the Tide Against Coral Bleaching in Hawaii

CATEGORY: Public Relations Innovation

Audley Travel

ENTRY: Audley Travel Featured in Robb Report Muse's Inaugural Issue

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper

AGENCY: TURNER

Barbados Tourism Marketing Inc.

ENTRY: Endless Summer — Travel and Leisure — Barbados Tourism Marketing Inc.

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper

AGENCY: Development Counsellors International

Bermuda Tourism Authority

ENTRY: Bermuda Tourism Authority Dominates Ocean Home June 2017 issue

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper

AGENCY: TURNER

Best Western® Hotels & Resorts

ENTRY: EXCLUSIVE: Best Western Launches New Soft Brand, Targets Upper-Midscale Segment

CATEGORY: FEATURE PLACEMENT ONLINE — Trade Media

AGENCY: Hemsworth Communications

Best Western® Hotels & Resorts

ENTRY: LodgingMagazine.com: Best Western Can't Stop, Won't Stop

CATEGORY: FEATURE PLACEMENT ONLINE — Trade Media

AGENCY: Hemsworth Communications

Best Western® Hotels & Resorts

ENTRY: MSNBC VIDEO: Best Western CEO David Kong Shares Tips for Success

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: Hemsworth Communications

Best Western® Hotels & Resorts

ENTRY: Leisure Travel Summit in Toronto, Canada

CATEGORY: SPECIAL EVENT

AGENCY: Hemsworth Communications

Best Western® Hotels & Resorts

ENTRY: Experiences by Best Western Rewards Media Launch

CATEGORY: SPECIAL EVENT

AGENCY: Hemsworth Communications

Best Western® Hotels & Resorts

ENTRY: Best Western Premier Scores with Robust Breakfast Buffet: Hotel F&B Magazine

CATEGORY: FEATURE PLACEMENT ONLINE — Trade Media

AGENCY: Hemsworth Communications

Beverly Wilshire, A Four Seasons Hotel

ENTRY: Urban Glamping at the Beverly Wilshire, A Four Seasons Hotel

CATEGORY: NEW — Experiential

AGENCY: C&R

Brand USA

ENTRY: Travel Transcends Politics

CATEGORY: PUBLIC AFFAIRS/PSA's

Casa Marina, A Waldorf Astoria Resort

ENTRY: Iconic Key West hotel holds 1st wedding since Hurricane Irma

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: QUINN

Chatham Bars Inn

ENTRY: Chatham Bars Inn Lands on the Cover of The Boston Globe Travel Section

CATEGORY: FEATURE PLACEMENT PRINT Consumer Magazine or Newspaper

AGENCY: MFA, a Finn Partners Company

CheapCaribbean.com

ENTRY: CheapCaribbean's Beach of the Month Club

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

ConranPR

ENTRY: Charlie Chaplin, At Home in Switzerland

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper

AGENCY: ConranPR

Durban Tourism

ENTRY: A Creative Dive into Durban, South Africa

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: PHG Consulting

Finnair

ENTRY: TAKING U.S. BLOGGERS #UPIN THEFINNAIR

CATEGORY: Influencer Marketing

AGENCY: Zapwater Communications, Inc.

Gold

PUBLIC RELATIONS

HSMAI ADRIAN AWARDS 2018

Fort Worth Now

ENTRY: Fort Worth Invested Big in SXSW to Show the World It's Not a Dallas Suburb
CATEGORY: FEATURE PLACEMENT ONLINE
— Trade Media
AGENCY: QUINN

Greater Fort Lauderdale Convention & Visitors Bureau

ENTRY: GFL Pride Place
CATEGORY: LGBT
AGENCY: Finn Partners

Greater Miami Convention and Visitors Bureau

ENTRY: How Miami and the Beaches Saved the OutGames
CATEGORY: FEATURE PLACEMENT ONLINE
— Consumer Media
AGENCY: Current Marketing

Greater Palm Springs Convention & Visitors Bureau

ENTRY: WashingtonPost, "Indian Wells tennis tournament draws fans and top players"
CATEGORY: FEATURE PLACEMENT ONLINE
— Consumer Media
AGENCY: Development Counsellors International

Hakkasan New York

ENTRY: Hakkasan New York — Macartunes
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Nike Communications

Heritage Hotels & Resorts

ENTRY: Ancient Culture Meets Modern Luxury: A New Place (and Reason) to Stay in Albuquerque
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Tucker & Associates, LLC

Herschend Family Entertainment

ENTRY: Dollywood / Dolly Parton Imagination Library 100 Millionth Book
CATEGORY: COMMUNITY SERVICE/SOCIAL RESPONSIBILITY

Hilton

ENTRY: Embassy Suites by Hilton Enlists Steve Harvey to Spotlight Job Training Program for Youth with Disabilities
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: rbb Communications

Hilton Hotels & Resorts

ENTRY: Hilton Passport Project
CATEGORY: MARKETING PROGRAM — Consumer
AGENCY: Edelman

IHG

ENTRY: Staybridge Suites Hotel F&B Cover Story
CATEGORY: FEATURE PLACEMENT PRINT — Trade Publication

IHG

ENTRY: Holiday Inn Summer of Smiles
CATEGORY: MARKETING PROGRAM — Consumer
AGENCY: Weber Shandwick

IHG

ENTRY: Holiday Inn Influencer Program
CATEGORY: Influencer Marketing
AGENCY: Weber Shandwick

IHG® (InterContinental Hotels Group)

ENTRY: Holiday Inn Express® Friday the 13th "Readiest" Escape Plan
CATEGORY: MARKETING PROGRAM — Consumer
AGENCY: Weber Shandwick

IHG® (InterContinental Hotels Group)

ENTRY: Holiday Inn Express® Operation Plentiful Pancakes
CATEGORY: MARKETING PROGRAM — Consumer
AGENCY: Weber Shandwick

ILG

ENTRY: ILG Relief Fund
CATEGORY: EMPLOYEE PROGRAM
AGENCY: Interval International

Intrepid Travel

ENTRY: Breaking Boundaries Through Food
CATEGORY: FEATURE PLACEMENT ONLINE
— Consumer Media
AGENCY: NJF, an MMGY Global Company

Irving Convention & Visitors Bureau

ENTRY: Irving Texas Knows How to Rock
CATEGORY: FEATURE PLACEMENT ONLINE
— Trade Media

iStar

ENTRY: Jewel of the Jersey Shore Gets a Luxe New Shine with Asbury Ocean Club
CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper
AGENCY: NJF, an MMGY Global Company

LUMA Hotel Times Square

ENTRY: Alina at LUMA Hotel Times Square
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: The Brandman Agency

Macao Government Tourism Office

ENTRY: The Experience Macao Food Truck
CATEGORY: NEW — Experiential
AGENCY: Myriad Marketing

Major Food Group

ENTRY: Major Food Group on CBS This Morning
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: NJF, an MMGY Global Company

Marriott Hotels

ENTRY: Marriott Hotels Splash of Brilliance
CATEGORY: Public Relations Innovation

HSMAI ADRIAN AWARDS 2018

Gold PUBLIC RELATIONS

Marriott International

ENTRY: Courtyard Superbowl Sleepover Contest

CATEGORY: SPECIAL EVENT

AGENCY: Catalyst Public Relations

Marriott International

ENTRY: Equally Welcome: Marriott Celebrates LGBTQ Pride

CATEGORY: LGBT

AGENCY: JeffreyGroup

Marriott International

ENTRY: Marriott International Presents: W Hotels' Experience at Coachella

CATEGORY: NEW—Experiential

Marriott International

ENTRY: Marriott International Presents: W Hotels' Experience at Coachella

CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

Marriott International

ENTRY: The Wall Street Journal, What's Your Workout, Executive Profile

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper

Marriott Intl.

ENTRY: M Live Project: Carpet Dad

CATEGORY: Influencer Marketing

Mexico City Tourism Board

ENTRY: Wall Street Journal Juarez Neighborhood Feature

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper

AGENCY: Weber Shandwick

Mexico City Tourism Board

ENTRY: Tasting Table Mexico City Culinary Guide

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: Weber Shandwick

Michigan Economic Development Corporation

ENTRY: Fall and Seek

CATEGORY: Influencer Marketing

AGENCY: Weber Shandwick

Moxy Hotels

ENTRY: Moxy Hotels x Upright Citizens Brigade (UCB) Collaboration

CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

AGENCY: Ballantines PR

Moxy Times Square

ENTRY: Moxy Times Square HOTELS Magazine

CATEGORY: FEATURE PLACEMENT PRINT — Trade Publication

AGENCY: The Brandman Agency

Murphy Arts District

ENTRY: Creating a New Destination: El Dorado, Ark., the Comeback Kid of the South

CATEGORY: NEW OPENING/LAUNCH

AGENCY: NJF, an MMGY Global Company

National Geographic Encounter: Ocean Odyssey

ENTRY: National Geographic Encounter: Ocean Odyssey

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Nicholas & Lence Communications

Nebraska Tourism Commission

ENTRY: National Geographic's "Year of the Bird" - Nebraska Crane Migration

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: TURNER

NTO Serbia

ENTRY: Redefining Belgrade

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper

AGENCY: Zapwater Communications, Inc.

NY Hotel Pennsylvania

ENTRY: NY Hotel Pennsylvania Creates Paw-sitive Experience for Westminster Dogs

CATEGORY: SPECIAL EVENT

AGENCY: LMA Communications Inc.

Playa Hotels & Resorts

ENTRY: Panama Jack in a Box Influencer Campaign

CATEGORY: Influencer Marketing

AGENCY: NJF, an MMGY Global Company

PROMPERÚ

ENTRY: Peruvian Cuisine: Guinea Pig, Alpaca and Kiwicha

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: Percepture

Red Roof

ENTRY: Feature Placement Online — Trade Media - Hotel Management

CATEGORY: FEATURE PLACEMENT ONLINE — Trade Media

AGENCY: Hill+Knowlton Strategies

REI Adventures

ENTRY: Level the Playing Field Around the World: REI Adventures and the Re-Launch of their Global Women's Adventure Program

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

AGENCY: TURNER

Royal Caribbean Cruises Ltd.

ENTRY: Sea Beyond: The New, Next and Never Before in Cruising

CATEGORY: SPECIAL EVENT

AGENCY: Weber Shandwick

Royal Caribbean Cruises Ltd.

ENTRY: Sea Beyond: The New, Next and Never Before in Cruising

CATEGORY: NEW — Experiential

AGENCY: Weber Shandwick

Gold

PUBLIC RELATIONS

HSMIA ADRIAN AWARDS 2018

Royal Caribbean International

ENTRY: A Perfect Night to Introduce a Perfect Day

CATEGORY: SPECIAL EVENT

AGENCY: Weber Shandwick

Shore Hotel

ENTRY: Shore Hotel Signs Up Consumers for Sustainability in 'Sign for the Shore'

CATEGORY: MARKETING PROGRAM — Consumer

AGENCY: Klick Communications

South African Tourism

ENTRY: South African Tourism and Citi Bike Partnership

CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

South Dakota Department of Tourism

ENTRY: South Dakota's First-Ever Women's-Only Motorcycle Rally

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper

AGENCY: MMGY Global

Sullivan Catskills Visitors Association

ENTRY: Sullivan Catskills Comeback

CATEGORY: MARKETING PROGRAM — Consumer

AGENCY: The Door

Terranea Resort

ENTRY: Terranea — KTLA-5 "Money Smart" Segment

CATEGORY: FEATURE PLACEMENT TELEVISION

The Bahamas Ministry of Tourism and Aviation

ENTRY: Under the Influence of The Bahamas

CATEGORY: Influencer Marketing

AGENCY: Weber Shandwick

The Colonial Williamsburg Foundation

ENTRY: Portraying an 18th Century Black Men — A Really Tough Gig

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper

AGENCY: Perception

The Colonial Williamsburg Foundation

ENTRY: Bringing July Fourth to Life / Democracy is Messy

CATEGORY: FEATURE PLACEMENT TELEVISION

AGENCY: Perception

The Godfrey Hotel Chicago

ENTRY: The Godfrey's Winter Wonderland

CATEGORY: SPECIAL EVENT

AGENCY: Wagstaff Worldwide

The Langham, Boston

ENTRY: The Reserve Gin — A Signature Spirit for a Historic Hotel

CATEGORY: NEW OPENING/LAUNCH

The Ministry of Culture and Tourism of Turkey

ENTRY: Turkey: Soft Diplomacy > Hard Challenges

CATEGORY: MARKETING PROGRAM — Consumer

AGENCY: Finn Partners

The Plaza, A Fairmont Managed Hotel

ENTRY: Home Alone 2: 25 Anniversary

CATEGORY: MARKETING PROGRAM — Consumer

Tourism Australia

ENTRY: Australia Food and Wine

CATEGORY: Influencer Marketing

Travel Portland

ENTRY: Travel Portland Celebrates Everything "You Can, In Portland" with New Campaign

CATEGORY: MARKETING PROGRAM — Consumer

AGENCY: Laura Davidson Public Relations

Two Roads Hospitality

ENTRY: Two Roads Hospitality - Hospitality Design Feature (March/April 2018)

CATEGORY: FEATURE PLACEMENT PRINT — Trade Publication

Two Roads Hospitality

ENTRY: Two Roads Hospitality: Hotel News Now

CATEGORY: FEATURE PLACEMENT ONLINE — Trade Media

AGENCY: Baltz & Company

Ventana Big Sur

ENTRY: Ventana Big Sur: Resort Re-Opening Campaign

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Murphy O'Brien Public Relations

Visit Anaheim

ENTRY: NBC's TODAY Show Puts National Spotlight on Local Anaheim Hero

CATEGORY: FEATURE PLACEMENT TELEVISION

Visit Baltimore

ENTRY: Visit Baltimore's Inclusion in New York Times' "52 Places to Go in 2018"

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: Finn Partners

Visit Myrtle Beach

ENTRY: Visit Myrtle Beach and Southern Living: Meet Us in Myrtle

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper

AGENCY: Fahlgren Mortine

HSMAI ADRIAN AWARDS 2018

Gold PUBLIC RELATIONS

Visit Seattle

ENTRY: Seattle Story Award
CATEGORY: SPECIAL EVENT
AGENCY: PB&

Visit Ventura

ENTRY: Rolling Out the Welcome Mat
CATEGORY: SPECIAL EVENT

VisitGreenvilleSC

ENTRY: Yeah, That Yum
CATEGORY: SPECIAL EVENT

VisitLEX

ENTRY: Destination Reaches National Notoriety with 1.7 Billion Impressions; Increases Tourist Spending and Room Revenue
CATEGORY: MARKETING PROGRAM — Consumer
AGENCY: QUINN

Westin Hotels & Resorts

ENTRY: Westin launches Project Rise: ThreadForward, turning hotel bed linens into pajamas for children in need
CATEGORY: Public Relations Innovation
AGENCY: MFA, a Finn Partners Company

Westin Hotels & Resorts

ENTRY: Fast Company Design Innovation Column Features Westin's Project Rise: ThreadForward Initiative
CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media
AGENCY: MFA, a Finn Partners Company

Westin Hotels & Resorts

ENTRY: Westin Hotels & Resorts Celebrates Global Running Day
CATEGORY: SPECIAL EVENT
AGENCY: MFA, a Finn Partners Company

Westin Hotels & Resorts

ENTRY: Westin Hotels & Resorts partners with goop to offer exclusive G. Sport Sessions
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: MFA, a Finn Partners Company

Westin Hotels & Resorts

ENTRY: Westin's Innovative Linen Upcycling Program Featured in Hotel Business
CATEGORY: FEATURE PLACEMENT ONLINE — Trade Media
AGENCY: MFA, a Finn Partners Company

Westin Hotels & Resorts

ENTRY: Westin Launches CSR Program to Upcycle Hotel Bed Linens, Transforming Them into Children's Pajamas
CATEGORY: COMMUNITY SERVICE/SOCIAL RESPONSIBILITY
AGENCY: MFA, a Finn Partners Company

White Lodging

ENTRY: Chicago Tribune Debuts Moxy Chicago Downtown to Fun-Hunters Everywhere
CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper
AGENCY: TURNER

Wisconsin Department of Tourism

ENTRY: Influencers Have Real Fun with Travel Wisconsin
CATEGORY: Influencer Marketing
AGENCY: Laughlin Constable

Wyndham Grand

ENTRY: Wyndham Grand Reconnected
CATEGORY: MARKETING PROGRAM — Consumer
AGENCY: The Door

Wyndham Grand Rio Mar Puerto Rico Golf & Beach Resort

ENTRY: Puerto Rico's comeback
CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media
AGENCY: Laura Davidson PR

Wyndham Hotels & Resorts

ENTRY: Wyndham Grand's Reconnected Family Experience
CATEGORY: Public Relations Innovation

Wyndham Hotels & Resorts

ENTRY: Wyndham Grand Reconnected Family Experience - GMA
CATEGORY: FEATURE PLACEMENT TELEVISION

Your Italy

ENTRY: Italy's Best Foodie Vacation With Discover Your Italy
CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media
AGENCY: D&D PR

Zoëtry Wellness & Spa Resorts

ENTRY: Scandal Helps New Zoëtry Resort Flip the Script
CATEGORY: NEW OPENING/LAUNCH
AGENCY: rbb Communications

HSMAI ADRIAN AWARDS 2018

Silver

PUBLIC RELATIONS

AccorHotels

ENTRY: Seeker

CATEGORY: MARKETING PROGRAM — Consumer

AccorHotels

ENTRY: Seeker

CATEGORY: LOYALTY PROGRAM — CONSUMER

Amelia Island Convention & Visitors Bureau

ENTRY: Dickens Event in London

CATEGORY: MARKETING PROGRAM — Trade

Aparium Hotel Group

ENTRY: Aparium Hotel Group Helps Write Detroit's Next Chapter

CATEGORY: NEW OPENING/LAUNCH
AGENCY: The Door

Atlantis, Paradise Island

ENTRY: From Stagnant to Showstopping: Putting The Cool Back in The Cove

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT
AGENCY: LDPR

Azores Getaways

ENTRY: The Door to Europe's Best Kept Secret is off the Coast of Portugal—And Azores Getaways Has the Key

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT
AGENCY: Laura Davidson Public Relations

Barbados Tourism Marketing Inc.

ENTRY: Barbados — Nexos — Barbados Tourism Marketing Inc.

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper
AGENCY: Development Counsellors International

Barbados Tourism Marketing Inc.

ENTRY: Food & Rum Campaign — Barbados Tourism Marketing Inc.

CATEGORY: SPECIAL EVENT

AGENCY: Development Counsellors International

Best Western Hotels & Resorts

ENTRY: Travel Your Passion with Best Western

CATEGORY: Influencer Marketing

AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western for a Better World Contributes \$1M to Charitable Initiatives

CATEGORY: COMMUNITY SERVICE/SOCIAL RESPONSIBILITY

AGENCY: Hemsworth Communications

Best Western® Hotels & Resorts

ENTRY: Best Western Leisure Travel Summit Highlights Industry's Top Trends

CATEGORY: FEATURE PLACEMENT ONLINE - Trade Media

AGENCY: Hemsworth Communications

Best Western® Hotels & Resorts

ENTRY: USA Today.com: Best Western Creates New Hotel Brand

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: Hemsworth Communications

Best Western® Hotels & Resorts

ENTRY: Vibrant Reveal, Vib Springfield, MO

CATEGORY: SPECIAL EVENT

AGENCY: Hemsworth Communications

Best Western® Hotels & Resorts

ENTRY: Leisure Travel Summit in New York

CATEGORY: SPECIAL EVENT

AGENCY: Hemsworth Communications

Conrad Maldives Rangali Island

ENTRY: Launch of THE MURAKA at Conrad Maldives Rangali Island

CATEGORY: NEW OPENING/LAUNCH

AGENCY: The Brandman Agency

Conrad New York

ENTRY: Conrad New York Propose Like A Prince

CATEGORY: MARKETING PROGRAM — Consumer

AGENCY: Magrino

Contiki

ENTRY: STAMP THIS: CONTIKI PAYS FOR PASSPORTS

CATEGORY: MARKETING PROGRAM — Consumer

AGENCY: The Decker/Royal Agency

Destination Quebec

ENTRY: Québec Original

CATEGORY: MARKETING PROGRAM — Consumer

AGENCY: DQMPR

Diamond Public Relations

ENTRY: Hotels Celebrate International Women's Day

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper

AGENCY: Diamond Public Relations

Discover the Palm Beaches

ENTRY: 5 Reasons To Visit The Palm Beaches This Summer — Forbes — Discover The Palm Beaches

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: Development Counsellors International

DNSW

ENTRY: An International Sensation: Vivid Sydney Shines During 10th Anniversary Year

CATEGORY: MARKETING PROGRAM — Consumer

AGENCY: LDPR

PUBLIC RELATIONS

El Salvador Tourism

ENTRY: Should El Salvador be on your travel bucket list?

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: PHG Consulting

Experience Kissimmee

ENTRY: Experience Kissimmee & Doctor Mike

CATEGORY: Influencer Marketing

AGENCY: VERB Interactive

Experience Kissimmee

ENTRY: Experience Kissimmee & U.S. Travel Association

CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

AGENCY: VERB Interactive

Fairmont Kea Lani

ENTRY: 2018 Influencer Wellness Campaign

CATEGORY: Influencer Marketing

Greater Palm Springs Convention & Visitors Bureau

ENTRY: Economic Impact Report — Tourism Rally 2017

CATEGORY: PUBLIC AFFAIRS/PSA's

AGENCY: Development Counsellors International

Greater Palm Springs Convention & Visitors Bureau

ENTRY: BBC.com, "The World's Ultimate Milkshake"

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: Development Counsellors International

Greater Palm Springs Convention & Visitors Bureau

ENTRY: SF Chronicle, "Suite Spot: Swingin' at the Riviera Palm Springs"

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: Development Counsellors International

Guadalajara Tourism

ENTRY: Guadalajara's Contemporary Artisan Experience

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: PHG Consulting

Hilton

ENTRY: Hilton Declares Affordable Suites for All

CATEGORY: Influencer Marketing

AGENCY: rbb Communications

Holiday Inn

ENTRY: Holiday Inn Chocolate Milk Happy Hour Experiential Campaign

CATEGORY: NEW — Experiential

AGENCY: Weber Shandwick

Hong Kong Tourism Board

ENTRY: Sea Gals

CATEGORY: SPECIAL EVENT

Hong Kong Tourism Board

ENTRY: Regional Media Fam

CATEGORY: MARKETING PROGRAM — Consumer

Hotel Figueroa

ENTRY: Hotel Figueroa: 2018 Revamp

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Murphy O'Brien Public Relations

IHG

ENTRY: Staybridge Suites: Dining In with Carla Hall Program

CATEGORY: MARKETING PROGRAM — Consumer

IHG

ENTRY: IHG Rewards Club Launches Grubhub and OpenTable

CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

Irving Convention & Visitors Bureau

ENTRY: Day Trips: Ruth Paine House Museum Irving

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

iStar

ENTRY: Beloved Local Music Venue and Bowling Alley Rocks Again

CATEGORY: NEW OPENING/LAUNCH

AGENCY: NJF, an MMGY Global Company

LondonHouse Chicago

ENTRY: Keeping Families Close with Ronald McDonald House on NBC

CATEGORY: FEATURE PLACEMENT TELEVISION

AGENCY: Wagstaff Worldwide

Los Cabos Tourism Board

ENTRY: 13-Page Hemispheres Magazine Cover Story

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper

AGENCY: NJF, an MMGY Global Company

Mahogany Bay Resort & Beach Club

ENTRY: Beth Clifford Brings Opportunity To Belize

CATEGORY: FEATURE PLACEMENT PRINT — Trade Publication

AGENCY: D&D PR

Margaritaville Hollywood Beach Resort

ENTRY: Islands.com — 7 Reasons to Stay at Margaritaville Hollywood Beach Resort

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

Margaritaville Resort Orlando

ENTRY: Margaritaville Resort Orlando's Vacation Cottage Party

CATEGORY: SPECIAL EVENT

HSMAI ADRIAN AWARDS 2018

Silver

PUBLIC RELATIONS

Marriott International

ENTRY: Slam Dunk from Marriott International and NCAA

CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

AGENCY: J Public Relations

Marriott International

ENTRY: Route 66 Journey Across America

CATEGORY: Influencer Marketing

Mexico Grand Hotels

ENTRY: Room Request! Hacienda Encantada

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: CIIC

Namu Travel

ENTRY: Boosting SEO One Organic Link at a Time for Namu Travel Brands

CATEGORY: Public Relations Innovation

AGENCY: JFC PR

Nassau Paradise Island Promotion Board

ENTRY: Nassau Paradise Island & Chubbies

CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

AGENCY: VERB Interactive

Ocean House Management Collection

ENTRY: "Mass Appeal" for Boston's Affluent Travelers: Driving Business to Ocean House Management Collection resorts

CATEGORY: MARKETING PROGRAM — Consumer

AGENCY: Laura Davidson Public Relations

Orion Span

ENTRY: RobbReport.com — Orion Span Announces World's First-Ever Luxury Space Hotel

CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media

AGENCY: Hemsworth Communications

OTO Development

ENTRY: AC Hotel Spartanburg: Arts and Culture Series

CATEGORY: NEW — Experiential

Pigeon Forge Department of Tourism

ENTRY: Pigeon Forge (Tennessee) Post Wildfire PSA

CATEGORY: PUBLIC AFFAIRS/PSA's

AGENCY: bohan

Preferred Hotels & Resorts

ENTRY: Hotel Management Feature: Lindsey Ueberroth Takes Preferred to New Heights

CATEGORY: FEATURE PLACEMENT PRINT — Trade Publication

Princess Cruises

ENTRY: Come Back New Alaskan Influencer Campaign

CATEGORY: Influencer Marketing

AGENCY: NJF, an MMGY Global Company

Puntacana Resort & Club

ENTRY: Tortuga Bay at Puntacana Resort & Club Renovation

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

AGENCY: HL Group

Rosewood Hotels & Resorts

ENTRY: Rosewood Mayakoba: SELF Online

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: Baltz & Company

South Carolina Department of Parks, Recreation and Tourism

ENTRY: South Carolina Chef Ambassadors

CATEGORY: Public Relations Innovation

AGENCY: BFG Marketing

SuperClubs Breezes Bahamas

ENTRY: Breezes Bahamas/Crunch Fitness Collaborate for First-Ever Wellness Week

CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

AGENCY: NJF, an MMGY Global Company

Suzhou Tourism

ENTRY: Promoting Suzhou to the U.S. travel trade

CATEGORY: FEATURE PLACEMENT PRINT — Trade Publication

AGENCY: PHG Consulting

Terranea Resort

ENTRY: Terranea - KTLA-5 "Money Smart" Segment and Giveaway

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

Terranea Resort

ENTRY: Ambassador Program

CATEGORY: Influencer Marketing

The Beaches of Fort Myers & Sanibel

ENTRY: Following the Fictional Footsteps of Doc Ford on Two Islands in Old Florida

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper

AGENCY: MMGY Global

The Bradenton Area Convention & Visitors Bureau

ENTRY: Dallas Pop Up Event

CATEGORY: SPECIAL EVENT

AGENCY: Aqua Marketing & Communications, Inc.

The Drake, a Hilton Hotel

ENTRY: The Drake, a Hilton Hotel — Royal Wedding Coverage

CATEGORY: SPECIAL EVENT

AGENCY: The Brandman Agency

PUBLIC RELATIONS

The Modern Honolulu

ENTRY: The Modern Honolulu Goes Strawless
CATEGORY: COMMUNITY SERVICE/SOCIAL RESPONSIBILITY
AGENCY: Klick Communications

The Private Suite

ENTRY: Influencers Give A Peek Into The Private Suite
CATEGORY: Influencer Marketing
AGENCY: J Public Relations

The Shore Club Turks & Caicos

ENTRY: Redefining Travel to Turks: The Shore Club Opens on Long Bay Beach
CATEGORY: NEW OPENING/LAUNCH
AGENCY: J Public Relations

Tourism Northern Territory

ENTRY: Fly Free to the Outback
CATEGORY: MARKETING PROGRAM — Consumer
AGENCY: Myriad, an MMGY Global Company

Travel Wisconsin

ENTRY: Travel Wisconsin Unveils Selfie Stands
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Laughlin Constable

Two Roads Hospitality

ENTRY: Destination Hotels and BabyQuip Deliver on Family Travel Needs
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

U by Uniworld

ENTRY: LAUNCHING U BY UNIWORLD: A RIVER CRUISE FOR A NEW GENERATION OF TRAVELERS
CATEGORY: NEW OPENING/LAUNCH
AGENCY: The Decker/Royal Agency

Uber

ENTRY: Travel & Transportation Industry Gathering
CATEGORY: SPECIAL EVENT
AGENCY: MMGY Global

Visit California

ENTRY: The Grateful Table — Visit California
CATEGORY: CRISIS COMMUNICATION/RECOVERY COMMUNICATION
AGENCY: Development Counsellors International

Visit Huntington Beach

ENTRY: amNY, "Escape from New York: Huntington Beach"
CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper
AGENCY: Development Counsellors International

Visit Jackson

ENTRY: Jackson's Influencers with Soul Campaign
CATEGORY: Influencer Marketing
AGENCY: Development Counsellors International

VISIT PHILADELPHIA

ENTRY: VISIT PHILADELPHIA Online Media Center
CATEGORY: MEDIA CENTER — Online Press Room

Visit South Walton

ENTRY: Fathom Features South Walton as the Hamptons of South
CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media
AGENCY: TURNER

Visit Tampa Bay

ENTRY: Unlock Tampa Bay Visitors Center & Monument
CATEGORY: NEW — Experiential

VisitGreenvilleSC

ENTRY: Yeah, That Yum Event Invitation Mailer
CATEGORY: Public Relations Innovation

W Fort Lauderdale

ENTRY: W Fort Lauderdale — The Bachelor Viewing Party
CATEGORY: SPECIAL EVENT
AGENCY: Diamond Public Relations

WI Department of Tourism

ENTRY: Travel Wisconsin's St. Louis Press Kit
CATEGORY: PRESS KIT
AGENCY: Laughlin Constable

Windstar Cruises

ENTRY: Locks of Coverage
CATEGORY: SPECIAL EVENT
AGENCY: Perception

Xanterra Travel Collection/ The Oasis at Death Valley

ENTRY: The Superbloom of The Oasis at Death Valley
CATEGORY: MARKETING PROGRAM — Consumer
AGENCY: Perception

Bronze

HSMAI ADRIAN AWARDS 2018

PUBLIC RELATIONS

21 Royal

ENTRY: A Royal Debut: 21 Royal at Disneyland Resort — Robb Report Exclusive
CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media
AGENCY: J Public Relations

Adare Manor

ENTRY: An Experience Beyond Everything
CATEGORY: NEW OPENING/LAUNCH
AGENCY: J Public Relations

American Writers Museum

ENTRY: American Writers Museum
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Heron Agency

Bahamas Ministry of Tourism and Aviation

ENTRY: Making Tourism Better in The Bahamas
CATEGORY: MARKETING PROGRAM — Consumer
AGENCY: Weber Shandwick

Barbados Tourism Marketing Inc.

ENTRY: Crop Over Campaign — Barbados Tourism Marketing Inc.
CATEGORY: SPECIAL EVENT
AGENCY: Development Counsellors International

Benchmark, A Global Hospitality Company

ENTRY: Top 10 Meeting Trends for 2018 Help Grow Revenues & Portfolio
CATEGORY: MARKETING PROGRAM — Trade
AGENCY: Ken Ellens Communications

Best Western Hotels & Resorts

ENTRY: Parents Deserve Rewards with Cool Mom Picks and Best Western Rewards
CATEGORY: Influencer Marketing
AGENCY: Ideas Collide

Best Western® Hotels & Resorts

ENTRY: Travel Pulse “Behind the Brands” Series
CATEGORY: FEATURE PLACEMENT ONLINE — Trade Media
AGENCY: Hemsworth Communications

Best Western® Hotels & Resorts

ENTRY: Going “Behind the Brands” with Today’s Best Western
CATEGORY: MARKETING PROGRAM — Trade
AGENCY: Hemsworth Communications

Best Western® Hotels & Resorts

ENTRY: Hotel Management Greg Adams Feature
CATEGORY: FEATURE PLACEMENT PRINT — Trade Publication
AGENCY: Hemsworth Communications

Best Western® Hotels & Resorts

ENTRY: Fast Pass to Gold
CATEGORY: LOYALTY PROGRAM-MEMBER
AGENCY: Hemsworth Communications

Curtain Bluff Resort

ENTRY: A Classy Refresh for a Classic Caribbean Gem
CATEGORY: RE-LAUNCH OF EXISTING PRODUCT
AGENCY: Laura Davidson Public Relations

Destination Quebec

ENTRY: Montreal 375 Anniversary
CATEGORY: MARKETING PROGRAM — Consumer
AGENCY: DQMPR

Discover Dominica Authority

ENTRY: Dominica Crisis Communication and Recovery Campaign Post-Hurricane Maria
CATEGORY: CRISIS COMMUNICATION/RECOVERY COMMUNICATION
AGENCY: Myriad, an MMGY Global Company

Discover Long Island

ENTRY: Long Island’s 150th Celebration of the Belmont Stakes
CATEGORY: SPECIAL EVENT

Discover the Palm Beaches

ENTRY: Heaven Itself — BOLD magazine — Discover The Palm Beaches
CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media
AGENCY: Development Counsellors International

Eastwind Hotel & Bar

ENTRY: Eastwind Hotel & Bar Opening
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Lion & Lamb Communications

Grand Geneva Resort & Spa

ENTRY: Teeing-up Golf in Lake Geneva, Wisconsin
CATEGORY: MARKETING PROGRAM — Consumer
AGENCY: Percepture

Greater Fort Lauderdale Convention & Visitors Bureau

ENTRY: “The Bachelor” Gives a Rose to Greater Fort Lauderdale
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: Finn Partners

Harbor View Hotel

ENTRY: A New Perspective of Martha’s Vineyard
CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media
AGENCY: Mower

Hutton Hotel

ENTRY: Nashville’s First Boutique Hotel Debuts A New Epicenter For Creativity, Hutton Hotel
CATEGORY: RE-LAUNCH OF EXISTING PRODUCT
AGENCY: Lion & Lamb Communications

HSMAI ADRIAN AWARDS 2018

Bronze PUBLIC RELATIONS

IHG

ENTRY: Crowne Plaza Internal and Owner Communications

CATEGORY: EMPLOYEE PROGRAM

Irving Convention & Visitors Bureau

ENTRY: The Four Seasons Resort at Las Colinas — Tried, Tested & Recommended

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

Las Alcobas

ENTRY: Stepping Out in Style: Napa's Chic New Hotel Turns Heads

CATEGORY: NEW OPENING/LAUNCH
AGENCY: Laura Davidson PR

Mahogany Bay Resort & Beach Club

ENTRY: Luxury Launch in Belize — Mahogany Bay Resort & Beach Club

CATEGORY: NEW OPENING/LAUNCH
AGENCY: D&D PR

Marriott International

ENTRY: Golden Rule

CATEGORY: COMMUNITY SERVICE/SOCIAL RESPONSIBILITY

AGENCY: Catalyst Public Relations

Marriott International

ENTRY: Marriott International Loyalty Program Unification

CATEGORY: LOYALTY PROGRAM-MEMBER

AGENCY: Grey NY

Park Hyatt St. Kitts

ENTRY: Amongst Sun, Sea + Stormy Waters...Park Hyatt Triumphs in St. Kitts

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Laura Davidson Public Relations

Pocono Mountains Visitors Bureau

ENTRY: Pick Up the Poconos PR Campaign

CATEGORY: PUBLIC AFFAIRS/PSA's

Remai Modern

ENTRY: New Museum Meets Full-Year Visitation Goal in Just Six Months; Debuts With 361 Million+ Impressions

CATEGORY: NEW OPENING/LAUNCH

AGENCY: QUINN

Rosewood Hotels & Resorts

ENTRY: Rosewood Mayakoba: Robb Report Online

CATEGORY: FEATURE PLACEMENT ONLINE — Consumer Media

AGENCY: Baltz & Company

South African Tourism

ENTRY: #WowSouthAfrica Influencer Campaign

CATEGORY: Influencer Marketing

AGENCY: Sparkloft Media

The Cosmopolitan of Las Vegas

ENTRY: The Cosmopolitan of Las Vegas Press Trip — Access Excess

CATEGORY: NEW — Experiential

AGENCY: Magrino

Two Roads Hospitality

ENTRY: Two Roads Hospitality: Hotel News Now

CATEGORY: FEATURE PLACEMENT ONLINE — Trade Media

AGENCY: Baltz & Company

Uganda Tourism Board

ENTRY: The Big Five and More in Uganda

CATEGORY: FEATURE PLACEMENT PRINT — Consumer Magazine or Newspaper

AGENCY: PHG Consulting

Visit Panama City Beach

ENTRY: Preschoolers In Paradise — Visit Panama City Beach

CATEGORY: Influencer Marketing

Gold

H SMAI ADRIAN AWARDS 2018

INTEGRATED MARKETING

AccorHotels

ENTRY: Fairmont Moments

CATEGORY: Integrated Marketing Campaign

AccorHotels

ENTRY: Seeker

CATEGORY: Integrated Marketing Campaign

Deadwood Chamber of Commerce & Visitors Bureau

ENTRY: No Rules. No Regrets. Campaign

CATEGORY: Integrated Marketing Campaign

AGENCY: Lawrence & Schiller

Discover Long Island & Long Island MacArthur Airport

ENTRY: "Short Flight, Long Island"

CATEGORY: Integrated Marketing Campaign

Explore Asheville

ENTRY: AMP: The Asheville Music Project

CATEGORY: Integrated Marketing Campaign

Explore St. Louis

ENTRY: Sterling K Brown Integrated Marketing

CATEGORY: Integrated Marketing Campaign

Grand Hyatt New York

ENTRY: A World of Understanding: Pride Month Activation

CATEGORY: Integrated Marketing Campaign

Herschend Family Entertainment

ENTRY: Dollywood Great Pumpkin Luminights Campaign

CATEGORY: Integrated Marketing Campaign

IHG

ENTRY: Holiday Inn 2017 Influencer Program

CATEGORY: Integrated Marketing Campaign

AGENCY: Weber Shandwick

InterContinental Hotel Groups

ENTRY: IHG® B2B — An Exceptional Buying Experience

CATEGORY: Integrated Marketing Campaign

Marriott

ENTRY: Marriott: Official Hotel Partner of the Toronto Maple Leafs

CATEGORY: Integrated Marketing Campaign

South Dakota Department of Tourism

ENTRY: South Dakota My Great Place Campaign

CATEGORY: Integrated Marketing Campaign

AGENCY: Lawrence & Schiller

South Dakota Department of Tourism

ENTRY: Monumental Celebration

CATEGORY: Integrated Marketing Campaign

AGENCY: MMGY Global

The Cayman Islands Department of Tourism

ENTRY: Cayman Vows

CATEGORY: Integrated Marketing Campaign

AGENCY: Engaging Concepts + Cloud Nine Omnimedia

The National WWII Museum

ENTRY: The National WWII Museum: Arsenal of Democracy

CATEGORY: Integrated Marketing Campaign

AGENCY: Peter Mayer

Tourism Australia

ENTRY: Dundee Tourism Campaign

CATEGORY: Integrated Marketing Campaign

Travel Wisconsin

ENTRY: Travel Wisconsin- See the Fall Leaves Before the Leaves Fall

CATEGORY: Integrated Marketing Campaign

AGENCY: Laughlin Constable

Utah Office of Tourism, Film & Global Branding

ENTRY: More Mountain Time

CATEGORY: Integrated Marketing Campaign

AGENCY: Struck

Utah Office of Tourism, Film & Global Branding

ENTRY: A Taste of Salt

CATEGORY: Integrated Marketing Campaign

AGENCY: Local Studios/Turner PR

Vienna Tourist Board

ENTRY: #ToArtsFreedom

CATEGORY: Integrated Marketing Campaign

Visit North Carolina

ENTRY: Firsts That Last

CATEGORY: Integrated Marketing Campaign

AGENCY: Luquire George Andrews

Visit Orlando

ENTRY: Orlando's BIG Thank You

CATEGORY: Integrated Marketing Campaign

White Lodging Services

ENTRY: Moxy Chicago Downtown Grand Opening

CATEGORY: Integrated Marketing Campaign

White Lodging Services

ENTRY: Marriott IndyPlace

CATEGORY: Integrated Marketing Campaign

Wyndham Hotels & Resorts

ENTRY: Ramada by Wyndham "Say Hello to Red" Campaign

CATEGORY: Integrated Marketing Campaign

AGENCY: Little

HSMAI ADRIAN AWARDS 2018

Silver

INTEGRATED MARKETING

AccorHotels

ENTRY: Stay Longer and Save

CATEGORY: Integrated Marketing Campaign

Baha Mar

ENTRY: Baha Mar Launch Campaign

CATEGORY: Integrated Marketing Campaign

AGENCY: Mod Op

Brand USA

ENTRY: Travel USA Dedicated Multi-Channel UK Program, Winter 2017-2018

CATEGORY: Integrated Marketing Campaign

AGENCY: Miles

Brand USA

ENTRY: America's Musical Journey Campaign

CATEGORY: Integrated Marketing Campaign

Destination Niagara USA

ENTRY: Re-positioning an Iconic Brand

CATEGORY: Integrated Marketing Campaign

FXVA

ENTRY: Visit Fairfax Brewery Campaign

CATEGORY: Integrated Marketing Campaign

AGENCY: WHITE64

Maine Office of Tourism

ENTRY: "This is me." Marketing Campaign

CATEGORY: Integrated Marketing Campaign

AGENCY: BVK

New England Aquarium

ENTRY: Life According to Fur Seals 2018 Campaign

CATEGORY: Integrated Marketing Campaign

AGENCY: Connelly Partners

Terranea Resort

ENTRY: TerraneaLife

CATEGORY: Integrated Marketing Campaign

The Aruba Tourism Authority

ENTRY: Authentic Aruba: Integrated Campaign

CATEGORY: Integrated Marketing Campaign

AGENCY: Concept Farm

Tourism Fiji

ENTRY: Happiness Lands in San Francisco

CATEGORY: Integrated Marketing Campaign

AGENCY: 9thWonder

U by Uniworld

ENTRY: 'U GETS THE ROSE':
LEVERAGING THE BACHELOR TO
LAUNCH U BY UNIWORLD

CATEGORY: Integrated Marketing Campaign

AGENCY: The Decker/Royal Agency

Visit Buffalo Niagara

ENTRY: Meet the Unexpected Buffalo

CATEGORY: Integrated Marketing Campaign

Woodloch Resort

ENTRY: Together is a great place to be!

CATEGORY: Integrated Marketing Campaign

ABOUT HSMAI

The Hospitality Sales and Marketing Association International (HSMAI) is

committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue.



Bronze

HSMAI ADRIAN AWARDS 2018

INTEGRATED MARKETING

Arlington Convention & Visitors Bureau

ENTRY: Welcome to Arlington, a World of Wonderful

CATEGORY: Integrated Marketing Campaign

AGENCY: Peter Mayer

Bloomington, MN CVB

ENTRY: NFL Super Bowl Bold North Cold Cash Sweepstakes

CATEGORY: Integrated Marketing Campaign

CIE Tours International

ENTRY: Supporting The Quest for Knowledge: CIE Tours Celebrates Educators

CATEGORY: Integrated Marketing Campaign

AGENCY: Mower

Hawks Cay Resort

ENTRY: Hawks Cay Resort Stars & Stripes Dream Wedding Getaway Contest

CATEGORY: Integrated Marketing Campaign

AGENCY: Cheryl Andrews Marketing Communications

Hilton Garden Inn

ENTRY: Hilton Garden Inn: Simply on Another Level

CATEGORY: Integrated Marketing Campaign

AGENCY: GSD&M

Hong Kong Tourism Board

ENTRY: Segmenting Consortia

CATEGORY: Integrated Marketing Campaign

Jamaica Tourist Board

ENTRY: Join Me in Jamaica

CATEGORY: Integrated Marketing Campaign

AGENCY: Finn Partners

Marriott International

ENTRY: Marriott Mobile Apps Marketing

CATEGORY: Integrated Marketing Campaign

Marriott International

ENTRY: SPG Mobile Check-In Incentive Campaign

CATEGORY: Integrated Marketing Campaign

OTO Development

ENTRY: Courtyard Charlotte City Center: Stuff Your Turkey, NOT Your House!

CATEGORY: Integrated Marketing Campaign

The Publicity Lab for Live Nation Las Vegas

ENTRY: "Gwen Stefani — Just a Girl" Residency Announcement

CATEGORY: Integrated Marketing Campaign

Travel Manitoba

ENTRY: Manitoba, Canada's Heart...Beats

CATEGORY: Integrated Marketing Campaign

Visit Lake County, Illinois Convention and Visitor's Bureau

ENTRY: Visit Lake County Integrated Campaign

CATEGORY: Integrated Marketing Campaign

AGENCY: Davis Harrison Dion