

ADRIAN AWARDS 2.0¹⁹

HONORING EXCELLENCE IN TRAVEL MARKETING
ADVERTISING | PUBLIC RELATIONS | DIGITAL MARKETING

DINNER RECEPTION AND GALA
NEW YORK MARRIOTT MARQUIS | JANUARY 21, 2020



THE FUTURE IS
UPON US

CELEBRATING THE 63RD HSMAI ADRIAN AWARDS

Accor

ENTRY: Fairmont's Canine Ambassadors
CATEGORY: Multimedia (podcasts, video,)

Accor

ENTRY: Elite Experiences
CATEGORY: Loyalty Program-Consumer

Accor

ENTRY: MGallery Activation
CATEGORY: Social Media/Social Networking

Accor

ENTRY: 31 Thank You
CATEGORY: Loyalty Program-Consumer

Accor

ENTRY: 31 Thank You
CATEGORY: Contest/Sweepstakes

Accor

ENTRY: America's First Concierge
CATEGORY: Multimedia (podcasts, video,)

Accor

ENTRY: Stay Longer Experience More
CATEGORY: Integrated Market Campaign for Consumers (B2C)

Amelia Island CVB

ENTRY: Amelia Island Augmented Reality Mobile App
CATEGORY: Digital Marketing Innovation
AGENCY: Miles Partnership

American Express Travel

ENTRY: American Express Travel: Hello World - Global Hotel Sale
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Baber Smith

AMResorts

ENTRY: "Hot, Hot, Hot" campaign
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Cendyn

Arkansas Tourism

ENTRY: Arkansas.com Relaunch
CATEGORY: Web Site
AGENCY: Miles Partnership and CJRW

Best Western Hotels & Resorts

ENTRY: IBM Watson Campaign
CATEGORY: Digital Marketing Innovation
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Chet Garner Partners with Best Western
CATEGORY: Loyalty Program-Consumer
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Family Focused with Best Western and 2 Travel Dads
CATEGORY: Video
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Today's Best Western: Every Guest Has a Journey
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western Debuts New Brand: Aiden
CATEGORY: Website User Experience
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Own the Road Campaign
CATEGORY: Integrated Market Campaign for GDS and Travel Agents (B2B)
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: 2019 Disney Summer Partnership
CATEGORY: Youth
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western Debuts New Brand: GLo
CATEGORY: Website User Experience
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western Debuts New Brand: Vib
CATEGORY: Website User Experience
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: 2019 Disney Summer Partnership
CATEGORY: Loyalty Program-Member
AGENCY: Ideas Collide & Initiative

Bradenton Area Convention & Visitors Bureau

ENTRY: Cure Campaign Videos
CATEGORY: Multimedia (Video, Flash, Animation) Series
AGENCY: Aqua Marketing & Communications, Inc.

Brand USA

ENTRY: Hear the Music, Experience the USA
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Mustache

Brand USA

ENTRY: Brand USA United Stories
CATEGORY: Social Media Campaign
AGENCY: Dirt Worldwide

Brand USA

ENTRY: Brand USA United Stories
CATEGORY: Global
AGENCY: Dirt Worldwide

Brand USA

ENTRY: Brand USA United Stories
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Dirt Worldwide

Brand USA

ENTRY: Brand USA Launches its Own First-Ever Television Network, GoUSA TV
CATEGORY: Digital Marketing Innovation
AGENCY: Dirt Worldwide

Brand USA

ENTRY: Brand USA United Stories
CATEGORY: Digital Marketing Innovation
AGENCY: Dirt Worldwide

British Virgin Islands Tourism Board

ENTRY: Today's Secret
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: MMGY Myriad

CheapCaribbean.com

ENTRY: Driving Impact with Geo-Targeted Video
CATEGORY: Geo-Targeted Campaign

Choice Hotels

ENTRY: Regional Co-op Video Series
CATEGORY: Multimedia (Video, Flash, Animation) Series
AGENCY: MMGY Global

Destination British Columbia

ENTRY: Destination British Columbia
CATEGORY: E-mail Series
AGENCY: VERB Interactive

Destination DC

ENTRY: The Arts District
CATEGORY: Multimedia (Video, Flash, Animation) Series
AGENCY: Emic Films

Discover Charlottetown

ENTRY: Discover Charlottetown
CATEGORY: Web Site
AGENCY: VERB Interactive

Four Seasons Hotel Washington, DC

ENTRY: Four Seasons Washington, DC Hotel in Full Bloom Ad Campaign
CATEGORY: Social Media Campaign
AGENCY: BCV Social

Harrah's Ak-Chin

ENTRY: Play for All - Mobile
CATEGORY: Mobile Campaign
AGENCY: i.d.e.a.

Hawaii Visitors and Convention Bureau

ENTRY: Hawaii Rooted
CATEGORY: Integrated Market Campaign for Consumers (B2C)

Inn of the Mountain Gods Resort & Casino

ENTRY: Inn of the Mountain Gods Targeted Search Marketing Campaign
CATEGORY: Geo-Targeted Campaign
AGENCY: Fuel

Intercity

ENTRY: Intercity Summer Season
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Pmweb

Kampgrounds of America, Inc.

ENTRY: "Get Out There Grant"
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: MMGY Global

Louisiana Office of Tourism

ENTRY: Louisiana Tourism & Lauren Daigle - Look Up Child Tour Partnership
CATEGORY: Social Media Campaign
AGENCY: Miles Partnership

Marriott Bonvoy Traveler

ENTRY: Digital Magazine
CATEGORY: Web Site

Marriott International

ENTRY: Social Media Launch Campaign for Marriott Bonvoy
CATEGORY: Social Media Campaign

Marriott International

ENTRY: W Hotels' Wake Up Call Festival
CATEGORY: NEW: Experiential

Marriott International

ENTRY: Project: Aloft Star
CATEGORY: Integrated Market Campaign for Consumers (B2C)

Marriott International

ENTRY: Marriott Bonvoy Global Launch
CATEGORY: Global

Marriott International

ENTRY: Project: Aloft Star
CATEGORY: Contest/Sweepstakes

Marriott International

ENTRY: Memories Made at Marriott UK - (Marriott Branded Event Promotion Website)
CATEGORY: Web Site
AGENCY: Milestone Inc.

Marriott International

ENTRY: Pantone Pantry by Tribute Portfolio
CATEGORY: Social Media Campaign

Marriott International

ENTRY: Marriott Resorts Paradise Content
CATEGORY: Contest/Sweepstakes
AGENCY: Nobox

Massanutten Resort

ENTRY: VIP Labor Day Contest
CATEGORY: Contest/Sweepstakes

Mohegan Sun

ENTRY: Back of House Season 2
CATEGORY: Digital Marketing Innovation
AGENCY: Primal NY

Newfoundland and Labrador Tourism

ENTRY: Tangled Tales
CATEGORY: Multimedia (Video, Flash, Animation) Series
AGENCY: Target

Newfoundland and Labrador Tourism

ENTRY: Story Exchange
CATEGORY: Contest/Sweepstakes
AGENCY: Target

Newfoundland and Labrador Tourism

ENTRY: TallTrueAndTangled.com

CATEGORY: Web Site

AGENCY: Target

Omni Hotels & Resorts

ENTRY: Milestone and Omni Hotels Joint submission on schema deployment across the Omni hotels website.

CATEGORY: Digital Marketing Innovation

AGENCY: Milestone Inc.

Red Roof

ENTRY: Pet Travelers Social Media Campaign

CATEGORY: Social Media Campaign

Rosen Hotels & Resorts

ENTRY: Ask Rosen

CATEGORY: Digital Marketing Innovation

AGENCY: &Barr

Rosewood Hotels & Resorts

ENTRY: Rosewood Conversations

CATEGORY: Web Site

AGENCY: Spherical

San Francisco Travel Association

ENTRY: FY '18-'19 International Digital Marketing

CATEGORY: Social Media Campaign

AGENCY: MMGY Global

Santa Barbara Beach and Golf Resort Curacao

ENTRY: Destination Good Stuff

CATEGORY: Integrated Market Campaign for Consumers (B2C)

SHS - Digital Experience

ENTRY: The Farmhouse Ojai Website

CATEGORY: Web Site

SHS - Digital Experience

ENTRY: Meritage Collection Website Redesign

CATEGORY: Web Site

South African Tourism

ENTRY: #MeetSouthAfrica

CATEGORY: Social Media Campaign

AGENCY: Sparkloft Media

Super 8 by Wyndham

ENTRY: Super 8 #JOURNEYSAFE

CATEGORY: Integrated Market Campaign for Consumers (B2C)

Super 8 by Wyndham

ENTRY: Super 8 ROADM8

CATEGORY: Integrated Market Campaign for Consumers (B2C)

Super 8 by Wyndham

ENTRY: Super 8 #JOURNEYSAFE

CATEGORY: Video

Terranea Resort

ENTRY: TerraneaLife

CATEGORY: Blog

Terranea Resort

ENTRY: TerraneaLife

CATEGORY: Integrated Market Campaign for Consumers (B2C)

Terranea Resort

ENTRY: Terranea Resort FareHarbor Integration

CATEGORY: Website User Experience

The Aruba Tourism Authority

ENTRY: Aruba & AFAR : The Happiness Project

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Concept Farm

The Aruba Tourism Authority

ENTRY: Aruba : Double Play 2 Double Happiness Sweeps

CATEGORY: Contest/Sweepstakes

AGENCY: Concept Farm

The Aruba Tourism Authority

ENTRY: Aruba Local All-Star Xander Bogaerts

CATEGORY: Webcast Series

AGENCY: Concept Farm

The Connecticut Office of Tourism

ENTRY: Content Wins New Tourists for the State of Connecticut

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Adams & Knight

The Fueligans

ENTRY: Fuel Hotel Marketing Podcast

CATEGORY: Multimedia (Video, Flash, Animation) Series

AGENCY: Fuel

The Ritz-Carlton

ENTRY: Stellar Dining Series by The Ritz-Carlton

CATEGORY: Global

The Ritz-Carlton

ENTRY: Stellar Dining Series by The Ritz-Carlton

CATEGORY: Integrated Market Campaign for Consumers (B2C)

The Ritz-Carlton Hotel Company, LLC

ENTRY: Using AI to create more impactful content and inspire life's most meaningful journeys.

CATEGORY: Digital Marketing Innovation

AGENCY: Pandemic Labs

United Airlines

ENTRY: United Airlines Carbon Cutback

CATEGORY: Social Media Campaign

AGENCY: 360i

Utah Office of Tourism

ENTRY: The Voices of Bears Ears

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: KNHO Films

VISIT FLORIDA

ENTRY: VISIT FLORIDA Travel Pro
CATEGORY: Digital Marketing Innovation
AGENCY: TravPRO mobile

Visit Plano

ENTRY: “That’s Tempting” Campaign
CATEGORY: Social Media Campaign
AGENCY: The Atkins Group

Visit Seattle

ENTRY: Uncharted: Seattle
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: PB&

Visit Seattle

ENTRY: Unwrap This Town
CATEGORY: Webcast Series
AGENCY: PB&

Visit Seattle

ENTRY: Family Style
CATEGORY: Web Ad Series
AGENCY: PB&

Visit Seattle

ENTRY: weSEALove
CATEGORY: LGBT
AGENCY: PB&

Visit St. Pete/Clearwater

ENTRY: The Central Ave. Experience
CATEGORY: NEW: Experiential
AGENCY: Miles Partnership

Visit Tampa Bay

ENTRY: The 1st TMD in Florida - Tampa’s Treasure Collection
CATEGORY: Integrated Market Campaign for Consumers (B2C)

VisitPITTSBURGH

ENTRY: Pull Up a Chair, You are Welcomed Here.
CATEGORY: Multimedia (podcasts, video,)

W Hotels Worldwide

ENTRY: W Hotels X Giphy
CATEGORY: Digital Marketing Innovation

Wyndham Hotels & Resorts

ENTRY: Travelarge by Travelodge
CATEGORY: Social Media Campaign
AGENCY: Questus

Wyndham Hotels & Resorts

ENTRY: Wingate by Wyndham #ByDayBy-Night
CATEGORY: Social Media Campaign

Wyndham Rewards

ENTRY: Wyndham Rewards Program Evolution
CATEGORY: Loyalty Program-Member

Wyndham Rewards

ENTRY: Wyndham Rewards Program Evolution
CATEGORY: Loyalty Program-Consumer

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.



Accor
ENTRY: Elite Experiences
CATEGORY: Loyalty Program-Member

Accor
ENTRY: America's First Concierge
CATEGORY: Video

Accor
ENTRY: Fairmont's Canine Ambassadors
CATEGORY: Video

Accor
ENTRY: 31 Thank You's
CATEGORY: Loyalty Program-Member

All Suites by Hilton
ENTRY: Digital Banners
CATEGORY: Web Ad
AGENCY: GSD&M

Azamara
ENTRY: Azamara
CATEGORY: Social Media/Social Networking
AGENCY: VERB Interactive

Azamara
ENTRY: Azamara
CATEGORY: Blog
AGENCY: VERB Interactive

Azamara
ENTRY: Azamara
CATEGORY: Social Media Campaign
AGENCY: VERB Interactive

Baha Mar Resorts
ENTRY: Baha Mar Swimsuits Campaign
CATEGORY: Social Media/Social Networking
AGENCY: BCV Social

Bermuda Tourism Authority
ENTRY: Bermuda: Out Here in Winter
CATEGORY: Web Site
AGENCY: Miles Partnership

Best Western Hotels & Resorts
ENTRY: Launch of BW Travel Zone
CATEGORY: Web Site
AGENCY: Ideas Collide

Best Western Hotels & Resorts
ENTRY: Today's Best Western: Every Guest Has a Journey
CATEGORY: Social Media Campaign
AGENCY: Ideas Collide

Best Western Hotels & Resorts
ENTRY: 2019 Summer Promotion
CATEGORY: Loyalty Series
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts
ENTRY: TripAdvisor 360 Tours Campaign
CATEGORY: NEW: Experiential
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts
ENTRY: 2018 Fall Promotion
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts
ENTRY: Driving Traffic to BW Travel Zone Using Instagram Stories
CATEGORY: Social Media Campaign
AGENCY: Ideas Collide

Best Western Hotels & Resorts
ENTRY: Launch of BW Travel Zone
CATEGORY: Social Media Campaign
AGENCY: Ideas Collide

Best Western Hotels & Resorts
ENTRY: YouTube Director Mix Campaign
CATEGORY: Multimedia (Video, Flash, Animation) Series
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts
ENTRY: Own the Road Campaign
CATEGORY: Mobile Marketing
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts
ENTRY: IBM Watson Campaign
CATEGORY: Virtual Reality/Artificial Intelligence
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts
ENTRY: Integrated Video Strategy
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts
ENTRY: Chet Garner Partners with Best Western
CATEGORY: Social Media Campaign
AGENCY: Ideas Collide

Best Western Hotels & Resorts
ENTRY: Best Western Debuts New Brand: Sadie
CATEGORY: Web Site
AGENCY: Ideas Collide

Best Western Hotels & Resorts
ENTRY: 2018 Winter Promotion
CATEGORY: Social Media Campaign
AGENCY: Ideas Collide & Initiative

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

Best Western Hotels & Resorts
ENTRY: Own the Road Campaign
CATEGORY: Mapping & Location Marketing
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts
ENTRY: Own the Road Campaign
CATEGORY: Mobile Campaign
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts
ENTRY: Best Western Rewards Email Redesign
CATEGORY: Email
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: 2018 Fall Promotion
CATEGORY: Loyalty Series
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Family Focused with Best Western and 2 Travel Dads
CATEGORY: Social Media Campaign
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western Debuts New Brand: Aiden
CATEGORY: Web Site
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: 2019 Summer Promotion
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western Debuts New Brand: Sadie
CATEGORY: Website User Experience
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Amazon Fire 360 Campaign
CATEGORY: NEW: Experiential
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Launch of BW Travel Zone
CATEGORY: Blog
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western Debuts New Brand: GLo
CATEGORY: Web Site
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western Rewards Chatbot
CATEGORY: Mobile Marketing
AGENCY: Ideas Collide & Botco

Best Western Hotels & Resorts

ENTRY: Best Western Debuts New Brand: Vib
CATEGORY: Web Site
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western Boutique Brands
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Ideas Collide

Bradenton Area Convention & Visitors Bureau

ENTRY: The Cure Campaign Online Diagnosis Survey
CATEGORY: Contest/Sweepstakes
AGENCY: Aqua Marketing & Communications, Inc.

Brand USA

ENTRY: 'Sound Travels'
CATEGORY: Digital Marketing Innovation
AGENCY: Expedia Group Media Solutions

Choice Hotels

ENTRY: Kinetic Motion Mobile Marketing Campaign
CATEGORY: Mobile Marketing
AGENCY: MMGY Global

Choice Hotels & ADARA

ENTRY: Choice Hotels Finds More Cambria Customers with Integrated Approach
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Havas Media

Cinnamon Air

ENTRY: Cinnamon Air's Digital Marketing Campaign
CATEGORY: Search Marketing Strategy
AGENCY: eMarketingEye

Coral Beach Resort

ENTRY: Coral Beach Email Redesign and Optimization
CATEGORY: Email
AGENCY: Fuel

Denihan Hospitality Group

ENTRY: How Denihan Hospitality Group's SEM More than Exceeded Expectations
CATEGORY: Search Marketing Strategy
AGENCY: Acronym

Destination DC

ENTRY: Website Media Optimization
CATEGORY: Digital Marketing Innovation
AGENCY: MMGY Global

Destination El Paso

ENTRY: El Paso: A City Reborn
CATEGORY: Video

Discover Flagstaff

ENTRY: Flagstaff Website Design & Development
CATEGORY: Web Site
AGENCY: Tempest Interactive Media

Discover Puerto Rico

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

Dollywood's DreamMore Resort & Spa

ENTRY: Dollywood's DreamMore Resort & Spa Facebook
CATEGORY: Social Media Campaign
AGENCY: GCommerce

Dollywood's DreamMore Resort & Spa

ENTRY: Dollywood's DreamMore Resort & Spa Paid Search
CATEGORY: Search Marketing Strategy
AGENCY: GCommerce

Exclusive Resorts

ENTRY: Exclusive Resorts Nurture Email Program
CATEGORY: E-mail Series
AGENCY: MODintelechy

SILVER

DIGITAL MARKETING

HSMIA ADRIAN AWARDS 2.0¹⁹

Four Seasons Hotel Florence

ENTRY: How Four Seasons Hotels Has Redefined Luxury for the Modern Traveler

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Acronym

Frankenmuth Convention & Visitor's Bureau

ENTRY: Frankenmuth Spring Break Campaign

CATEGORY: Geo-Targeted Campaign

AGENCY: TwoSix Digital

Hard Rock International

ENTRY: Hard Rock Hotels Launches a New Brand Website

CATEGORY: Web Site

AGENCY: NextGuest

Hawaiian Airlines

ENTRY: Hawaiian Airlines/Auckland Airport

CATEGORY: Web Ad

AGENCY: Expedia Group Media Solutions

Heritage Hotel Management

ENTRY: Heritage Hotels School Holiday Campaign

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: NextGuest

Hilton

ENTRY: DoubleTree by Hilton's Cookies in Space

CATEGORY: Social Media Campaign

Hilton

ENTRY: DoubleTree by Hilton's Cookies in Space

CATEGORY: Mobile Campaign

Hilton Worldwide

ENTRY: Hilton Limited Time Offer Destination Campaign 2019

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: The Hilton Creative Studio

Hong Kong Tourism Board

ENTRY: Innovative & Thrifty Social Marketing

CATEGORY: Social Media Campaign

Houston First Corporation

ENTRY: Spacey Casey: A Space City Social Icon

CATEGORY: Social Media Campaign

InterContinental New York Barclay

ENTRY: Social Media Generates More Qualified Leads Than Search Engines

CATEGORY: Social Media/Social Networking

AGENCY: NextGuest

JW Marriott Hotels

ENTRY: JW Marriott Venice Food & Wine Festival

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Pandemic Labs

JW Marriott Hotels

ENTRY: JW Marriott Venice Food & Wine Festival

CATEGORY: NEW: Experiential

AGENCY: Pandemic Labs

Lake Austin Spa Resort

ENTRY: Lake Austin

CATEGORY: Web Site

AGENCY: VERB Interactive

Los Cabos Tourism

ENTRY: Baja Way Social Brand Relaunch

CATEGORY: Social Media/Social Networking

AGENCY: MMGY Global

Luray Caverns

ENTRY: Literal Reviews

CATEGORY: Multimedia (Video, Flash, Animation) Series

AGENCY: WHITE64

Marcus Hotels and Resorts

ENTRY: SaintKateArts.com

CATEGORY: Web Site

Marriott International

ENTRY: Marriott Bonvoy Global Launch

CATEGORY: Integrated Market Campaign for Consumers (B2C)

Marriott International

ENTRY: Milestone and Marriott Digital Services (MDS) Joint submission on Local Citation Report

CATEGORY: Digital Marketing Innovation

AGENCY: Milestone Inc.

Marriott International

ENTRY: Milestone and Marriott Digital Services (MDS) Joint submission on MDS Omni channel reporting and analytics

CATEGORY: Digital Marketing Innovation

AGENCY: Milestone Inc.

Marriott International

ENTRY: Marriott hotels TED Costa Rica

CATEGORY: Social Media Campaign

AGENCY: Nobox

Marriott Middle East & Africa - Creative & Content Marketing

ENTRY: See Beyond, Discover the Middle East & Africa

CATEGORY: Multimedia (Video, Flash, Animation) Series

Mohegan Sun

ENTRY: Back of House Season 2

CATEGORY: Multimedia (Video, Flash, Animation) Series

AGENCY: Primal NY

Moroccan National Tourism Office

ENTRY: Moments in Morocco

CATEGORY: Web Site

AGENCY: Expedia Group Media Solutions

Nassau Paradise Island Promotion Board

ENTRY: Nassau Paradise Island

CATEGORY: Blog

AGENCY: VERB Interactive

Nassau Paradise Island Promotion Board

ENTRY: Nassau Paradise Island

CATEGORY: Website User Experience

AGENCY: VERB Interactive

Newfoundland and Labrador Tourism

ENTRY: IcebergFinder.com

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Target

Omni Hotels & Resorts

ENTRY: Omni Hotels & Resorts Website Redesign

CATEGORY: Web Site

AGENCY: Arke Systems, LLC

Omni Hotels & Resorts

ENTRY: Milestone and Omni Hotels Joint submission on Milestone Presence Cloud (MPC) Local Listings Management

CATEGORY: Search Marketing Strategy

AGENCY: Milestone Inc.

Othon

ENTRY: Othon Hotels | AdWords

CATEGORY: Web Ad

AGENCY: Pmweb

OTO Development

ENTRY: Hilton Garden Inn Burbank Drink of the Month

CATEGORY: Social Media Campaign

Parq Vancouver

ENTRY: Parq Vancouver

CATEGORY: Web Site

AGENCY: VERB Interactive

Philadelphia Convention and Visitors Bureau

ENTRY: IMEX America Campaign

CATEGORY: Tradeshow Marketing Campaign

AGENCY: Karma Agency

Plaza

ENTRY: Rede Plaza | Midnight Sale

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: Pmweb

Resplendent Ceylon

ENTRY: Resplendent Ceylon

CATEGORY: Web Site

AGENCY: Antyra Solutions (Private) Limited

Saint Kate The Arts Hotel

ENTRY: Saint Kate Art Tour App

CATEGORY: Digital Marketing Innovation

AGENCY: Graydient Creative

San Francisco Travel Association

ENTRY: Why San Francisco is So Delicious

CATEGORY: Multimedia (Video, Flash, Animation) Series

Santa Monica Travel & Tourism

ENTRY: Complete Guide to Street Art Murals in Santa Monica

CATEGORY: Mapping & Location Marketing

Sawgrass Marriott Golf Resort & Spa

ENTRY: THE PLAYERS Championship Social Media Campaign

CATEGORY: Geo-Targeted Campaign

AGENCY: BCV Social

South Carolina Department of Parks, Recreation and Tourism

ENTRY: DiscoverSouthCarolina.com

CATEGORY: Web Site

South Dakota Department of Tourism

ENTRY: TravelSouthDakota.com

CATEGORY: Web Site

AGENCY: Miles Partnership

South Dakota Department of Tourism

ENTRY: Seasons of SoDak

CATEGORY: Social Media Campaign

AGENCY: MMGY Global

St. Regis Hotels & Resorts

ENTRY: 2019 Sentebale ISPS Handa Polo Cup Social Media Activation

CATEGORY: Social Media/Social Networking

AGENCY: Pandemic Labs

Temecula Creek Inn

ENTRY: Temecula Creek Inn Facebook Instant Experience

CATEGORY: Social Media Campaign

AGENCY: GCommerce

Terranea Resort

ENTRY: TerraneaLife

CATEGORY: Multimedia (podcasts, video,)

Terranea Resort

ENTRY: TerraneaLife

CATEGORY: Video

Terranea Resort

ENTRY: TerraneaLife

CATEGORY: Web Site

Terranea Resort

ENTRY: Holiday Traditions at Terranea

CATEGORY: Contest/Sweepstakes

Texas Department of Economic Development & Tourism

ENTRY: Travel Texas Website

CATEGORY: Web Site

The Beaches of Fort Myers & Sanibel

ENTRY: National Geographic Brand Partnership

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: MMGY Global

The Beaches of Fort Myers & Sanibel

ENTRY: Weather Triggered Campaign

CATEGORY: Geo-Targeted Campaign

AGENCY: MMGY Global

The Don CeSar

ENTRY: The Don CeSar Collections Ad Campaign

CATEGORY: Social Media/Social Networking

AGENCY: BCV Social

The Nautical Beachfront Resort

ENTRY: The Nautical Beachfront Resort Paid Search

CATEGORY: Search Marketing Strategy

AGENCY: GCommerce

The Omni Homestead Resort

ENTRY: Beyond the Tower, The Omni Homestead's original podcast

CATEGORY: Multimedia (Video, Flash, Animation) Series

The Red Lion Inn

ENTRY: The Red Lion Inn Paid Search

CATEGORY: Search Marketing Strategy

AGENCY: GCommerce

The Ritz-Carlton

ENTRY: Stellar Dining Series by The Ritz-Carlton

CATEGORY: NEW: Experiential

The Ritz-Carlton Hotel Company, LLC

ENTRY: The Stay

CATEGORY: Social Media Campaign

AGENCY: Pandemic Labs

The Ritz-Carlton Hotel Company, LLC

ENTRY: The Stay

CATEGORY: NEW: Experiential

AGENCY: Pandemic Labs

The Ritz-Carlton Hotel Company, LLC

ENTRY: The California Inspiration Tour with Meagan Morrison

CATEGORY: NEW: Experiential

AGENCY: Pandemic Labs

The StateView Hotel

ENTRY: The StateView Hotel Website

CATEGORY: Web Site

AGENCY: Fuel

Traverse City Tourism

ENTRY: Traverse City Hotels and Accommodations Campaign

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: TwoSix Digital

Uptown Suites

ENTRY: Uptown Suites Extended Stay - 2019 Temporary Housing Campaign

CATEGORY: Web Ad Series

AGENCY: Fuel

Viceroy Hotel Group

ENTRY: Viceroy Hotel Group Instagram Story Ad for Spring Campaign

CATEGORY: Social Media/Social Networking

AGENCY: NextGuest

Viceroy Hotel Group

ENTRY: Viceroy Hotel Group Spring Campaign

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: NextGuest

Visit Austin

ENTRY: Visit Austin Website

CATEGORY: Web Site

AGENCY: Simpleview

Visit Berkeley

ENTRY: Visit Berkeley Website Design & Development

CATEGORY: Web Site

AGENCY: Tempest Interactive Media

Visit Huntington Beach - Surf City USA

ENTRY: Visit Huntington Beach, CA - Increasing Conversions 61%

CATEGORY: Search Marketing Strategy

AGENCY: Net Conversion

Visit Irving

ENTRY: SXSW Social Mosaic- A Billboard-Sized Work of Art Created in Real-Time

CATEGORY: Tradeshow Marketing Campaign

Visit Jacksonville

ENTRY: Visit Jacksonville Website Design & Development

CATEGORY: Web Site

AGENCY: Tempest Interactive Media

Visit Rancho Cordova

ENTRY: Visit Rancho Cordova Travel Marketing Campaign

CATEGORY: Search Marketing Strategy

AGENCY: Tempest Interactive Media

Visit San Antonio

ENTRY: Visit San Antonio Destination Website

CATEGORY: Web Site

AGENCY: The Atkins Group

Visit Santa Barbara

ENTRY: Santa Barbara: Like a Local Video Series

CATEGORY: Multimedia (Video, Flash, Animation) Series

AGENCY: Sparkloft Media

Visit South Walton

ENTRY: South Walton, Florida Website

CATEGORY: Web Site

AGENCY: Zehnder Communications

Visit Tampa Bay

ENTRY: Tampa Memory Makers

CATEGORY: Webcast Series

VisitGreenvilleSC

ENTRY: Harlem Globetrotters Trick Shot

CATEGORY: Social Media/Social Networking

VisitGreenvilleSC

ENTRY: Harlem Globetrotters Trick Shot

CATEGORY: Video

Wyndham Hotels & Resorts

ENTRY: Wingate by Wyndham #ByDayBy-Night

CATEGORY: Social Media/Social Networking

Wyndham Hotels & Resorts, Inc.

ENTRY: Baseball for Days

CATEGORY: Social Media Campaign

AGENCY: Questus

Wyndham Rewards

ENTRY: Wyndham Rewards Member Onboarding

CATEGORY: Loyalty Series

Wyndham Rewards

ENTRY: Wyndham Rewards Evolution Social Media Campaign

CATEGORY: Social Media Campaign



The ARIA Campus and MGM Resorts International congratulate Tony Yousfi on being a recipient of HSMIA's Top 25 Most Extraordinary Minds.



TONY YOUSFI
Vice President of Sales
ARIA Resort & Casino and Vdara Hotel & Spa



BRONZE

DIGITAL MARKETING

HSMIA ADRIAN AWARDS 2.0¹⁹

Ahau Collection

ENTRY: The Ahau Collection
CATEGORY: Web Site
AGENCY: Milestone Inc.

Amelia Island CVB

ENTRY: Amelia Island Integrated Marketing Campaign
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Miles Partnership

American Express Travel

ENTRY: American Express Travel: 5X Points Programmatic Video
CATEGORY: Video
AGENCY: Ogilvy and Universal McCann (Affiliates: Reprise and Cadreon, LLC.)

American Express Travel

ENTRY: American Express Travel: Fine Hotels & Resorts Trigger Email
CATEGORY: Email
AGENCY: The Sandbox Group, LLC.

American Express Travel

ENTRY: American Express Travel: Paid Search Strategy
CATEGORY: Search Marketing Strategy
AGENCY: Universal McCann (Affiliates: Reprise and Cadreon, LLC.)

American Express Travel

ENTRY: American Express Travel International Airline Program Email: Value Claim Test
CATEGORY: Email
AGENCY: The Sandbox Group, LLC.

Best Western Hotels & Resorts

ENTRY: Watch Instagram Control Hey Nadine's Canadian Voyage with Best Western
CATEGORY: Social Media Campaign
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: 2018 Fall Promotion
CATEGORY: Web Ad Series
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: FameBit Campaign
CATEGORY: Multimedia (Video, Flash, Animation) Series
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Adam Sandoval Rides Across Utah's National Parks with Best Western
CATEGORY: Social Media Campaign
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: 2019 Spring Promotion
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: 2018 Winter Promotion
CATEGORY: Web Ad Series
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: 2019 Summer Promotion
CATEGORY: Web Ad Series
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western Rewards Launches Alert Program
CATEGORY: Loyalty
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western Arizona Short Form Videos
CATEGORY: Video
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: 2019 Spring Promotion
CATEGORY: Loyalty Series
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: 2019 Disney Summer Digital Campaign
CATEGORY: Web Ad Series
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: 2019 Disney Summer Social Media Campaign
CATEGORY: Social Media Campaign
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Best Western Rewards Chatbot
CATEGORY: Loyalty
AGENCY: Ideas Collide & Botco

Best Western Hotels & Resorts

ENTRY: 2019 Disney Summer Partnership
CATEGORY: Loyalty
AGENCY: Ideas Collide & Initiative

Cape Resorts

ENTRY: Cape Resorts Website
CATEGORY: Web Site
AGENCY: Miles Partnership

Captain's Quarters Resort

ENTRY: Captain's Quarters Resort Increases Mobile Conversion Rate by 146%
CATEGORY: Website User Experience
AGENCY: Fuel

Cedar Rapids Tourism Office

ENTRY: Cedar Rapids Tourism Office Content Marketing
CATEGORY: Search Marketing Strategy
AGENCY: Tempest Interactive Media

Costa do Sauípe

ENTRY: Costa do Sauípe | PromoWeek
CATEGORY: E-mail Series
AGENCY: Pmweb

Costa do Sauípe

ENTRY: Costa do Sauípe | Email Template
CATEGORY: Email
AGENCY: Pmweb

Crystal Mountain Resort

ENTRY: Crystal Mountain Summer Hot Dates Promotion
CATEGORY: Geo-Targeted Campaign
AGENCY: TwoSix Digital

Destination British Columbia

ENTRY: Destination British Columbia
CATEGORY: Web Site
AGENCY: VERB Interactive

Discover Puerto Rico

ENTRY: Discover Puerto Rico's Digital Perception Recovery Strategy
CATEGORY: Digital Marketing Innovation
AGENCY: Miles Partnership

Emerald Isle Realty

ENTRY: Emerald Isle Realty Website User Experience & Optimization Program
CATEGORY: Website User Experience
AGENCY: Orange142

Hilton Head Island-Bluffton Chamber of Commerce

ENTRY: Hilton Head Island
CATEGORY: Video
AGENCY: VERB Interactive

Hilton Head Island-Bluffton Chamber of Commerce

ENTRY: Hilton Head Island
CATEGORY: Mapping & Location Marketing
AGENCY: VERB Interactive

Hotel Jackson

ENTRY: Hotel Jackson Fall Campaign
CATEGORY: Web Ad Series
AGENCY: TravelClick, an Amadeus company

InterContinental Los Angeles Downtown

ENTRY: #LAElevated
CATEGORY: Social Media Campaign

Interstate Hotels & Resorts

ENTRY: Hilton Burlington Lake Champlain - Email Campaign
CATEGORY: E-mail Series

Island Vista Resort

ENTRY: Increased Ad Performance For Island Vista
CATEGORY: Search Marketing Strategy
AGENCY: Fuel

Kiawah Island Golf Resort

ENTRY: Kiawah Island Golf Resort Website
CATEGORY: Web Site
AGENCY: Dana Communications

La Fonda on the Plaza

ENTRY: La Fonda on the Plaza Website Redesign
CATEGORY: Web Site
AGENCY: NextGuest

Las Vegas Convention and Visitors Authority

ENTRY: Las Vegas Insider - Training Program and Sales Companion
CATEGORY: Digital Marketing Innovation
AGENCY: TravPRO mobile

Long Beach Convention and Visitors Bureau

ENTRY: Long Beach CVB Content Marketing Campaign
CATEGORY: Search Marketing Strategy
AGENCY: Tempest Interactive Media

Los Angeles Tourism & Convention Board

ENTRY: Los Angeles Tourism & Convention Board
CATEGORY: Integrated Market Campaign for GDS and Travel Agents (B2B)
AGENCY: TravelClick, an Amadeus company

Margaritaville Resort Orlando

ENTRY: Margaritaville Orlando Social Media Launch Campaign
CATEGORY: NEW: New Opening/Launch
AGENCY: BCV Social

Marriott International

ENTRY: Fairfield by Marriott: Road to 1000
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Catalyst Public Relations

Marriott International

ENTRY: Paid Search for Marriott Bonvoy Launch
CATEGORY: Search Marketing Strategy

Marriott International

ENTRY: The Shelbourne - An Autograph Collection Hotel (Marriott Branded)
CATEGORY: Web Site
AGENCY: Milestone Inc.

Massanutten Resort

ENTRY: Beat the Beach
CATEGORY: Web Site

Meet Minneapolis, Convention and Visitors Association

ENTRY: Meet Minneapolis Content Marketing Campaign
CATEGORY: Search Marketing Strategy
AGENCY: Tempest Interactive Media

Minor Hotels

ENTRY: Theme Based, Dynamic and Targeted Communications
CATEGORY: E-mail Series

Monarch Beach Resort

ENTRY: The Taste
CATEGORY: Multimedia (Video, Flash, Animation) Series

Naples, Marco Island and the Everglades

ENTRY: "Love Paradise" - Leisure Brand Video
CATEGORY: Video
AGENCY: Paradise Advertising & Marketing

Nassau Paradise Island Promotion Board

ENTRY: Nassau Paradise Island
CATEGORY: Social Media/Social Networking
AGENCY: VERB Interactive

BRONZE

DIGITAL MARKETING

HSMIA ADRIAN AWARDS 2.0¹⁹

Nassau Paradise Island Promotion Board

ENTRY: Nassau Paradise Island Bahamas Video Drives Island Visitation +26%

CATEGORY: Multimedia (Video, Flash, Animation) Series

AGENCY: Net Conversion

Plaza

ENTRY: Rede Plaza | Opus Concert Schedule

CATEGORY: Multi-Cultural

AGENCY: Pmweb

Ponte Vedra Resorts Ponte Vedra Inn & Club |The Lodge & Club

ENTRY: Ponte Vedra Resorts

CATEGORY: Search Marketing Strategy

AGENCY: TravelClick, an Amadeus company

Portola Hotel & Spa

ENTRY: 22% Increase In Conversion Rates with Personalization

CATEGORY: Website User Experience

AGENCY: NextGuest

Preferred Hotels & Resorts

ENTRY: Preferred Hotels & Resorts Launches International Pineapple Week

CATEGORY: Integrated Market Campaign for Consumers (B2C)

Princess Cruises

ENTRY: Ocean Medallion Social Media Campaign

CATEGORY: Social Media/Social Networking

AGENCY: MMGY Global

San Jose Convention & Visitors Bureau

ENTRY: Sweet Summer Getaway

CATEGORY: Contest/Sweepstakes

AGENCY: MMGY Global

sbe

ENTRY: sbe Mondrian LA - 65% Higher Return On Ad Spend

CATEGORY: Search Marketing Strategy

AGENCY: Net Conversion

SHS - Digital Experience

ENTRY: Setai Hotels Website Redesign

CATEGORY: Website User Experience

South Dakota Department of Tourism

ENTRY: Thundr Haptic Video

CATEGORY: Mobile Marketing

AGENCY: MMGY Global

Terranea Resort

ENTRY: Travel Tuesday

CATEGORY: Social Media/Social Networking

Terranea Resort

ENTRY: TerraneaLife

CATEGORY: Multimedia (Video, Flash, Animation) Series

The Aruba Tourism Authority

ENTRY: Aruba goes "Local" in Grand Central

CATEGORY: Social Media Campaign

AGENCY: Concept Farm

The Beaches of Fort Myers & Sanibel

ENTRY: Shore the Love

CATEGORY: Social Media Campaign

AGENCY: MMGY Global

The Resort at Pedregal

ENTRY: The Resort at Pedregal Website Redesign

CATEGORY: Web Site

AGENCY: NextGuest

The Resort At Pedregal

ENTRY: The Resort At Pedregal Anniversary Campaign

CATEGORY: Integrated Market Campaign for Consumers (B2C)

AGENCY: NextGuest

The Ritz-Carlton Hotel Company, LLC

ENTRY: 'Center 6' Window Celebration on Saks Fifth Avenue

CATEGORY: Social Media/Social Networking

AGENCY: Pandemic Labs

The Ritz-Carlton Hotel Company, LLC

ENTRY: The Stay film series: Strangers' Reunion

CATEGORY: Social Media/Social Networking

AGENCY: Pandemic Labs

The Ritz-Carlton Hotel Company, LLC

ENTRY: The California Inspiration Tour with Meagan Morrison

CATEGORY: Social Media Campaign

AGENCY: Pandemic Labs

The Well

ENTRY: The Well

CATEGORY: Web Site

AGENCY: VERB Interactive

Triumph Hotels

ENTRY: The Evelyn Hotel

CATEGORY: Web Site

AGENCY: Milestone Inc.

Visit Anaheim

ENTRY: GrandTravel Trend Takes Off: Visit Anaheim Campaign Shares Millennials' Desire to Have Grandparents

CATEGORY: Integrated Market Campaign for Consumers (B2C)

Visit Seattle

ENTRY: Open Studio

CATEGORY: Social Media Campaign

AGENCY: PB&

Wyndham Hotels & Resorts

ENTRY: Travelarge by Travelodge

CATEGORY: Social Media/Social Networking

AGENCY: Questus

Accor

ENTRY: 31 Thank You
CATEGORY: CONTEST/SWEEPSTAKES-Consumer/GroupSales/TravelTrade

Accor

ENTRY: 31 Thank You
CATEGORY: LOYALTY PROGRAM-Consumer Marketing

Accor

ENTRY: Sofitel en Blanc
CATEGORY: NEW: Experiential

Amelia Island CVB

ENTRY: Amelia Island's New Visitor Guide Complete with Augmented Reality Technology
CATEGORY: BROCHURE - Consumer
AGENCY: Miles Partnership

American Express Travel

ENTRY: Amex Travel Fine Hotels & Resorts® 5X Membership Rewards® Launch Event
CATEGORY: LOYALTY PROGRAM-Consumer Marketing
AGENCY: Ogilvy, UM, and Momentum Worldwide

American Express Travel

ENTRY: Amex Travel Fine Hotels & Resorts® 5X Membership Rewards® Launch Event
CATEGORY: NEW: New Opening/Launch
AGENCY: Momentum Worldwide, PMK, Vowel, Ogilvy and UM

Baha Mar

ENTRY: Baha Mar Experiences Campaign
CATEGORY: COMPLETE CAMPAIGN (to include Positioning) -Consumer/Group Sales/Travel Trade
AGENCY: ModOp

Best Western Hotels & Resorts

ENTRY: YouTube Director Mix Campaign
CATEGORY: Advertising Innovation
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: Own the Road Campaign
CATEGORY: RADIO-Consumer
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: IBM Watson Campaign
CATEGORY: Advertising Innovation
AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: 2019 Disney Summer Partnership
CATEGORY: Youth
AGENCY: Ideas Collide & Initiative

Discover Puerto Rico

ENTRY: "Have We Met Yet?" - Discover Puerto Rico Brand Repositioning
CATEGORY: COMPLETE CAMPAIGN (to include Positioning) -Consumer/Group Sales/Travel Trade

Emerald Coast Convention & Visitors Bureau

ENTRY: 2019 Visitor Guide
CATEGORY: BROCHURE - Consumer
AGENCY: Aqua Marketing & Communications, Inc.

Luray Caverns

ENTRY: Puddles
CATEGORY: TELEVISION - Consumer
AGENCY: WHITE64

Mote Marine Laboratory & Aquarium

ENTRY: Come SEA For Yourself
CATEGORY: COMPLETE CAMPAIGN (to include Positioning) -Consumer/Group Sales/Travel Trade
AGENCY: Paradise Advertising & Marketing

Newfoundland and Labrador Tourism

ENTRY: A Tangled Tale
CATEGORY: TELEVISION - Consumer
AGENCY: Target

Newfoundland and Labrador Tourism

ENTRY: Place of Stories
CATEGORY: COMPLETE CAMPAIGN (to include Positioning) -Consumer/Group Sales/Travel Trade
AGENCY: Target

Terranea Resort

ENTRY: Terranea Resort Holiday Brochures
CATEGORY: BROCHURE - Consumer

Terranea Resort

ENTRY: TerraneaLife Journal
CATEGORY: Advertising Innovation

The Aruba Tourism Authority

ENTRY: Aruba & AFAR : The Happiness Project
CATEGORY: Advertising Innovation
AGENCY: Concept Farm

The Aruba Tourism Authority

ENTRY: Aruba goes "Local" in Grand Central
CATEGORY: NEW: Experiential
AGENCY: Concept Farm

The Ritz-Carlton

ENTRY: Stellar Dining Series by The Ritz-Carlton
CATEGORY: NEW: New Opening/Launch

The Ritz-Carlton

ENTRY: Stellar Dining Series by The Ritz-Carlton
CATEGORY: NEW: Experiential

Visit Irving

ENTRY: IRVING ROCKS: Showcasing Irving's layered landscape
CATEGORY: PRINT MEDIA-Group Sales/Meetings

Visit Tampa Bay

ENTRY: Visit Tampa Bay Pioneers Regional London Campaign
CATEGORY: Global

GOLD

ADVERTISING

HSMAI ADRIAN AWARDS 2.0¹⁹

VisitGreenvilleSC

ENTRY: "yeah, that": The 2019 Official Visitor's Guide to Greenville, SC

CATEGORY: BROCHURE - Consumer

VisitPITTSBURGH

ENTRY: VisitPITTSBURGH Official Visitors Guide

CATEGORY: BROCHURE - Consumer

AGENCY: ocreations

Wyndham Rewards

ENTRY: Wyndham Rewards Program Evolution

CATEGORY: LOYALTY PROGRAM-Member Marketing



Another Record-Setting Year

Congratulations to Best Western® Hotels & Resorts on **75 Adrian Awards** in 2020. Ideas Collide is proud of being your trusted marketing partner for over 15 years.

BW | Best Western.
Hotels & Resorts

IDEAS  **COLLIDE**
ideascollide.com

Accor

ENTRY: Elite Experiences

CATEGORY: LOYALTY PROGRAM-Member Marketing

All Suites by Hilton (Embassy Suites, Homewood Suites, Home2 Suites)

ENTRY: Jonathan Scott Partnership and Sweepstakes

CATEGORY: CONTEST/SWEEPSTAKES-Consumer/GroupSales/TravelTrade

AGENCY: GSD&M

American Express Travel

ENTRY: Amex Travel Fine Hotels & Resorts® 5X Membership Rewards® Launch Event

CATEGORY: NEW: Experiential

AGENCY: Momentum Worldwide, PMK, Vowel and Ogilvy

AMResorts

ENTRY: ET Integration

CATEGORY: TELEVISION-Consumer

Atlanta Convention & Visitors Bureau

ENTRY: ATL Flycycle

CATEGORY: TRADESHOW MARKETING

AGENCY: Green Media Works,Inc.

Best Western Hotels & Resorts

ENTRY: Own the Road Campaign

CATEGORY: Signage - Outdoor/Transient

AGENCY: Ideas Collide & Initiative

Discover Puerto Rico

ENTRY: The Power of Puerto Rico

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

Embassy Suites by Hilton

ENTRY: DreamSpace

CATEGORY: NEW: Experiential

AGENCY: GSD&M

Fairmont Grand Del Mar

ENTRY: Winter Wonderland at the Grand

CATEGORY: NEW: Experiential

Hilton

ENTRY: Hilton Honors American Express Co-Brand Direct Mail

CATEGORY: DIRECT MAIL - Consumer

AGENCY: WHITE64

Hong Kong Tourism Board

ENTRY: Dominating Seatrade 2019

CATEGORY: TRADESHOW MARKETING

Luray Caverns

ENTRY: Explorer

CATEGORY: TELEVISION - Consumer

AGENCY: WHITE64

Micato Safaris

ENTRY: 2019 Micato Safaris Brochure

CATEGORY: BROCHURE - Travel Trade

AGENCY: Micato Safaris

Naples, Marco Island and the Everglades

ENTRY: "Love Paradise" Winter Campaign

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

AGENCY: Paradise Advertising & Marketing

Nebraska Tourism

ENTRY: Pushing Tourism Can Be Really Hard.

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

Nebraska Tourism Commission

ENTRY: "Honestly, It's Not for Everyone" Nebraska State Travel Guide

CATEGORY: MAGAZINE OR NEWSPAPER -Consumer

AGENCY: Miles Partnership

Punta Gorda/Englewood Beach Visitor & Convention Bureau

ENTRY: 2019 Adventure Guide

CATEGORY: BROCHURE - Consumer

AGENCY: Aqua Marketing & Communications, Inc.

Rosen Hotels & Resorts

ENTRY: Rosen Reveal Magazine

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

AGENCY: DPR

Sarawak Tourism Board

ENTRY: Sarawak More to Discover

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

AGENCY: ISC Innovators

Sonoma County Tourism

ENTRY: Sonoma County Tourism | Life Opens Up Campaign

CATEGORY: NEW: New Opening/Launch

AGENCY: MMGY Global

South Dakota Department of Tourism

ENTRY: Rushmore on Tour

CATEGORY: NEW: Experiential

AGENCY: MMGY Global

South Dakota Department of Tourism

ENTRY: "Great Faces, Great Places" 2018 Print Campaign

CATEGORY: PRINT MEDIA - Consumer

AGENCY: Lawrence & Schiller

The Aruba Tourism Authority

ENTRY: Aruba : Double Play 2 Double Happiness Sweeps

CATEGORY: CONTEST/SWEEPSTAKES-Consumer/GroupSales/TravelTrade

AGENCY: Concept Farm

The Aruba Tourism Authority

ENTRY: Aruba Local All-Star Xander Bogaerts

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

AGENCY: Concept Farm

The Beaches of Fort Myers & Sanibel

ENTRY: Groups/Meetings Campaign

CATEGORY: PRINT MEDIA-Group Sales/Meetings

AGENCY: MMGY Global

Visit Irving

ENTRY: SXSW Social Mosaic- A Billboard-Sized Work of Art Created in Real-Time

CATEGORY: TRADESHOW MARKETING

Visit Panama City Beach

ENTRY: Make it Your Real. Fun. Beach.

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

Visit Santa Barbara

ENTRY: Santa Barbara Augmented Reality Experience

CATEGORY: NEW: Experiential

AGENCY: Sparkloft Media

Visit Tampa Bay

ENTRY: Daydream to Tampa Bay - Make It Tampa Bay

CATEGORY: RADIO-Consumer

Visit Tampa Bay

ENTRY: Tampa Bay's Multicultural Guide

CATEGORY: BROCHURE - Group Sales/Meetings

Visit Tampa Bay

ENTRY: Tampa's Treasure Collection - Florida's First Tourism Marketing District

CATEGORY: BROCHURE - Group Sales/Meetings

VisitGreenvilleSC

ENTRY: ACC Baseball Bid

CATEGORY: DIRECT MAIL - Group Sales/Meetings

VisitGreenvilleSC

ENTRY: "That's My Greenville" Brand Campaign TV Series

CATEGORY: TELEVISION-Consumer

VisitGreenvilleSC

ENTRY: "That's My Greenville" Brand Campaign Print Series

CATEGORY: PRINT MEDIA - Consumer

VisitPITTSBURGH

ENTRY: Pull Up a Chair, You are Welcomed Here.

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

Wyndham Hotels & Resorts

ENTRY: 10 Minutes from a Hotel By Wyndham

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

Wyndham Hotels & Resorts

ENTRY: Trademark Collection by Wyndham Brand Positioning

CATEGORY: REPOSITIONING-Consumer/Group Sales/Travel Trade

Wyndham Hotels & Resorts

ENTRY: Moda: The Evolution of Microtel by Wyndham

CATEGORY: NEW: New Opening/Launch

Wyndham Rewards

ENTRY: Travel the World with Wyndham Rewards

CATEGORY: CONTEST/SWEEPSTAKES-Consumer/GroupSales/TravelTrade

360 Chicago

ENTRY: 360 CHICAGO

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

AGENCY: Point B Communications

Accor

ENTRY: MGallery Activation

CATEGORY: NEW: Experiential

Accor

ENTRY: 31 Thank You

CATEGORY: LOYALTY PROGRAM-Member Marketing

Accor

ENTRY: Elite Experiences

CATEGORY: LOYALTY PROGRAM-Consumer Marketing

American Express Travel

ENTRY: American Express Travel: 2019 Magalog

CATEGORY: PRINT MEDIA - Consumer

AGENCY: Sarankco, LLC.

Best Western Hotels & Resorts

ENTRY: 2019 Disney Summer In-Property Campaign

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

AGENCY: Ideas Collide & Initiative

Cayman Islands Department of Tourism

ENTRY: Dream in Cayman

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

AGENCY: The Richards Group

Coastal Mississippi

ENTRY: Coastal Mississippi "The Secret Coast"

CATEGORY: TELEVISION-Consumer

AGENCY: PETERMAYER

Greater Palm Springs CVB

ENTRY: Summer Chill

CATEGORY: TELEVISION-Consumer

Lake County, Illinois Convention & Visitors Bureau

ENTRY: Visit Lake County Radio Spot - Whistlitis

CATEGORY: RADIO-Consumer

AGENCY: Davis Harrison Dion

Monarch Beach Resort

ENTRY: Chilluxe Campaign

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

AGENCY: Mering

One Liberty Observation Deck

ENTRY: One Liberty Observation Deck

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

AGENCY: Point B Communications

South Dakota Department of Tourism

ENTRY: South Dakota Presents Deadwood

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

AGENCY: MMGY Global

The Aruba Tourism Authority

ENTRY: Authentic Aruba : Sales Brochure

CATEGORY: BROCHURE - Group Sales/Meetings

AGENCY: Concept Farm

Visit Panama City Beach

ENTRY: Decor By The Shore

CATEGORY: BROCHURE - Consumer

Visit Santa Barbara

ENTRY: The Santa Barbara Effect Campaign - Travel & Leisure Cover Wraps

CATEGORY: DIRECT MAIL -Group Sales/Meetings

AGENCY: Greenhaus

Visit Santa Barbara

ENTRY: The Santa Barbara Effect Campaign

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

AGENCY: Greenhaus

Visit Tampa Bay

ENTRY: Norwich City Soccer Takeover

CATEGORY: NEW: Experiential

Visit Vacaville

ENTRY: Visit Vacaville Print Campaign

CATEGORY: REPOSITIONING-Consumer/Group Sales/Travel Trade

AGENCY: FourthIdea

VisitGreenvilleSC

ENTRY: Liberty Bridge Maintenance Project

CATEGORY: Signage - Outdoor/Transient

VisitPITTSBURGH

ENTRY: Pull Up a Chair, You are Welcomed Here.

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

Wyndham Hotels & Resorts

ENTRY: 10 Minutes from a Hotel By Wyndham

CATEGORY: TELEVISION - Consumer

Wyndham Hotels and Resorts

ENTRY: Tonight La Quinta Tomorrow You Triumph

CATEGORY: TELEVISION - Consumer

Wyndham Rewards

ENTRY: Wyndham Rewards Program Evolution

CATEGORY: LOYALTY PROGRAM-Consumer Marketing

Abercrombie & Kent

ENTRY: Abercrombie & Kent and Sanctuary Retreats Lead the Way on Egypt's Long-Awaited Resurgence

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

AGENCY: Laura Davidson Public Relations

Accor

ENTRY: MGallery Activation

CATEGORY: SPECIAL EVENT

Accor

ENTRY: Sofitel en Blanc

CATEGORY: MARKETING PROGRAM-Consumer

Accor

ENTRY: Sofitel en Blanc

CATEGORY: NEW - Experiential

Accor

ENTRY: MGallery Activation

CATEGORY: NEW - Experiential

American Express Travel

ENTRY: Amex Travel Fine Hotels & Resorts® 5X Membership Rewards® Launch Event

CATEGORY: NEW - Experiential

AGENCY: Momentum Worldwide, PMK and Vowel

American Express Travel

ENTRY: Amex Travel Fine Hotels & Resorts® 5X Membership Rewards® Launch Event

CATEGORY: LOYALTY PROGRAM-CONSUMER

AGENCY: Momentum Worldwide, PMK and Vowel

AMResorts

ENTRY: Breathless Resorts & Spas owns the 'Celebration Vacation' to reset brand image

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

AGENCY: rbb Communications

Antoine's

ENTRY: New Orleans Tricentennial Dinner at Antoine's

CATEGORY: SPECIAL EVENT

AGENCY: PETERMAYER PR

Baha Mar

ENTRY: Launch of Baha Mar Resort Destination

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Parasol

Baha Mar

ENTRY: Global Search for Baha Mar Chief Flamingo Officer

CATEGORY: NEW - Experiential

AGENCY: Parasol

Barbados Tourism Marketing Inc.

ENTRY: Year of Culinary Experiences Campaign

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Development Counsellors International

BENCHMARK, a global hospitality company

ENTRY: Benchmark's Top Ten Dining Trends for 2019

CATEGORY: FEATURE PLACEMENT ONLINE - Trade Media

AGENCY: Ken Ellens Communications

Best Western Hotels & Resorts

ENTRY: LodgingMagazine.com; Back to Basics: Elevating the Guest Experience Starts with Mastering the Essentials

CATEGORY: FEATURE PLACEMENT ONLINE - Trade Media

AGENCY: Hemsworth Communications

Best Western Hotels & Resorts

ENTRY: HospitalityTech.com HT EXCLUSIVE Best Western COO Chats with HT About Its VR Staff Training Program

CATEGORY: FEATURE PLACEMENT ONLINE - Trade Media

AGENCY: Hemsworth Communications

Best Western Hotels & Resorts

ENTRY: HospitalityTech.com; Best Western Hotels & Resorts Acquires AutoClerk

CATEGORY: FEATURE PLACEMENT ONLINE - Trade Media

AGENCY: Hemsworth Communications

Blackberry Mountain

ENTRY: Travel + Leisure

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

AGENCY: Baltz & Company

Borgata Hotel Casino & Spa

ENTRY: Reinforcing Borgata As The Entertainment Hub of the East Coast

CATEGORY: SPECIAL EVENT

AGENCY: MMGY NJF

British Virgin Islands Tourism Board

ENTRY: Travel + Leisure's Annual Caribbean Issue Cover Story

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

AGENCY: MMGY NJF

CheapCaribbean.com

ENTRY: Membership Program Skyrockets With Celebration of Teachers

CATEGORY: LOYALTY PROGRAM-CONSUMER

AGENCY: MMGY NJF

Conrad Maldives Rangali Island

ENTRY: Conrad Maldives Rangali Island Goes Greener

CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media

AGENCY: The Brandman Agency

Contiki

ENTRY: #VoteWithNoRegrets

CATEGORY: PUBLIC AFFAIRS/PSA's

AGENCY: The Decker/Royal Agency

Destination New South Wales

ENTRY: A Flurry of Epic Broadcast Coverage for Regional New South Wales

CATEGORY: FEATURE PLACEMENT TELEVISION

AGENCY: LDPR

Discover Dominica Authority

ENTRY: Travel + Leisure Cover

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

AGENCY: MMGY Myriad

Discover Puerto Rico

ENTRY: #CoverTheProgress

CATEGORY: CRISIS COMMUNICATION/ RECOVERY COMMUNICATION

AGENCY: Ketchum

Discover Your Italy

ENTRY: A Neapolitan Story with Discover Your Italy

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

AGENCY: DDP

DuVine Cycling + Adventure Co.

ENTRY: Journey Between The Handlebars—And One Company's Quest To Inspire Travel On Two Wheels

CATEGORY: NEW - Experiential

AGENCY: Laura Davidson Public Relations

Fairmont Grand Del Mar

ENTRY: Winter Wonderland at the Grand

CATEGORY: SPECIAL EVENT

Fairmont Grand Del Mar

ENTRY: Winter Wonderland at the Grand

CATEGORY: NEW - Experiential

Finnair

ENTRY: From Sand to Snow: Finnair Launches Nonstop Service from LAX to HEL

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Zapwater Communications, Inc.

Grenada Tourism Authority

ENTRY: Grenada - Still Lazy After All These Years

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

AGENCY: Zapwater Communications, Inc.

Guadalajara Tourism

ENTRY: HERE Magazine: Gravitating to Guadalajara

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

AGENCY: PHG Consulting

Hampton by Hilton

ENTRY: Hampton by Hilton & Alfonso Ribeiro Launch Real Travel Road Trip Hotline

CATEGORY: FEATURE PLACEMENT TELEVISION

AGENCY: Coyne PR

Hilton

ENTRY: DoubleTree by Hilton's Cookies in Space

CATEGORY: MARKETING PROGRAM- Consumer

Hilton

ENTRY: Hilton Cleans the World with Massive Soap Recycling Effort

CATEGORY: COMMUNITY SERVICE/SOCIAL RESPONSIBILITY

AGENCY: rbb Communications

Hilton

ENTRY: Signia Hilton Brand Launch

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Edelman

Hostelling International USA

ENTRY: Sleep For Peace: The Peace Postcard Project

CATEGORY: Multi-Cultural

AGENCY: Wanderful

Houston First Corporation

ENTRY: Space City' Blasts Off For The 50th Moon Landing Anniversary

CATEGORY: SPECIAL EVENT

AGENCY: TURNER PR

I LOVE NY / New York State Division of Tourism

ENTRY: I LOVE NY Celebrates WorldPride All Month Long

CATEGORY: LGBT

AGENCY: Finn Partners

Inovtravel/ Azores Getaways

ENTRY: How Nine Islands Off The Coast Of Portugal Became An "Untapped" Culinary Haven In The Shadow Of Europe's Most Popular Destination

CATEGORY: NEW - Experiential

AGENCY: Laura Davidson Public Relations

Island of Hawaii Visitors Bureau

ENTRY: Kilauea Volcano Eruption Impact on Hawaii Island Tourism

CATEGORY: CRISIS COMMUNICATION/ RECOVERY COMMUNICATION

AGENCY: Anthology Marketing Group

Island of Hawaii Visitors Bureau and County of Hawaii

ENTRY: Live Pono: Hawaii Island Launches the Pono Pledge

CATEGORY: COMMUNITY SERVICE/SOCIAL RESPONSIBILITY

AGENCY: Anthology Marketing Group

JW Marriott El Convento Cusco

ENTRY: FaceTime Love Gram from Pan-chita the Alpaca

CATEGORY: SPECIAL EVENT

AGENCY: Diamond Public Relations

Long Beach Convention & Visitors Bureau

ENTRY: CNN, "Long Beach, CA: More than L.A.'s kid brother"

CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media

AGENCY: Development Counsellors International

Marriott International

ENTRY: Marriott Bonvoy Global Launch

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

Marriott International

ENTRY: Marriott x Manchester United
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

Marriott International

ENTRY: Marriott Bonvoy Global Launch
CATEGORY: Global

MCR and MORSE Development

ENTRY: Up, Up and Away with TWA Hotel
CATEGORY: MARKETING PROGRAM-Consumer
AGENCY: BerlinRosen

MCR and MORSE Development

ENTRY: Up, Up and Away with TWA Hotel
CATEGORY: NEW OPENING/LAUNCH
AGENCY: BerlinRosen

Montgomery Area Chamber of Commerce

ENTRY: The Equal Justice Initiative's National Memorial for Peace and Justice & Legacy Museum
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Lou Hammond Group

Natural Selection Safaris

ENTRY: Shipwreck Lodge Hits the Shores of Skeleton Coast, Namibia
CATEGORY: NEW OPENING/LAUNCH
AGENCY: IMAGINE PR

New York's Hotel Pennsylvania

ENTRY: Hosting VIPets & A Royal Pup-tial Wedding for the Westminster Dog Show Canine Guests
CATEGORY: SPECIAL EVENT
AGENCY: LMA Communications Inc.

Ocean House

ENTRY: The Fondue Express gondola drops anchor at Ocean House
CATEGORY: SPECIAL EVENT
AGENCY: Laura Davidson Public Relations

Ocean House

ENTRY: Women + Wine: @WhatsGaby-Cookin Stirs Up Appetites in Rhode Island
CATEGORY: Influencer Marketing
AGENCY: Laura Davidson Public Relations

Palmer House, a Hilton Hotel

ENTRY: Dorothy Olsen's Return to The Empire Room
CATEGORY: SPECIAL EVENT
AGENCY: The Brandman Agency

Percepture / New Orleans & Company

ENTRY: The Big Easy Turns 300
CATEGORY: SPECIAL EVENT
AGENCY: Percepture

Preferred Hotels & Resorts

ENTRY: A Preferred Journey: Luxury Travel Advisor Cover Feature
CATEGORY: FEATURE PLACEMENT PRINT - Trade Publication

Raffles Singapore

ENTRY: Raffles Singapore Global Reopening Exclusive
CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media
AGENCY: The Brandman Agency

Riviera Nayarit Convention & Visitors Bureau

ENTRY: Bloomberg - Mexico's Riviera Nayarit Primed to Be the Next Big 'It' Destination
CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media
AGENCY: Newlink

Rockford Area Convention & Visitors Bureau

ENTRY: Rockford is making a comeback and so is the city's pride - Chicago Tribune
CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media
AGENCY: Development Counsellors International

Rockford Area Convention & Visitors Bureau

ENTRY: "Rockford, I Apologize!" - Travel Weekly Online
CATEGORY: FEATURE PLACEMENT ONLINE - Trade Media
AGENCY: Development Counsellors International

Royal Caribbean International

ENTRY: Perfect Day at CocoCay: The Ultimate in Thrill and Chill
CATEGORY: RE-LAUNCH OF EXISTING PRODUCT
AGENCY: Weber Shandwick

Royal Caribbean International

ENTRY: Symphony of the Seas: The New Ship Topping The Charts
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Weber Shandwick

Saba

ENTRY: The Greatest Little Island You Never Heard Of
CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media
AGENCY: DDP

Shinola Hotel

ENTRY: Helping Fuel Detroit's Revitalization
CATEGORY: NEW OPENING/LAUNCH
AGENCY: MMGY NJF

Sofitel New York

ENTRY: The Suite Life: Sofitel New York Gives Its Regards To Broadway
CATEGORY: MARKETING PROGRAM-Consumer
AGENCY: Mower

Super 8 by Wyndham

ENTRY: Super 8 ROADM8
CATEGORY: NEW - Experiential

Terranea Resort

ENTRY: Terranea Resort Food & Wine Feature Placement
CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media

The Beaches of Fort Myers & Sanibel**ENTRY:** Red Tide Crisis**CATEGORY:** CRISIS COMMUNICATION/
RECOVERY COMMUNICATION**AGENCY:** MMGY Global**The Colorado Tourism Office****ENTRY:** Lonely Planet Feature Placement:
Explorers Wanted - A Great Escape to
Colorado**CATEGORY:** FEATURE PLACEMENT ON-
LINE - Consumer Media**The James New York – NoMad****ENTRY:** Breaking Through the Rainbow**CATEGORY:** LGBT**AGENCY:** MMGY NJF**The National WWII Museum****ENTRY:** CNN Feature Segment on The
National WWII Museum's Historic Cruises**CATEGORY:** FEATURE PLACEMENT TELE-
VISION**AGENCY:** MMGY NJF**The National WWII Museum****ENTRY:** Landing the Front Page Cover Story
of The New York Times**CATEGORY:** FEATURE PLACEMENT PRINT
- Consumer Magazine or Newspaper**AGENCY:** MMGY NJF**The National WWII Museum****ENTRY:** Owning an Entire News Cycle: D-
Day With The National WWII Museum**CATEGORY:** SPECIAL EVENT**AGENCY:** MMGY NJF**The National WWII Museum****ENTRY:** The Historian Becomes the Co-
Anchor on CBS**CATEGORY:** FEATURE PLACEMENT TELE-
VISION**AGENCY:** MMGY NJF**The St. Regis Aspen Resort****ENTRY:** Travel + Leisure Announces the St.
Regis Aspen's New Hire... a dog named
Kitty**CATEGORY:** FEATURE PLACEMENT ON-
LINE - Consumer Media**AGENCY:** MFA, A Finn Partners Company**The Swag****ENTRY:** The Swag**CATEGORY:** FEATURE PLACEMENT PRINT
- Consumer Magazine or Newspaper**AGENCY:** Werner Public Relations, Inc.**The Walt Disney World Swan and Dol-
phin Resort****ENTRY:** Cover Story on Exhibit City News
for Walt Disney World Swan and Dolphin
Resort**CATEGORY:** FEATURE PLACEMENT PRINT
- Trade Publication**AGENCY:** TJM Communications, Inc.**Travel Michigan****ENTRY:** Pure Sounds of Michigan**CATEGORY:** Public Relations Innovation**AGENCY:** Weber Shandwick**Tribute Portfolio Hotels****ENTRY:** Tribute Portfolio Hotels x The Pan-
tone Pantry**CATEGORY:** PARTNERSHIP WITH MAJOR
BRAND (national or local)**U River Cruises****ENTRY:** U River Cruises Partners with The
League**CATEGORY:** PARTNERSHIP WITH MAJOR
BRAND (national or local)**AGENCY:** The Decker/Royal Agency**Uganda Tourism Board****ENTRY:** Marin Magazine: Encountering
Uganda's Gorillas**CATEGORY:** FEATURE PLACEMENT PRINT
- Consumer Magazine or Newspaper**AGENCY:** PHG Consulting**Ventura Visitors & Convention Bureau****ENTRY:** Painting the Town**CATEGORY:** NEW - Experiential**AGENCY:** Ventura Visitors & Convention
Bureau**Visit California****ENTRY:** Dream Drive**CATEGORY:** CRISIS COMMUNICATION/
RECOVERY COMMUNICATION**Visit Finland****ENTRY:** Destination Dining: Finland Emerg-
es as the Culinary Capital of the Nordics**CATEGORY:** FEATURE PLACEMENT ON-
LINE - Consumer Media**AGENCY:** Zapwater Communications, Inc.**Visit Huntington Beach – Surf City USA****ENTRY:** LA Magazine, "Chairman of the
Board"**CATEGORY:** FEATURE PLACEMENT PRINT
- Consumer Magazine or Newspaper**AGENCY:** Development Counsellors Inter-
national**Visit North Carolina & Discover South
Carolina****ENTRY:** #CAREolinas**CATEGORY:** CRISIS COMMUNICATION/
RECOVERY COMMUNICATION**AGENCY:** Luquire George Andrews**Visit Philadelphia****ENTRY:** Philadelphia Pioneers On The Road
To Stonewall**CATEGORY:** LGBT**Visit Seattle****ENTRY:** AFAR, How to Visit Seattle's Top
Museums for Half the Price This Month**CATEGORY:** FEATURE PLACEMENT ON-
LINE - Consumer Media**AGENCY:** Development Counsellors Inter-
national

Visit Seattle

ENTRY: LA Times, "Even an icon needs a little work occasionally"

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

AGENCY: Development Counsellors International

Visit South Walton

ENTRY: South Walton, FL, Makes a Splash With America's First Underwater Art Museum

CATEGORY: NEW OPENING/LAUNCH

AGENCY: TURNER

Visit Dallas

ENTRY: Margarita Mile

CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media

AGENCY: MMGY NJF

Visit Greenville SC

ENTRY: Visit Greenville SC Anchor Bar Co. TODAY Show Placement

CATEGORY: FEATURE PLACEMENT TELEVISION

Visit Pittsburgh

ENTRY: Pull Up a Chair, You are Welcomed Here.

CATEGORY: NEW OPENING/LAUNCH

Visit Scotland

ENTRY: The Comeback Kid: Dundee: How Scotland's Fourth Largest City Became The King Of Cool

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Laura Davidson Public Relations

von Mandl Family Estates

ENTRY: Travel + Leisure Features von Mandl Family Estates as the Royals' Favorite Wineries

CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media

AGENCY: MFA, A Finn Partners Company

White Lodging Services

ENTRY: Moxy Chicago Downtown's Zombie Burrito

CATEGORY: MARKETING PROGRAM - Consumer

White Lodging Services

ENTRY: Moxy Chicago Downtown ABC LOCALish Placement

CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media

White Lodging Services

ENTRY: The Westin Austin Downtown Gingerbread House

CATEGORY: NEW - Experiential

Accor

ENTRY: MGallery Activation

CATEGORY: NEW OPENING/LAUNCH

Accor

ENTRY: Fairmont Loves Film

CATEGORY: MARKETING PROGRAM-
Consumer

Accor

ENTRY: Fairmont Loves Film

CATEGORY: PARTNERSHIP WITH MAJOR
BRAND (national or local)

Accor

ENTRY: Sofitel en Blanc

CATEGORY: SPECIAL EVENT

Aliz Hotel Times Square

ENTRY: Aliz Hotel Times Square

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Carolyn Izzo Integrated Com-
munications

Allianz Global Assistance

ENTRY: Micro-cations Are the Convenient,
Budget-Friendly Travel Trend We've All
Been Waiting For

CATEGORY: FEATURE PLACEMENT ON-
LINE - Consumer Media

AGENCY: Finn Partners

Aman Skincare

ENTRY: Translating Destinations to Beauty
Products

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Laura Davidson Public Relations

American Express Travel

ENTRY: Amex Travel Fine Hotels & Re-
sorts® 5X Membership Rewards® Launch
Event

CATEGORY: Influencer Marketing

AGENCY: Momentum Worldwide, PMK
and Vowel

American Express Travel

ENTRY: Amex Travel Fine Hotels & Re-
sorts® 5X Membership Rewards® Launch
Event

CATEGORY: Public Relations Innovation

AGENCY: Momentum Worldwide, PMK
and Vowel

Bahamas Ministry of Tourism & Aviation

ENTRY: Sports Illustrated Swimsuit Cover

CATEGORY: FEATURE PLACEMENT PRINT
- Consumer Magazine or Newspaper

AGENCY: Weber Shandwick

Best Western Hotels & Resorts

ENTRY: David Kong Boasts Big Plans for
WorldHotels

CATEGORY: FEATURE PLACEMENT ON-
LINE - Trade Media

AGENCY: Hemsworth Communications

Best Western Hotels & Resorts

ENTRY: LodgingMagazine.com - Best
Western Leans into the Future During Its
2018 North American Convention and
Conference

CATEGORY: FEATURE PLACEMENT ON-
LINE - Trade Media

AGENCY: Hemsworth Communications

Best Western Hotels & Resorts

ENTRY: Lodging Magazine - Back to Basics:
Elevating the Guest Experience Starts with
Mastering the Essentials

CATEGORY: FEATURE PLACEMENT PRINT
- Trade Publication

AGENCY: Hemsworth Communications

Best Western Hotels & Resorts

ENTRY: HotelNewsNow.com - Kong: Best
Western Must Add More Brands to Grow
Scale

CATEGORY: FEATURE PLACEMENT ON-
LINE - Trade Media

AGENCY: Hemsworth Communications

Best Western Hotels & Resorts

ENTRY: HospitalityTech.com - HT EXCLU-
SIVE Best Western Chats with HT About Its
New Tech Focused Brand Vib

CATEGORY: FEATURE PLACEMENT ON-
LINE - Trade Media

AGENCY: Hemsworth Communications

Best Western Hotels & Resorts

ENTRY: FameBit Campaign

CATEGORY: Influencer Marketing

AGENCY: Ideas Collide & Initiative

Best Western Hotels & Resorts

ENTRY: HotelierMagazine.com Ready to
Shine Best Western Prepares to Welcome
its First GLo Hotel in Canada

CATEGORY: FEATURE PLACEMENT ON-
LINE - Trade Media

AGENCY: Hemsworth Communications

Blackberry Mountain

ENTRY: DuJour

CATEGORY: FEATURE PLACEMENT PRINT
- Consumer Magazine or Newspaper

AGENCY: Baltz & Company

Blackberry Mountain

ENTRY: Houston Chronicle

CATEGORY: FEATURE PLACEMENT ON-
LINE - Consumer Media

AGENCY: Baltz & Company

Caribe Hilton San Juan

ENTRY: Puerto Rico's Comeback Editors
Roundtable

CATEGORY: SPECIAL EVENT

AGENCY: Diamond Public Relations

Catalina Island Company

ENTRY: Catalina Island Company Centen-
nial Anniversary PR Campaign

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Murphy O'Brien

CIE Tours International

ENTRY: Go "Beyond the Wall" with CIE Tours

CATEGORY: MARKETING PROGRAM-Consumer

AGENCY: Mower

Cox & Kings

ENTRY: Dinner With A Chef, Now a Friend, In Lisbon

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

AGENCY: DDP

Discover Puerto Rico

ENTRY: #CoverTheProgress

CATEGORY: COMMUNITY SERVICE/SOCIAL RESPONSIBILITY

AGENCY: Ketchum

Discover The Palm Beaches

ENTRY: Jamaïque PARADIS Feature

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

AGENCY: The Zimmerman Agency

Dorado Beach, a Ritz-Carlton Reserve

ENTRY: Dorado Beach, a Ritz-Carlton Reserve Reopening - Feature Coverage

CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media

AGENCY: The Brandman Agency

Explore St. Louis

ENTRY: Gateway Arch National Park Re-launch

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

AGENCY: DCI

Fess Parker Family Portfolio

ENTRY: American Way

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

AGENCY: Baltz & Company

Frangipani Beach Resort

ENTRY: POSITIONING A LUXURY RESORT IN ANGUILLA POST HURRICANE IRMA – FRANGIPANI BEACH RESORT

CATEGORY: CRISIS COMMUNICATION/RECOVERY COMMUNICATION

AGENCY: Zapwater Communications, Inc.

Generator

ENTRY: Bringing "Poshtels" to the U.S.: The Launch of Generator Miami

CATEGORY: NEW OPENING/LAUNCH

AGENCY: MMGY NJF

Grenada Tourism Authority

ENTRY: Getting to Know Grenada, 35 Years After the US Invasion

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

AGENCY: Zapwater Communications, Inc.

Hilton

ENTRY: Hilton Launches Micro Hotel Brand Motto by Hilton

CATEGORY: NEW OPENING/LAUNCH

Hong Kong Tourism Board

ENTRY: Hong Kong's Big Bet

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

InsideJapan Tours

ENTRY: InsideJapan Tours North America Re-launch

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

AGENCY: Xhibition PR

Jamaica Tourist Board

ENTRY: Reggae Girlz at the World Cup

CATEGORY: Global

AGENCY: Finn Partners

Jamaica Tourist Board

ENTRY: Jamaica Embraces a Culinary Renaissance Beyond Jerk

CATEGORY: FEATURE PLACEMENT PRINT - Trade Publication

AGENCY: Finn Partners

Jamaica Tourist Board

ENTRY: Jamaica Destination Feature & Photo Spread in Southern Bride

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

AGENCY: Finn Partners

JetSuite

ENTRY: JetSuite Changes the Face of Private Aviation

CATEGORY: Multi-Cultural

AGENCY: The Brandman Agency

JW Marriott Cancun Resort & Spa

ENTRY: New York Drybar Media Event

CATEGORY: SPECIAL EVENT

AGENCY: Diamond Public Relations

Kyoto City Tourism Association

ENTRY: Kyoto Convinces Kim Kardashian West to Change Name of Shapewear Line

CATEGORY: Multi-Cultural

AGENCY: MMGY Myriad

Marriott International

ENTRY: LGBTQ+ Marriott International Costa Rica US Press Trip

CATEGORY: LGBT

AGENCY: The Brandman Agency

Marriott International

ENTRY: 2019 Annual Cat Fashion Show at The Algonquin Hotel

CATEGORY: SPECIAL EVENT

AGENCY: MMGY NJF

Montgomery Area Chamber of Commerce

ENTRY: The Zelda Suite Campaign

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Lou Hammond Group

Naples, Marco Island and the Everglades

ENTRY: Sean and Catherine Lowe Influencer Campaign

CATEGORY: Influencer Marketing

AGENCY: Paradise Advertising & Marketing

Nebraska Tourism Commission

ENTRY: Viral PR Launch: Nebraska. Honestly, it's not for everyone.

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

AGENCY: TURNER PR

Oceania Cruises

ENTRY: Culinary and Destination Cruising Beyond the Horizon

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

AGENCY: MMGY NJF

OFFICE DU TOURISME DU CANTON DE VAUD

ENTRY: Switzerland's Winegrowers Festival, the Fête des Vignerons

CATEGORY: SPECIAL EVENT

AGENCY: ConranPR New York

Pebble Beach Resorts

ENTRY: Pebble Beach Resorts

CATEGORY: Influencer Marketing

AGENCY: VERB Interactive

Preferred Hotels & Resorts

ENTRY: Preferred Hotels & Resorts Celebrates 50 Years of Inspiring Travel

CATEGORY: MARKETING PROGRAM-Consumer

Renaissance Hotels

ENTRY: Renaissance Hotels' Global Day of Discovery and "Discover This Way" Campaign Launch

CATEGORY: SPECIAL EVENT

Riviera Nayarit Convention & Visitors Bureau

ENTRY: Bloomberg - Mexico's Riviera Nayarit Aims to Be Next Great Beach Resort Destination

CATEGORY: FEATURE PLACEMENT TELEVISION

AGENCY: Newlink

Setouchi Tourism Authority

ENTRY: Move Over Kyoto and Tokyo, The Setouchi Islands is the NEW Hotspot in Japan; Increased U.S. hotel room nights by 20% in under a year

CATEGORY: MARKETING PROGRAM-Consumer

AGENCY: Quinn

Sonesta Fort Lauderdale Beach

ENTRY: Steelpan Launch

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Hemsworth Communications

South African Tourism

ENTRY: Here and Now: Mandela's Centennial

CATEGORY: Multi-Cultural

AGENCY: WIT

South Dakota Department of Tourism

ENTRY: "Deadwood: The Movie" Premiere Shines Spotlight on the Real Deadwood

CATEGORY: SPECIAL EVENT

AGENCY: MMGY NJF

Terranea Resort

ENTRY: Sea Harvest Workshop

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

Terranea Resort

ENTRY: Terranea Proud

CATEGORY: EMPLOYEE PROGRAM

The Beaches of Fort Myers & Sanibel

ENTRY: #OneLee

CATEGORY: COMMUNITY SERVICE/SOCIAL RESPONSIBILITY

AGENCY: MMGY Global

The Cove Atlantis

ENTRY: "Eat a Fish, Save the Reef with Chef José Andrés"

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Laura Davidson Public Relations

The Farmhouse at Ojai Valley Inn

ENTRY: The Farmhouse at Ojai Valley Inn - New Launch

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Murphy O'Brien

The Glen House

ENTRY: The Glen House Opening Campaign

CATEGORY: NEW OPENING/LAUNCH

AGENCY: ConranPR New York

The High Line Hotel

ENTRY: Pumpkin Service at The High Line Hotel

CATEGORY: NEW - Experiential

AGENCY: Xhibition PR

Tourism Authority of Thailand

ENTRY: Tourism Authority of Thailand Celebrates Wellness with "New You" Wellness Campaign

CATEGORY: MARKETING PROGRAM-Consumer

AGENCY: Quinn

Visit Finland

ENTRY: A MORE FASHIONABLE FINLAND WITH #ANTHROFINLAND

CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

AGENCY: Zapwater Communications, Inc.

Visit Irving

ENTRY: A PROGRESSIVE DINNER WITH A PURPOSE: Irving's Toyota Music Factory is Alive, Well, Delicious and Instagrammable

CATEGORY: SPECIAL EVENT

Visit Irving

ENTRY: Of Ferraris and Fascinators: Irving's New Signature Luxury Event

CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media

Visit Irving

ENTRY: A PROGRESSIVE DINNER WITH A PURPOSE: Irving's Toyota Music Factory is Alive, Well, Delicious and Instagrammable
CATEGORY: Influencer Marketing

Visit Monterey

ENTRY: Big Little Lies Travel Guide to Monterey County
CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper
AGENCY: Parasol

Visit Oakland

ENTRY: Oakland Coffee Rush
CATEGORY: MEDIA CENTER - Online Press Room
AGENCY: Development Counsellors International

VISIT PHILADELPHIA

ENTRY: Combating a Shutdown
CATEGORY: COMMUNITY SERVICE/SOCIAL RESPONSIBILITY

Visit Plano

ENTRY: Pooch Perfect: Plano Welcomes Visitors With Open Arms and Wagging Tails
CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media
AGENCY: Tucker & Associates

Visit Tampa Bay

ENTRY: Tampa's Table: A Culinary Journey Through Tampa Bay
CATEGORY: Public Relations Innovation

Westin Hotels & Resorts

ENTRY: Westin's Wellness Innovation Drives Lodging Story
CATEGORY: FEATURE PLACEMENT PRINT - Trade Publication
AGENCY: MFA, A Finn Partners Company

From Here to There to Anywhere: Award-Winning Innovative Campaigns

Ideas Collide is made up of travelers and innovators with a passion for destination marketing. From creative content marketing to chatbots and maximized data-driven digital strategies, we build custom marketing solutions that guide travelers to your destination.

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Atlanta Convention & Visitors Bureau and Green Media Works

ENTRY: ACVB delivers celebrity welcome for Super Bowl LIII

CATEGORY: SPECIAL EVENT

Best Western Hotels & Resorts

ENTRY: Hotel Business – With WorldHotels Deal, Best Western Enters Luxury

CATEGORY: FEATURE PLACEMENT PRINT - Trade Publication

AGENCY: Hemsworth Communications

Best Western Hotels & Resorts

ENTRY: CanadianLodgingNews.com - Modern and Energetic Boutique Hotel Brand GLo® Arrives in Canada

CATEGORY: FEATURE PLACEMENT ONLINE - Trade Media

AGENCY: Hemsworth Communications

Best Western Hotels & Resorts

ENTRY: Cool Mom Picks Campaign

CATEGORY: Influencer Marketing

AGENCY: Hemsworth Communications

Best Western Hotels & Resorts

ENTRY: Hotel Business Exclusive - Dynamic Duo - Best Western Aiden Arrives with Sadie Close Behind

CATEGORY: FEATURE PLACEMENT PRINT - Trade Publication

AGENCY: Hemsworth Communications

Best Western Hotels & Resorts

ENTRY: AutoClerk acquisition

CATEGORY: NEW OPENING/LAUNCH

AGENCY: Hemsworth Communications

Crustacean

ENTRY: Crustacean: The Mother of Fusion Cuisine

CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media

AGENCY: Zapwater Communications, Inc.

Dorado Beach, a Ritz-Carlton Reserve

ENTRY: Dorado Beach, a Ritz-Carlton Reserve Reopening Campaign

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

AGENCY: The Brandman Agency

Fairlane Hotel

ENTRY: The Fairlane Opening Transforms Nashville Hotel Scene

CATEGORY: MARKETING PROGRAM-Consumer

AGENCY: Quinn

Fideicomiso de Turismo de La Paz

ENTRY: La Paz, Mexico – A Peaceful Retreat

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

AGENCY: Zapwater Communications, Inc.

Grand Fiesta Americana Coral Beach Resort & Spa

ENTRY: Peace & Quiet in Cancun

CATEGORY: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

AGENCY: DDPR

Hawks Cay Resort

ENTRY: Hawks Cay Resort #HawksCayRises Reopening Campaign

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

AGENCY: Zapwater Communications, Inc.

Hilton Head Island - Bluffton Chamber of Commerce

ENTRY: Hilton Head Island: Chowhound

CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media

AGENCY: Weber Shandwick

Hong Kong Tourism Board

ENTRY: Samantha Brown's Places to Love

CATEGORY: FEATURE PLACEMENT TELEVISION

InterContinental Los Angeles Downtown

ENTRY: Red Bull Supermoon Activation

CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

Marriott International

ENTRY: Uncover Puerto Rico Immersive Dinner Hosted by Marriott International

CATEGORY: SPECIAL EVENT

AGENCY: The Brandman Agency

Marriott International

ENTRY: Project: Aloft Star

CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

Moxy Hotels/Lightstone

ENTRY: JonBoy Tattoo Studio at Moxy Times Square

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

AGENCY: LFB

Mr & Mrs Smith

ENTRY: Mr & Mrs Smith Debuts The World's Sexiest Bedrooms Coffee Table Book

CATEGORY: FEATURE PLACEMENT ONLINE - Consumer Media

AGENCY: Hue & Cry

Myrtle Beach Area Chamber of Commerce/CVB

ENTRY: Visit Myrtle Beach Family-Friendly Campaign

CATEGORY: MARKETING PROGRAM-Consumer

AGENCY: Fahlgren Mortine

OTO Development

ENTRY: CasTELL Us What to Call This Drink

CATEGORY: RE-LAUNCH OF EXISTING PRODUCT

Princess Cruises

ENTRY: Ocean Medallion Influencer Campaign

CATEGORY: Influencer Marketing

AGENCY: MMGY Global

Red Roof

ENTRY: The Passion Traveler Program
CATEGORY: MARKETING PROGRAM-Consumer

Singita

ENTRY: SHAPE Runs with Lions
CATEGORY: NEW - Experiential
AGENCY: Imagine PR

Terranea Resort

ENTRY: 10-Year Anniversary Press Kits
CATEGORY: PRESS KIT

Terranea Resort

ENTRY: Ambassador Weekend
CATEGORY: Influencer Marketing

The St. Regis Aspen Resort

ENTRY: The St. Regis Aspen Welcomes Kitty Jacob Astor II
CATEGORY: RE-LAUNCH OF EXISTING PRODUCT
AGENCY: MFA, A Finn Partners Company

Travel Manitoba

ENTRY: Manitoba & Lonely Planet Best in Travel 2019
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

Visit Fort Worth

ENTRY: Fort Worth Grows National Recognition and Doubles Media Impressions in One Year with over One Billion Impressions
CATEGORY: MARKETING PROGRAM-Consumer
AGENCY: Quinn

Visit Irving

ENTRY: Visit Irving Blog
CATEGORY: Blog

Visit Jackson

ENTRY: Follow Me To Jackson Digital Influencer Campaign
CATEGORY: Influencer Marketing
AGENCY: Development Counsellors International

Visit Seattle

ENTRY: Washington State Convention Center Groundbreaking
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Development Counsellors International

Wyndham Hotels & Resorts

ENTRY: La Quinta Means Business
CATEGORY: Influencer Marketing
AGENCY: MullenLowe

INTEGRATED MARKETING

Accor

ENTRY: Sofitel en Blanc

CATEGORY: Integrated Marketing Campaign

Aqua-Aston Hospitality

ENTRY: #ShareTheAloha Campaign Celebrates 70-Years of Sustainable Tourism

CATEGORY: Integrated Marketing Campaign

Four Seasons Hotels and Resorts

ENTRY: Four Seasons Pop Down Hong Kong

CATEGORY: Integrated Marketing Campaign

HMSHost

ENTRY: HMSHost Food Fight for Veterans

CATEGORY: Integrated Marketing Campaign

Houston First Corporation

ENTRY: Space City: Where Giant Leaps are Made

CATEGORY: Integrated Marketing Campaign

AGENCY: TURNER PR

Mohonk Mountain House

ENTRY: Celebrating 150 Years of Mohonk

CATEGORY: Integrated Marketing Campaign

Reno Tahoe Airport Authority

ENTRY: Do You RNO?

CATEGORY: Integrated Marketing Campaign

AGENCY: Noble Studios

South Carolina Department of Parks, Recreation and Tourism

ENTRY: The Ultimate Outsider Program

CATEGORY: Integrated Marketing Campaign

The Aruba Tourism Authority

ENTRY: Aruba Local All-Star Xander Bogaerts

CATEGORY: Integrated Marketing Campaign

AGENCY: Concept Farm

The Aruba Tourism Authority

ENTRY: Aruba goes "Local" in Grand Central

CATEGORY: Integrated Marketing Campaign

AGENCY: Concept Farm

The Bahamas Ministry of Tourism

ENTRY: Lenny Kravitz Fly Away Campaign

CATEGORY: Integrated Marketing Campaign

AGENCY: Tambourine

Utah Office of Tourism

ENTRY: China Red Emerald Initiative

CATEGORY: Integrated Marketing Campaign

AGENCY: Adgenuity Inc.

Utah Office of Tourism

ENTRY: More Mountain Time

CATEGORY: Integrated Marketing Campaign

AGENCY: Struck

Visit KC

ENTRY: Positioning Kansas City as the Heart of the New Midwest

CATEGORY: Integrated Marketing Campaign

AGENCY: MMGY Global

Baha Mar

ENTRY: Baha Mar Experiences Campaign

CATEGORY: Integrated Marketing Campaign

AGENCY: ModOp

Bradenton Area Convention & Visitors Bureau

ENTRY: We've Got the Cure Campaign

CATEGORY: Integrated Marketing Campaign

AGENCY: Aqua Marketing & Communications, Inc.

Brand USA

ENTRY: Brand USA United Stories

CATEGORY: Integrated Marketing Campaign

AGENCY: Dirt Worldwide

Paséa Hotel & Spa

ENTRY: The PawSéa - Pet Passionate, Surfer Friendly

CATEGORY: Integrated Marketing Campaign

South Dakota Department of Tourism

ENTRY: "Great Faces, Great Places" 2018 Integrated Marketing Campaign

CATEGORY: Integrated Marketing Campaign

AGENCY: Lawrence & Schiller & MMGY

The Ritz-Carlton

ENTRY: Stellar Dining Series by The Ritz-Carlton

CATEGORY: Integrated Marketing Campaign

Visit Santa Barbara

ENTRY: Chroma: Santa Barbara County Pop-up Shop

CATEGORY: Integrated Marketing Campaign

AGENCY: Sparkloft Media

Westin Hotels & Resorts

ENTRY: DO NOT DISTURB: Westin Hotels & Resorts Champions #JOMO

CATEGORY: Integrated Marketing Campaign

AGENCY: MFA, A Finn Partners Company

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

INTEGRATED MARKETING

HSMAI ADRIAN AWARDS 2.0¹⁹

Caesars Entertainment

ENTRY: CAESARS FORUM opening March 2020

CATEGORY: Integrated Marketing Campaign

Fairmont Grand Del Mar

ENTRY: Winter Wonderland at the Grand

CATEGORY: Integrated Marketing Campaign

Punta Gorda/Englewood Beach Visitor & Convention Bureau

ENTRY: "Outsiders Welcome" Campaign

CATEGORY: Integrated Marketing Campaign

AGENCY: Aqua Marketing & Communications, Inc.

Terranea Resort

ENTRY: TerraneaLife

CATEGORY: Integrated Marketing Campaign

The Kessler Collection

ENTRY: Leave The Familiar Behind

CATEGORY: Integrated Marketing Campaign

AGENCY: The Knight Agency

Travel Michigan

ENTRY: Long Live Summer

CATEGORY: Integrated Marketing Campaign

AGENCY: Weber Shandwick