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Tuesday, March 23, 2021

# WELCOME

# Welcome to the 2020 HSMAI Adrian Awards

The Hospitality Sales & Marketing Association International (HSMAI) is proud to present and honor this year's outstanding entries in the 2020 HSMAI Adrian Awards Competition. HSMAI's mission is to fuel sales, inspire marketing, and optimize revenue for hospitality, travel, and tourism professionals. The Adrian Awards provide us the opportunity to recognize outstanding work and support our industry's success. It has been our honor to host a celebration of this outstanding work from the industry for 64 years. As we all know 2021 is different. We still believe the incredible work that is highlighted will spark your creativity as you explore your own ways to achieve your goals. And we thank you for celebrating with us virtually.

The Adrian Awards is the world's largest advertising, digital marketing, and public relations competition for hospitality, travel, and tourism. Hosted annually by HSMAI and named for its creator, Adrian W. Phillips, CHME, the competition has always been a showcase and benchmark of best practices in hotel and travel-related marketing and media.

For the first time we are celebrating virtually as the industry continues to work through and recover from the Coronavirus pandemic. This celebration recognizes lifetime achievement; top 25 extraordinary minds; hospitality heroes; award-winning approaches to advertising, public relations, and digital marketing – and four focus categories in Corporate Social Responsibility, Crisis Communications & Management, Recovery Strategies and Talent and Leadership Development: An HSMAI Foundation Honor.

Thank you for joining us for this special celebration and for helping us honor the contributions of these extraordinary leaders and teams.

Best Regards,



Marina Mairmall

Marina MacDonald HSMAI Chair Chief Marketing Officer *Red Roof* 



Bob Sichut

Robert A. Gilbert, CHME, CHBA President & CEO Hospitality Sales & Marketing Association International

# THANK YOU

### **HSMAI ADRIAN AWARDS 2020**

# **Presenters**

Agnelo Fernandes Chair of HSMAI Foundation Chief Strategy Officer & EVP, Revenue Terranea Resort

Bob Gilbert, CHME, CHBA President & CEO HSMAI

Michael Innocentin VP, E-Commerce & Digital NCA Region AccorHotels

Marina MacDonald HSMAI Americas Board Chair Chief Marketing Officer Red Roof

Andrew Rubinacci EVP, Chief Commercial Officer *Omni Hotels & Resorts* 

Mark Thompson, CHBA, CHSE, CHDM Senior Vice President, Tourism Acting CMO Visit Dallas

John Washko VP of Exhibition & Convention and Sales *Mohegan Sun* 

# Program

- Welcome
- The 2020 HSMAI Top 25: Extraordinary Minds in Hospitality Sales, Marketing, Revenue Optimization
- Hospitality Heroes
- Best Practice Awards
  - Corporate Social Responsibility
  - Crisis Communications and Management
  - Recovery Strategies
  - Talent and Leadership Development: An HSMAI Foundation Honor
- Lifetime Achievement Award Winthrop W. Grice Award for Public Relations
  - Mary Gostelow, Publisher of the Gostelow Report
- Adrian Award Traditional Category Winners and Trends
- Lifetime Achievement Award Albert E. Koehl Award for Hospitality Marketing
  - Dorothy Dowling, Senior Vice President and Chief Marketing Officer for Best Western Hotels & Resorts

# ACCOR

The results make it official. But everyone at Accor knew all along!

Nicole Leirheimer, Vice President, Public Relations and Communications, North & Central America, has been named by the Hospitality Sales and Marketing Association International as one of 2020's Top 25 Extraordinary Minds in Sales, Marketing and Revenue Optimization.

From everyone at Accor, congratulations on this prestigious award, Nicole!



RAFFLES \ ORIENT EXPRESS \ FAENA \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO SOFITEL \ THE HOUSE OF ORIGINALS \ RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA \ 25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS IBIS STYLES \ GREET \ IBIS BUDGET \ JO&JOE \ HOTELF1

# HISTORY OF THE ADRIAN AWARDS

Brought to life in 1956 by Adrian W. Phillips, CHME, as a way to collect advertising samples to educate hospitality students, the Adrian Awards has become the world's largest and most renowned advertising, public relations and digital marketing competition for hospitality, travel and tourism.

From its initial roots as an advertising competition for the hotel industry, the program grew as HSMAI's mission shifted to be inclusive of all travel segments and as marketing disciplines emerged in the marketplace. Public Relations was added as a distinct area of the competition in 1987, followed by Digital Marketing in 2000.

In 2020, winners were selected from a field of over 600 entries from around the world. The focus of the 2020 HSMAI Adrian Awards was on Best Practices, Innovation and Community and the work represents the creativity that continues to empower recovery. All Adrian Award winner's work is showcased online following the celebration at www.adrianawards.com.

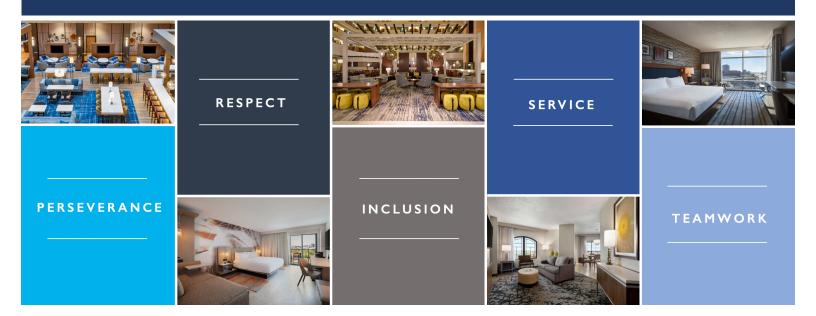
Adrian W. Phillips, CHME entered the industry in 1922 and became the first instructor of hotel sales at Cornell University's School of Hotel Administration in 1940. He served as HSMAI's seventh President from 1941-42 and became Executive Vice President and CEO of HSMAI in 1952. It was his belief that improvements in all aspects of hotel advertising, both media and collateral, was critical and in 1956 he started the HSMAI Advertising Awards Competition for the benefit of the travel marketing community and his students. Phillips remained active with the association until his death in 1991 at the age of 91. It is very apparent that Adrian Phillip's passion to communicate best practices in travel-related marketing is still the key element of this world renowned competition.



# ATRIUM HOSPITALITY



BEST PRACTICE GOLD IN TALENT AND LEADERSHIP DEVELOPMENT: AN HSMAI FOUNDATION HONOR



Atrium Hospitality is honored to be recognized for best practices and innovation in areas that leverage their five core values and that support their leadership in the hospitality industry's recovery.

Even in a pandemic, Atrium Hospitality continues to proactively improve as one of the nation's largest hotel operators. In early 2020, the company created the All Purpose Manager (APM) hotel position responsible for multiple operational departments with an emphasis on clean, safe guest stays and team member personal and professional growth. Atrium Hospitality streamlined and redefined their Job Description Library supporting their national hotel portfolio of 83 hotels in 28 states and focused on more cross-functional teams.



Atrium Hospitality 12735 Morris Road Ext Suite 400 Alpharetta, Georgia 30004



HSMAI 2020 TOP 25 MINDS

### **HSMAI ADRIAN AWARDS 2020**

# **2020 HSMAI Top 25 Extraordinary Minds in Sales,** Marketing, Revenue Optimization

Being named to the Top 25 is an honor given to leaders in the hospitality, travel and tourism industries for measured accomplishment during a given year. This "who's hot list" give distinction to outstanding leaders whose "get results" strategies are truly exceptional and admired by colleagues and the industry as a whole.

### **Todd Arviso**

Vice President & Commercial Director, Americas Managed Hotels Hilton

Heather Bailey, CHBA, CHT, CAEHM Senior Director, Worldwide Sales - Hotel Sales Optimization *BWH Hotel Group* 

Gathan D. Borden, CHDM Vice President, Marketing VisitLEX

Johnathan Capps Vice President of Revenue *Charlestowne Hotels* 

Craig Carbonniere Jr., CHDM Senior Director of Sales *Milestone, Inc.* 

Dana Cariss, CHDM Vice President, Revenue Strategy and Distribution *CoralTree Hospitality* 

Sabrina Cendral Senior Vice President of Sales and Marketing *Club Med* 

Denise Chapman Director of Marketing Waldorf Astoria Monarch Beach Resort and Club

Sonali Fernando Regional Director of Revenue *Virgin Hotels*  Elana Friedman Chief Marketing Officer AKA

**Bettina Garibaldi** Senior Vice President, Managing Director *Ketchum- Travel, Hospitality and Leisure* 

Griff Garwood Senior Director, Global Media Marriott International

Stephanie Glanzer, CMP Chief Sales Officer and Senior Vice President MGM Resorts International

Michael J. Goldrich, CHDM Global Head of Digital Marketing Club Quarters

**Eliot Hamlisch** EVP, Loyalty and Revenue Optimization *Wyndham Hotels and Resorts* 

Rhett Hirko, CRME Global Vice President, Revenue Optimization Preferred Hotels and Resorts

Sara Joseph Senior Vice President, Head of Travel and Lifestyle BerlinRosen

Nicole Lierheimer Vice President, PR and Communications Accor Gissell Moronta, CMP Vice President, Sales and Marketing *Atrium Hospitality* 

Staci Olney Vice President, National Sales Red Roof Inns, Inc.

Shawn Paley Senior Director, MDS Studio Marriott International

Eve Paré President and CEO AHGM

Peter Ricci, CHA, CHSE, CRME, EDD, CHBA Director, Hospitality and Tourism Management Program Florida Atlantic University (FAU)

Anne Sayers Acting Secretary Wisconsin Department of Tourism

David Warman Principal Red House Strategy

Cesar Wurm Vice President, Commercial and Revenue Management, CMH IHG

# HSMAI HOSPITALITY HEROES

### **HSMAI ADRIAN AWARDS 2020**

Regardless of the circumstances, heroes rise to meet the occasion. In 2020, industry professionals nominated the colleagues they thought deserved recognition for their efforts to take a leadership position, champion a cause, or create a program that has directly benefited industry workers, medical personnel, first responders, or communities impacted by the coronavirus pandemic. Nominations were reviewed each week by a panel of Adrian judges and selected Heroes were honored weekly online leading up to the Adrian Awards Celebration.

### Meet the Heroes



Matt Maddox, President and CEO of Wynn Resorts Matt led his team to take part in multiple initiatives that brought aid to those

during the pandemic, delivering money, food, and supplies to medical personnel, first responders, food banks, schools, and civic organizations.



Holly Zoba, CHDM, Owner of Scout Simply and Influencer Sales Training, and an HSMAI member Holly spearheaded support for KickCOVID.us, a crowdsourced website offering up-to-date public health information on hotels, restaurants, and other public I ocations in the United States.



**Geoffrey A. Mills,** Regional Vice President and General Manager at Hudson New York for sbe Lifestyle Hospitality

Geoffrey led the company in donating 2,000 overnight stays to frontline workers in need. In addition, he oversaw the donation of masks, sheets, pillowcases, gloves, and disinfectants to Montefiore Hospital in the Bronx, one of the hardesthit frontline medical institutions.



Ardy Edgerton, CGTP, Senior National Account Executive for Red Roof Ardy played an instrumental role in leasing hotels to provide temporary housing for more than 75 county, state,



and federal emergency management offices during the pandemic.

Yvette Koebke, Director of Sales and Marketing for Residence Inn/Courtyard by Marriott Phoenix Downtown Yvette made a personal sacrifice as COVID-19 worsened. She stepped down from her position and gave her hours to two sales managers, as opposed to laying off her sales team. She then began selling prints of her own artwork to raise money for colleagues who had lost their jobs.





Inn at Longwood Medical Brian acted as a support for members of his community during the pandemic by keeping The Inn and its restaurant open for local healthcare workers, patients, and their families. In addition, he kept each of his employees at least partially employed at all times.

Brian Stiglets, General Manager of The

Nicole McAlister, CHSE, Area Director of Franchise Services for Choice Hotels International, and an HSMAI member and Austin chapter board member Nicole chose to promote healthy living and fitness during COVID-19, championing virtual 5K hot runs through her local Big Brothers and Sisters organization. She also coordinated donations and volunteer work by her hotel to support food banks.

# CONGRATULATIONS GISSELL MORONTA

HSMAI's 2020 Top 25 Extraordinary Minds in Sales, Marketing, and Revenue Optimization







**GISSELL MORONTA**, Vice President of Sales & Marketing, is responsible for the direct sales performance of a portfolio of hotels for Atrium Hospitality, one of the nation's largest hotel operators. Her nearly 25 years of leadership, passion and vision are among the many reasons why she is being honored with this prestigious award. It's people like Gissell that make Atrium Hospitality one of the top places to work in Atlanta, fostering a culture guided by our five core values: perseverance, respect, inclusion, service and teamwork. Congratulations, Gissell!

# HSMAI HOSPITALITY HEROES

### **HSMAI ADRIAN AWARDS 2020**

### **Meet the Heroes**



**Dr. Peter Ricci,** *CHA, CHSE, CRME, Director of the Hospitality and Tourism Management Program at Florida Atlantic University, and an HSMAI member* At the onset of the pandemic, Dr. Ricci anticipated layoffs and furloughs in the hospitality sector. To plan ahead, he offered condensed certifications in Hospitality and Tourism Management at no charge for hospitality workers who were impacted by COVID-19.



Jean-Cédric Callies, Director of Sales and Marketing for Hotel Monville, and an HSMAI member Jean-Cédric prepared meals for first responders working at the University of Montreal Health Center. In addition, he launched a variety of initiatives to support the hotel as well as the community, including renting out unoccupied suites as private workspaces.



### Ava Espano, Guest Services Agent, Accor

Ava won her company's Heartist of the Year employee-recognition honor. She chose to send the money she received to her family in the Philippines, who put it to excellent use in preparing care packages for those in need.



Kenan Tekin, Dual Opening General Manager, Hyatt House/Hyatt Place Los Angeles International Airport Kenan took it upon himself to support laid-off staff in his community. Using his own money, he purchased groceries for those who had lost their jobs, and donated an entire paycheck to six families.









### Jill Flynn, Director of Sales, Events, and Marketing for the Hyatt Regency Dulles Jill offered support to U.S. Foreign Service employees as well as federal workers who were ordered home during COVID-19. She anticipated that many would have nowhere to go, and dressed in personal protective equipment to greet them at the airport and book rooms for them at her hotel.

Jonathan DiFonzo, District

Sales Representative for Cheney Brothers Inc. Jonathan started a GoFundMe campaign that raised money to help out-of-work restaurant employees in Delray Beach, Florida. Alongside three dozen volunteers, he packed and distributed fresh produce and more than 200 meal boxes.

Mary Parks, Director of Sales for the Hilton Garden Inn Annapolis Downtown Mary did her part in flattening the curve by hand-making hundreds of masks for friends, colleagues, and members of her community. She also used her hotel's kitchen to bake chocolate chip cookies for medical personnel, firefighters, and first responders.

Sheela Martinez, most recently Front Office Assistant and Manager at The London West Hollywood at Beverly Hills Sheela launched a Facebook campaign that raised enough money to feed 200 families in her native home, the Philippines. The campaign exceeded even her own expectations, and within two days, she'd raised enough funds for almost 500 relief bags.

# HSMAI ADRIAN AWARDS 2020

# 2020 Adrian Awards – Focus Categories

- Corporate Social Responsibility Being a good member of our communities has never been more important than during the pandemic. Examples of programs that were entered for the CSR award include those for hotels to house local medical and emergency workers, distribute food, and provide additional community outreach, in addition to destinations providing resources to their communities.
- Crisis Communications and Management The challenges presented to the industry during the pandemic have been unprecedented, requiring leadership and outreach to many stakeholders. Examples of programs that were entered in this category include innovative communications plans to booked guests and groups regarding closing, outreach for rebooking, virus mitigation practices, and internal team communication.
- **Recovery Strategies** During the pandemic and upon reopening the industry has created innovative messaging and promotion. Examples of initiatives in this area include promotions to communities and groups still travelling (medical, military, etc.), brand positioning, messaging and marketing around the safety of travel, and motivational messaging by hotels, brands, and destinations.
- Talent and Leadership Development: An HSMAI Foundation Honor The industry has seen significant challenges in human resources during the pandemic, with major layoffs, furloughs, and reorganization. Entries in this category included focus on mitigating the impact on staff, staff onboarding and cross training, utilization, leadership courage, and retention efforts.

# **Traditional Adrian Awards**

• Traditional Adrian Awards entry categories recognize the great marketing work that was done prior to the pandemic. Entries were accepted in 20 select traditional Adrian Awards categories.



# AN EXTRAORDINARY MIND

Cultivating a winning sales culture through innovation, a spirit of caring and customer-centric sales and revenue strategy.

Heather Bailey Senior Director, Worldwide Sales BWH Hotel Group®

Congratulations to **Heather Bailey** on being recognized as a **"Top 25 Extraordinary Mind in Sales, Marketing, and Revenue Optimization."** 



BW Best West



# CORPORATE SOCIAL RESPONSIBILITY

### **HSMAI ADRIAN AWARDS 2020**

### **GOLD BEST PRACTICE AWARDS**

### Karisma Hotels & Resorts

Entry: Holidays For Your Heroes Category: Corporate Social Responsibility Agency: Premier Worldwide Marketing

### **Marriott International**

Entry: Marriott's Rooms for Responders Category: Corporate Social Responsibility

### **MGM Resorts International**

Entry: Focused on What Matters Category: Corporate Social Responsibility

### **Nourish Lexington**

Entry: Nourish Lexington Category: Corporate Social Responsibility

### **Pinehurst Resort**

Entry: Pinehurst Employee Relief Fund Category: Corporate Social Responsibility

### Visit Irving and the Irving Convention Center at Las Colinas

Entry: Pandemic Pivot: The Irving Convention Center Steps Up to the Plate to Feed Furloughed Hospitality Workers Category: Corporate Social Responsibility

### SILVER AWARDS

### Accor Entry: ALL Heartist Fund Category: Corporate Social Responsibility

Cambria Hotel College Park Maryland - Southern Management Entry: Standing Guard in Maryland -Southern Management Category: Corporate Social Responsibility

### Lotte New York Palace

Entry: Lotte New York Palace Stay Safe and ALL IN Initiatives Category: Corporate Social Responsibility Agency: Magrino

### Marina Bay Sands

Entry: Marina Bay Sands: COVID-19 Relief Efforts 2020 Category: Corporate Social Responsibility

### Punta Gorda Englewood Beach

Visitor & Convention Bureau (VCB) Entry: Our Best Side is by Your Side Category: Corporate Social Responsibility Agency: Aqua Marketing & Communications, Inc.

### **Rosewood Hotel Group**

Entry: Rosewood Raise Category: Corporate Social Responsibility

Visit Panama City Beach Entry: STAY IT FORWARD Category: Corporate Social Responsibility

### **BRONZE AWARDS**

### **Best Western Hotels & Resorts**

Entry: Best Western's "Because We Care" Spirit Category: Corporate Social Responsibility Agency: Ideas Collide

### Casa Palopó

Entry: Casa Palopó: Community First Category: Corporate Social Responsibility Agency: Diamond Public Relations **CheapCaribbean.com**  Entry: A "Beach Shift" for Frontline Workers as a Special Thanks Category: Corporate Social Responsibility Agency: MMGY NJF

### **CVBReps**

Entry: CVBReps' Multi-Day Food Drive Benefitting Hospitality Workers Impacted by COVID-19 Category: Corporate Social Responsibility

### **Greater Palm Springs CVB**

Entry: Shift to Community: COVID-19 Category: Corporate Social Responsibility

### Hiltons of Chicago; The Palmer

House, The Drake, Hilton Chicago Entry: Hiltons of Chicago, Thankful Tuesdays Category: Corporate Social Responsibility Agency: The Brandman Agency

### Red Roof

Entry: Room in Your Heart Category: Corporate Social Responsibility

### **Rhode Island Commerce**

Entry: Rhody Resilient Category: Corporate Social Responsibility Agency: MMGY Global

### Visit Irving

Entry: From COVID Causality to COVID Comfort Category: Corporate Social Responsibility

### Wyndham Hotels & Resorts

Entry: Wyndham Championship Fore! Good Category: Corporate Social Responsibility

# CRISIS COMMUNICATIONS AND MANAGEMENT

### **HSMAI ADRIAN AWARDS 2020**

### **GOLD BEST PRACTICE AWARDS**

### Accor

Entry: ALL Safe & Well Category: Crisis Communications/ Management

### **Discover Puerto Rico**

Entry: Puerto Rico Virtual Vacay Category: Crisis Communications/ Management Agency: Ketchum

**Grupo Tauá Resorts** Entry: Don't cancel it, push it! Category: Crisis Communications/ Management Agency: Pmweb

Jamaica Tourist Board Entry: Communicating Through a Crisis: A Model for Tourism Leadership Category: Crisis Communications/ Management Agency: Finn Partners

Omni Hotels & Resorts Entry: COVID-19 Resource Landing Page Category: Crisis Communications/ Management

### Wyndham Hotels & Resorts

Entry: Wyndham Rewards -Crisis Response Marketing Category: Crisis Communications/ Management

### Wyndham Hotels & Resorts

Entry: Wyndham Hotels & Resorts: Everyday Heroes Category: Crisis Communications/ Management

### SILVER AWARDS

### **Best Western Hotels & Resorts**

Entry: Best Western's 2020 Virtual Convention Category: Crisis Communications/ Management Agency: Ideas Collide

### Casa Hotéis

Entry: At home with you Category: Crisis Communications/ Management Agency: Pmweb

### Finger Lakes Visitors Connection

Entry: Finger Lakes Visitors Connection: Helping Small Businesses Respond and Reopen Category: Crisis Communications/ Management

### Meet Minneapolis

Entry: Crisis within a Crisis - Minneapolis Category: Crisis Communications/ Management

### Milestone Inc

Entry: Marriott Digital services and Milestone Inc: Crisis Communication Websites Restore Consumer Trust and Traffic During Pandemic Category: Crisis Communications/ Management Agency: Milestone Inc.

### **Ohio Hotel & Lodging Association**

Entry: Ohio COVID-19 Crisis Communications Category: Crisis Communications/ Management

### Pocono Mountains Visitors Bureau

Entry: Pocono Promise/COVID-19 Response Category: Crisis Communications/ Management

### **RLH Corporation**

Entry: RLHClean Category: Crisis Communications/ Management

### Sanibel Captiva Beach Resorts

Entry: Rest Assured Category: Crisis Communications/ Management Agency: NOISE, Inc.

### The Colony Hotel

Entry: Quarantine at The Colony Category: Crisis Communications/ Management Agency: Luxury Ink, Reinert & Partners

# Congratulations to Dorothy Dowling on Receiving the Albert E. Koehl Lifetime Achievement Award

BWH Hotel Group is honored and humbled to have a true hospitality legend in our global family of hotels.

Thank you, Dorothy, for your immeasurable contributions to our valued partners, hoteliers and associates around the world. Your lifetime of work will leave an imprint for generations to come.



# CRISIS COMMUNICATIONS AND MANAGEMENT

### **HSMAI ADRIAN AWARDS 2020**

### **BRONZE AWARDS**

# Amelia Island Convention & Visitors Bureau

Entry: Amelia Island Tourism Gives Category: Crisis Communications/ Management

### **Bluefish Vacation Rentals and Sales**

Entry: Booked with Bluefish Category: Crisis Communications/ Management Agency: Zapwater Communications, Inc.

### Destination Niagara USA

Entry: Destination of Hope Category: Crisis Communications/ Management

### Florida's Paradise Coast - Naples, Marco Island, Everglades Entry: Florida's Paradise Coast Category: Crisis Communications/ Management Agency: Lou Hammond Group

### Naples, Marco Island, Everglades CVB

Entry: The Paradise Pledge Category: Crisis Communications/ Management Agency: Paradise Advertising and Marketing

### Net Conversion

Entry: Recovery Trends Dashboard and Webinars Category: Crisis Communications/ Management

### **Rosewood Hotel Group**

Entry: Rosewood Commitment to Care Category: Crisis Communications/ Management

### Sanibel Captiva Beach Resorts

Entry: Heroes Campaign Category: Crisis Communications/ Management Agency: NOISE, Inc.

### Southern Management Companies - Hotel Division Entry: Ever Strong in Maryland Category: Crisis Communications/ Management

### Terranea Resort

Entry: Terranea Promise Category: Crisis Communications/ Management

### Visit Irving

Entry: Crisis Communications Category: Crisis Communications/ Management

### Visit Lauderdale

Entry: Future in Focus Summit Category: Crisis Communications/ Management Agency: Aqua Marketing & Communications, Inc.

### Visit Tampa Bay

Entry: How Visit Tampa Bay Pivoted from Selling to Leading Amidst COVID-19 Category: Crisis Communications/ Management

# TOP 25 AND #1 IN OUR BOOK

US IN A REAL PROPERTY AND

Dana Cariss leads CoralTree Hospitality's Revenue Management efforts, blending science and analytics with creativity, innovation, and heart.

Congratulations, Dana



CoralTreeHospitality.com



# RECOVERY STRATEGIES

### HSMAI ADRIAN AWARDS 2020

### **GOLD BEST PRACTICE AWARDS**

### Accor

Entry: Accor's Stay Close Campaign Category: Recovery Strategies

### Baha Mar

Entry: At Home with Baha Mar Category: Recovery Strategies Agency: Parasol

### British Virgin Islands Tourist Board & Film Commission Entry: Virtual Painkiller Happy Hour

Category: Recovery Strategies Agency: MMGY Global

### **Choice Hotels International**

Entry: 2020 Choice Hotels Recovery Campaign Category: Recovery Strategies Agency: McKinney

### Costa Rica Tourism Board

Entry: The Costa Rica Essentials Toolkit Category: Recovery Strategies Agency: MMGY Global

# Explore Georgia, Georgia Department of Economic Development

Entry: Explore Your Georgia: A Phased Approach to Driving Tourism Recovery Category: Recovery Strategies Agency: Miles Partnership

# Hilton Head Island-Bluffton Visitor and Convention Bureau

Entry: Hilton Head Island Path Forward Readiness Plan Category: Recovery Strategies Agency: VERB Interactive

### Kentucky Department of Tourism

Entry: "Stay Close, Go Far" Campaign Category: Recovery Strategies Agency: Miles Partnership

### Kimpton Hotels & Restaurants

Entry: Kimpton Chief Virtual Learning Officer (CVLO) Category: Recovery Strategies Agency: Allison+Partners

### Marriott International in the

Caribbean & Latin America Entry: Caribbean & Latin America Recovery Strategy Category: Recovery Strategies Agency: The Brandman Agency

### MMGY Global and HSMAI on behalf of the Hospitality Industry

Entry: Jumpstarting Travel While Giving Back to Frontline Healthcare Workers with Buy One, Give One Layaway Category: Recovery Strategies Agency: MMGY NJF

### **Omni Hotels & Resorts**

Entry: Omni Safe & Clean Category: Recovery Strategies

### SILVER AWARDS

Barbados Tourism Marketing Inc. Entry: Barbados Welcome Stamp Visa Program Category: Recovery Strategies Agency: Development Counsellors International

### Bermuda Tourism Authority

Entry: Work From Bermuda - an island paradise awaits Category: Recovery Strategies Agency: TURNER PR

### **Bronx Little Italy**

Entry: Bronx Little Italy's Resilience During COVID-19 Category: Recovery Strategies Agency: Nicholas & Lence Communications

# Greater Miami Convention & Visitors Bureau

Entry: GMCVB's "Miami Eats" Campaign Category: Recovery Strategies Agency: rbb Communications

### Innovation Norway / Visit Norway

Entry: A Nation of Travelers Category: Recovery Strategies Agency: Trigger

### Marriott Bonvoy

Entry: Marriott Bonvoy Traveler Category: Recovery Strategies Agency: Data Axle

### **Meet Minneapolis**

Entry: We Need Us! Category: Recovery Strategies Agency: Carmichael Lynch Relate

### **Milestone Inc**

Entry: Milestone Inc. leads COVID-19 response with Crisis Recovery Growth Framework and Campaign Category: Recovery Strategies

### Mohegan Sun

Entry: Back of House Season 4 Category: Recovery Strategies Agency: Primal NY

The Juture Is So Bright ... And We Can Travel There Together

Huge kudos to all the HSMAI Adrian Award winners!

For over 40 years, our global, full-service marketing agency has proudly dreamed up and delivered successful campaigns for top tourism, hospitality and lifestyle brands.

We are truly passionate about this industry and continue to provide our devoted support. Side by side, let's explore a whole new world of opportunities. Call us at 609.466.9187.



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BRANDING

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# RECOVERY STRATEGIES

### **HSMAI ADRIAN AWARDS 2020**

### SILVER AWARDS, Continued

Preferred Hotels & Resorts

Entry: Loving Local - The Open Road Series, Marketing Campaign Category: Recovery Strategies

Rachel Harrison Communications Entry: Buy Now, Stay Later Category: Recovery Strategies

San Francisco Travel Association Entry: 2020 COVID-19 Recovery Campaign Category: Recovery Strategies Agency: Miles Partnership

Santa Monica Travel & Tourism Entry: Santa Monica Cares and Santa Monica Shines Category: Recovery Strategies

### South Dakota Department of Tourism

Entry: South Dakota Shines in Virtual Visits Category: Recovery Strategies Agency: MMGY NJF

TravPRO Mobile Entry: The All American Roadshow with XpoPRO Category: Recovery Strategies

Uganda Tourism Entry: Uganda's Vast Horizons Await Category: Recovery Strategies Agency: PHG Consulting

Visit Irving Entry: Dine-Around Bingo Category: Recovery Strategies

### Willows Lodge

Entry: Celebrating 20 Years of Resilience in a 2020 Pandemic Year Category: Recovery Strategies **World Travel & Tourism Council**  Entry: Together in Travel Category: Recovery Strategies Agency: MMGY Hills Balfour

### Wyndham Destinations

Entry: Wyndham Destinations -Pandemic Recovery Strategy Category: Recovery Strategies

### Xanterra Travel Collection

Entry: Xanterra Travel Collection -One Week of Wonder Category: Recovery Strategies Agency: VERB Interactive

### **BRONZE AWARDS**

# Amelia Island Convention & Visitors Bureau

Entry: Amelia Island "Moments" campaign Category: Recovery Strategies Agency: Starmark International

### AMResorts

Entry: AMResorts Doubles Down on 'Travel with Confidence' Promise Category: Recovery Strategies Agency: rbb Communications

### App in the Air

Entry: App in the Air Develops Health Features for Post-Covid Flight Category: Recovery Strategies Agency: The Decker/Royal Agency

Atlanta Convention and Visitors Bureau Entry: Still Atlanta Category: Recovery Strategies Agency: Sparkloft Media

Discover Puerto Rico Entry: Puerto Rico Virtual Vacay Category: Recovery Strategies Agency: Ketchum

### Fuel

Entry: Levaraging Podcast to Provide Industry Recovery Resources Category: Recovery Strategies

### Gaylord Hotels - Marriott International

Entry: Marketing & PR Summer 2020 Recovery Strategy (Gaylord Hotels) Category: Recovery Strategies

### Inns of Aurora

Entry: Inns of Aurora Become Private Escape Destination; Doubles YOY Revenue Category: Recovery Strategies Agency: Quinn

### Louisiana Office of Tourism

Entry: Louisiana "Tiny Trips" Social Series Category: Recovery Strategies Agency: Miles Partnership

### Lufthansa Group

Entry: Lufthansa Group – Navigating Headwinds Category: Recovery Strategies Agency: Mower

### Mission Point Resort

Entry: Mission Point Resort Recovery Strategies Category: Recovery Strategies

### MMGY

Entry: MMGY National Co-Op for Recovery Category: Recovery Strategies



The years of performance make it official, but everyone at the Florida Atlantic University® (FAU) College of Business knew it all along!

> **PETER RICCI**, Clinical Associate Professor and Director, has been named by the Hospitality Sales and Marketing Association International as one of 2020's Top 25 Extraordinary Minds in Sales, Marketing, and Revenue Optimization.

ats, Peter!

From everyone at FAU, congratulations on this prestigious award, Peter!

# business.fau.edu/hospitality

BOCA RATON • DANIA BEACH • DAVIE • FORT LAUDERDALE • HARBOR BRANCH • JUPITER

# RECOVERY STRATEGIES

### **HSMAI ADRIAN AWARDS 2020**

### **BRONZE AWARDS, Continued**

Naples, Marco Island, Everglades CVB Entry: "Only Paradise Will Do" Campaign Category: Recovery Strategies Agency: Paradise Advertising and Marketing

**New Jersey Division of Travel & Tourism** Entry: NJ In The House Category: Recovery Strategies Agency: Dana Communications

Newfoundland and Labrador Tourism Entry: Stay Home Year 2020 Category: Recovery Strategies Agency: Target Marketing & Communications Inc

### **Ocean House Management Collection**

Entry: Ocean House Covid Communications: Safety, Care, and Creativity Category: Recovery Strategies Agency: LDPR

RLH Corporation Entry: 2020 Promotional Campaigns Category: Recovery Strategies

Rosewood Hotel Group Entry: Rosewood Global Recovery Campaign Category: Recovery Strategies

Surf & Sand Resort Entry: Five Star Laguna Beach Property Finds Success with Digital Marketing during COVID-19 Category: Recovery Strategies Agency: GCommerce Solutions

### The Beaches of Fort Myers and Sanibel

Entry: The Beaches of Fort Myers & Sanibel - COVID-19 Recovery Campaign Category: Recovery Strategies Agency: MMGY

### The Resort at Paws Up

Entry: Social distancing on 37,000 acres in Montana Category: Recovery Strategies Agency: LDPR

### **TOURISM Santa Fe**

Entry: TOURISM Santa Fe maintains high awareness, engagement in #StayatHome year Category: Recovery Strategies Agency: Vladimir Jones

### Trafalgar

Entry: Trafalgar Redefines Responsible Travel Category: Recovery Strategies Agency: The Decker/Royal Agency

### **Travel Michigan**

Entry: Virtual Pure Michigan Category: Recovery Strategies Agency: Current Global

### **Travel Texas**

Entry: Taco Tuesday Social Media + PR Recovery Campaign Category: Recovery Strategies Agency: MMGY Global

### Utah Office of Tourism

Entry: Small but Mighty Renaissance Category: Recovery Strategies Agency: Struck and Love Communications

### Visit Lauderdale

Entry: Safe + Clean Pledge Category: Recovery Strategies Agency: Aqua Marketing & Communications, Inc.

### Visit South Walton

Entry: The Power of Trend Spotting: Using PR to drive destination recovery for Visit South Walton Category: Recovery Strategies Agency: TURNER PR

### Visit St. Pete/Clearwater

Entry: Sunshine Steward: COVID-19 Safety Travel Video Social Campaign Category: Recovery Strategies Agency: Miles Partnership

### **VisitLEX**

Entry: VisitLEX Content Drives Awareness + Tourism During Pandemic Category: Recovery Strategies Agency: Quinn

### Wyndham Destinations

Entry: Club Wyndham Saves Thanksgiving with Quar-nucopia Category: Recovery Strategies Agency: The Decker/Royal Agency

### Yachtsman Hotel & Marina Club

Entry: Yachtsman Hotel & Marina Club x Sperry Category: Recovery Strategies Agency: Le CollectiveM

# LET'S CELEBRATE

# TODDC. ARVISO

for being named one of HSMAI's Top 25 Extraordinary Minds in Sales, Marketing and Revenue Optimization for 2020

# THANK YOU FOR YOUR **EXTRAORDINARY LEADERSHIP!**



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# TALENT & LEADERSHIP DEVELOPMENT

### **HSMAI ADRIAN AWARDS 2020**



### **GOLD BEST PRACTICE AWARDS**

### **Atrium Hospitality**

Entry: Redefining Roles for Success Category: Talent and Leadership Development: An HSMAI Foundation Honor

### **Omni Hotels & Resorts**

Entry: Omni Circle Foundation Category: Talent and Leadership Development: An HSMAI Foundation Honor

# **An HSMAI Foundation Honor**

### SILVER AWARDS

### **Omni Hotels & Resorts**

Entry: COVID-19 Resource Landing Page Category: Talent and Leadership Development: An HSMAI Foundation Honor

### **Terranea Resort**

Entry: Terranea Proud Category: Talent and Leadership Development: An HSMAI Foundation Honor

### **BRONZE AWARDS**

### **G6 Hospitality**

Entry: Health Crisis Employee Response Category: Talent and Leadership Development: An HSMAI Foundation Honor

### **Net Conversion**

Entry: Talent Development - Net Con U Category: Talent and Leadership Development: An HSMAI Foundation Honor

### Can't wait to see you!



Marketing Strategy Conference September 28th, 2021 Dallas, Texas



Revenue Optimization Conference September 29th, 2021 Dallas, Texas



Sales Leader Forum October 26, 2021 Charlotte, North Carolina



# **ADVERTISING**

### **HSMAI ADRIAN AWARDS 2020**

### **GOLD AWARDS**

### **Greater Palm Springs CVB**

Entry: Find Your Oasis Destination Video COMPLETE CAMPAIGN Category: Consumer/Group Sales/ Travel Trade

### SILVER AWARDS

### **Belize Tourism Board**

Entry: Belize Exhale Campaign Category: Consumer/Group Sales/ Travel Trade Agency: The Zimmerman Agency

### **Gaylord Hotels - Marriott International**

Entry: 'safe summer fun is closer than you think' Marketing & PR Campaign (2020) Category: Television - Consumer

### **Visit South Walton**

Entry: Experience South Walton Family TV Spot Category: Television - Consumer Agency: Zehnder Communications

### **BRONZE AWARDS**

### **Gaylord Hotels - Marriott International**

Entry: 'SO MUCH CHRISTMAS' & 'I Love Christmas Movies' (Christmas 2020 Creative) Category: Consumer/Group Sales/ Travel Trade

### Innovation Norway / Visit Norway

Entry: Norwegian Space Travel Category: Consumer/Group Sales/ Travel Trade Agency: Trigger

### Santa Rosa County Tourism

Entry: "It's what you do" Campaign Category: Consumer/Group Sales/ Travel Trade Agency: Paradise Advertising and Marketing

### Snowmass Tourism

Entry: "Outside Side" draws visitors closer to Snowmass, themselves Category: Consumer/Group Sales/ Travel Trade Agency: Vladimir Jones

# Add HSMAI Certification To Your Professional Profile



Created by hoteliers for hoteliers, the Certified Hospitality Digital Marketer, CHDM, recognizes digital marketing professionals for their expertise in leveraging digital channels to maximize online revenues. CHDMs are the digital marketing experts hotels need today.

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# **DIGITAL MARKETING**

### **HSMAI ADRIAN AWARDS 2020**

### **GOLD AWARDS**

### **Brand USA**

Entry: United Stories: Wyoming Category: Video Agency: Beautiful Destinations

### Independence Tourism

Entry: "Haunted Independence" - Paranormal Path Category: Integrated Market Campaign for Consumers (B2C) Agency: Madden Media

### **Marriott International**

Entry: Marriott Bonvoy - Work Anywhere Category: Integrated Market Campaign for Consumers (B2C)

### **Marriott International**

Entry: Marriott Bonvoy - Week of Wonders Category: Integrated Market Campaign for Consumers (B2C)

### The Aruba Tourism Authority

Entry: Aruba : Weather-Triggered Digital OOH Category: Digital Marketing Innovation Agency: Concept Farm

### The Aruba Tourism Authority

Entry: Aruba : Weather-Triggered Digital OOH Category: Multimedia (Video, Flash, Animation) Series Agency: Concept Farm

### Wyndham Hotels & Resorts

Entry: Wyndham Hotels & Resorts New Mobile App Category: Digital Marketing Innovation

### SILVER AWARDS

### Aitken Spence Hotels Sri Lanka

Entry: Aitken Spence Hotels Sri Lanka -Powering through the Covid-19 Pandemic using a domestic focused PPC Strategy – Worth the Wait Campaign Category: Search Marketing Strategy Agency: eMarketingEye

# Amelia Island Convention & Visitor Bureau

Entry: Amelia Island AR Portal Category: Social Media/Social Networking Agency: Starmark International

### **Atlanta Convention & Visitors Bureau**

Entry: DiscoverAtlanta.com Category: Web Site Agency: Madden Media

### **Belize Tourism Board**

Entry: Belize 600,000 FT Category: Video Agency: The Zimmerman Agency

### **DEF Marketing & Communications**

Entry: Catch Garibaldi / InterContinental San Diego Category: Social Media Campaign

### **Experience Kissimmee**

Entry: Meet Mimi - The Experience Kissimmee Chatbot Category: Digital Marketing Innovation Agency: VERB Interactive

### Go Lake Havasu

Entry: "Find Your Element" Brand Campaign Category: Integrated Market Campaign for Consumers (B2C) Agency: Madden Media

### **Greater Palm Springs CVB**

Entry: Fly Campaign Category: Integrated Market Campaign for Consumers (B2C)

### Louisiana Office of Tourism (Louisiana Travel)

Entry: Louisiana Travel – Choose Your Louisiana Adventure Video Series Category: Multimedia (Video, Flash, Animation) Series Agency: Miles Partnership

### Marriott Bonvoy

Entry: Marriott Bonvoy Boutiques Category: Contest/Sweepstakes Agency: Data Axle

### Marriott Bonvoy

Entry: Marriott Bonvoy encourages members to share #DearTravel Love Letters Category: Social Media Campaign

### Marriott International

Entry: Marriott Ad Builder: Innovation to Enable World-Class Dynamic Creative Customized for Local Needs Category: Digital Marketing Innovation

### **Omni Hotels & Resorts**

Entry: #OmniAtHome Facebook Live Concert Series Category: Social Media/Social Networking

### **Puglia Tourism Board**

Entry: Puglia Travel Flavours Category: Web Site Agency: Expedia Group Media Solutions

### Punta Gorda Englewood Beach Visitor & Convention Bureau (VCB)

Entry: Outsiders Welcome Campaign Category: Multimedia (Video, Flash, Animation) Series Agency: Aqua Marketing & Communications, Inc.

### The Aruba Tourism Authority

Entry: Aruba : Weather-Triggered Digital OOH Category: Integrated Market Campaign for Consumers (B2C) Agency: Concept Farm

# **DIGITAL MARKETING**

### **HSMAI ADRIAN AWARDS 2020**

### SILVER AWARDS, Continued

### **Utah Office of Tourism**

Entry: Between the Mighty 5 Category: Integrated Market Campaign for Consumers (B2C) Agency: Struck and Love Communications

### **Visit Norway**

Entry: Ski Dna Category: Social Media Campaign

### **BRONZE AWARDS**

### Atlanta Convention and Visitors Bureau Entry: I AM ATL Category: Social Media/Social Networking Agency: Sparkloft Media

### **Bermuda Tourism Authority**

Entry: Yara Shahidi Falls in Love with Bermuda - Targeting an African American audience Category: Social Media/Social Networking Agency: TURNER PR

# Bradenton Area Convention & Visitors Bureau (BACVB)

Entry: Dallas/WFAA Sweepstakes Promotion Category: Integrated Market Campaign for Consumers (B2C) Agency: Aqua Marketing & Communications, Inc.

### **Cambria Hotels**

Entry: Stay at Your Best Campaign Category: Integrated Market Campaign for Consumers (B2C) Agency: McKinney and Tierney

### **Discover Crystal River**

Entry: "Step Into Awesome" Brand Campaign Category: Integrated Market Campaign for Consumers (B2C) Agency: Madden Media

### Four Seasons Washington, DC

Entry: Four Seasons Washington, DC, From Our Family to Yours Category: Social Media Campaign Agency: BCV

### Grand County Colorado Tourism Board

Entry: User-generated Video Content and Social & Digital Amplification Campaign Category: Multimedia (Video, Flash, Animation) Series Agency: Miles Partnership

### **Grand Hyatt Vail**

Entry: Grand Hyatt Vail, 100 Ways to Winter Category: Social Media/Social Networking Agency: BCV

**Greater Palm Springs CVB** Entry: Website Redesign & Relaunch

### Category: Web Site

### Hawks Cay Resort

Entry: Hawks Cay Resort Website Relaunch Category: Web Site Agency: Miles Partnership

# Hilton Head Island-Bluffton Visitor and Convention Bureau

Entry: Hilton Head Island Social Media Category: Social Media/Social Networking Agency: VERB Interactive

### **Innovation Norway**

Entry: Innovation Norway Launches Scrolling Regional Stories Category: Digital Marketing Innovation

### Innovation Norway

Entry: Visit Norway InstaTour Category: Social Media Campaign

### Innovation Norway / Visit Norway

Entry: A Nation of Travelers Category: Integrated Market Campaign for Consumers (B2C) Agency: Trigger

### **Karisma Hotels & Resorts**

Entry: Karisma Hotels & Resorts Website Category: Web Site Agency: NextGuest

### Little Rock CVB

Entry: "Big On Little Rock" Video Series Category: Multimedia (Video, Flash, Animation) Series Agency: Paradise Advertising and Marketing

### Marriott Bonvoy

Entry: Wake Up Call: Dubai Livestream, featuring Rita Ora Category: Video

### Mohegan Sun

Entry: Back of House Season 4 Category: Digital Marketing Innovation Agency: Primal NY

### Newport Beach & Company

Entry: Newport Beach Restaurant Month: First-Ever Newport Beach Dine Pass Drives Thousands of Foodies to Lo Category: Integrated Market Campaign for Consumers (B2C)

### **Oaks Hotels, Resorts & Suites**

Entry: Oaks Hotels, Resorts & Suites : Adapting Marketing Strategy According to the New Market Demand Category: Search Marketing Strategy Agency: eMarketingEye

### **OTO Development**

Entry: Masks4Annapolis Category: Contest/Sweepstakes

### **OTO Development**

Entry: Kitchen on San Fernando Virtual Happy Hour Category: Social Media Campaign

# **DIGITAL MARKETING**

### **HSMAI ADRIAN AWARDS 2020**

### **BRONZE AWARDS, Continued**

### **Preferred Hotels & Resorts**

Entry: Securing the booking with Facebook Category: Social Media Campaign Agency: Crafted

San Francisco Travel Association Entry: San Francisco Celebrity Video Series Category: Multimedia (Video, Flash, Animation) Series Agency: Miles Partnership

### South Carolina Department of

Parks, Recreation and Tourism Entry: Table Rock Virtual Reality Experience Category: Digital Marketing Innovation

Sri Lanka Tourism Entry: Sri Lanka Tourism "Go on a Couch

### Safari" campaign by SGM Films together with eMarketingEye

Category: Integrated Market Campaign for Consumers (B2C) Agency: eMarketingEye

### **Terranea Resort**

Entry: Experiencing TerraneaLife Category: Multimedia (Video, Flash, Animation) Series

### The Colony Hotel

Entry: We Don't Monkey Around Category: Video Agency: Reinert & Partners, Luxury Ink

### **Utah Office of Tourism**

Entry: Guided By Category: Multimedia (Video, Flash, Animation) Series Agency: Love Communications

### **Virgin Hotels**

Entry: Virgin Hotels, Be the First Category: Social Media Campaign Agency: BCV

### **Virgin Hotels**

Entry: Virgin Hotels, Paid Media Reboot Category: Social Media/Social Networking Agency: BCV

### Visit Big Bear

Entry: Big Bear Community Activation Category: Integrated Market Campaign for Consumers (B2C) Agency: Tempest

### Visit Estes Park

Entry: Visit Estes Park 'Inspired' Category: Video Agency: TURNER PR

### Visit Norway

Entry: Making Norway Category: Multimedia (Video, Flash, Animation) Series

### Visit Tampa Bay

Entry: Visit Tampa Bay Search Engine Marketing Category: Search Marketing Strategy

### Wailea Beach Resort - Marriott

Entry: Wailea Beach Resort - Marriott, Missing Our Guests Campaign Category: Social Media Campaign Agency: BCV

### Waldorf Astoria Las Vegas

Entry: Waldorf Astoria Las Vegas, Unforgettable Moments on the Horizon Category: Contest/Sweepstakes Agency: BCV

### Wyndham Hotels & Resorts

Entry: Wyndham Rewards: Win Now, Travel Later Contest (SEAPR) Category: Contest/Sweepstakes

# re/invent what's possible

Think outside the guest room, light up your commercial strategy, and work smarter—not harder with automated, data-driven decisions you can count on, anytime, anywhere.



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# INTEGRATED MARKETING

### **HSMAI ADRIAN AWARDS 2020**

### **GOLD AWARDS**

### **Hawks Cay Resort**

Entry: Hawks Cay Resort "Find What Lures You" Category: Integrated Marketing Campaign Agency: Miles Partnership

### SILVER AWARDS

### **Gaylord Hotels - Marriott International** Entry: 'SO MUCH CHRISTMAS'

Marketing & PR Campaign (2020) Category: Integrated Marketing Campaign

### The Aruba Tourism Authority

Entry: Aruba : Aruba Warms Up "Chilly Philly" Category: Integrated Marketing Campaign Agency: Concept Farm

### Wyndham Hotels & Resorts

Entry: Together we are resilient. (B2B Campaign) Category: Integrated Marketing Campaign

### **BRONZE AWARDS**

### Cinnamon Hotels & Resorts

Entry: Integrated Marketing Plan & Recovery Campaign - Post Easter Attack In Sri Lanka Category: Integrated Marketing Campaign

### **Costa Rica Tourism Board**

Entry: Costa Rica - Only the Essentials Category: Integrated Marketing Campaign Agency: MMGY Global

# Greater Miami Convention & Visitors Bureau

Entry: GMCVB's "Miami Eats" Campaign Category: Integrated Marketing Campaign Agency: rbb Communications

### Leon County Tourist Development

Council - Visit Tallahassee Entry: Visit Tallahassee "Pretty. Unexpected." Category: Integrated Marketing Campaign Agency: The Zimmerman Agency

### MGM Resorts International

Entry: Together at Home Category: Integrated Marketing Campaign

### Nassau Paradise Island Promotion Board

Entry: Nassau Post Hurricane Recovery - Integrated Marketing Category: Integrated Marketing Campaign Agency: Net Conversion

### Sensei

Entry: Positioning Sensei as the leading destination for luxury wellbeing travelers. Category: Integrated Marketing Campaign Agency: MMGY

### South Carolina Department of Parks, Recreation and Tourism

Entry: Fall in SC: a cooler kind of summer Category: Integrated Marketing Campaign

### South Dakota Department of Tourism

Entry: Presidents Day Activation Category: Integrated Marketing Campaign Agency: MMGY

### The Bahamas Ministry of Tourism

Entry: The Bahamas Ministry of Tourism: Post-Dorian, The Bahamas Is Still Rockin' Category: Integrated Marketing Campaign Agency: Tambourine

### Wyndham Hotels & Resorts

Entry: Wyndham Rewards Earner Card Launch Category: Integrated Marketing Campaign

### HSMAI TOP 25 EXTRAORDINARY MIND IN HOSPITALITY SALES, MARKETING, AND REVENUE OPTIMIZATION



# CONGRATULATIONS FROM YOUR MDS COLLEAGUES!



SENIOR DIRECTOR, MARRIOTT DIGITAL SERVICES (MDS) STUDIO, MARRIOTT INTERNATIONAL



# **PUBLIC RELATIONS**

### **HSMAI ADRIAN AWARDS 2020**

### **GOLD AWARDS**

### British Virgin Islands Tourist Board & Film Commission

Entry: BVI Makes Triumphant Return with Multiple Features in The New York Times Category: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper Agency: MMGY NJF

### **Hidden Pond**

Entry: Hidden Pond x Todd Snyder Category: NEW OPENING/LAUNCH Agency: Le CollectiveM

### Louisiana Children's Museum

Entry: Louisiana Children's Museum opens new \$47.5 million home in New Orleans Category: RE-LAUNCH OF EXISTING PRODUCT Agency: PETERMAYER

### Macao Government Tourism Office

Entry: Macao's Mobile Café 2019 Category: MARKETING PROGRAM - Consumer Agency: MMGY Myriad

### Punta Gorda Englewood Beach

Visitor & Convention Bureau (VCB) Entry: Our Best Side is by Your Side Category: Influencer Marketing Agency: Aqua Marketing & Communications, Inc.

### **Raffles Singapore**

Entry: Launching an Iconic Grand Hotel Restoration on a Global Scale Category: RE-LAUNCH OF EXISTING PRODUCT Agency: The Brandman Agency

### **Rhode Island Commerce**

Entry: Shining a Light on Rhode Island's Magical Landscapes and Quirky Culture Category: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper Agency: MMGY NJF

### Sea Island

Entry: The Strongest Yard: Sea Island Swings Big for Golf Category: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper Agency: MMGY NJF

### Singapore Airlines & AeroFarms

Entry: Singapore Airlines & AeroFarms Launch Farm to Plane Fare Category: MARKETING PROGRAM - Consumer Agency: BerlinRosen

### The Colorado Tourism Office

Entry: Sunset: Earn You Burn Skiing The Unparalleled Backcountry of Colorado Category: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper Agency: Handlebar PR

### The Forge: Lemont Quarries

Entry: The Forge: Lemont Quarries Takes Adventure to New Heights Category: NEW OPENING/LAUNCH Agency: Zapwater Communications, Inc.

### The Inn at Little Washington

Entry: Mannequins Show Up in Little Washington Category: SPECIAL EVENT Agency: The Door

### The National WWII Museum

Entry: The National World War II Museum Sparks a Birthday Card Bonanza Category: SPECIAL EVENT Agency: MMGY NJF

### The Roxbury

Entry: The TV Segment That Broke Records Category: FEATURE PLACEMENT ONLINE - Consumer Media Agency: Quinn

### **Travel Wisconsin**

Entry: A Wisconsin Cheesecation Category: SPECIAL EVENT Agency: TURNER PR

### **Uniworld Boutique River Cruises**

Entry: And Now We Are River Cruisers Category: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper Agency: The Decker/Royal Agency

### Visit California

Entry: California's Golden Style Takes Over NYC at Saks Fifth Avenue Category: MARKETING PROGRAM - Consumer Agency: MMGY NJF

### **Visit Finland**

Entry: Buy Happiness – Rent a Finn Category: MARKETING PROGRAM - Consumer Agency: Zapwater Communications, Inc.

### Wyndham Hotels & Resorts

Entry: Super 8 ROOM8 Category: NEW OPENING/LAUNCH

### SILVER AWARDS

### Antoine's Restaurant

Entry: Antoine's Restaurant featured in Wall Street Journal Travel Category: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper Agency: PETERMAYER

### Aqua Expeditions

Entry: Launch of Aqua Expeditions' Aqua Blu, Indonesia Category: NEW OPENING/LAUNCH Agency: Geoffrey Weill Associates

### Baha Mar

Entry: Baha Mar Hurricane Dorian Relief Campaign Category: SPECIAL EVENT Agency: Parasol

### **DEF Marketing & Communications**

Entry: Catch Garibaldi / InterContinental San Diego Category: NEW OPENING/LAUNCH







# CONGRATULATIONS STEPHANIE GLANZER



### 2020 CLASS OF TOP 25 EXTRAORDINARY MINDS





# **PUBLIC RELATIONS**

### **HSMAI ADRIAN AWARDS 2020**

### SILVER AWARDS, Continued

### Discover Dunwoody

Entry: "Everything Will Be OK" in Dunwoody Category: MARKETING PROGRAM - Consumer Agency: Hemsworth Communications

### Innovation Norway / Visit Norway

Entry: A Nation of Travelers Category: MARKETING PROGRAM - Consumer Agency: Trigger

### Japan National Tourism Organization

Entry: JNTO - Smithsonian Magazine Category: FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper Agency: Geoffrey Weill Associates

### **Kimpton Hotels & Restaurants**

Entry: Kimpton Chief Virtual Learning Officer (CVLO) Category: FEATURE PLACEMENT ONLINE - Consumer Media Agency: Allison+Partners

### **Kimpton Hotels & Restaurants**

Entry: Kimpton Chief Virtual Learning Officer (CVLO) Category: MARKETING PROGRAM - Consumer Agency: Allison+Partners

### Louisiana Children's Museum

Entry: Associated Press Feature on the New Louisiana Children's Museum in New Orleans Category: FEATURE PLACEMENT ONLINE - Consumer Media Agency: PETERMAYER

### Louisiana Office of Tourism

**(Louisiana Travel)** Entry: Louisiana Travel and Southwest Airlines Mardi Gras Partnership Category: SPECIAL EVENT Agency: Miles Partnership

### Macao Government Tourism Office

Entry: Macao's Mobile Café 2019 Category: SPECIAL EVENT Agency: MMGY Myriad

### Newfoundland and Labrador Tourism

Entry: Chasing Giants – Iceberg Finders Category: Influencer Marketing Agency: Target Marketing & Communcations Inc

### The Colorado Tourism Office

Entry: Shining A Light on Colorado's Dark Skies Category: NEW OPENING/LAUNCH Agency: Handlebar PR

### The Port of Portland and Delta Airlines

Entry: Make the Queen's Guard Laugh Category: SPECIAL EVENT Agency: Sparkloft Media

### **Visit Norway**

Entry: What is 'friluftsliv'? How an idea of outdoor living could help us this winter Category: FEATURE PLACEMENT ONLINE - Consumer Media

### **Visit Norway**

Entry: Ski Dna Category: RE-LAUNCH OF EXISTING PRODUCT

### Wyndham Destinations

Entry: Club Wyndham's Holiday Suite Inspired by Elf Category: MARKETING PROGRAM - Consumer

### Wyndham Hotels & Resorts

Entry: HoJo Sweet Escape Category: SPECIAL EVENT

### **BRONZE AWARDS**

### AMResorts

Entry: Amore AMResorts Style Category: FEATURE PLACEMENT ONLINE - Trade Media Agency: rbb Communications

### Camp Sarika by Amangiri

Entry: Camp Sarika by Amangiri – Desert Adventure Elevated Category: NEW OPENING/LAUNCH Agency: Laura Davidson Public Relations

### Emeline

Entry: Emeline Charleston Launch Category: Influencer Marketing Agency: Lou Hammond Group

### **Gaylord Hotels - Marriott International**

Entry: 'I Love Christmas Movies' -Brand-New Signature Event PR Launch Category: FEATURE PLACEMENT ON-LINE - Consumer Media

### **Greater Palm Springs**

Entry: ATL --> GPS to "Find Your Oasis" Category: NEW OPENING/LAUNCH Agency: MMGY NJF

### Kennedy Space Center Visitor Complex

Entry: 50th Anniversary of the Apollo 11 Mission at Kennedy Space Center Visitor Complex Category: SPECIAL EVENT Agency: Sandy Hillman Communications

### Le Barthélemy Hotel & Spa

Entry: Le Barthélemy Hotel & Spa Creates the Ultimate Escape Category: FEATURE PLACEMENT ONLINE - Consumer Media Agency: The Decker/Royal Agency

### **Newport Beach & Company**

Entry: A New Take on a Historic Parade: The 111th Annual Newport Beach Christmas Boat Parade Sails into a R Category: SPECIAL EVENT





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Hills Balfour

**MM GY** Intelligence





**MM**NJF

# **PUBLIC RELATIONS**

### **HSMAI ADRIAN AWARDS 2020**

### **BRONZE AWARDS, Continued**

### **Palladium Hotel Group**

Entry: A Weekend with Nadal & Costa Mujeres -- Palladium Hotel Group Category: RE-LAUNCH OF EXISTING PRODUCT Agency: Carolyn Izzo Integrated Communications

### Palmer House, a Hilton Hotel

Entry: Palmer House, a Hilton Hotel; The Original Brownie Recipe Category: RE-LAUNCH OF EXISTING PRODUCT Agency: The Brandman Agency

### **Sofitel New York**

Entry: Christmas Couture: Sofitel New York Brings NYC Its Most Fashionable Christmas Tree Category: MARKETING PROGRAM - Consumer Agency: Mower

### **Terranea Resort**

Entry: AFAR Editorial Coverage Category: FEATURE PLACEMENT ONLINE - Consumer Media

### **Terranea Resort**

Entry: Music on the Meadows ft. Wilson Phillips Category: SPECIAL EVENT

### Terranea Resort

Entry: Terranea Ambassador Program Category: Influencer Marketing

### The Ritz-Carlton, Grand Cayman

Entry: Cayman Cookout at The Ritz-Carlton, Grand Cayman Category: SPECIAL EVENT

### The Ritz-Carlton, St. Thomas

Entry: The Return of Luxury to U.S.V.I. -Relaunching The Ritz-Carlton, St. Thomas Category: RE-LAUNCH OF EXISTING PRODUCT Agency: TURNER PR

### **Travel Michigan**

Entry: Pure Michigan Autumn IPA Category: NEW OPENING/LAUNCH Agency: Current Global

### **Tupelo CVB**

Entry: Tupelo: An Emerging Culinary Destination Category: MARKETING PROGRAM - Consumer Agency: TURNER PR

### Visit Salt Lake

Entry: Visit Salt Lake Leisure Influencer Campaign Category: Influencer Marketing Agency: Sparkloft Media

### Wyndham Hotels & Resorts

Entry: HoJo Sweet Escape Category: RE-LAUNCH OF EXISTING PRODUCT

### Wyndham Hotels & Resorts

Entry: Travelodge by Wyndham: Adventure Responsibly Category: MARKETING PROGRAM - Consumer

# LIFETIME ACHIEVEMENT AWARDS

### The Albert E. Koehl Award

The Albert E. Koehl Award was established in 1975 to recognize those individuals who have made significant contributions to the advancement of the profession of marketing in the hospitality industry. The award was named in honor of Albert E. Koehl, an early pioneer in hotel advertising who was a founder of Koehl, Landis & Landan, and the author of the first textbook on hotel advertising. The first recipient of the Koehl Award was H. Victor Grohmann, co-founder of Needham & Grohmann, who was involved in hotel and travel advertising for more than half a century.

### **Previous Honorees:**

George Aguel **Richard Branson** Melinda Bush Robert M.Campbell C.DeWitt Coffman,CHME Eric A. Danziger Roger J. Dow Michael D. Eisner Ed Fuller Winthrop W. Grice, CHME H. Victor Grohmann Michael W. Gunn Hans Hannau Robert C. Hazard, Jr. Howard Heinsius Sol Kerzner David Kong Gary Leopold, CHME Eleanor C. Leslie Michael A. Leven, CHME Irma S. Mann, CHME J.W. Marriott, Jr. William Morton

Marilyn Carlson Nelson Chris Nasseta George J. Neumann Neil W. Ostergren, CHME Leland Pillsburv William F. Prigge Harris Rosen John J. Russell, Jr., CHME Ian Schrager Horst H. Schulze Randv Smith Joseph P. Smyth **Bob Stein** Barry Sternlicht Gordon "Butch" Stewart Barbara Talbott Jonathan M. Tisch Norman R. Tissian Vincent Vanderpool-Wallace Peter Warren, CHME Peter C.Yesawich

### Winthrop W. Grice Award

The Winthrop W. Grice Award was established in 1989 to recognize those individuals who have made significant contributions to the advancement of the profession of public relations in the hospitality industry. The award was named in honor of its first recipient, Winthrop W. "Bud" Grice, CHME, who served as the Senior Vice President of Marketing at Marriott. His legendary use of creative and innovative public relations methods helped insure the growth and development of Marriott into the global company that it is today.

### **Previous Honorees:**

Steve Bartolin Peggy Bendel Melanie Brandman Aaron D. Cushman Laura Davidson Vivian A. Deuschl Karen Weiner Escalera Howard Feiertag Alan Fredericks Eric Friedheim Nancy J. Friedman Terry Gallagher Mary Gendron Winthrop W. Grice, CHME **Bunny Grossinger** Lou Hammond

Bjorn Hanson, Ph.D Priscilla Hove **Richard Kahn** Herbert D. Kelleher Gordon Lambourne Rene Mack Yvonne Middleton Maryilyn Carlson Nelson Stanley Plog Florence Quinn Virginia M. Sheridan Morris Silver Donald J. Trump Jack A. Vaughn Geoffrey Weill Stephen A.Wynn

# LIFETIME ACHIEVEMENT AWARDS



### ALBERT E. KOEHL AWARD Dorothy Dowling

Senior Vice President and Chief Marketing Officer at Best Western

Dorothy Dowling is Senior Vice President and Chief Marketing Officer for Best Western® Hotels & Resorts. With over 30 years in the industry, Dowling directs all marketing and sales strategies, overseeing the brand's loyalty program, consumer and field marketing activities, advertising and public relations.

Since joining Best Western in 2004, Dowling has implemented a number of measures to increase market share and contemporize the iconic Best Western brand. She helped introduce the descriptor program to establish distinct hotel types within the Best Western umbrella and made significant investments in the brand's sales programs. As a result, Best Western Plus® and Best Western® ranked in the top three upper-midprice and mid-price hotel brands by the Business Travel News survey for six years, and Best Western Premier® was ranked number one in the upscale segment in the J.D. Power 2019 North America Hotel Guest Satisfaction Study.

Dowling also re-branded the company's loyalty program to Best Western Rewards® (BWR®), increasing its membership to over 45 million and more than doubling its revenue contribution percentage to hotels. The program has since earned key industry recognitions in recent years, including being named a top ranked hotel rewards program by WalletHub for four consecutive years and U.S. News & World Report for seven consecutive years.

Under Dowling's leadership, Best Western has strengthened its strategic AAA® /CAA® partnership, resulting in Best Western receiving AAA's Lodging Partner of the Year Award annually since 2008.Best Western has also become a leading hotel player in digital marketing through innovative partnerships with Google®, TripAdvisor®, and Facebook®, among others. In 2016, Best Western launched the Best Western Virtual Reality Experience (BWVRE), making it the first major company of its size and scale to utilize this cutting-edge technology and enhance the customer experience. Complete with music and narration, the BWVRE provides travelers with an immersive 360 degree look into its hotel offerings – setting a new industry standard and reinventing how guests view hotels. As a result of this initiative, Fast Company honored Best Western Hotels & Resorts with a spot in the Top 10 Most Innovative Companies in the AR/VR category.

In 2019, Dowling was named President of the Global Business Travel Association (GBTA) Allied Leadership Council after previously serving as Vice President. She is also Chair of GBTA WINiT's Strategic Advisory Board, serves on HSMAI's Americas Board of Directors, and is an Independent Trustee on CubeSmart's Board of Directors. Honored with a number of awards throughout her career, Dowling most recently was recognized with the Albert E. Koehl Lifetime Achievement Award for her significant contributions to the advancement of marketing in the hospitality industry; received a Bronze Stevie® award in the Woman of the Year - Advertising, Marketing & Public Relations category; and was named one of WINiT by GBTA's "Top 40 Women in Travel" and GBTA's 2018 "Allied Member of the Year." Dowling was also named the 18th most influential Chief Marketing Officer (CMO) in the world in the Forbes/ScribbleLive/LinkedIn's 4th Annual CMO Influence Study in 2015. Additionally, she received the prestigious American Hotel Foundation Award for Best Practices in Guest Loyalty Programs, and was among HSMAI's Top 25 Extraordinary Minds in Sales and Marketing two times. Finally, in 2014, Dowling was inducted into the Direct Marketing News Marketing Hall of Femme.

Before joining Best Western, Dowling held executive-level positions with ARAMARK's parks, resorts and conventions division, and Cendant (now Wyndham Hotel Group). Her hospitality career began in Canada after earning a joint Masters of Arts degree in sociology and leisure studies from the University of Waterloo in Ontario. In 2008, Dowling received the university's Distinguished Alumni Award. In 2016, Dowling's alma mater awarded her with the prestigious Applied Health Sciences Alumni Achievement Award for her outstanding contributions to the health and wellbeing of society through her professional accomplishments.



### WINTHROP W. GRICE AWARD Mary Gostelow Owner/Editor of Gostelow Report

Mary Gostelow is publisher of the Gostelow Report, a monthly market intelligence report for the luxury travel sector. She could also be called an English export to the world - she stopped, many years ago, counting the number of countries she has visited, though still on her must-do list are Surinam, Central African Republic and Turkmenistan. She is coach, rather than mainstream media, when it comes to suppliers and customers of luxury travel, especially in the hotels and resorts sector: for many years she was, indeed, a mystery shopper.

Today, in addition to Gostelow Report, she hosts the industry-leading weekly Mary Gostelow Girlahead Podcast, chatting with friends of hers who are leaders of their sector. Mary also produces a daily Girlahead traveloque. In addition, she writes every week for HOTELS online and for LATTE. Mary is global ambassador for International Luxury Travel Market ILTM – its annual Gostelow lifetime achievement award is named in her honor.

PLEASE JOIN US IN CONGRATULATING ELANA FRIEDMAN, AKA'S CHIEF MARKETING OFFICER, ON HER WELL-DESERVED HSMAI TOP 25 EXTRAORDINARY MINDS 2020 RECOGNITION





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# THANK YOU JUDGES

### **HSMAI ADRIAN AWARDS 2020**

Karyl Leigh Barnes CHDM President Development Counsellors International

Melissa Becker Communications Manager Omni Hotels & Resorts

Michael Belanger VP Revenue & Distribution GCP Hospitality

**Greg Bodenair** Marketing Consultant Hospitality Marketing Consultant | Trainer | Speaker

Barb Bowden Area Managing Director Loews Hotels at Universal Orlando

Chris Brandmeir Professor Columbia Southern University, University of Maryland University College

Chris Buckelew Senior Director, Interactive Marketing PM Hotel Group

Stuart Butler Chief Operating Officer Fuel

Ronald Castro Chief Strategist Roca Marketing

Harvey Chipkin Freelance Writer Harvey Chipkin

Leslie Cohen Executive Vice President LDPR Jane Coloccia President and Chief Creative Officer JC Communications, LLC

Rajitha Dahanayake CEO eMarketingEye

Laura Davidson President LDPR

Katie Davin Associate Professor Johnson & Wales University

Cathleen Decker President Decker Royal

Adam Deflorian CEO AZDS Interactive Group

Johanna Fein Senior Marketing Manager Associated Luxury Hotels International (ALHI)

Brenda Fields Founder fields & company

Darlene Fiske Co-Founder S'Well Public Relations

Julie Freeman Managing Director MMGY NJF/MMGY Global

Adele Gutman -Milne Founder Aspire Reputation Marketing

Patrick Harrison Chief Marketing Officer Visit Tampa Bay Woody Hinkle Partner/Creative Director Nasuti & Hinkle

Debbie Howarth Interim Assistant Dean College of Business Johnson & Wales University

Lynn Kaniper Owner/President Dana Communications

Meghan Keough Senior Director, Business Development *Expedia Group* 

Brian Klein Senior Strategists MMGY Global

Samantha Lacher Partner *Finn Partners* 

Flo Lugli Principal Navesink Advisory Group LLC

Nicola Madden-Greig Courtleigh Hospitality Group

Angel Maldonado Partner Concept Farn

Megan Martel RateGain

Ross McAlpine VP, Client Services Vizergy Digital Marketing

Daniella Middleton Vice President Development Counsellors International





# Red Roof would like to congratulate

Vice President of National Sales **Staci Olney** on being named amongst HSMAI's Top 25 Extraordinary Minds.







THE Red COLLECTION



# THANK YOU JUDGES

### **HSMAI ADRIAN AWARDS 2020**

Amy Mierzwinski Account Director WHITE64

Craig Mikes ECD Proof Advertising

Wendy Norris Corporate Director of Revenue Strategy & Distribut Valencia Hotel Group

Patricia Nugent Vice President - Public Relations Mower

Louise O'Brien Regional Director of Public Relations, North America Langham Hospitality Group

Christina Pappas President Open the Door

Ellen Rooney Principal Hotel Sales Consulting

Gabriele Sappok President Imagine Communications Dean Schmit Founder Base Camp Meta & MetaSearchMarketing.com

Yohannes Semere Managing Director *Rev Max Solutions* 

Chinmai Sharma President, Americas RateGain

Stephanie Smith Founder & Digital Matriarch Cogwheel Marketing

Martin Stoll CEO Sparkloft Media

**Gina Stouffer** President - Charleston *Lou Hammond Group* 

Cheryl Street Marketing Director Road to Success Marketing

Maresa Thompson Executive Marketing Consultant Dragonfly Strategists

Jonathan Chet Tilles Area Contract Manager Hotelbeds Rich Tuckwell-Skuda Chief Executive Officer RTS Hospitality & Avvio

Frank Vertolli Co-founder & Managing Partner Net Conversion

Amanda Voss VP of Sales MGM Resorts

John Washko VP Expo & Convention Sales *Mohegan Sun* 

Gregg Wasiak Partner Concept Farm

Michelle Woodley President Preferred Hotels & Resorts

Mims Wright Founder and Managing Partner Black and Wright

Deirdre Yack Corporate Director of Marketing MAKEREADY



Thank you to HSMAI for recognizing our efforts in the Crisis Communication/Management and Corporate Social Responsibility categories. Congratulations to all the nominees and award-winners for their incredible work during this difficult year.

We applaud the perseverance of our industry peers and look forward to a swift recovery. #HOSPITALITYSTRONG

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# **Thank You to Our Partners**

THANK YOU

This evening's celebrations honor excellence in travel marketing, achieved through inspired teamwork, initiative and creative execution. Tonight would not be possible without the dedicated partners who have teamed with HSMAI to showcase the exceptional work of this year. To all those who have generously contributed their time and talent to supporting the Adrian Awards Celebration, HSMAI extends our deepest appreciation and thanks.

### Signature Partner



Top 25 Extraordinary Minds Program Partner -



### Supporting Partners

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# **WYNDHAM**

**HOTELS & RESORTS** 

# Congratulations to all our 2020 Adrian Award winners.

Eliot Hamlisch Named one of the HSMAI Americas Top 25 Extraordinary Minds of 2020

### **Adrian Award Gold Winners**

Wyndham Hotels & Resorts Everyday Heroes Crisis Communications & Management

Wyndham Rewards Crisis Response Strategies Crisis Communications/Management

Wyndham Hotels & Resorts' New Mobile App Digital Marketing Innovation

Super 8 ROOM8 Public Relations: New Opening/Launch

### **Adrian Award Silver Winners**

HoJo Sweet Escape Public Relations: Special Event

**Together We Are Resilient** Integrated Marketing Campaign

### Adrian Award Bronze Winners

**Wyndham Championship Fore! Good** *Corporate Social Responsibility* 

Wyndham Rewards Earner Card Launch Integrated Marketing Campaign

**Travelodge by Wyndham: Adventure Responsibly** *Public Relations - Marketing Program* 

Wyndham Rewards: Win Now, Travel Later Contest Digital Marketing Contest/Sweepstakes

**HoJo Sweet Escape** *Public Relations: Re-launch of existing product* 

> TM frademark

Howard Johnson

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Travelodge



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# Can't wait to see you!



Marketing Strategy Conference September 28th, 2021 Dallas, Texas



Revenue Optimization Conference September 29th, 2021 Dallas, Texas



Sales Leader Forum October 26, 2021 Charlotte, North Carolina

