

ADRIAN AWARDS 2022

the next

# Great Chapter



FEBRUARY 23, 2023 | JW MARRIOTT LA LIVE



*Special recognition for  
extraordinary achievement*

**Sabrina Lillew**, Vice President, Loyalty Programs & Partnerships, Accor North & Central America, has been named by the Hospitality Sales & Marketing Association International (HSMAI) as one of 2022's **Top 25 Extraordinary Minds in Sales, Marketing, Revenue Optimization, and Distribution.**

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



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



# Welcome

The Hospitality Sales & Marketing Association International (HSMIA) is proud to present and honor this year's outstanding entries in the 2022 HSMIA Adrian Awards Competition: The Next Great Chapter. HSMIA's mission is to fuel sales, inspire marketing, and optimize revenue for hotels and their partners. The Adrian Awards provide us the opportunity to recognize outstanding work and support our industry's success. It has been our honor to celebrate outstanding work and the people behind it from our industry for 65 years, and we are delighted to host the Celebration for the first time on the West Coast.

We believe the incredible work that is highlighted here tonight will spark your creativity as you explore your own ways to achieve your goals.

The Adrian Awards is the world's largest travel marketing competition. Hosted annually by HSMIA 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.

This celebration also recognizes lifetime achievement; top 25 extraordinary minds; award-winning approaches to advertising, public relations, and digital marketing; and this year, three focus categories: Diversity, Equity & Inclusion Marketing, Recruitment Marketing, and Audience Marketing on New Platforms.

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

Best Regards,



**John Washko**, HSMIA Chair  
Vice President, Sales & Marketing  
Mohegan Sun



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

## PRESENTERS

### **Agnelo Fernandes**

*Treasurer, HSMAI Americas Board of Directors*  
CEO  
Cote Family Companies

### **Bob Gilbert, CHME, CHBA**

*President & CEO*  
HSMAI

### **Michael Innocentin**

*Vice Chair, HSMAI Americas Board of Directors*  
Senior Vice President, Marketing,  
North & Central America  
Accor

### **Marina MacDonald, CHDM**

*Immediate Past Chair, HSMAI Americas  
Board of Directors*  
Chief Marketing Officer  
Red Roof

### **Andrew Rubinacci, CHSP**

*Chair Elect, HSMAI Americas Board of Directors*  
EVP, Revenue Strategy  
Aimbridge Hospitality

### **John Washko**

*Chair, HSMAI Americas Board of Directors*  
VP, Sales and Marketing  
Mohegan Sun

### **Michelle Woodley**

*Chair, HSMAI Foundation Board of Trustees*  
President  
Preferred Travel Group

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## PROGRAM

Welcome

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The 2022 HSMAI Top 25: Extraordinary Minds Recognition

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President's Awards: 2022 Focus Categories

*Diversity, Equity & Inclusion Marketing*

*Recruitment Marketing*

*Audience Marketing on New Platforms*

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Winthrop W. Grice Award for Public Relations

*Mary Wagstaff, Partner & Managing Director, MMGY Wagstaff*

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Albert E. Koehl Award for Hospitality Marketing

*Peter Strebel, Chairman, Omni Hotels & Resorts*

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Platinum Awards

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Best of Show

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Red Roof



## Congratulations, Edelyn!

Hospitality Sales and Marketing Association  
International Top 25 Extraordinary Minds



**Edelyn Parker-Frye,**  
Director of Brand Events,  
Communications, and Partnerships



Red Roof  
Inn

Red Roof **Plus+**

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HOME TOWNE  
STUDIOS by Red Roof

Concord Hospitality congratulates

**KEVIN MCATEER**

for being named an **HSMIA**  
**Top 25 Mind in Sales and**  
**Marketing Honoree!**

**WELL DONE!**



## 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.

Marketing has been at the forefront of leading the recovery of travel as leisure and business travelers moved from reluctance to excitement to get back on the road. The 2022 competition focused on capturing the great work done by hotels, destinations, and their agency partners to get the country moving again, showcase safety and security, and welcome those travelling for the first time in more than a year.

In 2022, winners were selected from a field of almost 600 entries from around the world. Selected from the Gold winners, the coveted Platinum awards will be announced and recognized on stage this evening. One Platinum winner will receive the ultimate honor of "Best in Show." And new this year, the President's Award will be given out to the top entry in each of the three Focus Categories: Diversity, Equity & Inclusion Marketing, Recruitment Marketing, and Audience Marketing on New Platforms. All Adrian Award winner's work is showcased online immediately following the Gala at [www.adrianawards.com](http://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.





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The HSMIAI Top 25 Americas awards recognize leaders in sales, marketing, revenue optimization, and distribution of hospitality, travel, and tourism organizations for their accomplishments in the preceding 18 months. Selected by a panel of senior industry executives, “Top 25” awardees are high achievers who stand out through their creativity and innovation, cutting-edge campaigns and programs, triumph in challenging situations and efforts that resulted in dramatic gains.

**Hege V. Barnes**

*Managing Director  
Innovation Norway*

**Susan Barr**

*Vice President One Yield  
Marriott International*

**Paul Beirnes**

*Executive Director  
Naples, Marco Island &  
the Everglades CVB*

**Shane Brossard**

*Chief Marketing Officer  
Wisconsin Department of Tourism*

**Natasha Caputo**

*Director  
Westchester County Tourism & Film*

**Shelley Airhart Cooper**

*Deputy Director of Marketing  
Colorado Tourism Office*

**Dax Cross**

*CEO  
Revenue Analytics*

**Michael Curran, CHDM**

*Vice President - Ecommerce Strategy  
Aimbridge Hospitality*

**Cristina DiStefano, CHDM**

*Director of Enterprise Marketing  
Oneida Nation Enterprises*

**Laurie Garzon**

*Director of Sales & Marketing  
Wailea Beach Resort – Marriott, Maui*

**Richard Geiger**

*President  
Visit Winston-Salem*

**Kristi Gole**

*Executive Vice President  
Global Hotel Alliance*

**Michael Klein**

*VP Global Revenue Management  
Hyatt Hotels Corporation*

**Melissa Kouvelas**

*Senior Director, Worldwide Sales  
BWH Hotel Group*

**Sabrina Lillew**

*Vice President, Loyalty Programs  
& Partnerships, North & Central America  
Accor*

**Yola Marshall**

*Vice President America Sales  
IHG*

**Kevin McAteer**

*Senior Vice President,  
Marketing & Sales  
Concord Hospitality*

**Monika Morrobel, CHDM, CRME**

*Sr. Corporate Director of  
Commercial Strategy  
Kessler Collection*

**Todd O’Leary, CTIS, CDME**

*VP, Marketing and Communications  
Sonoma County Tourism*

**Edelyn Parker-Frye**

*Director of Brand Events,  
Communications and Partnerships  
Red Roof*

**Linda Parker Sanpei**

*Founder & CEO  
Parker Sanpei*

**Brent Shiratori**

*Vice President, Global Brand  
Outrigger Resorts & Hotels*

**Stephanie Smith, CHDM**

*CEO & Digital Matriarch  
Cogwheel Marketing*

**Joe Spirito**

*Vice President, Global Digital  
& Marketing Operations  
Preferred Travel Group*

**Gillian Ware, CMP**

*National Sales Director  
San Diego Tourism Authority*



# Congratulations!

HSMAI's 2022 Top 25 Minds  
in Hospitality Award

From your friends at IDEaS.

Michael  
**Klein**  
Vice President  
Global Revenue Management  
Hyatt Hotels Corporation

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CONGRATULATIONS TO THIS YEAR'S  
HONORED RECIPIENT OF THE HSMAI  
TOP 25 EXTRAORDINARY MINDS

## Brent Shiratori

Vice President, Global Brand Group

We are proud of your exemplary achievements  
and leadership in the hospitality industry.  
Mahalo for all you do and we look forward to  
your continued success.

**OUTRIGGER**<sup>®</sup>  
HOSPITALITY GROUP

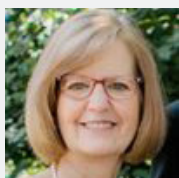
## 2022 HSMIA TOP 25 HONOREES



**Hege V. Barnes**  
*Managing Director*  
Innovation Norway

With an extensive global network from more than 23 years working in North America, Hege is an experienced leader, business developer, strategist, and

marketer. Hege is responsible for the overall management of the operations in New York, Houston and Canada of Innovation Norway, a government entity for trade and industries. Hege has built a solid team of experts that assists Norwegian companies and entrepreneurs enter, scale, and grow successfully in North America, and that efficiently promotes Norway as a travel destination. Hege sits on the board of Nordic Innovation House-New York and the Norwegian American Chamber of Commerce and have successfully founded the competence building scale-up program Entrepreneurial Marketing NY. Hege also had the vision for and conceptualized the SIR-Sustainability is Responsibility program together with USTOA (US Tour Operators Association), that educates and motivates executives from the global tourism industry to implement sustainability into their business models. Her previous successes also include planning & spearheading the hugely successful global marketing campaign for Disney's Frozen, doubling the awareness and visitor growth for Norway from the American market. Hege has a master's in international business and love all aspects of creative development, innovative thinking and working with people and companies that strives to make a difference in the world.



**Susan Barr**  
*Vice President One Yield*  
Marriott International

Susan Barr, Vice President One Yield, is responsible for leading the design, development, and strategic planning of Marriott's proprietary revenue management

system, One Yield. Sue has 35+ years of experience with Marriott, having held positions across Revenue Management and Hotel Operations. She has been influential in defining the discipline since its inception at Marriott through roles in market, area, and regional leadership. Sue's contributions have been innumerable,

including leading the team responsible for the transformation and launch of One Yield version 2. Through Sue's leadership, the team leveraged One Yield's award-winning science and incorporated a streamlined approach that made complex Revenue Management concepts accessible to over 12,000 users. She has also been instrumental to the evolution of the Marriott headquarters team into a product-focused organization, embracing the Agile Product Development framework to deliver powerful solutions to maximize revenue. Sue currently leads the effort to transform Marriott's revenue management system capabilities to meet the company's strategic vision. She holds a B.S., Hotel Management from the University of Missouri-Columbia. She and her husband reside in St. Louis. In addition to travel, they enjoy cheering on MIZZOU sports, gardening, and spending time with their adult children.



**Paul Beirnes**  
*Executive Director*  
Naples, Marco Island &  
the Everglades CVB

Paul Beirnes is revered as an innovative destination marketing and brand strategist who has consistently demonstrated

the ability to elevate the performance of global travel brands. Paul's career includes leadership roles with The Walt Disney Company, Visit Orlando, Hilton Worldwide and currently the Executive Director of the Naples, Marco Island & Everglades CVB. Paul excels at being an innovative brand champion and change-master that challenges his team to think big and deliver exceptional experiences.

Industry expertise includes theme parks, cruise lines, e-commerce, hotel, sports, destination marketing, strategy and brand management.

Beirnes currently serves on the Board of Directors with Florida Restaurant and Lodging Association, Florida Gulf Coast University President's Advisors Circle on Workforce and Economic Development and is a recent recipient of the 2022 HSMIA President's Award (Recovery Campaign).

Paul holds a Bachelor of Arts degree from the University of Guelph in Canada and currently resides in Naples, Florida.







**Shane Brossard**  
*Chief Marketing Officer*  
 Wisconsin Department of Tourism

Shane Brossard is the Chief Marketing Officer at Travel Wisconsin. Focusing on data-driven marketing approaches, Brossard aligns his marketing team,

advertising agency partners and tourism industry stakeholders to execute strategic marketing plans. He works to elevate the Wisconsin brand by bringing together curiosity-fueled ideas and real-time data to craft meaningful stories that increase visits to Wisconsin, driving economic impact and creating jobs across the state. He has led many award-winning campaigns and most recently received a 2022 Mercury Award from the U.S. Travel Association for recognizing Travel Wisconsin's travel guide as the best guide in the United States. Brossard studied marketing and advertising at Northern Michigan University and the University of Wisconsin – Whitewater.



**Natasha Caputo**  
*Director*  
 Westchester County Tourism & Film

Natasha Caputo has decades of experience supporting tourism in New York. In her current role, as Director of Westchester County Tourism & Film, Caputo leads

the promotion of Westchester as a viable business environment and leisure travel destination and is a driving force behind the county's burgeoning film scene. Recently, Caputo has been appointed to the New York State Tourism Advisory Council by Governor Kathy Hochul. Under Caputo's leadership, tourism marketing efforts for Westchester County have been hailed by premier trade groups, most recently earning the PRNews Platinum Award for content marketing. This prestigious honor follows on the heels of other accolades for Westchester County Tourism in the last year, including a Bronze Anvil from the Public Relations Society of America and a Gold Adrian Award from the Hospitality Sales and Marketing Association International.

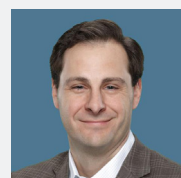


**Shelley Airhart Cooper**  
*Deputy Director of Marketing*  
 Colorado Tourism Office

Shelley Cooper, Deputy Director of Marketing for the Colorado Tourism Office (CTO), is a proven creative and strategic marketing leader with a 20+ year track

record of growing brands and revenue. She is responsible for the campaign development of Shine A Little Brighter, focused on brand building and economic development, as well as Do Colorado Right, directed at educating visitors on responsible tourism. Last year the Shine A Little Brighter winter campaign directly influenced \$1.93B in visitor spending while the Do Colorado Right campaign received over 88M impressions. Together these initiatives have received three HSMIA Adrian Awards in the past two years. In addition, Shelley and team have developed best-in-class brand guidelines, launched various co-op programs and revamped the state's social media strategy.

Prior to joining the CTO, Shelley spent close to 10 years at The Integer Group managing various brands and retailers for Procter & Gamble. She's also worked on world-class brands including Nike, Coca-Cola Co. and CNN. Shelley received her bachelor's degree in Advertising from Florida State University and her M.B.A. in marketing from Georgia State University, studying abroad at University of New South Wales. She is personally and professionally passionate about travel, visiting over 50 countries.



**Dax Cross**  
*CEO*  
 Revenue Analytics

As CEO of Revenue Analytics, Dax Cross is proud to lead an incredible team and to partner with customers to create value and enrich lives. Revenue Analytics is an

enterprise SaaS company that partners with hospitality, manufacturing and media companies to solve their most complex pricing challenges. Working together, we have driven over \$1 billion in revenue growth for our customers.

## 2022 HSMAI TOP 25 HONOREES



**Michael Curran, CHDM**  
*Vice President - Ecommerce Strategy*  
Aimbridge Hospitality

Michael Curran has a notable background in the hospitality industry that spans almost 30 years, and has earned his properties multiple HSMAI Adrian Awards, including Platinum.

Michael graduated with a degree in hotels & commercial recreation and immediately started in property operations. He was with Hilton Hotels of Chicago and worked his way through front office, revenue management, reservations, and group and convention sales and marketing. He left Hilton to serve as Director of eCommerce for Wyndham Hotels & Resorts Worldwide in Dallas, TX. His umbrella of responsibility included the strategy, implementation, and oversight of bringing key parts of Wyndham's hotel operations online for the first time. This included sales and marketing initiatives for meetings and conventions, corporate accounts, weddings, family reunions and social events. In addition, Curran was responsible for the development and oversight of the company's search engine marketing.

He then moved to Walt Disney Parks and Resorts Online where he was one of three lead business strategists involved in the complete redesign of Disneyworld.com. While there, Curran also piloted efforts to develop and implement three award-winning projects for Disney Meetings and launched Disney Parks first social media endeavor – Disney Parks Moms Panel. As Manager of Internet Strategy and Product Development, Michael oversaw all online efforts for Disney Meetings and Conventions, Disney Sports and Recreation, Disney Golf, The World of Disney Store, Disney Visa and Disney Theme Park Merchandise.

Michael moved to the agency world to work at Wpromote, focused on all online paid media, social media, and SEO for the company's global upscale and luxury destination resort clients. Now as the VP of eCommerce Strategy and Transitions for Aimbridge, Michael oversees a team of dedicated to the support of independent and soft-branded hotels and resorts across North America.

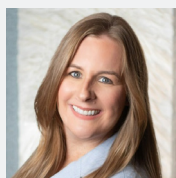


**Cristina DiStefano, CHDM**  
*Director of Enterprise Marketing*  
Oneida Nation Enterprises

An experienced marketer and hospitality professional, Cristina is a charismatic and engaged leader who brings over 15 years of experience to the hospitality industry. She continuously exceeds marketing and revenue goals in past and current roles. She is a proven expert in campaign development, brand, creative, and digital strategy all while building teams and mentoring the next generation of leaders. Currently, Cristina is the Director of Enterprise Marketing at Oneida Nation Enterprises (ONE); a diverse organization comprised of thriving hospitality, gaming, recreation, retail, and service brands - most notably Turning Stone Resort Casino. Prior to ONE, Cristina held director positions at Hersha Hospitality Management (HHM) and multiple agencies dedicated to hospitality and tourism clients.

Cristina currently sits on the HSMAI Marketing Advisory Board and was the recipient of the 2010 NYC & Company Leadership in Tourism Scholarship while obtaining her Master's Degree in Hospitality Studies at NYU.

Cristina currently resides in Hamilton, NY with her family and enjoys cooking meals from her home country, Panama.



**Laurie Garzon**  
*Director of Sales & Marketing*  
Wailea Beach Resort – Marriott, Maui

Laurie Garzon, Director of Sales & Marketing at Wailea Beach Resort – Marriott, Maui, has dedicated close to two decades to the luxury tourism industry, all of which have been spent rising through the ranks at various Marriott International properties. She began her career in Music City at Marriott Hotels of Brentwood, Tennessee managing sales for the area, before heading to Nashville Airport Marriott to diversify her segmentation selling Corporate and Association Group. From there, she embarked on her leadership journey managing property teams across Tennessee and Arkansas and played an integral role in developing the account-based sales organization in the region, representing 19 hotels and all customer buying locations.





## Congratulations to our award-winning social media team

Bronze Award—Digital Social Media Campaign  
Waldorf Astoria Monarch Beach  
“If You Please” Campaign

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## Congratulations to the talented Sonoma County Tourism Team for Recognition at the 2022 Adrian Awards



### Todd O'Leary: Top 25 Extraordinary Minds in Sales, Marketing, and Revenue Optimization

#### Marketing & Communications:

**GOLD:** PR/Communications: Reawakening the Spirit of Travel in  
Sonoma County “Life Opens Up”

**GOLD:** Digital: “Life Opens Up” in Sonoma County

**GOLD:** Integrated Campaign - B2C: “Life Opens Up” in Sonoma County

**BRONZE:** PR Feature Placement: “Life Opens Up” in Sonoma County Good  
Morning America Travel + Leisure Spotlight

SONOMA COUNTY  
- CALIFORNIA -  
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We're incredibly proud of our amazing team!!  
Sonoma County Tourism

## 2022 HSMAI TOP 25 HONOREES

Prior to joining Wailea Beach Resort, the flagship luxury Marriott resort in Maui, she served as Director of Sales & Marketing opening Solaz, a Luxury Collection Resort in Los Cabos, Mexico where she merged her love of selling and marketing. In her current role, Laurie's outstanding leadership and robust customer engagement has led Wailea Beach Resort to achieve the #1 spot (out of 120 Meetings & Events properties) for Intent to Recommend in Marriott Convention & Resorts Network's (CRN) Event Satisfaction Survey, #1 in RevPAR year-to-date in Marriott CRN and #2 in ADR year-to-date in Marriott CRN.

Laurie is a strategic innovator and motivator, whose strengths stem from her contagious positive attitude and ability to see beyond the obvious, encouraging unity among her team and a culture of excellence. Over the years she has served as the President of Nashville Business Council and Chairman of Cheers 4 Children Philanthropic Event for Vanderbilt Children's Hospital, while also receiving several industry accolades including: Area Sales Leader of the Year for the Eastern Region of the United States in 2016 & 2014, Western Region Performance 2022 Award Nominee and Luxury Property Special Achievement Team of the Year in the Caribbean and Latin American Region in 2018.

Laurie has fully embraced the Aloha way of life and currently resides in Maui with her husband and three spectacular boys ages 10, 12 and 14 – who she calls her greatest treasures.

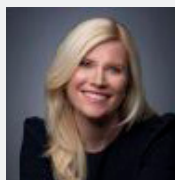


**Richard Geiger**  
*President*  
Visit Winston-Salem

Richard Geiger is an accomplished hospitality and management industry professional with over 40 years of experience in destination marketing, strategic planning,

staff development, sales training, and facility management. Geiger has held the top convention sales and marketing position for the Orlando Convention & Visitors Bureau and was the CEO at the Buffalo/Niagara Convention and Visitors Bureau where his responsibilities included managing the Convention Center, Sports Corporation and Film Commission. In February 2010, Geiger became the President of Visit Winston-Salem (convention and visitors bureau). Visit Winston-Salem has a team of 17 full-time staff and a \$5 million budget. Its mission is to promote and

market greater Winston-Salem as an attractive visitor destination for the economic benefit of the community. Since his arrival, Visit Winston-Salem developed and implemented a strategic destination marketing campaign which has successfully bolstered awareness of, and increased overnight visitation to, Winston-Salem. Geiger also implemented a sales strategy that has attracted more conventions, meetings, and sports events to Winston-Salem. He was also a member of the committee to spearhead the \$20 million renovation of the Benton Convention Center. As a strong downtown Winston-Salem advocate, Geiger also serves on the Boards of the Downtown Winston-Salem Partnership and the Arts Council of Winston-Salem and Forsyth County. Geiger has won numerous travel industry awards including being named Executive of the Year by the P.R. Society of America-Buffalo/Niagara Chapter and Sales Executive of the Year by Hospitality Sales and Marketing Association International. Richard serves on the boards of the North Carolina Travel and Tourism Coalition and North Carolina Travel Industry Association.



**Kristi Gole**  
*Executive Vice President*  
Global Hotel Alliance

Kristi is a passionate commercial leader responsible for the core product (the GHA DISCOVERY loyalty program), its roadmap and its growth at Global Hotel

Alliance (GHA).

GHA is the world's largest alliance of independent hotel brands with 40 brands and 800 hotels across 100 countries. Kristi was part of the original team in this start-up and helped build the brand, the global marketing team, and the first-of-its-kind experiential loyalty program from the ground-up. GHA DISCOVERY has won over 100 awards for its innovations and now has 23 million members driving US\$2B in revenue.

Kristi has 20 years of experience in consumer-centric roles, starting at Neiman Marcus and joining GHA in 2009. She serves on the Advisory Board for Global Loyalty Organisation and on Innovation Advisory Councils for Brand Innovators and Vation Ventures, and is a judge for various competitions including the Adrian Awards. She has a BS from Cornell University with a concentration in Consumer Economics and an EMBA from NEOMA Business School.







### **Michael Klein**

***VP Global Revenue Management  
Hyatt Hotels Corporation***

Michael is an accomplished hospitality commercial strategy professional with over fifteen years of experience at major chains, including his current role as

Global Vice President of Revenue Management at Hyatt Hotels Corporation. He oversees global revenue strategy, advanced analytics & business intelligence, global vendor management & revenue management systems.

Previously, Michael held revenue strategy & analytics roles with MGM Resorts International, Starwood Hotels & Resorts, Hilton Hotels & Resorts, & Fairmont Hotels & Resorts. Michael also worked as a strategy consultant for Duetto, makers of cloud-based hotel revenue management software and revenue strategy solutions.

Michael holds a BA in Hotel Administration from the University of Nevada – Las Vegas.



### **Melissa Kouvelas**

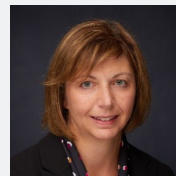
***Senior Director, Worldwide Sales  
BWH Hotel Group***

As Senior Director of Worldwide Sales for BWH Hotel Group, Melissa Kouvelas specializes in global sales strategies for new business, existing account growth

and key account development. Melissa's extensive experience in the industry has its foundation in a variety of on-property roles. This provided her with a holistic view of hospitality that she has since leveraged to continuously grow, hone and implement her wide array of skills.

Melissa's servant leadership is a key part of her success over her 24-year career in hospitality, focusing on employee engagement and customer relationships. Because of this, she has had the opportunity to grow at BWH Hotel Group for 17 years, including her creation of the account development team within Worldwide Sales, while also embracing her strengths in innovation, problem solving and organizational efficiency through operational systems and OKR strategies.

Melissa is very involved in the industry and has been recognized for her leadership. As a member of the HSMAI Sales Advisory Board, Melissa leveraged her passion for career development in future industry leaders to form the first HSMAI Rising Leaders Council in Sales, launched in 2019 and has since grown to include a council in Marketing and Revenue Management, giving our future leaders an opportunity to learn and explore what the industry has to offer.



### **Sabrina Lillew**

***Vice President, Loyalty Programs  
& Partnerships, North & Central  
America  
Accor***

Sabrina's hospitality career spans over 30+ years. She started her career at The

Fairmont Royal York where she held various roles in Accounting and Tour & Travel Sales before moving to Corporate Headquarters in 2000. Within Corporate, she held progressive sales & marketing roles before joining the Loyalty team. It didn't take long for Sabrina to realize that this was where her true passion was, and she never looked back. She now has 15+ years of loyalty experience and uses her background in marketing, sales, and customer service to support her in her current role as Vice President, Loyalty Programs & Partnerships where she determines the strategy, marketing, and operation of Accor's B2C and B2B loyalty and certificate programs along with partnerships for North & Central America.

Following the acquisition of FRHI in 2016 by Accor, Sabrina was one of the key leaders responsible for developing the global strategy and transition plan for the integration of the Fairmont, Raffles and Swissotel brand loyalty programs into Accor's loyalty program. She also developed and oversaw the hotel training, implementation and roll out. In addition to this, Sabrina was selected to be part of the global team responsible for the development and launch of ALL – Accor Live Limitless, Accor's current lifestyle loyalty program. Sabrina is proud to oversee a team of dedicated loyalty & partnership experts who provide ongoing support to over 100 hotels & resorts throughout North & Central America, ensuring that they are providing an elevated, personalized experience for our valued members across the entire portfolio of brands.



## 2022 HSMIAI TOP 25 HONOREES



### **Yola Marshall**

*Vice President America Sales*  
**IHG**

Yola Marshall was recently appointed to her new role as Vice President America Sales at IHG Hotels & Resorts, one of the world's leading hotel companies with more than 6,000 global properties. Prior to this

role, Yola oversaw commercial sales performance as Vice President Commercial Sales supporting IHG US Franchise hotels.

A hospitality veteran with more than three decades of hotel operations, sales and marketing leadership, Yola joined IHG in 2008 as the Director of Sales and Marketing at the InterContinental Toronto Centre. Prior to assuming her current role, she served as Head of Franchise Performance, Director of Commercial Performance for Canada, and Regional Director for Corporate Managed Hotels in the U.S. and Canada.



### **Kevin McAteer**

*Senior Vice President,  
Marketing & Sales*  
**Concord Hospitality**

Kevin McAteer joined Concord in 2003. Over the last 15 years he has been responsible for the strategy and

execution of Sales, Revenue Management, Digital Marketing and Public Relations. Prior to joining Concord, he spent 12 years with Marriott International where he held General Manager or Executive Team positions in four different Marriott Brands. Kevin is a member of various industry boards and organizations as an owner, franchise representative including Marriott, and Hilton. He also supports various charitable organizations such as American Cancer Society through their Real Men Wear Pink campaign. He holds a B. S. in Hotel & Restaurant Management from Mercyhurst College in Erie, PA.



### **Monika Morrobel, CHDM, CRME**

*Sr. Corporate Director of  
Commercial Strategy*  
**Kessler Collection**

Growing her career within the Kessler Collection and its group of inspiring

properties, Monika has 19 years of experience in the hospitality industry. She worked in operational roles before finding her true calling in revenue management and commercial strategy. Currently serving as Sr. Corporate Director of Commercial Strategy, she has a passion for analyzing data and trends to create synergy between departments and improve company performance.

Always striving for learning and development, Monika takes an active role in the industry by serving on advisory boards for HSMIAI and Marriott and earning CRME and CHDM certification. She seeks to bring value through her partnerships and efforts to help continue to bring the industry forward.

Monika currently resides in Orlando with her husband, two daughters and cat Hopper Fritz Catwalker.



### **Todd O'Leary, CTIS, CDME**

*VP, Marketing and Communications*  
**Sonoma County Tourism**

Todd O'Leary is a 25-year veteran of the travel and tourism industry. An up-through-the-ranks DMO professional, Todd started his career at VISIT Milwaukee in 1998,

working his way up from a PR intern to Director of Marketing. In 2013 he joined San Francisco Travel as VP of Global Partnerships and Strategic Alliances. Since 2018, he has served as the VP of Marketing & Communications at Sonoma County Tourism. Todd is actively involved in the tourism industry, including committee roles at Destinations International, Visit California, and CalTravel. He has also earned two industry certifications - the Certified Travel Industry Specialist (CTIS) from the American Bus Association; and the highest DMO certification - the Certified Destination Management Executive (CDME) from Destinations International.

Todd and his husband Mark love to travel the world, experiencing destinations through the local food and craft beverage scene. They live in Sonoma County, California.





IT TAKES A LIFETIME TO  
**CHAMPION**  
*EXCELLENCE*

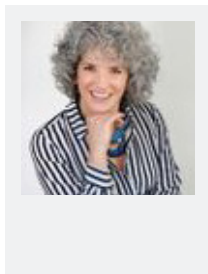


Congratulations, Peter Strebel on the honor of receiving  
the Lifetime Achievement Award from HSMIAI.

We are proud of your legacy.

OMNI  HOTELS & RESORTS

## 2022 HSMIAI TOP 25 HONOREES



**Edelyn Parker-Frye**  
*Director of Brand Events,  
Communications and Partnerships*  
Red Roof

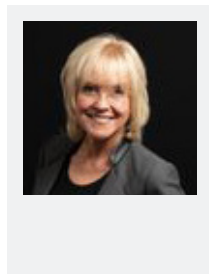
Edelyn Parker-Frye is a 17-year veteran of the marketing industry and an expert in event development and management,

communication programming, and community and partner relations. With a background in theatre performance and administration, her keen attention to detail, ability to communicate to a broad spectrum of audiences, and commitment to a “show must go on” mentality resonate throughout every aspect of her responsibilities as Director of Brand Events, Communications, and Partnerships for Red Roof.

Edelyn joined the Red Roof brand in January 2017. In addition to directing brand events and communications, Edelyn leads the brand’s corporate social responsibility program, Room in Your Heart, which supports a wide variety of non-profit organizations with nationwide cause marketing campaigns. In 2021, she guided the program to a record-breaking year of donations, benefiting Canine Companions, The United Way’s United for Ukraine Fund, The American Cancer Society, the USO, and St. Jude Children’s Research Hospital. She aligned the February 2021 campaign with the brand’s promotion of the theatrical release of the motion picture “Dog,” garnering endorsements for Red Roof’s Room in Your Heart program from the movie’s director and star, Channing Tatum.

Edelyn is recognized for positively impacting and enhancing experiences internally for team members and franchisees, as well as externally for partners, customers, and communities.

Edelyn is an avid consumer of good stories and considers herself a “pretty impressive” home cook. She lives in Flagler Beach, FL, with her loving husband, Donathin Frye.



**Linda Parker Sanpei**  
*COO & CCO*  
Parker Sanpei

Linda is the Founder and CEO of Parker Sanpei, a full-service PR and marketing agency focused on the hospitality and lifestyle industries. Linda thrives on develop-

ing innovative multiprong solutions that drive brand recognition and demand, be it for hospitality groups, destinations, resorts and hotels, restaurants, wineries, hospitality trade associations, attractions, or stand-alone brands. Her expertise in curating unique strategies has enabled her clients to thrive beyond their initial goals. Parker Sanpei’s trusted relationships with a broad network of A-list media and influencers provide a platform to share original ideas, trends, and experiences that evolve into original stories and promotions that connect clients to their audiences. She is honored to be awarded a 2022 Top 25 Minds by HSMIAI.



**Brent Shiratori**  
*Vice President, Global Brand*  
Outrigger Resorts & Hotels

As vice president, global brand group at Outrigger Hospitality Group, Brent Shiratori champions Outrigger’s brand strategy through creative development and con-

tent strategy for web, social, email and paid media, campaigns, communications programs, brand resources, including tools and systems, and oversight of the brand intranet environment and media asset management.

Brent founded Aidia, a branding and strategic marketing consultancy. He has previously served as management supervisor at Carol H Williams Advertising in Oakland and held positions at Laird Christianson Advertising, CP Advertising and Starr Seigle Advertising.

Brent holds his bachelor’s degrees in marketing, accounting and management information systems from the University of Hawai’i at Mānoa. He serves on the board of Junior Achievement of Hawai’i and the Hawai’i Visitors and Convention Bureau marketing committee. He has been featured in Advertising Age and received multiple awards from the American Advertising Federation.







**Stephanie Smith, CHDM**  
**CEO & Digital Matriarch**  
**Cogwheel Marketing**

Stephanie Sparks Smith is CEO and Digital Matriarch at Cogwheel Marketing™ and partner and consultant at Cayuga Hospitality Consultants. Her recent pas-

sion includes developing Cogwheel Analytics; a hotel digital marketing reporting and BI tool that aggregates data from multiple sources to allow companies to identify trends and opportunities in their online presence. She is engaged on the HSMIA Marketing Advisory Board Member where she has led committees around DEI, Rising Leaders plus has her CHDM certification. Stephanie is a regular on the speaking network at many hospitality events and conferences highlighted here. Stephanie has an undergraduate degree in Hospitality Tourism Management from Virginia Tech and an MBA from University of Texas at Dallas plus has an Advanced Revenue Management Certificate from Cornell. Stephanie has lived all over the US, including Virginia, Colorado, Texas, Washington, Florida and Massachusetts.

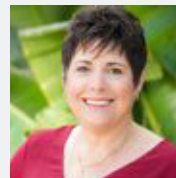


**Joe Spirito**  
**Vice President, Global Digital**  
**& Marketing Operations**  
**Preferred Travel Group**

Joe Spirito serves as Vice President of Global Digital and Marketing Operations for Preferred Travel Group, responsible

for the development and execution of the global web, digital, and ecommerce strategy for its independent hotel brand, Preferred Hotels & Resorts, and overseeing digital marketing opportunities for its travel and hospitality consulting company, PTG Consulting, which include website and digital marketing reviews and assessment, and the development of comprehensive ecommerce strategy. Since joining the company in 2019 as Director of Global Digital Marketing, Joe has played an instrumental role in

optimizing Preferred Hotels & Resort's digital marketing efforts such as revamping the brand's paid media program to strengthen the performance of campaigns through The Marketplace (the brand's collective marketing program for its member hotels) and overhauling its brand website, PreferredHotels.com. With Joe's support, Preferred Hotel & Resorts' digital marketing team has made the shortlist and won numerous awards for their work such as the 2021 U.S. Search Award for Best Use of Search – Travel / Leisure (PPC); a 2022 Silver and a 2021 Bronze HSMIA Adrian award in the Search Marketing Strategy category; 2021 Bronze HSMIA Adrian award in the Social Media Campaign category; Global Biddable Media Awards - Best Global Use of Data; and U.K. Biddable Media Awards – Hospitality Campaign of the Year.



**Gillian Ware, CMP**  
**National Sales Director**  
**San Diego Tourism Authority**

Gillian Ware, CMP is a National Sales Director in the Hotel Meetings Sales Department with the San Diego Tourism Authority. She has been with the DMO

for over 15 years and handles the Pacific Northwest, Western Canada, Sacramento and Multicultural markets nationally. Gillian started her life in hospitality while growing up in Puerto Rico, she is a graduate of the University of Massachusetts with a B.S. in Hotel and Restaurant Management and a minor in Spanish. She also studied abroad at the Institute Hotelier Cesar Ritz in Switzerland. Gillian is a past president for the San Diego Chapter of HSMIA, having served on their board for 10 years. Coming from an operational background and growing into sales, her career experiences span from select service properties to resort and convention hotels in the US and abroad. A 38-year veteran of the hospitality industry, in her current position, Gillian acts as a destination expert and liaison between meeting planners and local hotels, restaurants, attractions, and venues to help find the ideal location for each program while offering the best possible experience for participants.



## GRICE AND KOEHL ACHIEVEMENT AWARDS

### 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, W. 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 WINNERS:

Steve Bartolin  
Peggy Bendel  
Melanie Brandman  
Marilyn Carlson Nelson  
Aaron Cushman  
Laura Davidson  
Vivian Deuschl  
Alice Diaz  
Howard Feiertag  
Nancy Jo Friedman  
Terrence Gallagher  
Mary Gendron  
Mary Gostelow  
Bunny Grossinger  
Lou Hammond  
Bjorn Hanson  
Priscilla Hoye-Scott  
Richard Kahn  
Herbert Kelleher  
Gordon Lambourne  
Rene Mack  
Yvonne Middleton  
Florence Quinn  
Virginia Sheridan  
Morris Silver  
Donald Trump  
Geoffrey Weill  
Karen Weiner Escalera  
Stephen Wynn

### 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.

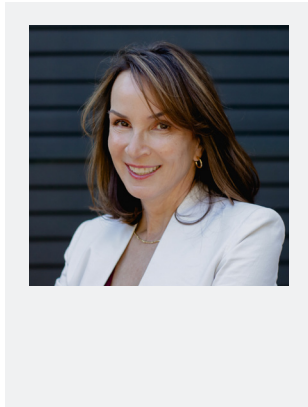
#### PREVIOUS WINNERS:

George Aguel  
Richard Branson  
Melinda Bush  
Eric Danziger  
Roger Dow  
Dorothy Dowling  
Michael Eisner  
Ed Fuller  
Michael Gunn  
Robert Hazard  
Howard Heinsius  
Sol Kerzner  
David Kong  
Gary Leopold  
Eleanor Leslie  
Michael Leven  
Bill Marriott  
Christopher Nassetta  
Neil Ostergren  
Lee Pillsbury  
Clayton Reid  
Harris Rosen  
John Russell  
Ian Schrage  
Horst Schulze  
Randy Smith  
Joseph Smyth  
Bob Stein  
Barry Sternlicht  
Gordon “Butch” Stewart  
Barbara Talbott  
Jonathan Tisch  
Vincent Vanderpool-Wallace  
Peter Warren  
Peter Yesawich



## WINTHROP W. GRICE AWARD HONOREE:

### Mary Wagstaff



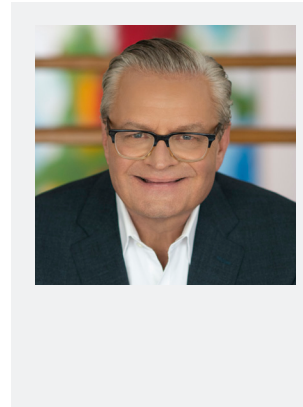
With more than 30 years in hospitality, Mary Wagstaff continues to drive innovation across her global client portfolio, cultivating world-class talent across her 70-person North American team. She is no stranger to progressive hospitality marketing, having worked her way through most aspects of the hospitality and tourism industries in various public relations and marketing

roles. Born and raised in Virginia, Mary graduated from New York University before moving to Chicago and founding ProVisions, a public relations firm focused on restaurants in Chicago and Los Angeles. After moving to Los Angeles, she became vice president of Murphy O'Brien Public Relations in 1998, then struck out on her own, founding Wagstaff Media & Marketing in 1999 with just a desktop computer and a friendly black lab by her side. She spent the next 20+ years diligently nurturing Wagstaff's growth to include offices in Los Angeles, Chicago, San Francisco, New York City and Vancouver, Canada. Wagstaff is dedicated to supporting clients in all verticals of the hospitality world, including travel, hospitality lifestyle, culinary products and personalities, events and festivals, hotels and airlines, as well as distinctive wine and spirits brands.

In October 2022, leading integrated travel marketing company MMGY Global acquired Wagstaff Media & Marketing, bringing additional resources, expertise and global reach to Wagstaff's clients and employees. As Partner and Managing Director at MMGY Wagstaff, Mary continues the work that she began more than 30 years ago, now with MMGY Global to help her support the industries she has committed her professional life to. Mary is also co-founder of Flapjack, a food and travel entertainment company, and produced the documentary "A Chef's Voyage" in 2020. Mary is a founding board member of Active Cultures, works with No Kid Hungry/Share Our Strength, and has served on the boards of Women Chefs & Restaurateurs and the Angelman Syndrome Foundation. Wagstaff Media & Marketing was included in Forbes' inaugural list of America's Best PR Firms, and Mary was recognized by Los Angeles Business Journal's Women's Leadership Awards. Mary has called LA home since she moved there in 1998 and lives in the area with her daughter, Evie, and their dog, a terrier mix named Chloe.

## ALBERT E. KOEHL AWARD HONOREE:

### Peter Strebel



Recently named a 2019 Top CEO by Glassdoor, Peter Strebel is chairman of Omni Hotels & Resorts, a position he assumed in May 2022. In this role, Strebel will provide strategic counsel to the company, and continue to elevate the vision of Omni regarding long-term goals and objectives for the brand. A 30-year-plus veteran of the hospitality industry, he works with teams to continue to enhance

the existing high-level of guest service as well as oversee the growth and expansion plans the brand has in the pipeline.

The company's former president, chief marketing officer and senior vice president of sales, Strebel was responsible for guiding the company through the pandemic crisis, leaving the brand in a prime position to drive to capitalize on the rebounding trends and changes in the industry. He also was instrumental in creating and driving innovative branding, communications, marketing and business development strategies to increase awareness, capture market share and build revenue for the luxury hotel brand.

Strebel also formerly served as senior vice president of operations for the company where he oversaw the development of brand-wide property standards, guest rooms and other operational areas for the luxury hotel brand's growing convention collection and resort portfolio. A long-term Omni veteran, Strebel rejoined Omni in 2009 as area managing director and general manager of the company's flagship property in midtown Manhattan, the award-winning Omni Berkshire Place. During his previous tenure at Omni, he had a successful 10-year career in sales and marketing positions of increasing responsibility, ultimately leading to his appointment as vice president of sales and marketing.

In between his time with Omni, Strebel served as executive vice president and chief marketing officer for the Wyndham Hotel Group and was promoted to president of the company before returning to Omni.

Peter graduated from Hofstra University with a Bachelor of Business Administration. Strebel sits on the board of directors for AHLA, as well as the board of trustees for the Incarnation House in Dallas, Texas.

# THE 2022 ADRIAN AWARDS COMPETITION

## Focus Categories:

- **Recruitment Marketing** – Tactics used to attract and retain employees.
- **Diversity, Equity, and Inclusion Marketing** – Inclusive marketing that considers diversity in all forms, to include LGBTQA+
- **Audience Marketing on New Platforms** – New platforms defined as consumer or technology channels, e.g.,

## Traditional Adrian Awards

Traditional Adrian Awards entry categories recognize the great marketing work that was done during the pandemic and recovery. Entries were accepted in 22 select traditional Adrian Awards categories.

## Categories

Advertising Campaign – Complete Campaign (to include Positioning) – Consumer/Group Sales/Travel Trade  
Advertising Single Entry -Television – Consumer  
Digital Campaign – Contest/Sweepstakes  
Digital Campaign – Integrated Market Campaign for Consumers (B2C)  
Digital Campaign – Search Marketing Strategy  
Digital Campaign – Social Media Campaign  
Digital Marketing Innovation  
Digital Marketing Series – Multimedia (Video, Animation) Series  
Digital Single Item – Social Media/Social Networking  
Digital Single Item -Video  
Digital Single Item – Web Site  
Diversity Marketing – Single Entry  
Diversity Marketing – Campaign  
Integrated Marketing Campaign  
PR Campaign – Marketing Program – Consumer  
PR Campaign – New Opening/Launch  
PR Campaign – Re-launch of Existing Product  
PR Campaign – Special Event  
PR Campaign – Influencer Marketing  
PR Single Item -Feature Placement Online – Consumer Media  
PR Single Item -Feature Placement Online – Trade Media  
PR Single Item -Feature Placement Print – Consumer Magazine or Newspaper







## AN EXTRAORDINARY MIND

Always Innovating, Always Inspiring,  
Always Leading.

Maximizing every opportunity with  
customer-centric sales strategies, a  
caring spirit and valued relationships.

**Melissa Kouvelas**  
Senior Director, Worldwide Sales  
BWH Hotel Group®

Congratulations to **Melissa Kouvelas** on being recognized  
as a **“Top 25 Extraordinary Mind in  
Sales, Marketing, and Revenue Optimization.”**



**WORLDHOTELS®**  
COLLECTION



**Best Western®**  
Hotels & Resorts



**SureStay®**  
HOTEL GROUP

## 2022 ADRIAN AWARDS

### GOLD WINNERS

#### Accor

**ENTRY:** It's ALL Possible

**CATEGORY:** Consumer/Group Sales/  
Travel Trade

#### Accor

**ENTRY:** It's ALL Possible

**CATEGORY:** Multimedia Multiple  
Channels

#### Accor

**ENTRY:** It's ALL Possible

**CATEGORY:** Content Marketing

#### Accor

**ENTRY:** It's ALL Possible

**CATEGORY:** Business to Consumer

#### Best Western Hotels & Resorts

**ENTRY:** 75 Years of Caring Social Media  
Campaign

**CATEGORY:** Social Media Campaign

#### Contiki

**ENTRY:** BuzzFeed Features a Journalist's  
Firsthand Account of Traveling on Contiki's  
Egypt & the Nile Itinerary

**CATEGORY:** FEATURE PLACEMENT  
ONLINE - Consumer Media

**AGENCY:** The Decker/Royal Agency

#### CTVisit

**ENTRY:** CTVisit Full Color Connecticut

**CATEGORY:** Business to Consumer

**AGENCY:** Adams & Knight

#### Discover Puerto Rico

**ENTRY:** Live Boricua

**CATEGORY:** Television

**AGENCY:** R&R Partners

#### Discover Puerto Rico

**ENTRY:** Live Boricua

**CATEGORY:** Connected

TV/Streaming/Linear

**AGENCY:** R&R Partners

#### Discover The Palm Beaches

**ENTRY:** Travel + Leisure: A New Leaf

**CATEGORY:** FEATURE PLACEMENT

PRINT - Consumer Magazine or

Newspaper

**AGENCY:** The Zimmerman Agency

#### Dutch East Design

**ENTRY:** Hotel Marcel

**CATEGORY:** NEW OPENING/LAUNCH

**AGENCY:** GO PR

#### Fort Myers – Islands, Beaches and Neighborhoods

**ENTRY:** Matador Network

**CATEGORY:** FEATURE PLACEMENT

ONLINE - Consumer Media

**AGENCY:** MMGY Global

#### Holland America Line

**ENTRY:** At Holland America Line,  
Sustainable Seafood Is A Must

**CATEGORY:** FEATURE PLACEMENT

ONLINE - Consumer Media

**AGENCY:** The Decker/Royal Agency

#### Hotel Association of Greater Montreal (HAGM/AHGM)

**ENTRY:** Working in the hotel industry is  
packed with advantages!

**CATEGORY:** Social Media Campaign

**AGENCY:** Nextmoov

#### IHG Hotels & Resorts

**ENTRY:** Crowne Plaza Blended Travel  
Whitepaper

**CATEGORY:** Content Marketing

**AGENCY:** Burson Cohn & Wolfe

#### IHG Hotels & Resorts

**ENTRY:** IHG Hotels & Resorts

Presents Santa Suites

**CATEGORY:** Influencer Marketing

**AGENCY:** Coca-Cola and ent! Marketing

#### Islands of The Bahamas

**ENTRY:** Bahamas Private Aviation

Campaign - Islands On The Fly

**CATEGORY:** Content Marketing

**AGENCY:** Tambourine

#### Kyo-ya Hotels & Resorts / Marriott International

**ENTRY:** Waikiki Awaits You

**CATEGORY:** Business to Consumer

**AGENCY:** MVNP

#### Marriott International

**ENTRY:** Westin let's rise

**CATEGORY:** Consumer/Group Sales/  
Travel Trade

#### Marriott International

**ENTRY:** Moxy Universe Play Beyond

APAC Brand Campaign

**CATEGORY:** Metaverse/Gaming/NFT

#### Marriott International

**ENTRY:** Sheraton Celebrate The  
Community

**CATEGORY:** Social Media Campaign

#### Marriott International

**ENTRY:** Moxy Universe Play Beyond

APAC Brand Campaign

**CATEGORY:** Innovation

#### Marriott International

**ENTRY:** The Ritz-Carlton Gift Like No  
Other APAC Campaign

**CATEGORY:** Multimedia Multiple  
Channels





**Marriott International**

**ENTRY:** Moxy Universe Play Beyond APAC Brand Campaign  
**CATEGORY:** Business to Consumer

**Marriott International**

**ENTRY:** St. Regis "Live Exquisite" Campaign  
**CATEGORY:** Business to Consumer

**Marriott International**

**ENTRY:** St. Regis "Live Exquisite" Campaign  
**CATEGORY:** Content Marketing

**Marriott International**

**ENTRY:** The Ritz-Carlton "A Gift Like No Other" APAC Campaign  
**CATEGORY:** Content Marketing

**Marriott International**

**ENTRY:** St. Regis "Live Exquisite" Campaign  
**CATEGORY:** SPECIAL EVENT

**Missouri Division of Tourism**

**ENTRY:** #ThatsMyMO: Social Media Takeover Brings Mo to Life  
**CATEGORY:** Social Media Campaign  
**AGENCY:** OBP

**Newfoundland and Labrador Tourism**

**ENTRY:** Leave No Song Unsung  
**CATEGORY:** Television  
**AGENCY:** Target

**Odyssey Studios**

**ENTRY:** Venturing Out: Park2Park Season 1  
**CATEGORY:** Content Marketing  
**AGENCY:** Miles Partnership

**Pure Michigan**

**ENTRY:** Michigan.org's Accessibility Upgrade  
**CATEGORY:** Web Site  
**AGENCY:** Miles Partnership

**San Francisco Travel Association**

**ENTRY:** A Royal Welcome  
**CATEGORY:** Business to Consumer  
**AGENCY:** MMGY Hills Balfour

**San Francisco Travel Association**

**ENTRY:** San Francisco Shines With New Museums, Restaurants and Parks - New York Times  
**CATEGORY:** FEATURE PLACEMENT  
**ONLINE - Consumer Media**

**Sonoma County Tourism**

**ENTRY:** "Life Opens Up" in Sonoma County  
**CATEGORY:** Multimedia Multiple Channels  
**AGENCY:** Fahlgren Mortine

**Sonoma County Tourism**

**ENTRY:** "Life Opens Up" in Sonoma County  
**CATEGORY:** Business to Consumer  
**AGENCY:** Fahlgren Mortine

**Sonoma County Tourism**

**ENTRY:** Reawakening the Spirit of Travel in Sonoma County: "Life Opens Up"  
**CATEGORY:** MARKETING PROGRAM - Consumer  
**AGENCY:** Fahlgren Mortine

**South Carolina Parks, Recreation & Tourism**

**ENTRY:** South Carolina State Parks 12 Days of Deals  
**CATEGORY:** Social Media Campaign

**South Dakota Department of Tourism**

**ENTRY:** Go Great Places Campaign  
**CATEGORY:** Business to Consumer  
**AGENCY:** Lawrence & Schiller | MMGY Global

**Sun Outdoors**

**ENTRY:** Sun Outdoors Campfire Convos  
**CATEGORY:** Connected TV/Streaming/Linear

**The Ritz-Carlton**

**ENTRY:** The Ritz-Carlton x Showtime - The First Lady Suites  
**CATEGORY:** Experiential Marketing  
**AGENCY:** 71 West

**The Ritz-Carlton, St. Thomas**

**ENTRY:** The Ritz-Carlton, St. Thomas Creates a Beaba Baby Concierge - Making Vacations with Little Ones More Manageable  
**CATEGORY:** FEATURE PLACEMENT  
**ONLINE - Consumer Media**  
**AGENCY:** TURNER

**Travel Texas**

**ENTRY:** The Stars of Texas Shine Bright in L.A.  
**CATEGORY:** Brand Activation  
**AGENCY:** MMGY NJF

**Uniworld Boutique River Cruises**

**ENTRY:** Travel + Leisure's Print October Issue Features a 6-Page Spread of Uniworld Boutique River Cruises  
**CATEGORY:** FEATURE PLACEMENT  
**PRINT - Consumer Magazine or Newspaper**  
**AGENCY:** The Decker/Royal Agency

**Utah Office of Tourism**

**ENTRY:** Keeping Utah Forever Mighty  
**CATEGORY:** Innovation

**Visit California**

**ENTRY:** Base CAMP California: A Golden Opportunity for the Golden State  
**CATEGORY:** MARKETING PROGRAM - Consumer  
**AGENCY:** MMGY NJF

**Visit Corpus Christi**

**ENTRY:** Coast Like a Texan  
**CATEGORY:** Connected TV/Streaming/Linear  
**AGENCY:** MMGY Global

## 2022 ADRIAN AWARDS

### Visit Honduras

**ENTRY:** The New York Times Features Honduras' Conservation Efforts  
**CATEGORY:** FEATURE PLACEMENT  
ONLINE - Consumer Media  
**AGENCY:** PTG Consulting

### Visit Idaho

**ENTRY:** Beyond Words  
**CATEGORY:** Business to Consumer  
**AGENCY:** Madden Media

### Visit Norway

**ENTRY:** Limitless skies  
**CATEGORY:** Content Marketing  
**AGENCY:** Trigger Oslo

### Visit Orlando

**ENTRY:** Alexa, launch Visit Orlando!  
**CATEGORY:** Innovation

### Visit Seattle

**ENTRY:** Kissing in the Rain: Seattle Embraces Its Most Controversial Season  
**CATEGORY:** Brand Activation  
**AGENCY:** Copacino Fujikado / C+C

### Visit Seattle

**ENTRY:** Kissing in the Rain: Seattle Embraces Its Most Controversial Season  
**CATEGORY:** Innovation  
**AGENCY:** Copacino Fujikado / C+C

### Visit Seattle

**ENTRY:** Kissing in the Rain: Seattle Embraces Its Most Controversial Season  
**CATEGORY:** SPECIAL EVENT  
**AGENCY:** Copacino Fujikado / C+C

### Visit St. Pete/Clearwater, Florida

**ENTRY:** Unwind & Be Kind Visit St. Pete/Clearwater Spring Travel Campaign  
**CATEGORY:** Corporate Social Responsibility  
**AGENCY:** BVK

### Visit Tampa Bay

**ENTRY:** Accessibility in Tampa Bay  
**CATEGORY:** Influencer Marketing

### West Virginia Department of Tourism

**ENTRY:** West Virginia Department of Tourism Ultimate Country Roads Influencer Campaign  
**CATEGORY:** Influencer Marketing  
**AGENCY:** BVK

### Wheel the World

**ENTRY:** Wheel the World – A Story of Tenacity and Devotion Forged by Friendship  
**CATEGORY:** FEATURE PLACEMENT  
ONLINE - Consumer Media  
**AGENCY:** MMGY NJF

### Wyndham Hotels & Resorts

**ENTRY:** Days Inn by Wyndham - Seize the Day Campaign  
**CATEGORY:** Multimedia Multiple Channels

### Wyndham Hotels & Resorts

**ENTRY:** Days Inn by Wyndham - Complimentary Pillow Campaign  
**CATEGORY:** MARKETING PROGRAM - Consumer

### Wyoming Office of Tourism

**ENTRY:** WY Responsibly  
**CATEGORY:** Corporate Social Responsibility  
**AGENCY:** BVK

## SILVER WINNERS

### Accor

**ENTRY:** It's ALL Possible  
**CATEGORY:** Social Media Campaign

### Aman New York

**ENTRY:** Aman New York: Launching A New York Icon  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** LDPR

### Amelia Island Convention & Visitors Bureau

**ENTRY:** Amelia Island Weather Trigger  
**CATEGORY:** Innovation

### Amelia Island Convention & Visitors Bureau

**ENTRY:** Naturally Amelia Island  
**CATEGORY:** FEATURE PLACEMENT  
ONLINE - Consumer Media

### Apotheke & Shake Shack

**ENTRY:** Apotheke x Shake Shack Serve up Two New Scents  
**CATEGORY:** Innovation  
**AGENCY:** RHC

### Atlantis Paradise Island, The Bahamas

**ENTRY:** Introducing The Atlantis Mobile App  
**CATEGORY:** App

### Beaches Resorts

**ENTRY:** Parents.com Features A Journalist's First-Hand Experience at Beaches Turks & Caicos  
**CATEGORY:** FEATURE PLACEMENT  
ONLINE - Consumer Media  
**AGENCY:** The Decker/Royal Agency

### Best Western Hotels & Resorts

**ENTRY:** BW Travel Zone Evolution/Redesign  
**CATEGORY:** Web Site  
**AGENCY:** Ideas Collide

### Beyond Green

**ENTRY:** This New Platform Is Making It Easier for Travelers to Find the Perfect Eco Hotel  
**CATEGORY:** FEATURE PLACEMENT  
PRINT - Consumer Magazine or Newspaper



#### **Coast Hotels**

**ENTRY:** Coast Hotels' 50th Anniversary Brings Record Breaking 2022 Summer Paid Search Performance  
**CATEGORY:** Search Marketing Strategy  
**AGENCY:** GCommerce Solutions

#### **Colorado Tourism Office**

**ENTRY:** Shine a Little Brighter  
**CATEGORY:** Business to Consumer  
**AGENCY:** MMGY Global

#### **Cragun's Resort on Gull Lake**

**ENTRY:** Cragun's Resort Paid Search Marketing Exceeds Expectations in the Summer of 2022  
**CATEGORY:** Search Marketing Strategy  
**AGENCY:** GCommerce Solutions

#### **CTVisit**

**ENTRY:** CTVisit Find Your Vibe  
**CATEGORY:** Connected TV/Streaming/Linear  
**AGENCY:** Adams & Knight

#### **CTVisit**

**ENTRY:** CTVisit Find Your Vibe  
**CATEGORY:** Business to Consumer  
**AGENCY:** Adams & Knight

#### **Destination Ann Arbor**

**ENTRY:** Wintersmitten Local Campaign 2021/2022  
**CATEGORY:** Content Marketing  
**AGENCY:** MMGY Global

#### **Destin-Fort Walton Beach, FL**

**ENTRY:** Little Adventures in Destin-Fort Walton Beach, FL  
**CATEGORY:** Print Collateral

#### **Destin-Fort Walton Beach, FL**

**ENTRY:** Little Adventures in Destin-Fort Walton Beach, FL  
**CATEGORY:** Content Marketing

#### **Discover Puerto Rico**

**ENTRY:** La IDEA: The Island Digital Education Academy  
**CATEGORY:** Innovation  
**AGENCY:** Miles Partnership

#### **Discover South Carolina**

**ENTRY:** Discover South Carolina Darius Rucker Campaign  
**CATEGORY:** Content Marketing  
**AGENCY:** SC Department of Parks, Recreation & Tourism

#### **Discover The Palm Beaches**

**ENTRY:** "The Original. The One. The Only." The Palm Beaches Leisure Campaign  
**CATEGORY:** Business to Consumer

#### **Discover The Palm Beaches**

**ENTRY:** Golden Age of Travel in NYC  
**CATEGORY:** SPECIAL EVENT  
**AGENCY:** The Zimmerman Agency

#### **Discover The Palm Beaches**

**ENTRY:** Family-Friendly Summer Travel In The Palm Beaches  
**CATEGORY:** MARKETING PROGRAM - Consumer  
**AGENCY:** The Zimmerman Agency

#### **Eureka Springs CAPC**

**ENTRY:** Introducing America to Eureka Springs  
**CATEGORY:** MARKETING PROGRAM - Consumer  
**AGENCY:** Paradise Advertising & Marketing

#### **Expedia part of Expedia Group**

**ENTRY:** Expedia 2022 Honeymoon Travel Report  
**CATEGORY:** MARKETING PROGRAM - Consumer  
**AGENCY:** Expedia Group

#### **Experience Grand Rapids**

**ENTRY:** Experience Grand Rapids  
**CATEGORY:** Web Site  
**AGENCY:** Simpleview

#### **Experience Kissimmee**

**ENTRY:** Florida Summer Shoulder Season Campaign  
**CATEGORY:** Multimedia Multiple Channels  
**AGENCY:** Miles Partnership

#### **Explore St. Louis**

**ENTRY:** Explore St. Louis Celebrity TV Campaign  
**CATEGORY:** Television

#### **Fort Myers – Islands, Beaches and Neighborhoods**

**ENTRY:** Good Day Direct-Mail Piece  
**CATEGORY:** Print Collateral  
**AGENCY:** MMGY Global

#### **Fort Myers – Islands, Beaches and Neighborhoods**

**ENTRY:** Good Day Launch  
**CATEGORY:** Multimedia Multiple Channels  
**AGENCY:** MMGY Global

#### **Four Seasons**

**ENTRY:** Wandermust by Four Seasons  
**CATEGORY:** Social Media Campaign  
**AGENCY:** KWT Global

#### **Four Seasons Resort Hualalai**

**ENTRY:** Four Seasons Resort Hualalai's \$100M Property-Wide Renovation  
**CATEGORY:** RE-LAUNCH OF EXISTING PRODUCT  
**AGENCY:** C&R

#### **Gaylord Hotels**

**ENTRY:** Christmas at Gaylord Hotels  
**CATEGORY:** Web Site  
**AGENCY:** Marriott Digital Services



## 2022 ADRIAN AWARDS

### GRUPO XCARET

**ENTRY:** Grupo Xcaret Brings Exciting New Luxury Resort La Casa De La Playa to Riviera Maya  
**CATEGORY:** SPECIAL EVENT  
**AGENCY:** Zapwater Communications, Inc.

### Hilton Head Island - Bluffton Chamber of Commerce

**ENTRY:** The TODAY Show Broadcast in Hilton Head Island  
**CATEGORY:** MARKETING PROGRAM - Consumer  
**AGENCY:** Weber Shandwick

### Hotels.com part of Expedia Group

**ENTRY:** Hotels.com Retro Beach Motelier  
**CATEGORY:** MARKETING PROGRAM - Consumer  
**AGENCY:** Expedia Group

### IHG Hotels & Resorts

**ENTRY:** Department of Epic  
**CATEGORY:** MARKETING PROGRAM - Consumer  
**AGENCY:** Allison + Partners

### IHG Hotels & Resorts

**ENTRY:** EVEN Hotels Influencer Campaign  
**CATEGORY:** Influencer Marketing

### IHG Hotels & Resorts

**ENTRY:** InterContinental Hotels & Resorts 75th Anniversary  
**CATEGORY:** SPECIAL EVENT  
**AGENCY:** Ogilvy Public Relations

### InterContinental Miami

**ENTRY:** InterContinental Miami Meetings Amplifier  
**CATEGORY:** Consumer/Group Sales/Travel Trade  
**AGENCY:** Tambourine

### Islands of The Bahamas

**ENTRY:** Grand Bahama Island: Secrets of the West End  
**CATEGORY:** Content Marketing  
**AGENCY:** Tambourine

### JW Marriott

**ENTRY:** JW Marriott x Lily Kwong - JW Garden  
**CATEGORY:** Brand Activation  
**AGENCY:** 71 West

### JW Marriott

**ENTRY:** JW Marriott - Stillness Video Campaign  
**CATEGORY:** Social Media Campaign  
**AGENCY:** 71 West

### JW Marriott

**ENTRY:** JW Marriott x Lily Kwong - JW Garden  
**CATEGORY:** Business to Consumer  
**AGENCY:** 71 West

### JW Marriott

**ENTRY:** JW Marriott + Lily Kwong JW Garden Partnership  
**CATEGORY:** FEATURE PLACEMENT ONLINE - Consumer Media  
**AGENCY:** SEQUEL

### Kennebunkport Resort Collection

**ENTRY:** Kennebunkport Resort Collection Hotel Week  
**CATEGORY:** MARKETING PROGRAM - Consumer

### Kennebunkport Resort Collection

**ENTRY:** The Bungalows by Todd Snyder  
**CATEGORY:** RE-LAUNCH OF EXISTING PRODUCT

### Kessler Collection

**ENTRY:** Grand Bohemian Hotel Charlotte, by Kessler - Curated Spaces  
**CATEGORY:** MARKETING PROGRAM - Consumer

### Kyo-ya Hotels & Resorts / Marriott International

**ENTRY:** Dive Deeper into Sheraton Maui  
**CATEGORY:** Social Media Campaign  
**AGENCY:** MVNP

### Lake Nona Wave Hotel

**ENTRY:** Opening of Lake Nona Wave Hotel Turns Orlando's Hospitality Landscape On Its Head  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** DT Creative

### Laredo Convention & Visitors Bureau

**ENTRY:** Visit Laredo  
**CATEGORY:** Consumer/Group Sales/Travel Trade  
**AGENCY:** The Zimmerman Agency

### London & Partners

**ENTRY:** "Let's Do London" Times Square Takeover  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** MMGY NJF

### London & Partners

**ENTRY:** A Royal Themed Experience Celebrating Her Majesty's Platinum Jubilee in the Grandstand  
**CATEGORY:** SPECIAL EVENT  
**AGENCY:** MMGY NJF

### Lotte New York Palace

**ENTRY:** Lotte New York Palace - Segment Strategy  
**CATEGORY:** Web Site  
**AGENCY:** Tambourine

### Louisiana Office of Tourism

**ENTRY:** Louisiana Loves a Parade  
**CATEGORY:** Brand Activation  
**AGENCY:** Miles Partnership

### Mahalo Diamond Beach

**ENTRY:** Building A Brand From The Ground Up: Mahalo Diamond Beach  
**CATEGORY:** Search Marketing Strategy  
**AGENCY:** GCommerce Solutions





**Marriott Bonvoy**

**ENTRY:** Marriott Bonvoy 2022 NCAA March Madness  
**CATEGORY:** Brand Activation

**Marriott Bonvoy**

**ENTRY:** Marriott Bonvoy US/Canada 2022 Evergreen Paid Social Media Campaign - US/Canada  
**CATEGORY:** Multimedia Multiple Channels

**Marriott Bonvoy**

**ENTRY:** 30 Stays, 300 Days Launch  
**CATEGORY:** Innovation  
**AGENCY:** Ballantines PR

**Marriott Hotels**

**ENTRY:** The Hockey Guys x Marriott  
**CATEGORY:** Social Media/Social Networking

**Marriott Hotels**

**ENTRY:** Marriott Hotels' The Curiosity Room by TED  
**CATEGORY:** Innovation  
**AGENCY:** 160over90

**Marriott International**

**ENTRY:** Moxy Universe Play Beyond APAC Brand Campaign  
**CATEGORY:** Brand Activation

**Marriott International**

**ENTRY:** Moxy Universe Play Beyond APAC Campaign  
**CATEGORY:** Virtual Reality/Artificial Intelligence

**Marriott International**

**ENTRY:** 30 Stays 300 Days TikTok Correspondent Contest  
**CATEGORY:** Social Media Campaign

**Marriott International**

**ENTRY:** Le Meridien "Nouveaux Horizons Endless Summer Awaits" Campaign  
**CATEGORY:** Social Media Campaign

**Marriott International**

**ENTRY:** How to Travel Better  
**CATEGORY:** Multimedia Multiple Channels

**Marriott International**

**ENTRY:** Demand For Weddings in Huge Indian Wedding Market Was Captured and Driven to a Marriott Digital Services Website  
**CATEGORY:** Web Site  
**AGENCY:** Milestone Inc.

**Marriott International**

**ENTRY:** Moxy Universe Play Beyond APAC Brand Campaign  
**CATEGORY:** Innovation

**Marriott International**

**ENTRY:** Westin let's rise  
**CATEGORY:** Business to Consumer

**Marriott International**

**ENTRY:** Sheraton Celebrate The Community  
**CATEGORY:** Business to Consumer

**Marriott International**

**ENTRY:** The Ritz-Carlton "A Gift Like No Other" APAC Campaign  
**CATEGORY:** Business to Consumer

**Marriott International**

**ENTRY:** Le Meridien "Nouveaux Horizons Endless Summer Awaits" Campaign  
**CATEGORY:** Influencer Marketing

**Missouri Division of Tourism**

**ENTRY:** That's My M-O  
**CATEGORY:** Television  
**AGENCY:** OBP

**Monterey County Convention & Visitors Bureau**

**ENTRY:** "All In" Group and Meetings Campaign  
**CATEGORY:** Consumer/Group Sales/Travel Trade

**Newfoundland and Labrador Tourism**

**ENTRY:** Come Home 2022  
**CATEGORY:** Social Media Campaign  
**AGENCY:** Target

**Newfoundland and Labrador Tourism**

**ENTRY:** Come Home 2022  
**CATEGORY:** Business to Consumer  
**AGENCY:** Target

**Park Hyatt Aviara**

**ENTRY:** Park Hyatt Aviara's \$50M Resort-Wide Renovation  
**CATEGORY:** RE-LAUNCH OF EXISTING PRODUCT  
**AGENCY:** C&R

**Preferred Hotels & Resorts**

**ENTRY:** Outperforming the Market  
**CATEGORY:** Search Marketing Strategy  
**AGENCY:** Crafted

**Preferred Hotels & Resorts**

**ENTRY:** The New York Times - Travel as Healing  
**CATEGORY:** FEATURE PLACEMENT ONLINE - Consumer Media  
**AGENCY:** PTG Consulting

**Pure Michigan**

**ENTRY:** Pure Michigan Pursues Pure Throughout the Summer  
**CATEGORY:** Business to Consumer  
**AGENCY:** MMGY Global

**Red Roof**

**ENTRY:** Red Roof - Rest + Repeat Omnichannel Campaign  
**CATEGORY:** Business to Consumer

**Santa Monica Travel & Tourism**

**ENTRY:** Santa Monica's Extra Bedroom  
**CATEGORY:** MARKETING PROGRAM - Consumer

## 2022 ADRIAN AWARDS

### Select Aperitivo

**ENTRY:** Select Slopeside  
**CATEGORY:** MARKETING  
PROGRAM - Consumer  
**AGENCY:** RHC

### Sensei

**ENTRY:** A Wellness Reset at Sensei Lanai for Real Simple Editor Liz Vaccariello  
**CATEGORY:** FEATURE PLACEMENT  
PRINT - Consumer Magazine or Newspaper  
**AGENCY:** MMGY NJF

### Skydeck Chicago

**ENTRY:** Skydeck Chicago: A Street to Sky Transformation  
**CATEGORY:** RE-LAUNCH OF  
EXISTING PRODUCT  
**AGENCY:** Zapwater Communications, Inc.

### Sonesta International Hotels

**ENTRY:** Who Wants to Own a Hotel Now?  
**CATEGORY:** FEATURE PLACEMENT  
ONLINE - Consumer Media

### South Dakota Department of Tourism

**ENTRY:** Travel Insights Email Series  
**CATEGORY:** Innovation  
**AGENCY:** Lawrence & Schiller

### Sun Outdoors

**ENTRY:** Sun Outdoors Islamorada Launches Multimedia Campaign  
**CATEGORY:** Multimedia Multiple Channels

### Tahiti Tourisme

**ENTRY:** Tahiti: Beyond the Bungalow  
**CATEGORY:** FEATURE PLACEMENT  
PRINT - Consumer Magazine or Newspaper  
**AGENCY:** LDPR

### Terranea Resort

**ENTRY:** Terranea #TravelTuesday  
**CATEGORY:** Social Media/Social Networking

### The Boca Raton

**ENTRY:** The Boca Raton Enters A New Golden Era  
**CATEGORY:** RE-LAUNCH OF  
EXISTING PRODUCT  
**AGENCY:** Laura Davidson Public Relations

### The Hotels Network

**ENTRY:** BenchDirect Pro Editions  
**CATEGORY:** Technology

### The Lake House On Canandaigua

**ENTRY:** A Year-Round Lake Escape: The Lake House On Canandaigua  
**CATEGORY:** MARKETING PROGRAM  
- Consumer  
**AGENCY:** Mower

### The Luxury Collection

**ENTRY:** The Luxury Collection - "A Journey Through" Itineraries Campaign  
**CATEGORY:** Social Media Campaign  
**AGENCY:** 71 West

### The Luxury Collection

**ENTRY:** The Luxury Collection - A Letter From Calvin Royal III  
**CATEGORY:** Social Media Campaign  
**AGENCY:** 71 West

### The Meritage Resort and Spa

**ENTRY:** Merry Meritage Holiday Ice-Rink  
**CATEGORY:** SPECIAL EVENT

### The Palm Beaches

**ENTRY:** Integrated Marketing Campaign: The Palm Beaches "Between-The-Sessions" Groups & Meetings Campaign  
**CATEGORY:** Business to Business

### The Ritz-Carlton

**ENTRY:** The Ritz-Carlton - Artisans' Tales with Hearst  
**CATEGORY:** Business to Consumer  
**AGENCY:** 71 West

### The Ritz-Carlton

**ENTRY:** A Tale Of Two Artisans  
**CATEGORY:** Content Marketing  
**AGENCY:** Marriott One Media

### The Ritz-Carlton Cleveland

**ENTRY:** The Ritz-Carlton Cleveland: Say Yes To RCC  
**CATEGORY:** Social Media Campaign  
**AGENCY:** BCV Social

### The Ritz-Carlton, Los Angeles

**ENTRY:** The Ritz-Carlton, Los Angeles - Le Petit Chef  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** MMGY Wagstaff

### Tourism Authority of Thailand

**ENTRY:** Thailand Sets a Precedent in Southeast Asia  
**CATEGORY:** FEATURE PLACEMENT  
ONLINE - Consumer Media  
**AGENCY:** RHC

### Travel + Leisure Co.

**ENTRY:** Travel + Leisure Co. National Parks Campaign  
**CATEGORY:** Business to Consumer

### Travel + Leisure Co.

**ENTRY:** Grand Opening of the Dual-Branded Club Wyndham Atlanta & Margaritaville Vacation Club by Wyndham - Atlanta  
**CATEGORY:** NEW OPENING/LAUNCH

### Travel Texas

**ENTRY:** Get Your Own Trip To Texas - TV Campaign  
**CATEGORY:** Connected TV/Streaming/Linear  
**AGENCY:** Proof Advertising

### Utah Office of Tourism

**ENTRY:** Why Winter Exists  
**CATEGORY:** Business to Consumer





#### Visit Corpus Christi

**ENTRY:** Positioning Corpus Christi as the Gulf Coast Capital

**CATEGORY:** Business to Consumer

**AGENCY:** MMGY Global

#### Visit Eureka/City of Eureka California

**ENTRY:** Redwood Sky Walk Grand Opening

**CATEGORY:** NEW OPENING/LAUNCH

**AGENCY:** Eddy Alexander

#### Visit Idaho

**ENTRY:** NativesOutdoors

**CATEGORY:** Corporate

Social Responsibility

**AGENCY:** Madden Media

#### Visit Jackson

**ENTRY:** Bicentennial Celebration Campaign

**CATEGORY:** SPECIAL EVENT

**AGENCY:** Development Counsellors International

#### Visit Myrtle Beach

**ENTRY:** "Beach With The Best" 2022

**CATEGORY:** Business to Consumer

**AGENCY:** MMGY Global

#### Visit Myrtle Beach

**ENTRY:** Summertime Season Fall 2021

**CATEGORY:** Business to Consumer

**AGENCY:** MMGY Global

#### Visit Norway

**ENTRY:** Taking on Norway

**CATEGORY:** Social Media Campaign

**AGENCY:** Trigger Oslo/Lucky View

#### Visit Norway/Innovasjon Norge

**ENTRY:** What happens in...

**CATEGORY:** Business to Business

#### Visit Salt Lake

**ENTRY:** West of Conventional

**CATEGORY:** Business to Consumer

**AGENCY:** BVK

#### Visit Savannah

**ENTRY:** 2022 Incremental Winter Campaign

**CATEGORY:** Innovation

**AGENCY:** Miles Partnership

#### Visit Tampa Bay

**ENTRY:** Accessible Travel @

VisitTampaBay.com

**CATEGORY:** Web Site

#### Visit Topeka

**ENTRY:** Topeka Dino Days

**CATEGORY:** Business to Consumer

**AGENCY:** Sprout Creative, Cohort Digital and Violet PR

#### VisitGreenvilleSC

**ENTRY:** Eating Well + Reservation: Greenville

**CATEGORY:** FEATURE PLACEMENT

PRINT - Consumer Magazine or Newspaper

**AGENCY:** TK PR

#### Vrbo, part of Expedia Group

**ENTRY:** Vrbo "Vacation Homes of the Year" Campaign

**CATEGORY:** MARKETING PROGRAM

- Consumer

**AGENCY:** Expedia Group

#### W Hotels Worldwide

**ENTRY:** Trip Swap with W Hotels

**CATEGORY:** Influencer Marketing

#### Washington Metropolitan Area Transit Authority

**ENTRY:** Washington Metropolitan Area Transit Authority - Sustainability Video

**CATEGORY:** Corporate Social

Responsibility

**AGENCY:** WHITE64

#### Westchester County Tourism & Film

**ENTRY:** Exploring the Holidays in

Westchester County

**CATEGORY:** FEATURE PLACEMENT

ONLINE - Consumer Media

**AGENCY:** Mower

#### WorldMark by Wyndham

**ENTRY:** This Suite Comes with Its Own Hiking Concierge: WorldMark by Wyndham Introduces The World's First Hiking Concierge

**CATEGORY:** NEW OPENING/LAUNCH

**AGENCY:** The Decker/Royal Agency

#### Wyndham Hotels & Resorts

**ENTRY:** AmericInn by Wyndham - State Fair Family Campaign

**CATEGORY:** MARKETING

PROGRAM - Consumer

#### Wyoming Office of Tourism

**ENTRY:** America's Best Idea in the Worst of Times

**CATEGORY:** RE-LAUNCH OF EXISTING PRODUCT

**AGENCY:** Percepture

## BRONZE WINNERS

#### Aimbridge Hospitality

**ENTRY:** Hyatt Place Washington DC/ White House Dining Website Relaunch

**CATEGORY:** Web Site

**AGENCY:** Aimbridge Digital & Second Wave

#### Alabama Tourism Department

**ENTRY:** "The Most Relaxing Trip Ever"

**CATEGORY:** Social Media Campaign

**AGENCY:** Intermark Group

#### Allianz Partners

**ENTRY:** Allianz Partners' Epidemic Coverage Endorsement Product Plays Important Role in the Return of Travel

**CATEGORY:** RE-LAUNCH OF EXISTING PRODUCT

#### Amelia Island Convention & Visitors Bureau

**ENTRY:** Amelia Island Social Media Instant Experience Travel Guides

**CATEGORY:** Social Media Campaign

## 2022 ADRIAN AWARDS

### **Amelia Island Convention & Visitors Bureau**

**ENTRY:** Amelia Island's NY Times Great Getaways Emails

**CATEGORY:** Multimedia Single Channel

### **Amelia Island Convention & Visitors Bureau**

**ENTRY:** Amelia Island Inspired Meetings

**CATEGORY:** Business to Business

### **American Queen Voyages**

**ENTRY:** American Queen Voyages Pays Tribute to Nova Scotia's Tragic Past with New Itinerary

**CATEGORY:** FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper

**AGENCY:** MMGY NJF

### **American Queen Voyages**

**ENTRY:** American Queen Voyages Makes a Big Splash with the Launch of Ocean Victory in Alaska

**CATEGORY:** NEW OPENING/LAUNCH

**AGENCY:** MMGY NJF

### **AMR™ Collection**

**ENTRY:** Dreams® Resorts & Spas Fuels Dream Vacations for Foodies and Families

**CATEGORY:** Business to Consumer

**AGENCY:** rbb Communications

### **AMR™ Collection**

**ENTRY:** Breathless Cancun Soul Resort & Spa® Makes Breathtaking and Stylish Debut in Competitive Destination of Cancun

**CATEGORY:** NEW OPENING/LAUNCH

**AGENCY:** rbb Communications

### **AMR™ Collection**

**ENTRY:** Dreams Natura Resort & Spa Makes Wedding "Dreams" Come True for Vanderpump Rules

**CATEGORY:** Influencer Marketing

**AGENCY:** rbb Communications

### **Apple Leisure Group**

**ENTRY:** Making a Splash with BeachBound®

**CATEGORY:** NEW OPENING/LAUNCH

**AGENCY:** MMGY NJF

### **Associated Luxury Hotels International**

**ENTRY:** Native Advertising

**CATEGORY:** Editorial

### **Atlantica Hospitality International (AHI)**

**ENTRY:** Atlantica Week: the turning point

**CATEGORY:** Business to Consumer

**AGENCY:** Pmweb

### **Backland Luxury Eco-Resort**

**ENTRY:** Backland Luxury Eco-Resort Launch

**CATEGORY:** NEW OPENING/LAUNCH

**AGENCY:** JC Communications, LLC

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

**ENTRY:** 2022 Summer Promotion TV Spots

**CATEGORY:** Connected TV/Streaming/Linear

**AGENCY:** Ideas Collide

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

**ENTRY:** Dynamic Search Ads Brand Funneling

**CATEGORY:** Search Marketing Strategy

**AGENCY:** PMG

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

**ENTRY:** Aiden Berkeley Influencer Video

**CATEGORY:** Influencer Marketing

**AGENCY:** Ideas Collide

### **Branson/Lakes Area CVB**

**ENTRY:** ExploreBranson.com

**CATEGORY:** Web Site

**AGENCY:** Miles Partnership

### **Casetta Firenze**

**ENTRY:** Casetta Firenze Launches Gucci Garden Experience

**CATEGORY:** NEW OPENING/LAUNCH

**AGENCY:** FINN Partners

### **Colorado Tourism Office**

**ENTRY:** From Reactive to Proactive: The Evolution of Do Colorado Right

**CATEGORY:** Multimedia Multiple Channels

**AGENCY:** MMGY Global

### **Costa Rica Tourism**

**ENTRY:** Animal of the Month

**CATEGORY:** Multimedia Single Channel

**AGENCY:** MMGY Global

### **Costa Rica Tourism**

**ENTRY:** Visit Costa Rica Mural Sweepstakes

**CATEGORY:** Contest/Sweepstakes

**AGENCY:** MMGY Global

### **Couples Resorts**

**ENTRY:** Couples Resorts Direct Bookings Campaign

**CATEGORY:** Web Site

**AGENCY:** Tambourine

### **CTVisit**

**ENTRY:** CTVisit State I'm In

**CATEGORY:** Television

**AGENCY:** Adams & Knight

### **CTVisit**

**ENTRY:** CTVisit Content Marketing Program

**CATEGORY:** Content Marketing

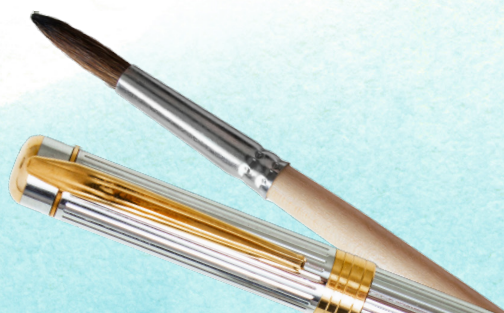
**AGENCY:** Adams & Knight

### **CTVisit**

**ENTRY:** CTVisit Influencer Marketing Program

**CATEGORY:** Influencer Marketing

**AGENCY:** Adams & Knight





**Deadwood Chamber & Visitors Bureau | SD Tourism**

**ENTRY:** Sports Betting Campaign  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** Lawrence & Schiller

**Destin-Fort Walton Beach, FL**

**ENTRY:** Little Adventures in Destin-Fort Walton Beach, FL  
**CATEGORY:** Television

**Destin-Fort Walton Beach, FL**

**ENTRY:** Little Adventures in Destin-Fort Walton Beach, FL  
**CATEGORY:** Innovation

**Discover Newport**

**ENTRY:** America's First Sailing Museum Debuts in Newport, RI  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** MMGY NJF

**Discover Puerto Rico**

**ENTRY:** Live Boricua  
**CATEGORY:** Business to Consumer  
**AGENCY:** R&R Partners

**Discover South Carolina**

**ENTRY:** Discover South Carolina Broadcast Advertising Campaign  
**CATEGORY:** Connected TV/Streaming/Linear  
**AGENCY:** SC Department of Parks, Recreation & Tourism

**Discover South Carolina**

**ENTRY:** Discover South Carolina Pitch Bank Interview Program  
**CATEGORY:** Innovation  
**AGENCY:** SC Department of Parks, Recreation & Tourism

**Discover South Carolina**

**ENTRY:** Discover South Carolina Influencer Flights Program  
**CATEGORY:** Influencer Marketing  
**AGENCY:** SC Department of Parks, Recreation & Tourism

**Discover The Palm Beaches**

**ENTRY:** "The Original. The One. The Only." Connected TV Strategy  
**CATEGORY:** Connected TV/Streaming/Linear

**Discover The Palm Beaches**

**ENTRY:** Discover The Palm Beaches "Planet + People" Infographic with PCMA  
**CATEGORY:** Consumer/Group Sales/Travel Trade

**Discover The Palm Beaches**

**ENTRY:** The Palm Beaches Restaurant Month 2022  
**CATEGORY:** Content Marketing

**Discover The Palm Beaches**

**ENTRY:** The Palm Beaches Brand Campaign  
**CATEGORY:** RE-LAUNCH OF EXISTING PRODUCT  
**AGENCY:** The Zimmerman Agency

**Discover The Palm Beaches**

**ENTRY:** Epic-curean Success  
**CATEGORY:** Innovation  
**AGENCY:** The Zimmerman Agency

**Discover The Palm Beaches**

**ENTRY:** ELLE Escapes: Palm Beach  
**CATEGORY:** FEATURE PLACEMENT ONLINE - Consumer Media  
**AGENCY:** The Zimmerman Agency

**Discover The Palm Beaches**

**ENTRY:** Travel + Leisure: Younger Travelers Are Flocking to Palm Beach  
**CATEGORY:** FEATURE PLACEMENT ONLINE - Consumer Media  
**AGENCY:** The Zimmerman Agency

**Enchantment Resort**

**ENTRY:** New Enchantment Resort Website Drives 81% Increase In Revenue Production  
**CATEGORY:** Web Site  
**AGENCY:** GCommerce Solutions

**EOS Hospitality**

**ENTRY:** EOS Hospitality - Family Matters Program  
**CATEGORY:** FEATURE PLACEMENT ONLINE - Trade Media  
**AGENCY:** GV Public Relations

**Experience Columbus**

**ENTRY:** #HolidaysInCbus Influencer Campaign  
**CATEGORY:** Influencer Marketing

**Experience Columbus**

**ENTRY:** Accessibility Guide Launch  
**CATEGORY:** NEW OPENING/LAUNCH

**Experience Kissimmee**

**ENTRY:** Destination Arrival Prediction Leads to Lower CPA for DMO Experience  
Kissimmee Post +42% Increase in Partner Referrals  
**CATEGORY:** Technology  
**AGENCY:** Net Conversion

**Florida's Sports Coast (Pasco County)**

**ENTRY:** FLSportsCoast.com  
**CATEGORY:** Web Site  
**AGENCY:** Madden Media

**Fort Myers – Islands, Beaches and Neighborhoods**

**ENTRY:** Accidentally Wes Anderson showcases Fort Myers, Florida  
**CATEGORY:** Social Media Campaign  
**AGENCY:** MMGY Global

**Fort Myers – Islands, Beaches and Neighborhoods**

**ENTRY:** Good Day Ambassadors Influencer Campaign  
**CATEGORY:** Influencer Marketing  
**AGENCY:** MMGY Global

**Four Seasons Hotel Philadelphia**

**ENTRY:** Down the Shore with Vernick Fish  
**CATEGORY:** Business to Consumer

## 2022 ADRIAN AWARDS

### Gallagher Way Chicago

**ENTRY:** Discovering a Winterland Wonderland at Gallagher Way Chicago  
**CATEGORY:** SPECIAL EVENT  
**AGENCY:** Zapwater Communications, Inc.

### Global Hotel Alliance

**ENTRY:** GHA DISCOVERY Relaunch  
**CATEGORY:** Business to Consumer

### Grenada Tourism Authority

**ENTRY:** Washington Post, 'In Grenada, the Spice Isle, a foodie paradise blossoms'  
**CATEGORY:** FEATURE PLACEMENT  
PRINT - Consumer Magazine or Newspaper  
**AGENCY:** Finn Partners

### Hilton

**ENTRY:** Hilton Honors American Express CoBrand On-Property Pilot  
**CATEGORY:** Technology  
**AGENCY:** WHITE64

### HOTEL DU PONT

**ENTRY:** Classic Historic Hotel in Delaware Drives Bookings, Revenue, and Meeting RFP Leads 277% Above Pre-Covid Levels  
**CATEGORY:** Web Site  
**AGENCY:** Milestone Inc.

### Hotel Dylan

**ENTRY:** Eliminating OTAs: The Anything Group and Hotel Dylan  
**CATEGORY:** Innovation  
**AGENCY:** The Anything Group

### Hotel Ser Casasandra

**ENTRY:** Hotel Ser Casasandra Combines Local, Schemas, FAQ, and Site Speed to Leapfrog Competition in Holbox Mexico Market  
**CATEGORY:** Web Site  
**AGENCY:** Milestone Inc.

### Hyatt Hotels Corporation

**ENTRY:** Hyatt's Independent Collections | Europe Feeder Market Multi-Channel Digital Media Campaign  
**CATEGORY:** Multimedia Multiple Channels  
**AGENCY:** Sabre

### Hyatt Hotels Corporation

**ENTRY:** Hyatt's Independent Collection Brands | Multi-Channel Digital Media Campaign  
**CATEGORY:** Multimedia Multiple Channels  
**AGENCY:** Sabre

### IHG Hotels & Resorts

**ENTRY:** IHG Hotels & Resorts Introduces IHG One Rewards  
**CATEGORY:** Innovation  
**AGENCY:** Ogilvy Public Relations

### IHG Hotels & Resorts

**ENTRY:** IHG Hotels & Resorts Pets + Points  
**CATEGORY:** FEATURE PLACEMENT  
ONLINE - Consumer Media

### IHG Hotels & Resorts

**ENTRY:** IHG Hotels & Resorts' Meet with Confidence Reimagines Experiences for Hybrid Events  
**CATEGORY:** FEATURE PLACEMENT  
ONLINE - Trade Media

### IHG Hotels & Resorts

**ENTRY:** New York Influencer Campaign  
**CATEGORY:** Influencer Marketing

### Island H2O Water Park

**ENTRY:** Island H2O Water Park in Orlando Lifts Return On Ad Spend 42% With Advanced Geo Analysis  
**CATEGORY:** Technology  
**AGENCY:** Net Conversion

### JW Marriott

**ENTRY:** JW Marriott + Lily Kwong JW Garden Partnership  
**CATEGORY:** MARKETING PROGRAM - Consumer  
**AGENCY:** SEQUEL

### Kampgrounds of America

**ENTRY:** KOA Field Guide Video  
**CATEGORY:** Multimedia Single Channel  
**AGENCY:** MMGY Global

### Kiawah Island Golf Resort

**ENTRY:** Happy Hour/WFH Campaign  
**CATEGORY:** Business to Business  
**AGENCY:** Dana Communications

### Leading Hotels of the World

**ENTRY:** Leading Hotels of the World - Print 2021  
**CATEGORY:** Print Collateral  
**AGENCY:** Bright Red Agency

### Louisiana Travel

**ENTRY:** Forbes: Never Been To Jazz Fest? Try This Road Trip For The Ultimate Louisiana Experience  
**CATEGORY:** FEATURE PLACEMENT  
ONLINE - Consumer Media  
**AGENCY:** Peter A. Mayer

### Marriott Bethesda Downtown at Marriott HQ

**ENTRY:** Marriott Bethesda Downtown at Marriott HQ Opening Campaign  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** bread & Butter

### Marriott Hotels

**ENTRY:** Marriott Suite of Dreams with Manchester United  
**CATEGORY:** Brand Activation  
**AGENCY:** 160over90

### Marriott International

**ENTRY:** About the Journey  
**CATEGORY:** Audio



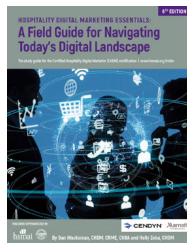


# Add an HSMAI Certification To Your Professional Profile



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.

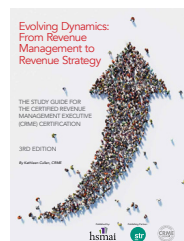
**Updated!**  
*Hospitality Digital Marketing Essentials: A Field Guide for Navigating Today's Digital Landscape, 6th Edition*



The Certified Revenue Management Executive certification offers you the chance to confirm your knowledge, experience, and capabilities in the field of revenue optimization.

**Prepare with the exclusive guide:**

*Evolving Dynamics: From Revenue Management to Revenue Strategy*



HSMAI and the Russell Partnership Technology announce a new option for the CHBA Business Acumen course and certification: the Individual CHBA, which will allow professionals to proceed through the course at their own pace without an instructor, while still benefitting from the experience of using the hotel simulation. Five-week instructor lead group course also available.

**Visit [hsmaicertifications.org](https://hsmaicertifications.org) to Certify Your Experience**



## 2022 ADRIAN AWARDS

### Marriott International

**ENTRY:** Generating Game-Day Stays: Impactful Paid Search Campaign Associated with NCAA March Madness  
**CATEGORY:** Search Marketing Strategy  
**AGENCY:** Publicis Groupe

### Marriott International

**ENTRY:** Marriott Digital Services to Take Number 1 Organic Position for Search Query "All-Inclusive Hotels" vs. Established Category Competitors and OTAs  
**CATEGORY:** Web Site  
**AGENCY:** Milestone Inc.

### Marriott International

**ENTRY:** Scaling Travel Influencer Marketing With Affiliate  
**CATEGORY:** Innovation  
**AGENCY:** Field Marketing

### Marriott International

**ENTRY:** Sheraton Celebrate The Community  
**CATEGORY:** Influencer Marketing

### Marriott International in the Caribbean and Latin America

**ENTRY:** Urban Leisure in the Caribbean and Latin America  
**CATEGORY:** Content Marketing  
**AGENCY:** The Brandman Agency, JeffreyGroup

### Marriott International in the Caribbean and Latin America

**ENTRY:** Redefining Marriott International All-Inclusive in the Caribbean and Latin America  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** The Brandman Agency, JeffreyGroup

### Meet Minneapolis

**ENTRY:** Minneapolis Momentum  
**CATEGORY:** Innovation

### Missouri Division of Tourism

**ENTRY:** That's My M-O  
**CATEGORY:** Brand Activation  
**AGENCY:** OBP

### Missouri Division of Tourism

**ENTRY:** That's My M-O  
**CATEGORY:** Web Site  
**AGENCY:** OBP

### Mohegan Sun

**ENTRY:** Mohegan Sun - All In For Mohegan  
**CATEGORY:** Brand Activation  
**AGENCY:** Taxi & Media Storm

### Motel 6

**ENTRY:** For You  
**CATEGORY:** Brand Activation

### New Mexico Tourism Department (NMTD)

**ENTRY:** New Mexico Public Lands Recovery Readiness Program  
**CATEGORY:** Innovation  
**AGENCY:** Miles Partnership and Katie Olivey & Associates

### Newfoundland and Labrador Tourism

**ENTRY:** Leave No Song Unsung Newspaper Campaign  
**CATEGORY:** Print Collateral  
**AGENCY:** Target

### Newfoundland and Labrador Tourism

**ENTRY:** Leave No Song Unsung  
**CATEGORY:** Business to Consumer  
**AGENCY:** Target

### Noble House Hotels & Resorts

**ENTRY:** A Noble House Road Trip  
**CATEGORY:** Social Media/Social Networking  
**AGENCY:** MMGY Wagstaff

### Omni Hotels & Resorts

**ENTRY:** Omni Hotels & Resorts Raises National Awareness for Food Insecurity & Donates 750K Meals During Sept  
**CATEGORY:** Corporate Social Responsibility  
**AGENCY:** Magrino Public Relations Agency

### Orchards Inn

**ENTRY:** Seizing Sedona  
**CATEGORY:** Social Media Campaign  
**AGENCY:** BCV Social

### OTO Development

**ENTRY:** Cooking Up a New Website  
**CATEGORY:** Web Site

### OTO Development

**ENTRY:** Getting Up Early for Earned Media  
**CATEGORY:** FEATURE PLACEMENT  
PRINT - Consumer Magazine or Newspaper

### Parador Hotel

**ENTRY:** Parador Hotel: The glamping experience starts on the website  
**CATEGORY:** Web Site  
**AGENCY:** Pmweb

### Playa Hotels & Resorts

**ENTRY:** Digital Concierge  
**CATEGORY:** Technology

### Presidio Tunnel Tops

**ENTRY:** Partnership for the Presidio Opens Presidio Tunnel Tops to Great Fanfare  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** MMGY NJF

### Red Roof

**ENTRY:** Red Roof's Room in Your Heart and Channing Tatum Support Canine Companions  
**CATEGORY:** Influencer Marketing



**Rhode Island Commerce Corporation**

**ENTRY:** Rhode Island Commerce Corporation Air Service Campaign  
**CATEGORY:** Consumer/Group Sales/Travel Trade  
**AGENCY:** The Zimmerman Agency

**Richmond Region Tourism**

**ENTRY:** Get Here on a Tank of Gas Or Less  
**CATEGORY:** Social Media Campaign

**Ritz Paris**

**ENTRY:** A tale of two Ritz: modernizing a classic  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** LDPR

**Singapore Airlines**

**ENTRY:** Singapore Airlines Re-Launches A380 Superjumbo Aircraft, NYC to Singapore, With Ultra-Luxe First Class Product  
**CATEGORY:** RE-LAUNCH OF EXISTING PRODUCT  
**AGENCY:** BerlinRosen

**Sonoma County Tourism**

**ENTRY:** "Life Opens Up" in Sonoma County: Good Morning America and Travel + Leisure Spotlight  
**CATEGORY:** FEATURE PLACEMENT  
ONLINE - Consumer Media  
**AGENCY:** Fahlgren Mortine

**South Carolina Parks, Recreation & Tourism**

**ENTRY:** South Carolina State Parks Virtual Reality Series  
**CATEGORY:** Virtual Reality/Artificial Intelligence  
**AGENCY:** SC Department of Parks, Recreation & Tourism

**Stein Eriksen Lodge**

**ENTRY:** Park City's Stein Eriksen Lodge Recovers Revenue From Last Minute Sundance Film Festival Cancellation  
**CATEGORY:** Social Media Campaign  
**AGENCY:** GCommerce Solutions

**Sun Outdoors**

**ENTRY:** Sun RV rebrands to Sun Outdoors  
**CATEGORY:** Web Site

**Terranea Resort**

**ENTRY:** Terranea Resort - Weather Dynamic Display  
**CATEGORY:** Innovation

**The Bahamas Ministry of Tourism, Investments & Aviation**

**ENTRY:** BBC Travel 50 Reasons to Love the World x Bahamas - The Queen of Junkanoo  
**CATEGORY:** FEATURE PLACEMENT  
ONLINE - Consumer Media  
**AGENCY:** Weber Shandwick

**The Colony Hotel - Palm Beach**

**ENTRY:** The Colony Hotel in the Hamptons  
**CATEGORY:** Brand Activation

**The Loutrel**

**ENTRY:** The Loutrel Opening Campaign  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** bread & Butter

**The Ritz-Carlton**

**ENTRY:** The Ritz-Carlton - The Journey Editorial Hub  
**CATEGORY:** Editorial  
**AGENCY:** 71 West

**The Ritz-Carlton**

**ENTRY:** The Ritz-Carlton - Savor Culinary Campaign  
**CATEGORY:** Social Media Campaign  
**AGENCY:** 71 West

**The Ritz-Carlton**

**ENTRY:** The Ritz-Carlton Maldives, Fari Islands Opening  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** 71 West

**The Sea Ranch Lodge**

**ENTRY:** The Sea Ranch Lodge Relaunch  
**CATEGORY:** RE-LAUNCH OF EXISTING PRODUCT  
**AGENCY:** The Point PR

**Top Gun House**

**ENTRY:** Top Gun House at Mission Pacific Hotel  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** The Point Public Relations

**Travel Texas**

**ENTRY:** Travel Texas Trip Builder  
**CATEGORY:** Innovation  
**AGENCY:** Proof Advertising

**Travel Wisconsin**

**ENTRY:** Travel Wisconsin Online Feature – Lonely Planet  
**CATEGORY:** FEATURE PLACEMENT  
ONLINE - Consumer Media  
**AGENCY:** TURNER

**Tropicana Inn & Suites**

**ENTRY:** Tropicana Inn & Suites: Decreasing Bookings Contributed From OTAs By 39% Via a Unique Approach to Utilizing Metasearch Ads  
**CATEGORY:** Search Marketing Strategy  
**AGENCY:** GCommerce Solutions

**U.S. Virgin Islands Department of Tourism**

**ENTRY:** The U.S. Virgin Islands' Sports Illustrated Swimsuit Issue Activation  
**CATEGORY:** Brand Activation  
**AGENCY:** Miles Partnership

**Uniworld Boutique River Cruises**

**ENTRY:** Uniworld Boutique River Cruises Launches Its First-Ever Mystery Cruises  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** The Decker/Royal Agency

**Utah Office of Tourism**

**ENTRY:** Let's Talk Utah — Season 2  
**CATEGORY:** Social Media Campaign  
**AGENCY:** Sparkloft Media

## 2022 ADRIAN AWARDS

### Valencia Hotel Group

**ENTRY:** Sleep Like Us by Valencia Hotel Group

**CATEGORY:** Contest/Sweepstakes

### Veronika by Fotografiska

**ENTRY:** Veronika by Fotografiska

**CATEGORY:** Content Marketing

**AGENCY:** Spherical

### Visit Buffalo Niagara

**ENTRY:** VisitBuffaloNiagara.com

**CATEGORY:** Web Site

**AGENCY:** Madden Media

### Visit Eureka/City of Eureka California

**ENTRY:** Redwood Sky Walk Promotional Video

**CATEGORY:** Multimedia Single Channel

**AGENCY:** Eddy Alexander

### Visit Greater Palm Springs

**ENTRY:** "Check in & Chill out" Summer Campaign

**CATEGORY:** Social Media Campaign

**AGENCY:** Sonic Gods Media

### Visit Guadalajara

**ENTRY:** The Daily Beast Spotlights Guadalajara's Culinary Scene

**CATEGORY:** FEATURE PLACEMENT ONLINE - Consumer Media

**AGENCY:** PTG Consulting

### Visit Irving

**ENTRY:** Micro-Campaigns

**CATEGORY:** Search Marketing Strategy

### Visit Irving

**ENTRY:** Hidden Gems - Content with Impact

**CATEGORY:** Content Marketing

### Visit Irving

**ENTRY:** Hidden Gems - Content with Impact

**CATEGORY:** Business to Consumer

### Visit Lauderdale

**ENTRY:** AFAR Cruise Insert

**CATEGORY:** Print Collateral

**AGENCY:** Aqua

### Visit Lauderdale

**ENTRY:** "Welcome" Campaign

**CATEGORY:** Business to Consumer

**AGENCY:** Aqua

### Visit Lauderdale

**ENTRY:** Fort Lauderdale International Boat Show

**CATEGORY:** SPECIAL EVENT

**AGENCY:** Aqua

### Visit Norway / Innovasjon Norge

**ENTRY:** Law of Nature

**CATEGORY:** Corporate Social Responsibility

### Visit Orlando and Orlando Economic Partnership

**ENTRY:** Launching Orlando's New "Unbelievably Real" Brand

**CATEGORY:** NEW OPENING/LAUNCH

### Visit Panama City Beach

**ENTRY:** REAL FUN REAL FAST

**CATEGORY:** Social Media Campaign

### Visit Port Aransas

**ENTRY:** Salty Stories

**CATEGORY:** Multimedia Multiple Channels

**AGENCY:** Madden Media

### Visit Port Aransas

**ENTRY:** Margarita Madness

**CATEGORY:** Contest/Sweepstakes

**AGENCY:** Madden Media

### Visit Shenandoah, Texas

**ENTRY:** Visit Shenandoah and Amadeus partner to bring Travel Audience program to U.S., and help DMO's convert digital ads to actual stays

**CATEGORY:** Innovation

### Visit Shenandoah, Texas

**ENTRY:** "Small-but-spectacular" Shenandoah, TX

**CATEGORY:** Business to Consumer

### Visit South Bend Mishawaka

**ENTRY:** Visit South Bend Mishawaka

**CATEGORY:** Web Site

**AGENCY:** Simpleview

### Visit Tampa Bay

**ENTRY:** Visit Tampa Bay welcomes meetings with their "Meet Confidently" campaign

**CATEGORY:** Consumer/Group Sales/Travel Trade

**AGENCY:** FKQ

### Visit Tampa Bay

**ENTRY:** Unlock the Block

**CATEGORY:** SPECIAL EVENT







## HSMAI Commercial Strategy Events 2023

### MARKETING STRATEGY CONFERENCE

June 27, 2023 | Toronto, Ontario, Canada

### ROC AMERICAS

June 28, 2023 | Toronto, Ontario, Canada

### SALES LEADER FORUM

November 8, 2023 | Long Beach, CA, USA

**Learn about HSMAI's Commercial  
Strategy Events at [americas.hsmái.org](https://americas.hsmái.org)**



## 2022 ADRIAN AWARDS

### Visit Topeka

**ENTRY:** Pride Kansas  
**CATEGORY:** SPECIAL EVENT  
**AGENCY:** Violet PR

### Visit Ventura

**ENTRY:** 2022 Visit Ventura Inspiration Guide  
**CATEGORY:** Print Collateral  
**AGENCY:** Wanderlust Content Studio

### Visit Williamsburg

**ENTRY:** Life. At Your Pace.  
**CATEGORY:** Television  
**AGENCY:** Connelly Partners

### Visit Williamsburg

**ENTRY:** Life. At Your Pace.  
**CATEGORY:** Social Media Campaign  
**AGENCY:** Connelly Partners

### Visit Williamsburg

**ENTRY:** Life. At Your Pace.  
**CATEGORY:** Content Marketing  
**AGENCY:** Connelly Partners

### VisitGreenvilleSC

**ENTRY:** Years in the Making: Unity Park Opens in Greenville, SC  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** TK PR

### VisitLEX

**ENTRY:** "LexVibes"  
**CATEGORY:** Multimedia Multiple Channels  
**AGENCY:** Cornett

### W Hotels Worldwide

**ENTRY:** Trip Swap with W Hotels  
**CATEGORY:** Multimedia Single Channel

### W Hotels Worldwide

**ENTRY:** Suite Talk with Architectural Digest  
**CATEGORY:** Content Marketing

### Waldorf Astoria Monarch Beach

**ENTRY:** Waldorf Astoria Monarch Beach - If You Please Campaign  
**CATEGORY:** Social Media Campaign  
**AGENCY:** Lotus Marketing

### Walker Hotels

**ENTRY:** Walker Hotels  
**CATEGORY:** SPECIAL EVENT  
**AGENCY:** GO PR

### Walton County Tourism Department

**ENTRY:** "Moments" Print Campaign  
**CATEGORY:** Consumer/Group Sales/Travel Trade  
**AGENCY:** Zehnder Communications

### Wyndham Hotels & Resorts

**ENTRY:** Days Inn by Wyndham - @BrittiKitty TikTok Campaign  
**CATEGORY:** Social Media Campaign

### Wyndham Hotels & Resorts

**ENTRY:** Ramada by Wyndham - Say Hello to My World Campaign  
**CATEGORY:** Social Media Campaign

### Wyndham Hotels & Resorts

**ENTRY:** Road Trip Planner  
**CATEGORY:** App

### Wyndham Hotels & Resorts

**ENTRY:** Ramada by Wyndham - Say Hello to My World Campaign (PR)  
**CATEGORY:** Influencer Marketing

### Wyndham Hotels & Resorts

**ENTRY:** Wyndham Alltra Makes a Big Splash in Mexico  
**CATEGORY:** NEW OPENING/LAUNCH

### ZooTampa Lowry Park

**ENTRY:** Creatures of the Night Campaign  
**CATEGORY:** Innovation  
**AGENCY:** Paradise Advertising & Marketing







## The shining star of your L.A. stay.

JW Marriott Los Angeles L.A. LIVE applauds the 2022 HSMAI Adrian Award Honorees.

JW Marriott Los Angeles L.A. LIVE - the heart of Downtown Los Angeles, is within walking distance to the GRAMMY Museum, Microsoft Theater, the Conga Room and Crypto.com Arena, home to the Los Angeles Lakers and Clippers - and a short jaunt to the world-class shopping of Beverly Hills and the glamour of Hollywood. Add six distinctive dining venues and a world-class spa on site, and you'll have access to amenities that are sure to make your stay sensational. Star in your best vacation yet.

**JW Marriott® Los Angeles L.A. LIVE**  
[marriott.com/laxjw](https://marriott.com/laxjw)



## FOCUS CATEGORY ADRIAN AWARDS

### GOLD WINNERS

#### **Hotel Association of Greater Montreal (HAGM/AHGM)**

**ENTRY:** Working in the hotel industry is packed with advantages!

**CATEGORY:** Recruitment Marketing

**AGENCY:** Nextmoov

#### **Marriott International**

**ENTRY:** Moxy Universe Play Beyond Campaign

**CATEGORY:** Audience Marketing on New Platforms

#### **The Presidio Trust**

**ENTRY:** Presidio Tunnel Tops, Free to Be Campaign

**CATEGORY:** Diversity, Equity, Inclusion Marketing

**AGENCY:** Miles Partnership

#### **Wyndham Hotels & Resorts**

**ENTRY:** Women Own the Room:

Wyndham Gives the Keys to Hotel Ownership to Women

**CATEGORY:** Diversity, Equity, Inclusion Marketing

### SILVER WINNERS

#### **Accor**

**ENTRY:** Love Limitless

**CATEGORY:** Diversity, Equity, Inclusion Marketing

#### **ATL Airport District**

**ENTRY:** ATL Airport District - Everyone of a Kind Campaign

**CATEGORY:** Diversity, Equity, Inclusion Marketing

**AGENCY:** Hemsworth Communications

#### **CTVisit**

**ENTRY:** CTVisit Find Your Vibe

**CATEGORY:** Diversity, Equity, Inclusion Marketing

**AGENCY:** Adams & Knight

#### **Kennebunkport Resort Collection**

**ENTRY:** Club Cumming on the Coast + Sperry / Lodge on the Cove

**CATEGORY:** Diversity, Equity, Inclusion Marketing

#### **Lake Nona Wave Hotel**

**ENTRY:** New Hotel Extends Innovation Beyond Technology with Forward-Thinking DEI Programming

**CATEGORY:** Diversity, Equity, Inclusion Marketing

**AGENCY:** DT Creative

#### **Marriott International**

**ENTRY:** LoveTravels by Marriott

**CATEGORY:** Diversity, Equity, Inclusion Marketing

**AGENCY:** Otto & Friends

#### **Marriott International in the Caribbean and Latin America**

**ENTRY:** Love Travels in CALA

**CATEGORY:** Diversity, Equity, Inclusion Marketing

**AGENCY:** The Brandman Agency, JeffreyGroup

#### **Visit Alexandria**

**ENTRY:** Visit Alexandria's "Drop In" Black Travel Campaign Taps Into \$109 Billion Black Travel Market

**CATEGORY:** Diversity, Equity, Inclusion Marketing

#### **Visit Mesa**

**ENTRY:** LIVE LIFE LIMITLESS:

Visit Mesa's Multi-Layered Approach to Inclusivity and Travel

**CATEGORY:** Diversity, Equity, Inclusion Marketing

### BRONZE WINNERS

#### **Atrium Hospitality**

**ENTRY:** Atrium Proud: Attracting and Retaining Talent

**CATEGORY:** Recruitment Marketing

**AGENCY:** WiseHive Public Relations LLC

#### **Charlottesville Albemarle Convention & Visitors Bureau**

**ENTRY:** Discover Black Cville

**CATEGORY:** Diversity, Equity, Inclusion Marketing

#### **Destination Cleveland**

**ENTRY:** The Land For Life

**CATEGORY:** Diversity, Equity, Inclusion Marketing

**AGENCY:** MMGY Global

#### **NYC & Company**

**ENTRY:** NYC Experiences

**CATEGORY:** Diversity, Equity, Inclusion Marketing

#### **Red Roof**

**ENTRY:** Red Roof - TikTok Launch

**CATEGORY:** Audience Marketing on New Platforms

#### **The Ryder Hotel**

**ENTRY:** Pride Month at The Ryder

**CATEGORY:** Diversity, Equity, Inclusion Marketing

#### **Visit California**

**ENTRY:** Visit California Celebrates a Great Day in the Stoke

**CATEGORY:** Diversity, Equity, Inclusion Marketing

**AGENCY:** MMGY NJF

#### **Visit Orlando**

**ENTRY:** Orlando's Rich Black History

**CATEGORY:** Diversity, Equity, Inclusion Marketing

#### **Wheel the World**

**ENTRY:** Wheel the World Amplifies Accessible Travel

**CATEGORY:** Diversity, Equity, Inclusion Marketing

**AGENCY:** MMGY NJF



## THANK YOU PLATINUM JUDGES

### **Flo Lugli**

Principal  
Navesink Advisory Group LLC

### **Julie Freeman**

EVP & Managing Director  
MMGY NJF

### **Michael Curran, CHDM**

VP - eCommerce Strategy  
Aimbridge Hospitality

### **Patrick Harrison**

Chief Marketing Officer  
Visit Tampa Bay

## THANK YOU HSMIA ADRIAN AWARDS STEERING COMMITTEE

### **Jessie Burns, CHDM**

Senior Director of Brand & Public  
Relations Strategy  
Terranea Resort

### **Patrick Campbell**

Senior Director, Advertising  
BWH Hotel Group

### **Carolyn Casanova**

Director, Marketing & Comms  
BCV Social

### **Matthew Clyde**

President + Founder  
Ideas Collide

### **Jessica Davidson, CHDM**

SVP, Digital  
Wyndham Hotels & Resorts

### **Dave Di Maggio**

President  
Aqua Marketing & Communications, Inc.

### **Justin Farmer**

SVP, Business Strategy  
MMGY

### **Griff Garwood**

Senior Director, Global Media  
Marriott International

### **Mary Gendron**

Senior Vice President - Managing Director  
Mower

### **Michael Goldrich CHDM, CRME**

Chief Experience Officer  
The Hotels Network

### **Brian Hall**

Chief Marketing Officer  
Explore St. Louis

### **Patrick Harrison**

Chief Marketing Officer  
Visit Tampa Bay

### **Debbie Howarth Ed.D, CHME, CHDM**

Interim Assistant Dean - College of  
Business  
Johnson & Wales University

### **Michael Innocentin**

Senior Vice President, Marketing, North &  
Central America  
Accor

### **Kaitlin Pulvino**

Corporate Director of Brand  
Marketing  
Kessler Collection

### **Jon Erik Skaret**

Creative Lead  
Visit Norway

### **Rudy Webb**

Chief Strategy Officer  
Paradise Advertising

### **Monty White**

Senior Director, Marketing  
Communications  
Visit Irving

## THANK YOU JUDGES

### **Linda Beltran**

Director of Corporate Communications  
Omni Hotels & Resorts

### **Dr. Chris Brandmeir**

Adjunct Professor, University of Maryland,  
Global Campus & Adjunct Faculty.  
DBA Program  
Columbia Southern University

### **Jennifer Burnett**

Sr. Director, Marketing & Corporate  
Communications  
Aimbridge Hospitality

### **Jessie Burns, CHDM**

Partner  
Version2 | Magnitude

### **Jeff Bzdawka**

CEO  
Knowland

### **Kieran Cain**

Chief Strategy & Operations Officer  
AZDS Interactive Group

### **Patrick Campbell**

Senior Director, Advertising  
BWH Hotel Group

### **Carol Casanova**

Director, Global Marketing &  
Communications  
BCV, A RateGain Company

### **Ronald Castro**

Chief Strategist  
Roca Marketing

### **Harvey Chipkin**

Freelance Writer  
Business Travel Executive Magazine

### **Matthew Clyde**

President + Founder  
Ideas Collide

### **Lindley Cotton**

President & Partner  
GCommerce Solutions

### **Laura Davidson**

CEO/Founder  
LDPR

### **Katie Davin, CHSE, CDMP**

Associate Professor  
Johnson & Wales University

### **Priti Dhandu, MBA**

Head of Pricing & Packaging  
TripActions

### **Dave Di Maggio**

President  
Aqua Marketing & Communications, Inc

### **Mariano Faz**

CEO  
Acerca Hospitality

### **Brenda Fields, ISHC**

Founder  
Fields & Company, Hotel Sales and  
Marketing Specialist

### **Julie Freeman**

EVP & Managing Director  
MMGY NJF

### **Mary Gendron**

Senior Vice President – Managing  
Director  
Mower

### **Michael J. Goldrich, CHDM, CRME**

Chief Experience Officer  
The Hotels Network

### **Kristi Gole**

Vice President, Head of Product  
Global Hotel Alliance

### **Adele Gutman, CHBA, CHDM**

Chief Experience Officer  
Get Great Guest Reviews

### **Patrick Harrison**

Chief Marketing Officer  
Visit Tampa Bay

### **Woody Hinkle**

Partner/Creative Director  
Nasuti & Hinkle Creative Thinking

### **Debbie Howarth, Ed.D, CHME, CHDM**

Professor, Department of Marketing;  
Faculty Director for Business  
Accreditation  
Johnson & Wales University, Providence,  
Rhode Island Campus

### **Jessica Johns**

Senior Regional Manager, Expedia Group  
Media Solutions  
Expedia Group

### **Jannicke Josefsson-Ruud**

Head of Concept  
Maverix

### **Lynn Kaniper**

President  
Dana Communications

### **Meghan Keough**

Global Senior Director, Business  
Development, Lodging  
Expedia Group

### **Brian Klein**

Senior Strategist  
Cedar Fair Entertainment

### **Nicole LaSpina**

Senior Director, Brand Marketing  
Wyndham Hotels & Resorts





**Garrick Lee**

Digital Marketing Manager  
Oneida Nation Enterprises

**Flo Lugli**

Principal  
Navesink Advisory Group LLC

**Monyar Mandich**

VP, Marketing  
Expedia Group

**Kyle McEachran**

Sales Strategy & Insights  
Google Travel

**Stacia Miele**

Senior eCommerce Manager  
Aimbridge Hospitality

**Craig Mikes**

ECD/Owner  
Whiskey, TX

**Jake Moreland**

Multi-Property Sales Manager  
Best Western Hotels & Resorts

**John Moser**

Hospitality Consulting, Professor  
New York University

**Patricia Nugent**

Vice President – Public Relations  
Mower

**Marina Olson**

Director, Global Sales  
Wyndham Hotels & Resorts

**Katrina Pruitt-Andrews**

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Knowland

**Kaitlin Pulvino, CHDM**

Corporate Director Brand Marketing  
Kessler Collection

**Geneva Rinehart**

Managing Editor, SVP  
Hospitality Upgrade

**Ellen M. Rooney**

Principal  
Hotel Sales Consulting

**Matt Schalk**

Vice President of Revenue Management  
Hyatt Hotels & Resorts

**Yohannes Semere**

Managing Director  
Rev Max Solutions

**Jon Erik Skaret**

Creative Lead  
Visit Norway / Innovation Norway

**Stephanie Smith, CHDM**

CEO & Digital Matriarch  
Cogwheel Marketing

**Amanda Smith**

eCommerce Manager  
Aimbridge Hospitality

**Cheryl Street, CHME, CHSP**

Director of Sales & Marketing  
Road to Success Marketing

**Linn Totland**

Head of Marketing B2C  
Fjord Norge AS

**Rich Tuckwell-Skuda**

Chief Executive Officer  
Anything Hotel & Avvio

**Frank Vertolli**

Co-founder & Managing Partner  
Net Conversion

**Rudy Webb**

President  
Paradise Advertising & Marketing

**Matt White**

President  
WHITE64

**Monty White**

Director of Marketing Communications  
Visit Irving

**Deirdre Yack**

Corporate Director of Marketing  
MAKEREADY





Thank you for all you do to move  
San Diego's hospitality  
industry forward!





# The power of our alliance is our people

A passionate leader with an entrepreneurial spirit, Kristi Gole brings a wealth of experience in global loyalty.

Thanks to her extraordinary contribution to our growth over 14 years, GHA DISCOVERY now expands to 23 million members, driving over \$1.5 billion in revenue, and has won 100 industry awards for its programme and marketing innovations.

GHA is the world's largest alliance of independent luxury hotel brands, leveraging a shared technology platform with 40 brands and over 800 hotels in 100 countries.

From your GHA family, warmest congratulations, Kristi!

**GHA DISCOVERY**  
REWARDING LIFE'S JOURNEYS  
[ghadiscovery.com](http://ghadiscovery.com)

Viceroy Los Cabos



**Kristi Gole**

HSMAI Top 25 Most Extraordinary Minds 2022  
Executive Vice President & Head of Product  
Global Hotel Alliance

**GHA DISCOVERY**  
REWARDING LIFE'S JOURNEYS

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## THANK YOU TO OUR PARTNERS!

### Signature Partner

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Ideas Collide builds custom marketing solutions, serving a diverse range of national and global brands with a focus on hospitality and destination marketing. Ideas Collide is proud to have received over 200 Adrian Awards over the last 10 years, including multiple Platinum-awarded initiatives. Learn more at [ideascollide.com](https://ideascollide.com).

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Amadeus powers more personalized and authentic travel experiences. Our solutions are designed to enrich every stage of the traveler journey and help hospitality providers acquire, service, and retain guests by profitability driving demand and converting them into loyal fans.

Backed by over 30 years of experience, we design open, cutting-edge software to provide the most efficient, trusted, and reliable systems for our customers. With experts in 175+ countries, we have a deep understanding of the hospitality industry and a desire to enable our hotel partners to create memorable guest experiences.

To find out more about Amadeus, visit [www.amadeus-hospitality.com](https://www.amadeus-hospitality.com).



Located at the heart of downtown Los Angeles, the JW Marriott serves as the focal point of the L.A. LIVE district and headquarters hotel to the city's convention center. The hotel features 878 guestrooms and more than 100,000 square feet of versatile meeting space as well as unprecedented access to the world-renowned venues of L.A. LIVE such as Crypto.com Arena, Microsoft Theater and the GRAMMY Museum. For more information, [jwllive.com](https://jwllive.com) or 213.765.8600



Tambourine continues to shake up the hospitality industry with custom-integrated marketing solutions for hotels, resorts, and destinations worldwide. The company's emergence as the market leader for both branded and independent hotels is a testament to its core values: putting customer service center stage, setting the standards for hotel website design, and making performance digital marketing easier and more profitable for its valued partners.

### Top 25 Extraordinary Minds Partner

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Google LLC operates as a global technology company specializes in internet related services and products. The Company focuses on web-based search and display advertising tools, search engine, cloud computing, software, and hardware. Google serves customers worldwide.



Questex Hospitality Group connects the entire hospitality ecosystem through live events, data insights and digital communities. The group is the engine behind renowned events, such as The International Hospitality Investment Forum, which connects the global hospitality investment community, The Annual Hotel Conference bringing together leading UK hoteliers with innovative suppliers, as well as The Hospitality Show launching June 27-29, 2023 at The Venetian Las Vegas bringing together senior leaders in hotel operations and technology.