

ADRIAN AWARDS 2022

the next

Great Chapter


hsmai

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

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Treasurer, HSMAI Americas Board of Directors
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HSMAI

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Senior Vice President, Marketing,
North & Central America
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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

PROGRAM

Welcome

The 2022 HSMAI Top 25: Extraordinary Minds Recognition

President's Awards: 2022 Focus Categories

Diversity, Equity & Inclusion Marketing

Recruitment Marketing

Audience Marketing on New Platforms

Winthrop W. Grice Award for Public Relations

Mary Wagstaff, Partner & Managing Director, MMGY Wagstaff

Albert E. Koehl Award for Hospitality Marketing

Peter Strebel, Chairman, Omni Hotels & Resorts

Platinum Awards

Best of Show

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
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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.

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[®]
HOSPITALITY GROUP

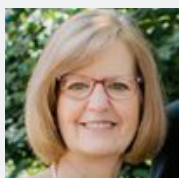
2022 HSMIA TOP 25 HONOREES



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.

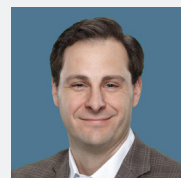


Shelley Airhart Cooper
Deputy Director of Marketing
 Colorado Tourism Office

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.

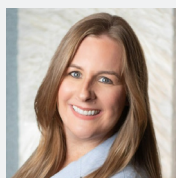


Cristina DiStefano, CHDM
Director of Enterprise Marketing
Oneida Nation Enterprises

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.



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“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 -
LIFE OPENS UP®
SONOMACOUNTY.COM

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.

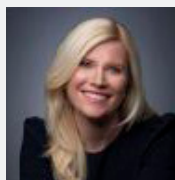


Richard Geiger
President
Visit Winston-Salem

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

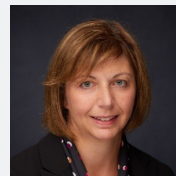
***Senior Director, Worldwide Sales
BWH Hotel Group***

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***

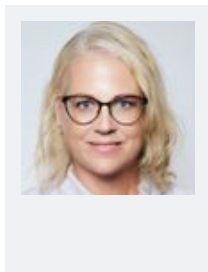
Sabrina's hospitality career spans over 30+ years. She started her career at The

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 HSMAI TOP 25 HONOREES



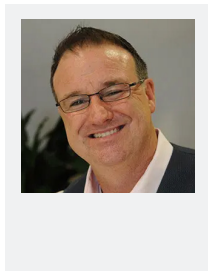
Yola Marshall

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

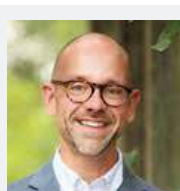
*Sr. Corporate Director of
Commercial Strategy*
Kessler Collection

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 HSMAI 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

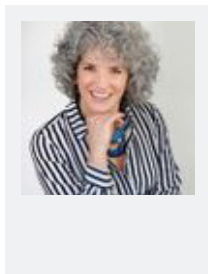


Congratulations, Peter Strebel on the honor of receiving
the Lifetime Achievement Award from HSMIAI.

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

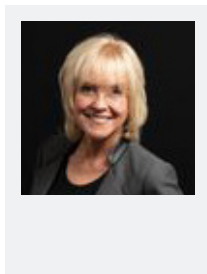
Edelyn Parker-Frye is a 17-year veteran of the marketing industry and an expert in event development and management,

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.

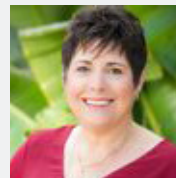


Joe Spirito
Vice President, Global Digital
& Marketing Operations
Preferred Travel Group

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

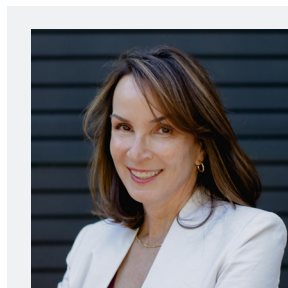
The Albert E. Koehl Award was established in 1975 to recognize those individuals who have made significant contributions to the advancement of the profession of marketing in the hospitality industry. The award was named in honor of Albert E. Koehl, an early pioneer in hotel advertising who was a founder 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



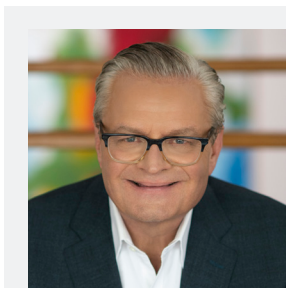
With more than 30 years in hospitality, Mary Wagstaff continues to drive innovation across her global client portfolio, cultivating world-class talent across her 70-person North American team. She is no stranger to progressive hospitality marketing, having worked her way through most aspects of the hospitality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

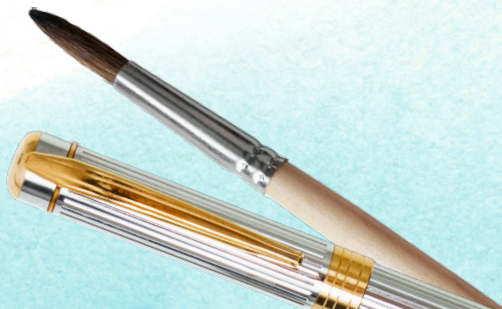
AGENCY: Adams & Knight

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

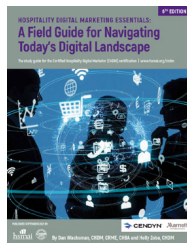


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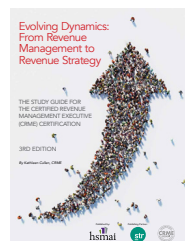
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Hospitality Digital Marketing Essentials: A Field Guide for Navigating Today's Digital Landscape, 6th Edition



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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.

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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

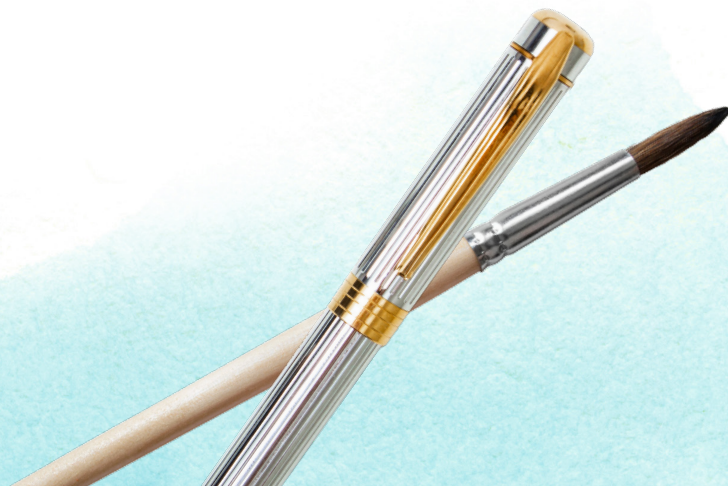
CATEGORY: Consumer/Group Sales/Travel Trade

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

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Strategy Events at 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





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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

Vice President Marketing
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
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Viceroy Los Cabos



Kristi Gole

HSMAI Top 25 Most Extraordinary Minds 2022
Executive Vice President & Head of Product
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REWARDING LIFE'S JOURNEYS

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Hotels & Resorts

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HOTELS

CAMPBELL GRAY
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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.

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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



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.