ADRIAN AWARDS 2022

the next Great Chapter

FEBRUARY 23, 2023 | JW MARRIOTT LA LIVE
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!
Welcome

The Hospitality Sales & Marketing Association International (HSMAI) is proud to present and honor this year’s outstanding entries in the 2022 HSMAI Adrian Awards Competition: The Next Great Chapter. HSMAI’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 HSMAI and named for its creator, Adrian W. Phillips, CHME, the competition has always been a showcase and benchmark of best practices in hotel and travel-related marketing and media.

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, HSMAI Chair
Vice President, Sales & Marketing
Mohegan Sun

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

Agnelo Fernandes  
Treasurer, HSMAI Americas Board of Directors  
CEO  
Cote Family Companies

Bob Gilbert, CHME, CHBA  
President & CEO  
HSMAI

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

Marina MacDonald, CHDM  
Immediate Past Chair, HSMAI Americas  
Board of Directors  
Chief Marketing Officer  
Red Roof

Andrew Rubinacci, CHSP  
Chair Elect, HSMAI Americas Board of Directors  
EVP, Revenue Strategy  
Aimbridge Hospitality

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

Michelle Woodley  
Chair, HSMAI Foundation Board of Trustees  
President  
Preferred Travel Group

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
Congratulations, Edelyn!
Hospitality Sales and Marketing Association International Top 25 Extraordinary Minds

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

Concord Hospitality congratulates KEVIN MCADEER for being named an HSMAI 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.
Let’s Navigate Your Marketing Technology Roadmap

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- Streamline communications with marketing automation
- Articulate ROI with data visualization
- Optimize marketing insights with predictive analytics
- Increase leads with an integrated chatbot

Add IC Marketing IQ to Your Business Equation!
The HSMAI 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

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

Discover greater profitability at ideas.com.

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.
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 HSMAI 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 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 HSMAI 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 at 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.
Michael Curran, CHDM
Vice President - Ecommerce Strategy
Aimbridge Hospitality

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

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

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

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

Cristina DiStefano, CHDM
Director of Enterprise Marketing
Oneida Nation Enterprises

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

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

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

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

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

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

Let us assist with your hotel marketing needs
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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


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

We’re incredibly proud of our amazing team!!
Sonoma County Tourism
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 strength stems 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 as to offer.

Sabrina Lillev  
**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.
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 HSMAI. We are proud of your legacy.
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 developing 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 HSMAI.

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 content 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 passion 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 HSMAI 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. 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 HSMAI Adrian award in the Search Marketing Strategy category; 2021 Bronze HSMAI 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 HSMAI, 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 Pilsbury
Clayton Reid
Harris Rosen
John Russell
Ian Schrager
Horst Schulze
Randy Smith
Joseph Smyth
Bob Stein
Barry Sternlicht
Gordon “Butch” Stewart
Barbara Talbott
Jonathan Tisch
Vincent Vanderpool-Wallace
Peter Warren
Peter Yesawich
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.

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.”
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

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: 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: 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

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
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

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

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

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
<table>
<thead>
<tr>
<th>Entry</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coast Hotels</strong></td>
<td>ENTRY: Coast Hotels’ 50th Anniversary Brings Record Breaking 2022 Summer Paid Search Performance CATEGORY: Search Marketing Strategy AGENCY: GCommerce Solutions</td>
</tr>
<tr>
<td><strong>Colorado Tourism Office</strong></td>
<td>ENTRY: Shine a Little Brighter CATEGORY: Business to Consumer AGENCY: MMGY Global</td>
</tr>
<tr>
<td><strong>Cragun’s Resort on Gull Lake</strong></td>
<td>ENTRY: Cragun’s Resort Paid Search Marketing Exceeds Expectations in the Summer of 2022 CATEGORY: Search Marketing Strategy AGENCY: GCommerce Solutions</td>
</tr>
<tr>
<td><strong>CTVisit</strong></td>
<td>ENTRY: CTVisit Find Your Vibe CATEGORY: Connected TV/Streaming/Linear AGENCY: Adams &amp; Knight</td>
</tr>
<tr>
<td><strong>Destination Ann Arbor</strong></td>
<td>ENTRY: Wintersmitten Local Campaign 2021/2022 CATEGORY: Content Marketing AGENCY: MMGY Global</td>
</tr>
<tr>
<td><strong>Destin-Fort Walton Beach, FL</strong></td>
<td>ENTRY: Little Adventures in Destin-Fort Walton Beach, FL CATEGORY: Print Collateral</td>
</tr>
<tr>
<td><strong>Discover Puerto Rico</strong></td>
<td>ENTRY: La IDEA: The Island Digital Education Academy CATEGORY: Innovation AGENCY: Miles Partnership</td>
</tr>
<tr>
<td><strong>Discover South Carolina</strong></td>
<td>ENTRY: Discover South Carolina Darius Rucker Campaign CATEGORY: Content Marketing AGENCY: SC Department of Parks, Recreation &amp; Tourism</td>
</tr>
<tr>
<td><strong>Discover The Palm Beaches</strong></td>
<td>ENTRY: “The Original. The One. The Only.” The Palm Beaches Leisure Campaign CATEGORY: Business to Consumer</td>
</tr>
<tr>
<td><strong>Discover The Palm Beaches</strong></td>
<td>ENTRY: Golden Age of Travel in NYC CATEGORY: SPECIAL EVENT AGENCY: The Zimmerman Agency</td>
</tr>
<tr>
<td><strong>Discover The Palm Beaches</strong></td>
<td>ENTRY: Family-Friendly Summer Travel In The Palm Beaches CATEGORY: MARKETING PROGRAM - Consumer AGENCY: The Zimmerman Agency</td>
</tr>
<tr>
<td><strong>Eureka Springs CAPC</strong></td>
<td>ENTRY: Introducing America to Eureka Springs CATEGORY: MARKETING PROGRAM - Consumer AGENCY: Paradise Advertising &amp; Marketing</td>
</tr>
<tr>
<td><strong>Expedia part of Expedia Group</strong></td>
<td>ENTRY: Expedia 2022 Honeymoon Travel Report CATEGORY: MARKETING PROGRAM - Consumer AGENCY: Expedia Group</td>
</tr>
<tr>
<td><strong>Experience Grand Rapids</strong></td>
<td>ENTRY: Experience Grand Rapids CATEGORY: Web Site AGENCY: Simpleview</td>
</tr>
<tr>
<td><strong>Experience Kissimmee</strong></td>
<td>ENTRY: Florida Summer Shoulder Season Campaign CATEGORY: Multimedia Multiple Channels AGENCY: Miles Partnership</td>
</tr>
<tr>
<td><strong>Explore St. Louis</strong></td>
<td>ENTRY: Explore St. Louis Celebrity TV Campaign CATEGORY: Television</td>
</tr>
<tr>
<td><strong>Fort Myers – Islands, Beaches and Neighborhoods</strong></td>
<td>ENTRY: Good Day Direct-Mail Piece CATEGORY: Print Collateral AGENCY: MMGY Global</td>
</tr>
<tr>
<td><strong>Fort Myers – Islands, Beaches and Neighborhoods</strong></td>
<td>ENTRY: Good Day Launch CATEGORY: Multimedia Multiple Channels AGENCY: MMGY Global</td>
</tr>
<tr>
<td><strong>Four Seasons</strong></td>
<td>ENTRY: Wandermust by Four Seasons CATEGORY: Social Media Campaign AGENCY: KWT Global</td>
</tr>
<tr>
<td><strong>Four Seasons Resort Hualalai</strong></td>
<td>ENTRY: Four Seasons Resort Hualalai’s $100M Property-Wide Renovation CATEGORY: RE-LAUNCH OF EXISTING PRODUCT AGENCY: C&amp;R</td>
</tr>
<tr>
<td><strong>Gaylord Hotels</strong></td>
<td>ENTRY: Christmas at Gaylord Hotels CATEGORY: Web Site AGENCY: Marriott Digital Services</td>
</tr>
</tbody>
</table>
Adrian Awards 2022 Celebration

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: “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 Brand Campaign
CATEGORY: Innovation

Marriott International
ENTRY: Westin let’s rise
CATEGORY: Business to Consumer

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

Marriott International
ENTRY: Moxy Universe Play Beyond APAC Brand Campaign
CATEGORY: Brand Activation

Marriott International
ENTRY: Moxy Universe Play Beyond APAC Brand Campaign
CATEGORY: Innovation

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 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: 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: Summore 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

Visit Greenville SC
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: Internmark 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

Cassetta Firenze
ENTRY: Cassetta 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
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<td>Fort Myers – Islands, Beaches and Neighborhoods</td>
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<td>Down the Shore with Vernick Fish</td>
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**Discover The Palm Beaches**
- **ENTRY:** “The Original. The One. The Only” Connected TV Strategy
- **CATEGORY:** Connected TV/Streaming/Linear
- **AGENCY:** The Zimmerman Agency

**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:** 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
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 OTA’s: 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

Kampgrunds 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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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
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 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

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 Lauderdale
ENTRY: AFAR Cruise Insert
CATEGORY: Print Collateral
AGENCY: Aqua

Visit Lauderdale
ENTRY: “Welcome” Campaign
CATEGORY: Business to Consumer
AGENCY: Aqua

Visit Lauderdale
ENTRY: Fort Lauderdale International Boat Show
CATEGORY: SPECIAL EVENT
AGENCY: Aqua

Visit Norway / Innovasjon Norge
ENTRY: Law of Nature
CATEGORY: Corporate Social Responsibility

Visit Orlando and Orlando Economic Partnership
ENTRY: Launching Orlando’s New “Unbelievably Real” Brand
CATEGORY: NEW OPENING/LAUNCH

Visit Panama City Beach
ENTRY: REAL FUN REAL FAST
CATEGORY: Social Media Campaign

Visit Port Aransas
ENTRY: Salty Stories
CATEGORY: Multimedia Multiple Channels
AGENCY: Madden Media

Visit Port Aransas
ENTRY: Margarita Madness
CATEGORY: Contest/Sweepstakes
AGENCY: Madden Media

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

Visit Shenandoah, Texas
ENTRY: “Small-but-spectacular” Shenandoah, TX
CATEGORY: Business to Consumer

Visit South Bend Mishawaka
ENTRY: Visit South Bend Mishawaka
CATEGORY: Web Site
AGENCY: Simpleview

Visit Tampa Bay
ENTRY: Visit Tampa Bay welcomes meetings with their “Meet Confidently” campaign
CATEGORY: Consumer/Group Sales/Travel Trade
AGENCY: FKQ

Visit Tampa Bay
ENTRY: Unlock the Block
CATEGORY: SPECIAL EVENT
HSMAI Commercial Strategy Events 2023

MARKETING STRATEGY CONFERENCE
June 27, 2023 | Toronto, Ontario, Canada

ROC AMERICAS
June 28, 2023 | Toronto, Ontario, Canada

SALES LEADER FORUM
November 8, 2023 | Long Beach, CA, USA

Learn about HSMAI’s Commercial Strategy Events at americas.hsmai.org
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

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
AGENCY: Wanderlust Content Studio

W Hotels Worldwide
ENTRY: Suite Talk with Architectural Digest
CATEGORY: Content Marketing

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

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

Walton County Tourism Department
ENTRY: “Moments” Print Campaign
CATEGORY: Consumer/Group Sales/Travel Trade
AGENCY: Zehnder Communications

Wyndham Hotels & Resorts
ENTRY: Days Inn by Wyndham - @BrittiKitty TikTok Campaign
CATEGORY: Social Media Campaign

Wyndham Hotels & Resorts
ENTRY: Ramada by Wyndham - Say Hello to My World Campaign
CATEGORY: Social Media Campaign

Wyndham Hotels & Resorts
ENTRY: Road Trip Planner
CATEGORY: App

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

Wyndham Hotels & Resorts
ENTRY: Wyndham Alltra Makes a Big Splash in Mexico
CATEGORY: NEW OPENING/LAUNCH

ZooTampa Lowry Park
ENTRY: Creatures of the Night Campaign
CATEGORY: Innovation
AGENCY: Paradise Advertising & Marketing
The shining star of your L.A. stay.

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

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

JW Marriott® Los Angeles L.A. LIVE
marriott.com/laxjw
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

BRONZE WINNERS

Atrium Hospitality
ENTRY: Atrium Proud: Attracting and Retaining Talent
CATEGORY: Recruitment Marketing
AGENCY: WiseHive Public Relations LLC

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: Love Travels 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

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

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 HSMAI 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
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Wyndham Hotels & Resorts

Dave Di Maggio
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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 Dhanda, 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

Marina Olson
Director, Global Sales
Wyndham Hotels & Resorts

Amanda Smith
eCommerce Manager
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Flo Lugli
Principal
Navesink Advisory Group LLC

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Vice President Marketing
Knowland

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Director of Sales & Marketing
Road to Success Marketing

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VP, Marketing
Expedia Group

Kaitlin Pulvino, CHDM
Corporate Director Brand Marketing
Kessler Collection

Linn Totland
Head of Marketing B2C
Fjord Norge AS

Kyle McEachran
Sales Strategy & Insights
Google Travel

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Managing Editor, SVP
Hospitality Upgrade

Rich Tuckwell-Skuda
Chief Executive Officer
Anything Hotel & Avvio

Stacia Miele
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Aimbridge Hospitality

Ellen M. Rooney
Principal
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Frank Vertolli
Co-founder & Managing Partner
Net Conversion

Craig Mikes
ECD/Owner
Whiskey, TX

Matt Schalk
Vice President of Revenue Management
Hyatt Hotels & Resorts

Rudy Webb
President
Paradise Advertising & Marketing

Jake Moreland
Multi-Property Sales Manager
Best Western Hotels & Resorts

Yohannes Semere
Managing Director
Rev Max Solutions

Matt White
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John Moser
Hospitality Consulting, Professor
New York University

Jon Erik Skaret
Creative Lead
Visit Norway / Innovation Norway

Monty White
Director of Marketing Communications
Visit Irving

Patricia Nugent
Vice President – Public Relations
Mower

Stephanie Smith, CHDM
CEO & Digital Matriarch
Cogwheel Marketing

Deirdre Yack
Corporate Director of Marketing
MAKEReady
Congratulations, Gillian, for being recognized as one of HSMAI’s Top 25 Extraordinary Minds in Sales, Marketing, Revenue Optimization, and Distribution.

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

GILLIAN WARE, CMP
National Sales Director
San Diego Tourism Authority
The power of our alliance is our people

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

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

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

From your GHA family, warmest congratulations, Kristi!
THANK YOU TO OUR PARTNERS!

Signature Partner

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

Invent | Integrate | Impact

Supporter Partners

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

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

To find out more about Amadeus, visit www.amadeus-hospitality.com.

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

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

Top 25 Extraordinary Minds Partner

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.