

HSMAI SPECIAL REPORT

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# 2022 Adrian Awards: Platinum and President's Award Honorees

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Best Practices in Travel Advertising, Digital,  
Public Relations/Communications &  
Integrated Marketing



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## INTRODUCTION



**By Robert A. Gilbert, CHME, CHBA**

President and CEO, Hospitality Sales & Marketing Association International (HSMIAI)

The 2022 HSMIAI Adrian Awards were recognized in February of 2023 in Los Angeles. The entries represented creative and innovative digital marketing, advertising, and public relations work. This year under the umbrella of our theme – The Next Great Chapter – we saw a wide range of innovative and creative campaigns that brought the hospitality industry forward.

In a year that started heavily impacted by the pandemic, destination travel marketing became more prevalent, especially highlighting the ecotourism trend of sustainable and responsible travel. The focus area of recruitment brought us entries that pushed the envelope creatively. We were awed by multi-faceted campaigns with great integration of all platforms, from traditional channels to new and exciting ones like VR, TikTok, and Twitch. We found beautiful storytelling, high quality content, and skillful use of influencers to really engage with guests. Finally, many brands and destinations are focusing on inclusive travel. Winning entries in the diversity, equity, and inclusion focus area included engaging, thoughtful, and authentic storytelling.

In The Next Great Chapter, as the industry evolves, PR, digital marketing, and advertising will continue to be vital to connecting and inspiring travelers to the experiences they are seeking.



## PLATINUM – ADVERTISING



### SUN OUTDOORS

#### CAMPFIRE CONVOS BY SUN OUTDOORS

##### Background

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Campfire Convos was launched in January 2022 to build brand awareness, serve as a vehicle to establish an entertainment forum for outdoor enthusiasts already familiar with their brand, and create new audiences, mostly millennials, through cross promotion, utilizing strategic alignment with their guests.

##### Campaign

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They wanted to drive traffic to the Sun Outdoors YouTube channel through 10 episodes that would serve as a critical tool to help introduce viewers to the outdoor hospitality industry and the Sun Outdoors brand.

##### Results

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Through the course of five episodes, Campfire Convos averaged more than 275,000 unique views per episode, totaling more than 1.2 million unique views. With this being the pilot season, this represents 1.2 million more unique viewers than Sun Outdoors had previously. Fostering positive, constructive conversations amongst viewers and customers was another area that they wanted to enhance, and those exchanges were plentiful.

## PLATINUM – ADVERTISING



### DISCOVER PUERTO RICO

#### LIVE BORICUA

AGENCY PARTNER: R&R PARTNERS

#### Background

This campaign was about increasing awareness and consideration to travel to Puerto Rico. But more importantly, this campaign is the beginning of an effort to redefine what travel should mean to all of us. It's about positioning Puerto Rico at the vanguard of this evolution of the travel category. Because the days of thinking about travel as simply where we go are becoming a thing of the past, the future of travel is about what we take with us, experiencing and connecting with local culture, and understanding now only what makes us different but what we share. In essence, the goal of this campaign was to begin to redefine what we think of as travel and begin to erase the often-harmful distinction between a destination and its people.

#### Campaign

The Live Boricua campaign had a layered approach utilizing the mass reach of Spot TV in familiar markets with strong air service, a targeted national layer to reach new visitors and OTT to complement reach to targeted audiences allowing the DMO to expand and evolve their unique and ownable brand position and identity for Puerto Rico. DirecTV was leveraged for an Addressable TV buy, reaching audiences nationwide, across top cable networks. In addition to 30s, the DMO was the first of any travel advertiser to leverage DirecTV's pause ad unit.

#### Results

In 4 months, 208MM+ impressions were delivered across TV/OTT. It proved successful in generating mass reach for Puerto Rico and paired with powerful creative drove results that matter. Beyond brand tracker metrics, visitation to the Island has been on track to break the 2021 visitation record.

## PLATINUM – DIGITAL MARKETING



**That's My M-O  
Social Media Campaign**

### MISSOURI DIVISION OF TOURISM

**#THATSMYMO: SOCIAL MEDIA TAKEOVER BRINGS MO TO LIFE**  
AGENCY PARTNER: OBP

#### Background

Visit Missouri needed to get more Missourians traveling and spending more money within the state and get more out-of-state visitors to come to the state for the first time. This new campaign had to outperform in all relevant KPIs: reach and engagement metrics, campaign recall, improved image/attribute impact, lift in likelihood to visit and, ultimately, incremental trips and visitor spend.

#### Campaign

To welcome new audiences to MO, Visit Missouri created Mo: a genial, welcoming guide who can pair any visitor with their perfect travel modus operandi or “M-O.” With a full rebrand of social media channels, their state tourism social transformed into Mo’s channels — complete with new creative, voice and content plan. When consumers are served media or a Visit Missouri pulse point, their owned social channels complete the interaction to provide a complete engagement with Mo and all things #ThatsMyMO.

#### Results

The #ThatsMyMO social campaign delivered more than 180 million impressions (up 235%), more than 24 million engagements (up 106%) and an average engagement rate of 13%. All these efforts resulted in a 147% increase in web sessions to VisitMo.com YoY, and 150% of the total site’s page views came from the #ThatsMyMO experience. So far, the That’s My M-O campaign has created the greatest visitor intent lift since at least 2014, with a 21% increase in likelihood to visit over a non-ad-aware audience.



## PLATINUM – INTEGRATED CAMPAIGN



### SOUTH DAKOTA TOURISM

#### GO GREAT PLACES – SOUTH DAKOTA TOURISM

AGENCY PARTNERS: LAWRENCE & SCHILLER; MMGY GLOBAL; MILES PARTNERSHIP

#### Background

South Dakota’s goal was to stay top of mind with people who were ready to safely travel. So, the South Dakota Department of Tourism (SD) created a campaign that could evolve with consumer sentiment and travel intent. Through surveys and message testing, they kept a pulse with travelers to pinpoint who was ready to travel and how far. This research led to the evolved campaign – “Go Great Places,” a rally cry for travelers to get back to memory-making.

#### Campaign

The campaign still focused on South Dakota’s wide-open spaces and outdoor attractions, but the voice changed to one of action. “Go Great Places” was about freedom and discovery. Using digital, they focused on search volume and booking & arrival metrics. With a multi-channel mix, these indicators allowed a straightforward assessment of the state’s progress through recovery. Audiences included families, younger couples traveling without children, mature couples and high intent travelers in key markets plus a nine-state drive market radius.

#### Results

The campaign resulted in 225 million impressions through traditional placement. Digital and out-of-home resulted in 194 million impressions, 11.35 million engagements served across multiple formats and devices, and 290,700 hours spent with branded content. Paid social provided over 1.5 million engagements, 602,067 video views, 27,526,391 impressions and 70,321 referrals to TravelSouthDakota.com. Strategic paid search led to 20,000 lodging partner referrals, 28,700 vacation guide requests, 10.2K eNewsletter sign-ups and 428,400 clicks at a cost-per-click of \$0.41. Those metrics translated to 13.5 million visitors in 2021, an increase of 26% over 2020. Those visitors added a record-setting \$4.4 billion to the state’s economy, shattering 2019’s record of \$4.1 billion.

## PLATINUM – INTEGRATED CAMPAIGN



### UTAH OFFICE OF TOURISM

#### KEEPING UTAH FOREVER MIGHTY

##### Background

With a firm commitment to preserving quality of life and a quality visitor experience, the Utah Office of Tourism led a series of innovative approaches to protect treasured places, communities and cultures through a conscious blend of destination management and destination marketing. This initiative encourages travelers to explore Utah thoughtfully and safely by being well prepared, treating ecosystems and cultural sites with respect, and engaging local communities.

##### Campaign

The Forever Mighty® initiative encourages travelers to explore Utah thoughtfully and safely by being well prepared, treating ecosystems and cultural sites with respect, and engaging local communities. Beyond visitors, it inspires residents, businesses and industry stakeholders to take an active role in preserving and enriching Utah through advocacy and stewardship. Initial efforts included defining a brand identity and clear goals. In 2021, they made greatest strides via brand building, visitor and industry education efforts, and launching new partnerships, a cooperative grant program and service projects — all aligned under the Forever Mighty framework.

##### Results

“Responsible Travel” tagged content on VisitUtah.com has seen more than 861,000 visits during the effort with an average time on page of 2:31. Through partner engagement efforts, the Utah Office of Tourism distributed \$985,000 to fund 17 projects through the Forever Mighty cooperative grant program.



## PLATINUM – INTEGRATED CAMPAIGN



### WYOMING OFFICE OF TOURISM

#### WY RESPONSIBLY

AGENCY PARTNER: BVK

#### Background

The Wyoming Office of Tourism needed to shepherd and propel its brand and its followers through uncertain times and develop and provide a longer-term strategy and platform for sustainability and safety efforts. The WOT brand is based on the core human value of Adventure, and COVID-19 presented a new one. In just over a week, they developed a campaign that leaned on the audience's adventurous mindset and made the point that it is human nature to be wild and free. To do so safely, it's important that we all act and adventure responsibly to maintain Wyoming as a wide-open safe-haven and source of inspiration.

#### Campaign

Indicators showed travelers were open to seeing travel advertising from brands who were demonstrating how they were providing value during these uncertain times. WOT moved quickly to launch the "Stay calm. Stay inspired." Video on Facebook and Instagram and followed up by rolling out the "Healing Power of Yellowstone". They built from their existing #ThatsWY pre-COVID hashtag to launch a new hashtag #WYresponsibly to build momentum and unification. After the positive reception on social, the campaign launched across CTV, OLV and YouTube. WOT hosted monthly industry calls to keep partners informed on how to communicate to community members and visitors.

#### Results

The campaign generated over 95 million impressions across online and print like The Wall Street Journal, Communication Arts Magazine, Media Post, Forbes and Skift—where it was noted as one of the most inspiring travel campaigns within the industry. They supplied WY Responsibly themed toolkits to 45 partners to create a unified front. The evolved 2021 campaign saw a total of 14,467,503 impressions, 92% above their goal. The influencer program garnered more than 1,000,000 impressions with a potential reach of 444K.

## PLATINUM – INTEGRATED CAMPAIGN



### VISIT IDAHO

#### BEYOND WORDS

AGENCY PARTNER: MADDEN MEDIA

#### Background

Visit Idaho set out to create a multi-year campaign that was versatile at its core, transforming to suit their target travelers, vast adventures, all four seasons and the diverse geography across the entire state. They wanted to cut through the noise of advertising, to reach consumers as they began to plan their trips and to educate audiences about the opportunity for adventure found throughout Idaho. This was Beyond Words.

#### Campaign

This campaign was created to highlight the multi-sensory experience of travel in Idaho. Visit Idaho identified that the most impactful moments within a journey are often reflected in the emotional reactions and personal associations that travelers come to develop with a destination. By demonstrating a balance between those intimate moments in a trip and the grand, often indescribable views of natural Idaho, the campaign creative shows the audience that Idaho is “Beyond Words” for many reasons.

#### Results

The results of Beyond Words have been unparalleled for Idaho. The campaign contributed to a record-breaking bed tax revenue increase of 40% year over year (YoY). Alongside this, hotel average daily rates increased by 30% YoY, and hotel revenue per available room increased by 58% YoY. With their paid media campaign, we delivered 89.4 million impressions.

## PLATINUM – INTEGRATED CAMPAIGN



### MARRIOTT INTERNATIONAL

#### THE RITZ-CARLTON “A GIFT LIKE NO OTHER” APAC CAMPAIGN AGENCY PARTNER: TEAMONE

##### Background

Ritz-Carlton launched the “A Gift like No Other” campaign to drive awareness of and interest in The Ritz-Carlton as a luxury leader in APAC. The campaign celebrates the gift of unforgettable memories and centers around giving and receiving gifts in the form of immersive experiences, serving as a reminder of the many pleasures of life that remain to be appreciated. The campaign is also an expression of their “Let Us Stay With You” ethos to rediscover meaningful connections.

##### Campaign

The campaign set out to inspire travel in the new normal by telling stories, evoking emotions and continuously driving resonance among the global affluent travelers. The campaign wanted to showcase their iconic hotels & resorts featuring new openings as well as showcase properties right across Asia Pacific. They offered diversified localized content and pinpoint targeted media and localized execution to touch hearts and minds across 15 markets in 5 languages.

##### Results

The campaign resulted in 12% lift in WeChat searches, +11% lift in Google TRC searches relative to overall Marriott luxury branded search across key APEC markets, 235MIL total impressions, 1.89MIL clicks generated, 6 times more than target, and 1.1M targeted “affluent” traffic driven from cinema and golf courses 3.3M.

## PLATINUM – INTEGRATED CAMPAIGN



### ODYSSEY STUDIOS

**VENTURING OUT: PARK2PARK SEASON 1**  
AGENCY PARTNER: MILES PARTNERSHIP

#### Background

Odyssey Studios created the inaugural season of Venturing Out: Park2Park to create a first-of-its-kind tourism marketing model that centered around a television series that led with story and entertainment to inspire viewers' desire to travel.

#### Campaign

They developed a series with a strong creative treatment, storyline and hook that appealed to audiences and had the ability to organically and authentically showcase a destination. Odyssey formed a partnership with a distribution platform that had multiple channels to promote and host the season content, and created complimentary digital and social content that extended the series and allowed viewers to engage further.

#### Results

Odyssey created a multi-pronged promotional effort that maximized impact. In total, they achieved over 45-million-episode views, nearly 11 million promotional impressions and nearly 400,000 social engagements—surpassing their campaign goals by over 29%. Tying the creative treatment and distribution plans together allowed them to attain their goal of building value for brands.

## PLATINUM – PUBLIC RELATIONS/COMMUNICATIONS



**IHG**<sup>®</sup>  
HOTELS & RESORTS

### IHG HOTELS & RESORTS

#### IHG HOTELS & RESORTS X COCA-COLA UNVEIL SANTA'S SUITE RETREAT

AGENCY PARTNERS: ENT! MARKETING AND ALISON BROD MARKETING + COMMUNICATIONS

#### Background

IHG Hotels & Resorts knew that people were longing for human connection – to be with their loved ones and make new memories. So, they created “Santa’s Suite Retreat” at three hotels in New York and Atlanta to bring a memorable, joy-filled experience to their guests that they would treasure for years.

#### Campaign

They hired seven influencers and their families to visit the suites – capturing content to encourage consumers to book a stay at the suites. They showcased aspects of the suites – from milk & cookies and reindeer games to Mr. And Mrs. Claus robes and special note from ole St. Nick himself – on their Instagram channel via 3-5+ stories and one (1) in-feed post.

#### Results

Within hours of making the rooms available to the public, more than 700 booking requests were recorded across all three hotels. They garnered earned media coverage resulted in 338+ media placements earning 282M+ media impressions with key coverage secured in top consumer outlets. Across social media, proactive posts were extremely popular and received positive engagement with an estimated 2M+ social media impressions across platforms.



## PLATINUM – PUBLIC RELATIONS/COMMUNICATIONS



### VISIT SEATTLE

#### **KISSING IN THE RAIN: SEATTLE EMBRACES ITS MOST CONTROVERSIAL SEASON** AGENCY PARTNERS: COPACINO FUJIKADO AND C+C

#### Background

After a year of uncertainty and challenging news coverage (crime, safety, homelessness issues) coming out about Seattle, Visit Seattle set out to change traveler's perspectives of the Emerald City, by launching a national campaign, focused on reigniting excitement back into Seattle travel.

#### Campaign

Embracing an unexpected element, Visit Seattle headed over to the heat-encompassed cities of Los Angeles and Scottsdale, to launch their Kissing in the Rain Booth: a first-ever sustainable rain booth, built to highlight the magic and romance of a rainy Seattle day and invite potential travelers to fall in love with Seattle's cozy season. After all, some of the most magical scenes in cinema involve rain – from kisses in the rain (a la *The Notebook* and *Spiderman*) to extravagant musical numbers (like the classic *Singing in the Rain*).

#### Results

The 17' x 16' booth had rainfall that was captured and pumped back to make the booth fully sustainable. The design itself featured wooden ramps and paneling to create a mid-century modern Pacific Northwest look. Visitors in both cities lined up to kiss, dance and sing in the rain, and were then given the opportunity to choose from three unique movie poster-style Seattle backgrounds to share their Instagram-worthy misty moments in the booth with their followers. Afterwards, visitors walked away with Seattle-branded swag—from sleek bucket hats to cooling misting fans. The Seattle Rain Booth garnered 81 pieces of unique traditional news and social media coverage and was featured everywhere from Reuters to Yahoo News to the Weather Channel to Adweek—to the tune of a combined 167MM+ earned media impressions.

## PLATINUM – PUBLIC RELATIONS/COMMUNICATIONS



### VISIT CALIFORNIA

#### BASE CAMP CALIFORNIA: A GOLDEN OPPORTUNITY FOR THE GOLDEN STATE

AGENCY PARTNER: MMGY NJF

#### Background

A key target for Visit California (VCA) is families, which accounts for 35% of all domestic travel. To accelerate post-pandemic visitation to California and extend its existing “Kidifornia” campaign into experiential marketing, VCA partnered with CAMP, an industry leader in children’s retail, to create an immersive California adventure inside the company’s flagship store on NYC’s famed 5th Avenue.

#### Campaign

During an eight-week campaign (March–April 2022) coinciding with spring break, East Coast families were invited to escape the chilly NYC winter and step into a cheerful environment with sunny West Coast vibes, towering redwoods, kid-sized landmarks, immersive crafts and a full café takeover – complete with healthy California snacks and Mad Lib-style trip-planning games for families to dream up their next Golden State adventure. The campaign was amplified by an integrated media campaign that inspired families to book travel and enter to win the vacation of their dreams.

#### Results

A public launch attracted 400 NYC families, creating a line around the block for further buzz. In addition to sneak peeks by Thrillist, Parents and Travel + Leisure, 30 additional media attended the opening event, many with their kids. Ten influencers also posted about their experience for an organic reach of more than 780,000. The activation welcomed 50,100 visitors, surpassing its attendance goal. The digital campaign also overperformed, generating 3.8 million impressions. Driven by digital ads and in-store QR codes, the website received 134,600 page views and nearly 5,000 sweepstakes entries.



## PRESIDENT'S AWARD – AUDIENCE MARKETING ON NEW PLATFORMS



### MARRIOTT INTERNATIONAL

#### MOXY APAC BRAND CAMPAIGN “MOXY UNIVERSE, PLAY BEYOND”

AGENCY PARTNER: MEDIAMONKS

#### Background

Moxy is a young and trendy brand for travelers who are young at heart. As a relatively new brand in APAC, having only entered the market in 2017, Moxy needed to make a splash with its 2021 China launch and focus on dramatically increasing brand awareness and establishing a compelling positioning with fast-growing generation Z consumers. Moxy took the rising trend of Metaverse and gaming culture, and gave its own spin, creating a first-of-its-kind campaign in the APAC hospitality market.

#### Campaign

“Moxy Universe, Play Beyond,” was an integrated campaign that broke the boundaries between offline and online, bringing a hotel experience designed to delight, capture and win the hearts of fun-loving generation Z consumers. They embraced generation Z values of diversity & inclusivity and continued to shape their identity through Avatar customization and creativity and tied it with Moxy experiences.

#### Results

As the first hotel brand doing LIVESTREAM on Twitch, Moxy showcased its unique experiences and AR engagement with its audience. They hosted 4 offline events in Xi'An, Shenzhen, Osaka and Bandung with over 90 media and influencers. Through the campaign they achieved over 101MIL brand impressions, and a brand lift increased by 237% in TikTok/Douyin search trend and 77% in WeChat search trend index. They drove significant social buzz including over 7.2 million in PR reach and 872K engagements.

## PRESIDENT’S AWARD – DIVERSITY, EQUITY, INCLUSION MARKETING



### WYNDHAM HOTELS & RESORTS

#### WOMEN OWN THE ROOM: WYNDHAM GIVES THE KEYS TO HOTEL OWNERSHIP TO WOMEN MEDIAMONKS

##### Background

As the world’s largest hotel franchise company and as a natural extension of Wyndham’s strong commitment to DE&I, the team felt it was time to make a similar positive influence on the travel industry. The tourism and hospitality workforce is comprised of 70% women, and yet women make up only 10% of development roles – a disconnect that comes in large part from inadequate mentorship, advocacy and access to capital. To help level the playing field, Wyndham launched “Women Own the Room” (WOTR), a comprehensive program designed to advance and empower women entrepreneurs.

##### Campaign

Women Own the Room delivers comprehensive financial solutions to members through enhanced capital support and reduced initial franchise fees, available for new construction and conversion projects. Members are privy to personalized operational guidance and support in the form of complimentary best-in-class training and services designed to help maximize revenue. Lastly, this initiative establishes an inclusive community for networking and education through Women Own the Room hosted events that generate financing knowledge, guidance of feasibility assessments and shared success stories from women in hotel development.

##### Results

Women Own the Room has gained significant interest with hundreds of thousands of media impressions and 400+ women expressing interest in the program. Exceeding their goal of 10 franchise agreements with women-owners in the program’s first year– they now have women-owned hotels owned across the country, more than 15 signed and even more in the pipeline.



## PRESIDENT'S AWARD – RECRUITMENT MARKETING



### HOTEL ASSOCIATION OF GREATER MONTREAL (HAGM/AHGM)

**WORKING IN THE HOTEL INDUSTRY IS PACKED WITH ADVANTAGES!**  
AGENCY PARTNER: NEXTMOOV

#### Background

By March 2020, half of the Hotel Association of Greater Montreal (HAGM) member's properties were forced to suspend operations, with 85% to 90% of the workforce temporarily laid off in the same year. HAGM members hire approximately 12,000 employees, and nearly 5,000 positions were to be filled for the 2022 peak season.

#### Campaign

HAGM called upon NEXTMOOV to launch a multi-platform campaign to promote the industry's various career opportunities and the multitude of benefits it offers. Through 22 pieces in media, 30 pieces of social media content created, and Google and Facebook ads, the general public was made aware of the existence of the association, of the critical shortage of workforce and more importantly, of the many advantages and little-known benefits that offers a career in the hotel industry.

#### Results

The campaign made 1.8 million impressions via Google and Facebook Ads, a 0.88% click-through rate to landing page. It generated 22 media pieces covering 16 million people across Québec. The social media content shared across LinkedIn, Instagram, and Facebook had 1.8% engagement and over 97k people were reached which is more than 10,000% more than the reach used to be before the campaign.



## 2023 HSMIA ORGANIZATIONAL MEMBERS

### DIAMOND



### EMERALD



### SAPPHIRE



### RUBY

Atrium Hospitality • Cendyn • Concord Hospitality • CoralTree Hospitality Group • Duetto • Extended Stay America • GitGo • Kessler Collection • Knowland • KSL Resorts • Loews Hotels • Marcus Hotels & Resorts • MMGY Global • OTA Insight • Preferred Travel Group • RateGain Technologies, Inc. • Regency Hotel Management • Remington Hotels • Rosewood Hotel Group • Sabre • SearchWide Global • Sonesta • STR

### SUPPORTER

ALHI • CoHo Services • Explore St. Louis • Kalibri Labs • Master Connection Associates • Milestone • Mohegan Sun • Navesink Advisory Group LLC • NCG Hospitality • PTG Consulting • Revenue Analytics • Revenue Generation LLC • Sassato LLC • Scout Simply • Visit Dallas • Visit Lauderdale • Visit TampaBay

### UNIVERSITY

Boston University • Cornell University • Johnson & Wales University • Michigan State University • New York University • Penn State University • University of Delaware • UNLV, William F. Harrah College of Hospitality • Virginia Tech

### ABOUT HSMAI



The Hospitality Sales & Marketing Association International (HSMAI) is the hospitality industry's leading advocate for intelligent, sustainable hotel revenue growth. HSMAI provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as HSMAI's Revenue Optimization Conference, Marketing Strategy Conference, Sales Leader Forum, and Adrian Awards. HSMAI offers organizational and individual membership, with more than 7,000 members in four global regions — the Americas, Asia Pacific, Europe, and the Middle East. — [hsmi.org](https://hsmi.org)