HSMAI ADRIAN AWARDS

WANDER{LOVE}

Celebration



hsmai

FEBRUARY 13, 2024

NEW YORK MARRIOTT MARQUIS

Building a Bridge to Our Brightest Future

As HSMAI Approaches its 100th Year

We invite you as an industry leader to support HSMAI's century-long legacy of honoring innovation and connecting influential people in revenue generation functions. Your tax-deductible donation will be deployed to:

- **Attract new talent from top hospitality and business schools.**
- **Develop emerging talent through funding global Rising Leader Councils.**
- **Engage diverse talent, ensuring career paths are fostered for underrepresented groups.**



hsmai FOUNDATION
ATTRACT • DEVELOP • ENGAGE
100TH CENTURY CAMPAIGN

Learn more & contribute at

hsmai100.org

Welcome

Welcome to the 2023 HSMAI Adrian Awards Celebration!

The Hospitality Sales & Marketing Association International (HSMAI) is proud to present and honor this year's outstanding entries in the 2023 HSMAI Adrian Awards Competition. HSMAI's mission is to fuel sales, inspire marketing, and optimize revenue for hospitality, travel, and tourism professionals. The Adrian Awards provide us the opportunity to recognize outstanding work and support our industry's success. It has been our honor to host a celebration of outstanding work and the people behind it from our industry for 66 years, and we are delighted to host it in person again this year.

We still 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 career achievement; top 25 extraordinary minds; award-winning approaches to advertising, public relations, and digital marketing – and for the first time, the President's Awards for the highest rated entries in each entry category budget range.

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

Best Regards,





Andrew Rubinacci

Andrew Rubinacci,
HSMAI Chair

Chief Advisory Officer
FLYR for Hospitality

Bob Gilbert

Robert A. Gilbert, CHME, CHBA
President & CEO

Hospitality Sales & Marketing
Association International

PRESENTERS & PROGRAM

Agnelo Fernandes
Vice Chair, HSMAI Americas Board of Directors
Chief Executive Officer
COTE FAMILY COMPANIES

Bob Gilbert, CHME, CHBA
President & CEO
HSMAI

Michael Innocentin
Independent Consultant and Strategic Advisor

Andrew Rubinacci, CHSP
Chair, HSMAI Americas Board of Directors
Chief Advisory Officer
FLYR for Hospitality

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

Stephanie Glanzer
Treasurer, HSMAI Americas Board of Directors
Chief Sales Officer & Senior Vice President
MGM Resorts International

Lori Kiel
Chair, HSMAI Foundation Board of Trustees
Chief Commercial Officer
The Boca Raton Resort and Club

PROGRAM

Welcome

The 2023 HSMAI Top 25: Extraordinary Minds Recognition

Career Achievement Award: Winthrop W. Grice Award for Public Relations
Gina Stouffer, President of Lou Hammond Group

Career Achievement Award: Albert E. Koehl Award for Hospitality Marketing
Jeff Senior

Platinum Awards

Adrian Best of Show Awards

President's Awards
Platinum President's Award

We'd follow your mind anywhere, Barbara.

Congratulations on being named one of HSMAI's Top 25 Extraordinary Minds.

FROM YOUR TEAM AT

Paradise

a partner for good.com



SANTA MONICA

Congrats to all the Adrian Award Winners!



SantaMonica.com

VisitSantaMonica GoSantaMonica SeeSantaMonica

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 2023, winners were selected from a field of almost 800 entries from around the world. Selected from the Gold winners, the coveted Platinum awards will be announced and recognized on stage this evening. Best of Show winners will also be unveiled, selected from the field of Platinum Awards. And for the first time President's Awards will be given in each entry category for small, medium and large budget campaigns.

Adrian W. Phillips, CHME entered the industry in 1922 and became the first instructor of hotel advertising 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.



IHG®

HOTELS & RESORTS

A Special Honor for Your Remarkable Achievement

Scott Taylor, Vice President, Global Sales Operations & Enablement, has been honored by the Hospitality Sales & Marketing Association International (HSMAI) as one of the Top 25 Extraordinary Minds of 2023.

We are proud of your exemplary achievements and leadership in the hospitality industry and look forward to your continued success. From all of us at IHG, congratulations on achieving this esteemed recognition!



Scott Taylor

HSMAI Top 25 Most Extraordinary Minds 2023

19 HOTEL BRANDS. 6,000+ DESTINATIONS. ENDLESS POSSIBILITIES.

IHG HOTELS & RESORTS

SIX SENSES · REGENT · INTERCONTINENTAL HOTELS & RESORTS · VIGNETTE COLLECTION · KIMPTON HOTELS & RESTAURANTS · HOTEL INDIGO · VOCO · HUALUXE HOTELS AND RESORTS 華邑酒店及度假村 · CROWNE PLAZA

IBEROSTAR BEACHFRONT RESORTS · EVEN · Holiday Inn Express · Holiday Inn · Garner · avid · ATWELL SUITES · STAYBRIDGE SUITES · Holiday Inn Club Vacations · CANDLEWOOD SUITES

IHG ONE REWARDS

2023 HSMAI TOP 25 HONOREES

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.

Maddi Bourgerie
Senior Director of Communication
RVshare

Nick Breedlove
Executive Director
Jackson County NC Tourism Development Authority

Gretta Brooks
CEO & Founder
SalesBoost, LLC

Shannon Cummings, CHDM
Global Brand Marketing Manager
Hyatt Hotels Corporation

Jamari Douglas
Vice President Marketing, PR, Communications
Bermuda Tourism Authority

Mark Fancourt
Co-Founder & Principal
TRAVHOTECH

Michael Feldma
Senior Vice President of Revenue Management and Distribution
Atrium Hospitality

Anja Fiedler, CHBA, CRME
Executive Director, Revenue Management Integration
Fairmont Hotels and Resorts

Matthew Guglielmetti
Associate Principal
Travel & Hospitality, ZS Associates

Theo Holloway, CHDM
Senior Director Loyalty, Customer Engagement
BWH Hotels

Lisa Jordan, CHDM
Senior Director of Digital Marketing
Red Roof

Barbara Karasek
CEO
Paradise Advertising & Marketing, Inc.

Jeffrey LeFrancois
Executive Director
Meatpacking District Management Association

Stephanie Leger
Chief Excellence Officer
First Rate Hospitality

Tess McGoldrick
Vice President
Travel & Hospitality Revenue Analytics

Raul Moronta, CRME
Chief Commercial Officer
Remington Hospitality

Vikram Pradhan
Senior Vice President
Wyndham Hotels & Resorts

Benjamin Premack
Commercial Director
Grand Wailea, A Waldorf Astoria Resort

Michael Sherwood, CRME
Vice President, Revenue Management Services, PTG Consulting

Katlyn Svendsen
Global Public Relations & Content Services Director
Travel South Dakota

Scott Taylor
Vice President, Global Sales Operations & Enablement
IHG Hotels & Resorts

Craig Trost
Communications Director
Travel Wisconsin

Julie Wagner
Chief Executive Officer
Beverly Hills Conference & Visitors Bureau

Donovan White
Director
Jamaica Tourist Board

Vanessa Williams
General Manager
The Vinoy Resort & Golf Club

BWH℠ Hotels



AN EXTRAORDINARY MIND

Unlocking consumer insights.
Tracking emerging trends.
Anticipating guest expectations.

An inspiring leader harnessing the power of data to forge deep connections and craft unparalleled experiences.

Theo Holloway
Senior Director, Marketing
BWH℠ Hotels

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

BWH℠ hotels are independently owned and operated. ©2024 Best Western International, Inc. All rights reserved.

2023 HSMAI TOP 25 HONOREES

Maddi Bourgerie



Maddi is a multidisciplinary creative strategist who has a passion for growing and scaling businesses in the travel industry. Her career has been primarily focused on brand-building through powerful storytelling. She currently leads a brand team at RVshare, a leading RV rental website backed by private equity giant KKR. Maddi joined the company in 2019 and helped scale the business 10x in a few short years. In her role as Sr. Director of Communications, she oversees brand strategy, communications, PR, social, and content. Under her leadership, RVshare has partnered with mega-brands like Mattel's Barbie, CAMP, and Elon Musk's Starlink. She is also the brand's lifestyle spokesperson and can be found doing TV and podcast interviews across the country.

Over the past 10 years, Maddi has spent her career in the travel industry with a focus on peer-to-peer marketplaces. Her prior role was at Expedia's Vrbo. In 2021, she was named a Phocuswright Younger Leader, a nomination given to a select group of emerging leaders in the travel industry. Maddi has also been named a Top Women in Communications in 2021 and a PR News Top Women in PR in 2020.

Nick Breedlove



Nick Breedlove, a distinguished leader in tourism, has significantly impacted the industry with his innovative strategies and expertise. Once the youngest elected Mayor in North Carolina, he later became the Executive Director of the Jackson County Tourism Development Authority in 2015. Under his leadership, the destination thrived, generating nearly $500 million annually in visitor spending. He has been honored with the 'Tourism Office of the Year' award by the Southeast Tourism Society and a national 'Rising Star' award in Tourism Research.

Nick holds multiple certifications, including Travel Marketing Professional and Certified Destination Management Executive. He is also a certified expert in Crisis Management, Communications, and Recovery Strategy for DMOs. His commitment to diversity and inclusion is evident in his achievement as the first graduate to receive the Certified Diversity Travel Professional credential from Travel Unity.

An influential thought leader, Nick is an alumnus of the N.C. Rural Center's Economic Development Institute and serves on several boards, including the Blue Ridge Parkway Association and Western Carolina University's Hospitality and Tourism program.

Greta Brooks



Gretta Brooks, CEO and founder of SalesBoost, LLC, is a distinguished entrepreneur known for launching SalesBoost's innovative soft skill training platform in 2018. This unique platform offers on-demand role-playing simulations with instant feedback, benefiting learners worldwide in various industries, including hospitality and higher education. Brooks plays a vital role in shaping company culture, managing investor relations, and driving future growth innovations.

Renowned for her expertise in innovation, women in leadership, and sales effectiveness, Brooks holds three US patents and has received numerous accolades in the hospitality and technology sectors. Her passion for resolving workplace challenges with creative tech solutions has established her as a respected technology entrepreneur and inventor.

Brooks actively contributes to the academic community, serving on the boards of Cornell's Center for Innovative Hospitality Labor and Employment Relations and the University of North Texas College of Merchandising, Hospitality, and Tourism Advancement Board. Outside her professional sphere, she is an avid fly fisher, enjoys learning about history and traveling around the globe with her family.

Shannon Cummings



As a Global Brand Marketing Manager for Hyatt, Shannon strives to bring the stories of Hyatt's Independent Collection brands to life for travelers, inspiring new audiences to experience and champion these amazing brands. With over 10 years of experience in marketing strategy, digital media, brand activations and brand management, Shannon has added value and driven impact across the travel, hospitality, and F&B sectors for clients such as Uber Technologies Inc., Choice Hotels International, Berkshire Hathaway Travel Protection, Visit Oklahoma City, Santa Monica Travel & Tourism and Sonic Drive-In. When she's not traveling, she's either dreaming of her next trip or working to find presence on her yoga mat.

Jamari A. Douglas



Jamari Douglas is a seasoned marketing and communications professional with close to 14 years of post-graduate experience. Born and raised in Deepdale, Pembroke, Bermuda he possesses a deep-rooted connection to the island and a profound understanding of its culture, history, and natural beauty. His journey in the field of marketing, PR, and communications spans over two decades, during which he has demonstrated exceptional leadership and innovative thinking. In summary, Jamari Douglas is a marketing and communications virtuoso with a remarkable journey that reflects his unwavering commitment to personal and professional growth. His innovative campaigns, industry leadership, and dedication to Bermuda's success make him a standout figure in the world of tourism marketing and a testament to the power of determination and passion in achieving remarkable success.

Mark Fancourt



Mark Fancourt's international career in the hospitality and travel industry spans three decades, characterized by a progressive and globally informed approach. Serving as a forward-thinking corporate hotelier, technology provider, and management consultant, Fancourt consistently embraces innovation with a proactive mindset toward enablement and change. His brainchild, TRAVHOTECH, encapsulates this ethos by integrating business and technology expertise, providing clients with a dynamic competitive edge in the market.

Fancourt's executive leadership roles at renowned establishments such as MGM Resorts, Micros Fidelio, Pan Pacific, and Qantas not only underscore his commitment to pushing industry boundaries but also highlight his capacity to instigate positive change at an organizational level. His extensive global experience positions him as a strategic visionary adept at navigating the complexities of the ever-evolving industry landscape.

2023 HSMAI TOP 25 HONOREES

Michael Feldman



Michael Feldman has over 30 years of hotel experience with 25 years in a revenue generating position. More than 20 years of that time was spent at Hyatt where Feldman was one of the company's original regional directors of revenue management when the discipline was formalized for Hyatt in 2004. For 10 years he supported the revenue management, pricing and distribution strategy for hotels and resorts in the United States, Canada and the Caribbean. In April 2014, Feldman became a regional vice president of sales & marketing for Hyatt. In his most recent assignment, Feldman supported 30 hotels generating more than $1.5 billion in top line revenue. In 2020, Michael had the opportunity to return to his first love (revenue management) and joined Atrium Hospitality as Senior Vice President of Revenue Management and Distribution. He's responsible for the revenue management, eCommerce, business travel and contract sales efforts as well as the enterprise wide reservations function for Atrium.

Anja Fiedler



With an extensive Hospitality career spanning over two decades, managing and supporting properties ranging from 75 to 1048 rooms, Anja Fiedler has been a driving force in Revenue Management (RM). Renowned for her expertise in fostering a robust RM culture within Accor and Fairmont, she has reshaped standards, trained teams, and focused on maximizing resources to propel top-line revenue and profitability, while keeping service delivery and employee impact in line of sight. She serves on the HSMAI Americas RM Advisory board, contributing to finding solutions to current industry challenges, and specifically supporting certification alignment with evolving trends.

Anja joined the Accor and Fairmont Corporate office via Swissôtel New York and later Swissôtel Chicago, after working for InterContinental Hotels and Resorts in Berlin and New York City. She completed CRME and CHBA certifications, and holds a degree in Hospitality Management from Emil Fischer Staatliche Fachschule Berlin, Germany.

Matthew Guglielmetti



Matt has over 20 years of Revenue Management experience, working globally across all brand tiers. Currently, he is an Associate Principal in ZS Associate's Travel and Hospitality practice, specializing in Revenue Management operations, systems design, and deployment, change management, analytics, and reporting. Prior to ZS, Matt served as Executive Director of Revenue Management Systems & Tools at MGM Resorts International where he led the design and deployment of a first in gaming Revenue Management System. He has also led Revenue Management Systems and Top Line Analytics teams at Marriott International and Starwood Hotels & Resorts. At Marriott, he led the team that provided ongoing quantitative and qualitative analysis of hotel revenue trends across Marriott's global portfolio. At Starwood, he led the team of revenue management experts that provided strategic and business support to all properties globally. His team also was responsible for the design and global implementation of Starwood's next generation RMS.

Theo Holloway



Theo is a seasoned professional in the hospitality industry with a wealth of experience in loyalty, marketing, and revenue management strategies. With a career spanning over 20 years, Theo has honed his expertise while working with hotel brands such as BWH Hotels and Hilton, in addition to third party operators Remington Hotels and Westmont.

As the Senior Director of Loyalty and Customer Engagement, Theo has consistently demonstrated a deep understanding of the intricate dynamics of emotional loyalty and its pivotal role with enhancing guest experiences and driving business growth. Leveraging his comprehensive knowledge of the hospitality industry, he has successfully crafted and implemented innovative loyalty program changes that have proven to be instrumental in attracting, retaining, and delighting customers.

Lisa Jordan



An experienced marketing and communications leader in travel and hospitality, Lisa Jordan is Senior Director of Digital Marketing for Red Roof, a leading economy hotel brand. Her professional background includes nearly 20 years of brand development, marketing strategy and implementation, team leadership and e-commerce in travel. Previously she served on the executive leadership team at Hostelling International USA as Vice President of Marketing. She held several positions during a prior 10-year tenure at Sabre Hospitality Solutions.

Lisa serves on the HSMAI Marketing Advisory Board, the HSMAI Washington DC chapter Marketing Communications Committee, and volunteers for Women in Travel THRIVE. Recently, Lisa has spoken on conference panels for the Digital Travel Summit, Digital Travel Connect, and Women in Travel THRIVE.

She earned her Master of Tourism Administration from the George Washington University. In 2022, Lisa was honored by her graduate program with an Outstanding Alumni Award for Alumni Leadership.

Barbara Karasek



Purpose-driven with global influences, Barbara lived in eight countries and traveled to more than 20 countries while leading global marketing, entertainment, licensing, and operations for SeaWorld Parks & Entertainment, PGA TOUR, NASCAR, USOPC, and a prominent hip-hop clothing manufacturer. She has negotiated nearly $500 million in global marketing and partnership contracts. "Dot Connector" is her superpower, which aptly puts her at the helm of solving business problems and ideating global sales and marketing solutions.

She graduated from Furman University where she played Division I volleyball, served as Team Captain, and holds many records and honors. She earned an M.A. from the University of South Florida and is Six Sigma Certified and completed Harvard Business School Strategic Marketing Management courses.

She and her former pro basketball player husband, Tony, acquired Paradise in 2018, and are also investors in CERES, a socially inclusive, culinary-centric community in Chattahoochee Hills, GA.

2023 HSMAI TOP 25 HONOREES

Jeffrey LeFrancois



Jeffrey C. LeFrancois is the Meatpacking District's Executive Director.
As Executive Director, LeFrancois is ultimately responsible for overseeing all the BID's activities and reports directly to the Board of Directors. He works to ensure the Meatpacking District remains a cutting-edge, ever-evolving neighborhood in Lower Manhattan with thriving retail, commercial, and residential communities supported with strong public assets.

A graduate of Pace University in Lower Manhattan and from a small business family, his enthusiasm for New York City, culture, and community align with the mission and work of the Meatpacking District. He previously worked as Chief of Staff and Deputy Chief of Staff to then-Council Member Corey Johnson and Assembly Member Richard Gottfried, respectively.

LeFrancois is currently a board member of the NYC BID Managers Association, advocating for issues of importance to the City's 76 BIDs and to the thousands of businesses they represent. He also serves as Chair of Manhattan Community Board 4, and is on the board of Housing Conservation Coordinators, Stonewall Democrats of NYC, and the Hudson River Park Advisory Council.

Stephanie Leger



Stephanie Leger is the Chief Excellence Officer at First Rate Hospitality. She brings over two decades of global hotel industry experience. Her custom program, focused on integrating sales and marketing seamlessly with front-of-house operations, has been implemented in locations such as the Dominican Republic, New York, Las Vegas, Miami, Cape Cod, and Cancun, resulting in remarkable outcomes.
A trailblazer in the field, Stephanie has trained over 20,000 hospitality professionals worldwide, conducting comprehensive operational evaluations that have become the benchmark for excellence. Beyond her prolific training endeavors, she co-hosts the immensely popular WTF! "Walk The Floors" hospitality training podcast. Stephanie's strategic leadership and ability to forge synergies between disparate departments stand out as a testament to her visionary approach. Through her efforts, she has elevated the training landscape in the hospitality sector and driven tangible business growth, showcasing her as a transformative force in the industry.

Tess McGoldrick



Tess McGoldrick is the Vice President for the Travel & Hospitality vertical at Revenue Analytics. In this role, she leads cross-functional teams to develop high-impact products that provide revenue growth for her customers. Having started her career at Revenue Analytics, Tess developed an expertise in Revenue Management from the best in the business. Tess' experience includes ensuring client satisfaction is achieved with all product implementations, from business process improvements to forecast predictions to actionable pricing recommendations. She drives the vision for N2Pricing , as well as the implementation & ongoing customer success for these customers. Prior to joining Revenue Analytics, Tess graduated from the Goizueta Business School at Emory University with a BBA concentration in Strategy & Management Consulting and Accounting.

Raul Moronta



Raul Moronta is a seasoned hospitality executive with a career spanning over 25 years, currently serving as the Chief Commercial Officer at Remington Hospitality since 2020. Armed with an M.B.A. from the University of New Haven and a Bachelor's in Hotel & Restaurant Management from Pontificia Universidad Catolica Madre y Maestra, Moronta has excelled in leadership roles at prominent organizations, including Crescent Hotels & Resorts and Starwood Hotels & Resorts. His achievements include spearheading international expansions, achieving consecutive years of market share growth, and successfully integrating numerous hotels into portfolios, contributing significantly to overall growth.

Moronta's expertise extends to various facets of the hospitality industry, with a particular focus on revenue management, strategic implementation, and executive leadership. In addition to his corporate roles, Moronta has contributed to academia, serving as a professor at Johnson & Wales University and Newbury College. He holds certifications in hotel industry analytics and revenue management and is fluent in Spanish. Moronta's unique blend of academic insights, industry expertise, and strategic leadership positions him as a transformative force in the dynamic realm of hospitality management.

Vikram Pradhan



Vikram serves as Senior Vice President, Revenue Management and Distribution, for Wyndham Hotels & Resorts, the world's largest hotel franchising company with approximately 9,100 hotels across 24 brands. In this role, he is responsible for maximizing revenue generating opportunities across Wyndham's diverse portfolio of brands with oversight for the Company's revenue management and distribution functions.

A hospitality industry veteran with more than 20 years of progressive experience, Vikram joined Wyndham in 2020 after leading revenue strategy for Convene, where he was Vice President, Revenue Management. Prior to Convene, he founded the luxury booking platform SuiteStory and before that, spent eight years with Starwood Hotels & Resorts.

Vikram holds MBAs from both Colombia University and the University of London and received his bachelor's degree in Hospitality Management from Johnson and Wales University.

Ben Premack



As Grand Wailea's Commercial Director, Ben Premack is responsible for designing and implementing the resort's long-term commercial vision. His role encompasses leading the commercial side of major resort-wide projects, including his participation in Grand Wailea's $350 million transformation in 2023, as well targeting and leveraging short- and medium-term incremental revenue opportunities. Among these are the resort's 5,000-person membership program and its 50-villa residence program, both of which are led by Ben, who drives service initiatives, loyalty programming, and ancillary revenues using a combination of strategic thinking, tactical initiatives, and strong business acumen. In addition to these other responsibilities, Ben has direct oversight of Grand Wailea's group and leisure sales, catering and events, and membership and residence ownership programs.

Before assuming his current role at Grand Wailea in 2021, Ben spent nearly two decades growing his hospitality career with a series of increasingly senior operational, sales, and commercial strategy roles at leading hotels across the United States. Ben holds a Bachelor's Degree in Tourism Management from Indiana University at Bloomington and completed the Hotel Management and Owners Relations certificate program at Cornell University.

2023 HSMAI TOP 25 HONOREES

Michael Sherwood



Michael J. Sherwood, CRME serves as the Vice President of Revenue Management Services at PTG Consulting, overseeing all revenue and distribution-related consulting services within the company's hospitality division, for which he played a key role to develop and launch in 2016. In his role, Michael provides comprehensive revenue management and distribution services including revenue-for-hire agreements, revenue management assessments, market feasibility and proformas, thorough multi-channel distribution audits, multi-level training programs, and various other revenue and distribution consulting projects.

In 2018, Michael introduced PTG Consulting Revenue Management Interactive Workshops, designed to impart core fundamentals and high-level strategic elements of revenue management to hotel in-house revenue teams. In addition, he has conducted revenue management and system training in multiple countries across North America, Europe, and Asia.

Michael earned his Revenue Management Certification through Cornell University in 2010, and has held the Certified Revenue Management Executive (CRME) designation from HSAMI since 2013.

Katlyn Svensen



Katlyn Svensen, Global Public Relations & Content Services Director, has worked for Travel South Dakota since 2011. She takes a proactive approach working with the local, regional, national and international media to share news about South Dakota to inspire travel to the state through providing unique and interesting story angles for new visitors to discover. From inspiring visits with viral celebrities like Tariq, "The Corn Kid," to building on relationships with media friends over the course of her career, she keeps South Dakota's tourism industry and partners at the core of her work.

Her personal mission is to story tell in a way that evokes a feeling of wanderlust. Her team has touchpoints not only with media, but serving the overall marketing plan, and strategizing in the international marketing and media space.

She resides in Pierre with her husband and stays busy raising two very active and talented girls. She enjoys taking the road less traveled, boating on Lake Oahe, ATV trail riding in the Black Hills, motorcycle riding, and DIY projects on their acreage. Generally, put her in the outdoors and she's all in.

Scott Taylor



Scott Taylor is Vice President, Global Sales Operations and Enablement for IHG's Global Sales Team. In his current role, Scott is responsible for both the strategic governance and tactical delivery of the B2B Marketing, B2B Tradeshows & Events, Sales Excellence, Sales Revenue Operations and Functional Sales Operations business units.

Since joining IHG in 2010, Scott has held various leadership positions in both Regional and Global Roles. In his nearly 14 years at IHG, Scott has developed a strong professional brand and is known for his ability to successfully deliver organizational initiatives, manage transformational change, and develop talent, helping both the organization and its people achieve their potential.

A 25-year veteran of the hospitality industry, Scott brings extensive on and off property experience to his role. Prior to joining IHG, Scott has enjoyed a cross-functional career in hospitality, having held positions in Meeting Planning, Group Sales, Catering Sales, Hospitality Training, Sales Automation, Sales Effectiveness, and Sales Operations.



BEVERLY HILLS

Love Beverly Hills

The Board of Directors of the Beverly Hills Conference & Visitors Bureau congratulates their Chief Executive Officer, Julie Wagner, on being named one of the 2023 Top 25 Most Extraordinary Minds in Sales, Marketing and Revenue Optimization.



KSL RESORTS

CONGRATULATIONS, JEFF!

To a true giant of the industry, **Jeff Senior**. Our heartfelt congratulations on your "Career Achievement in Hospitality Marketing" from HSMAI.

Your innovative mind and visionary leadership have not only shaped KSL Resorts, but the entire hospitality landscape. We feel privileged to have witnessed your journey firsthand.

May your retirement be filled with endless laughter; Harley and Airstream adventures; and well-deserved moments of relaxation with Donna.

2023 HSMAI TOP 25 HONOREES

Craig Trost



Travel Wisconsin Communications Director Craig Trost is an experienced communications and public policy professional dedicated to making Wisconsin the best state in the country to play, live and work. A native of Manitowoc, Wisconsin, Trost graduated from UW-Oshkosh with a degree in journalism. For two decades, Trost has spent his career in public service, working for former Governor Jim Doyle and leading strategic communications and public policy efforts for several state lawmakers. Since 2019, Trost has led Travel Wisconsin's award-winning PR program that includes increasing Wisconsin's earned and social media content creator footprints, pioneering a public relations Co-Op program and integrating public relations into all major marketing campaigns. Trost currently resides in Madison.

Julie Wagner



As CEO, Julie Wagner leads the Beverly Hills Conference & Visitors Bureau (BHCVB) and guides the strategy, development, and implementation of the office's efforts in positioning Beverly Hills as a modern, glamorous, and world-class destination for those seeking the pinnacle of luxury. With more than 30 years of experience in hospitality marketing, Wagner directs BHCVB's global marketing strategy currently focusing on the United States, UK, Australia, Mexico and the Middle East. Wagner has established and continues to promote BHCVB's contemporary brand identity with the goal of using forward-thinking ideas to keep up with consumer and travel trends, and to help new audiences fall in love with Beverly Hills. With childhood memories in Beverly Hills, her heartfelt connection drives her highly-engaged marketing strategies for the City. Wagner's efforts have encouraged tourism and commerce by providing unparalleled experiences while supporting local businesses and fostering innovations that entice visitors to return.

Donovan White



Mr. Donovan White was appointed Director of Tourism in February 2018, bringing to the Jamaica Tourist Board (JTB) over 25 years' experience as a senior executive in marketing and business development. A strategist and business leader, he is responsible for promoting and further enhancing Jamaica's reputation as the premier destination in the global marketplace, He is keen on leveraging existing industry relationships with investors, hoteliers, visitors, and key stakeholders to help the JTB embrace the new global paradigm shifts in tourism.

Vanessa Williams



From South Korea to Beverly Hills, Vanessa Williams has traveled the globe, restoring and renovating luxury hotels. She has held the position of General Manager of The Vinoy Resort & Golf Club since early 2022. Given her immense experience in luxury hotel leadership and specialty in leading marketing campaigns, she was chosen to oversee the overall operations of the refined resort as it emerged from an extensive renovation.

Vanessa's hospitality career has spanned nearly three decades, including a role in the renovation, relaunch and repositioning of the Mandarin Oriental Hong Kong along with time at Raffles L'Ermitage Beverly Hills, Sandy Lane Barbados and Sukhothai Bangkok before joining Hilton to spearhead luxury expansion initiatives, including opening Waldorf Astoria Beijing and Conrad Seoul.

Directly before her time at The Vinoy, Vanessa was general manager of the Waldorf Astoria Beverly Hills, where she led her team to outperform luxury benchmarks, such as upholding the Forbes 5-Star rating for both the hotel and the spa.



hsmai

FUEL SALES ◆ INSPIRE MARKETING ◆ OPTIMIZE REVENUE

Become a Member

Scan this QR Code to become an HSMAI member today.

If you need assistance or want more information, please see the registration table or any HSMAI Staff Member.

CAREER 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.

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
Mary Wagstaff
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.

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

WINTHROP W. GRICE AWARD HONOREE



Gina Stouffer

A born leader and an inveterate traveler, **Gina Stouffer** has spearheaded the growth of Lou Hammond Group since joining the firm in 1998. A 28-year public relations veteran, she has been instrumental in the development of the agency's award-winning team and vast collection of destination, hotel/resort and cruise accounts.

Beginning in LHG's New York office, Gina went on to establish an agency presence in Miami and Charleston and later laid the business development and team recruitment plans for the firm's expansion into Houston, Denver, Atlanta and Tampa. In her current capacity as president of the Charleston office, Gina oversees a broad portfolio of national and international accounts. An industry force, Gina is respected by clients, media and peers alike, transforming her professional contacts into long-lasting relationships.

A native of Little Rock, Arkansas, Gina graduated from Baylor University in Waco, Texas with a degree in history and political science. She first honed her public affairs skills as an intern in the Clinton White House in Washington, D.C. before joining Forte Hotels in New York.

She and her husband, Blake, along with their son, Sebastian (Baz) now call Charleston home. She is past president of Les Dames d'Escoffier's Charleston chapter and currently serves as an executive board member for the Charleston Library Society, the oldest cultural institution in the South.

ALBERT E. KOEHL AWARD HONOREE



Jeff Senior

Jeff Senior, MBA, is recently retired from his chief commercial officer role with KSL Resorts. Previously, he was executive vice president and chief marketing officer for Fairmont Raffles Hotels International. Senior has also held executive commercial positions with a number of global brands including Marriott International, Doubletree Hotels, Kimpton Group, and IHG. His responsibilities have spanned the globe, providing commercial guidance to a variety of hotels, resorts, and destinations, including owned, managed, asset managed, and franchise operations. His experience includes commercial guidance across the US, Canada, Western Europe, Middle East, Africa, Southeast Asia, India, and China.

He is an acknowledged industry expert, and has been featured on a variety of media including television on Fox Business, NBC, and on Chinese Television while supporting the state of California on a trade mission. He has been featured in publications including USA Today, Wall Street Journal, New York Times, a variety of consumer facing publications, and industry media and journals.

A proponent of lifelong learning, Senior holds a MBA from Pepperdine Graziadio Business School, a certificate in Consumer Marketing Strategy from Northwestern University, Kellogg School of Management, and a certificate in Customer Focused Innovation from Stanford University Graduate School of Business. Senior has been active in giving back to the travel industry, and has served in executive capacities across a variety of groups, including U.S. Travel Association; Visit California California State University Hospitality & Tourism Alliance Council; American Travel Marketing Association Executive Committee; and finally, with HSMAI as Global Chair, Americas Chair, Executive Committee and Board.

Senior's most recent venture is the creation of 5 Vines Travel Advisors, a boutique travel consultancy focused on assisting clients optimize commercial opportunities, where he is Principal and Owner.

The President's Awards

New this year, a President's Award for best of category was given in each entry category for small, medium and large budget campaigns, as well as Gold, Silver and Bronze awards.

Budget Ranges: Advertising, Digital, PR/Communications Divisions

Small: $0 – $25,000
Medium: $26,000 – $500,000
Large: $501,000 – Above

Budget Ranges: Integrated Campaign Division

Small: $0 – $100,000
Medium: $101,000 – $750,000
Large: $751,000 – Above

Allianz Partners USA
ENTRY: New "Pay-cation" Term Earns Dividends for Allianz with Solid Media Coverage
CATEGORY: Feature Placement Online or Print Trade Media
BUDGET RANGE: Small
AGENCY: FINN Partners

Allianz Partners USA
ENTRY: Media Shine Spotlight on Allianz's New "Pay-cation" Travel Trend
CATEGORY: Feature Placement Online or Print Consumer Media
BUDGET RANGE: Small
AGENCY: FINN Partners

Amelia Island Convention & Visitors Bureau
ENTRY: Swipe the snow and soak up the sun on Amelia Island
CATEGORY: Technology
BUDGET RANGE: Medium

Amelia Island Convention & Visitors Bureau
ENTRY: Shake and scroll your way to Amelia Island
CATEGORY: Innovation
BUDGET RANGE: Medium

Amelia Island Convention & Visitors Bureau
ENTRY: Amelia Island Destination Showcase
CATEGORY: Publisher Content
BUDGET RANGE: Medium

Apple Vacations
ENTRY: Today Show "Spring Fling" Series
CATEGORY: Broadcast Integration
BUDGET RANGE: Small
AGENCY: MMGY NJF

Atlantis Paradise Island
ENTRY: New Atlantis Website
CATEGORY: Web Site
BUDGET RANGE: Large
AGENCY: Logicbomb and GlueIQ

Atlantis Paradise Island
ENTRY: Atlantis Paradise Island Mobile App
CATEGORY: App
BUDGET RANGE: Medium
AGENCY: Phunware and GlueIQ

Atlantis The Royal
ENTRY: The Grand Reveal of Atlantis The Royal in Dubai
CATEGORY: New Opening/Launch
BUDGET RANGE: Large
AGENCY: Quinn PR

Bardstown-Nelson County Tourist & Convention Commission
ENTRY: Visit Bardstown/Bardstown Collection: Garden & Gun Feature
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
BUDGET RANGE: Medium
AGENCY: TURNER

Best Western Hotels & Resorts
ENTRY: Best Western® Hotels & Resorts 2023 Netflix Video Advertising
CATEGORY: Innovation
BUDGET RANGE: Medium
AGENCY: Ideas Collide

Borgata Hotel Casino & Spa
ENTRY: Borgata Hotel Casino & Spa Remodels and Rebrands MGM Tower
CATEGORY: Re-Launch of Existing Property
BUDGET RANGE: Small
AGENCY: MMGY NJF

Camelback Resort
ENTRY: 60 Years of Camelback
CATEGORY: Video - Single Entry
BUDGET RANGE: Small

Canyon Ranch
ENTRY: Canyon Ranch Paid Media Campaign
CATEGORY: Social Media Campaign
BUDGET RANGE: Medium
AGENCY: FINE

City of La Quinta
ENTRY: Love La Quinta and Uncovering the Gems
CATEGORY: Reputation Management
BUDGET RANGE: Medium
AGENCY: Madden Media

Cragun's Resort on Gull Lake
ENTRY: From Discovery to Conversion: Amplifying Cragun's Resort on Gull Lake in the SERP
CATEGORY: Search Marketing Strategy
BUDGET RANGE: Medium
AGENCY: GCommerce Solutions

Destination Canada
ENTRY: Destination Canada Specialist Sales Companion
CATEGORY: Business to Business
BUDGET RANGE: Medium
AGENCY: TravPRO Mobile

Destination Cleveland
ENTRY: The Land for Life Video Series
CATEGORY: Video Multiple Channels
BUDGET RANGE: Large
AGENCY: MMGY

Destin-Fort Walton Beach
ENTRY: Destination Stewardship
CATEGORY: Innovation
BUDGET RANGE: Large

Destin-Fort Walton Beach
ENTRY: Community Engagement
CATEGORY: Corporate Social Responsibility
BUDGET RANGE: Large

Discover Atlanta
ENTRY: 50 Fun Things to See & Do in Atlanta
CATEGORY: Business to Consumer
BUDGET RANGE: Small
AGENCY: Madden Media

Discover South Carolina
ENTRY: Greatness Grown Video Series
CATEGORY: Video Multiple Channels
BUDGET RANGE: Medium
AGENCY: SC Department of Parks, Recreation & Tourism

Discover South Carolina
ENTRY: Live with Kelly and Ryan
CATEGORY: Broadcast Integration
BUDGET RANGE: Medium
AGENCY: SC Department of Parks, Recreation & Tourism

Discover South Carolina
ENTRY: South Carolina's Blockbuster Bucket List
CATEGORY: Influencer Marketing
BUDGET RANGE: Small
AGENCY: SC Department of Parks, Recreation & Tourism

Discover South Carolina
ENTRY: Palmetto Porch Podcast
CATEGORY: Audio
BUDGET RANGE: Medium
AGENCY: SC Department of Parks, Recreation & Tourism

Explore Minnesota Tourism
ENTRY: Explore Minnesota Tourism Dream State Campaign - Diversity, Equity and Inclusion
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Large
AGENCY: Adventure Creative

Fairmont Century Plaza
ENTRY: Fairmont Beyond Limits - The Vertical Stage
CATEGORY: Special Event
BUDGET RANGE: Medium

Fairmont Hotels & Resorts
ENTRY: Fairmont Beyond Limits
CATEGORY: Experiential Marketing
BUDGET RANGE: Large

Fairmont Hotels & Resorts
ENTRY: Fairmont Beyond Limits
CATEGORY: Content Marketing
BUDGET RANGE: Large

Fairmont Orchid
ENTRY: Fairmont Beyond Limits - Underwater Ballet
CATEGORY: Innovation
BUDGET RANGE: Medium

Grand Canyon West
ENTRY: Grand Canyon West - Mobile App
CATEGORY: App
BUDGET RANGE: Large
AGENCY: Madden Media

Hamilton Princess & Beach Club
ENTRY: Offline to Online at the Pink Palace
CATEGORY: Social Media/Social Networking
BUDGET RANGE: Small
AGENCY: Persephone Social

Hamilton Princess & Beach Club
ENTRY: Hamilton Princess Meets TikTok
CATEGORY: App
BUDGET RANGE: Small
AGENCY: Persephone Social

Heritage Corridor Destinations
ENTRY: The Great American Road Trip
CATEGORY: Innovation
BUDGET RANGE: Small

Hidden Pond-Kennebunkport Resort Collection
ENTRY: Hidden Pond x The Boston Globe
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
BUDGET RANGE: Large

Hilton Worldwide
ENTRY: Hilton Worldwide - MEA Regional Influencer Activation
CATEGORY: Influencer Marketing
BUDGET RANGE: Large

Hu. Hotel
ENTRY: Hu. Hotel: Improving Profitability With A New Star Rating
CATEGORY: Search Marketing Strategy
BUDGET RANGE: Small
AGENCY: GCommerce Solutions

Huttopia N. America
ENTRY: Have you heard of Huttopia? Creating a space for "Approachable Glamping"
CATEGORY: Re-Launch of Existing Property
BUDGET RANGE: Medium
AGENCY: LDPR

IHG Hotels & Resorts
ENTRY: Kimpton introduces first-ever Stay Human Creator Collective
CATEGORY: Influencer Marketing
BUDGET RANGE: Large
AGENCY: Allison Worldwide

The President's Awards

IHG Hotels & Resorts
ENTRY: Kimpton launches first-ever global Stay Human campaign & Creator Collective
CATEGORY: Innovation
BUDGET RANGE: Large
AGENCY: Allison Worldwide

IHG Hotels & Resorts
ENTRY: Kimpton Hotels & Restaurants launches first global Stay Human campaign
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Large
AGENCY: Allison Worldwide

Justice of the Pies
ENTRY: Chef Brand Building – Book launch, Netflix Series launch Support and Store Launch
CATEGORY: New Opening/Launch
BUDGET RANGE: Small
AGENCY: MMGY Wagstaff

Kimpton Seafire Resort + Spa
ENTRY: Launching The Caribbean's First Literary-Inspired Bar: Library by the Sea
CATEGORY: New Opening/Launch
BUDGET RANGE: Medium
AGENCY: TURNER

Lansdowne Resort
ENTRY: Lansdowne Resort Blog
CATEGORY: Publisher Content
BUDGET RANGE: Small
AGENCY: Dana Communications

Lindblad Expeditions
ENTRY: Lindblad Expedition 360 Sales Companion
CATEGORY: Business to Business
BUDGET RANGE: Small
AGENCY: TravPRO Mobile

Marriott International
ENTRY: Marriott International and Publicis Groupe: Innovative Brand Awareness Campaign Drives More Than Two
CATEGORY: Search Marketing Strategy
BUDGET RANGE: Large

Marriott International
ENTRY: Taking Meetings & Events a Step Beyond
CATEGORY: Business to Business
BUDGET RANGE: Large

Marriott International
ENTRY: Savour the Good Life with Le Meridien and Meredith Hayden
CATEGORY: Influencer Marketing
BUDGET RANGE: Medium

Marriott International
ENTRY: Utilizing hyper-targeted display affiliates to reach high intent customers during the post-COVID "revenge travel" period in 2022.
CATEGORY: Affiliate Marketing
BUDGET RANGE: Large

Marriott International, Inc.
ENTRY: W Hotels x "Pillow Talk"
CATEGORY: Influencer Marketing
BUDGET RANGE: Small

Marriott International, Inc.
ENTRY: W Hotels X "Pillow Talk"
CATEGORY: Influencer Marketing
BUDGET RANGE: Medium

Marriott International, Inc.
ENTRY: W Hotels "Vignettes"
CATEGORY: Creators, Multi-media, video, and short form
BUDGET RANGE: Medium

Martin County Office of Tourism & Marketing
ENTRY: Summer of Fun Giveaway
CATEGORY: Contest/Sweepstakes
BUDGET RANGE: Small

Miraval Resorts & Spas
ENTRY: Celebrating our Colleagues
CATEGORY: Content Marketing
BUDGET RANGE: Small
AGENCY: 20Two Studio

MMGY Global
ENTRY: Portrait of Travelers with Disabilities™: Mobility and Accessibility
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Small
AGENCY: MMGY Global

Mountain Lodge Telluride
ENTRY: Mountain Lodge Telluride | Website
CATEGORY: Web Site
BUDGET RANGE: Medium
AGENCY: Tambourine

Naples, Marco Island and the Everglades - Florida's Paradise Coast
ENTRY: Naples, Marco Island and the Everglades - Florida's Paradise Coast: If Only
CATEGORY: Print Collateral
BUDGET RANGE: Large
AGENCY: Paradise Advertising

Naples, Marco Island and the Everglades - Florida's Paradise Coast
ENTRY: Canada The Weather Network Campaign (Visit Florida Co-Op) - Contest/Sweepstake
CATEGORY: Contest/Sweepstakes
BUDGET RANGE: Medium
AGENCY: Paradise Advertising

Naples, Marco Island and the Everglades - Florida's Paradise Coast
ENTRY: Naples, Marco Island and the Everglades - Florida's Paradise Coast: ONLY Scent Card
CATEGORY: Print Collateral
BUDGET RANGE: Medium
AGENCY: Paradise Advertising

Naples, Marco Island and the Everglades - Florida's Paradise Coast
ENTRY: Naples, Marco Island and the Everglades - Florida's Paradise Coast: Partner Recovery Series
CATEGORY: Social Media Campaign
BUDGET RANGE: Small
AGENCY: Paradise Advertising

Newfoundland and Labrador Tourism
ENTRY: Newfoundland & Labrador MindSet
CATEGORY: Business to Consumer
BUDGET RANGE: Medium
AGENCY: Target

Ocean City Maryland Department of Tourism & Business Development
ENTRY: Ocean City Maryland's Catch a Ride Program
CATEGORY: Experiential Marketing
BUDGET RANGE: Medium
AGENCY: BVK

OTO Development
ENTRY: Influencing an Effective Launch
CATEGORY: Influencer Marketing
BUDGET RANGE: Small

Park County Travel Council
ENTRY: Cody Yellowstone WILD Winter Photography Workshop Activation
CATEGORY: Experiential Marketing
BUDGET RANGE: Small
AGENCY: VERB Interactive

Park Lane New York
ENTRY: 24/hour Caviar Hotline
CATEGORY: Innovation
BUDGET RANGE: Small
AGENCY: Rachel Harrison Communications

Pinehurst Resort
ENTRY: North & South Amateur
CATEGORY: Innovation
BUDGET RANGE: Small

Pinehurst Resort
ENTRY: U.S. Adaptive Open
CATEGORY: Video Multiple Channels
BUDGET RANGE: Small

Presidio Trust
ENTRY: Presidio Destination Marketing Campaign
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Medium
AGENCY: Most Likely To

Remington Hospitality
ENTRY: Remington Hospitality Rebrand
CATEGORY: Feature Placement Online or Print Trade Media
BUDGET RANGE: Medium
AGENCY: UpSpring

Sandals Resorts
ENTRY: Sandals Royal Curaçao - Trade Campaign
CATEGORY: Group Sales/Travel Trade
BUDGET RANGE: Large
AGENCY: Hunter Hamersmith Advertising

Shangri-La Group
ENTRY: Find Your Shangri-La
CATEGORY: Brand Campaign
BUDGET RANGE: Large

Shangri-La Group
ENTRY: Find Your Shangri-La
CATEGORY: Video - Single Entry
BUDGET RANGE: Large
AGENCY: McCann Worldgroup SEA

Sonoma County Tourism
ENTRY: Life Opens Up: Sonoma County Tourism TODAY Show Partnership
CATEGORY: Broadcast Integration
BUDGET RANGE: Large
AGENCY: Fahlgren Mortine

South Dakota Department of Tourism
ENTRY: The South Dakota Corn-Bassador
CATEGORY: PR Campaign Consumer
BUDGET RANGE: Small
AGENCY: Lou Hammond Group

St. Regis
ENTRY: Getting Ready with Christine Baranski at St. Regis
CATEGORY: Publisher Content
BUDGET RANGE: Large

Sun Outdoors
ENTRY: Sun Outdoors: RV Cribs
CATEGORY: Connected TV/Streaming/Linear
BUDGET RANGE: Small

The Biltmore Hotel
ENTRY: The Critic - a branded short film starring the Biltmore Hotel
CATEGORY: Video - Single Entry
BUDGET RANGE: Medium
AGENCY: Reel City Films

The Luxury Collection
ENTRY: Content Strategy
CATEGORY: Social Media/Social Networking
BUDGET RANGE: Medium
AGENCY: 71 West

The Ritz Carlton and Marriott Bonvoy
ENTRY: Mercedes-AMG PETRONAS F1 Team, The Ritz-Carlton and Marriott Bonvoy
CATEGORY: Special Event
BUDGET RANGE: Large
AGENCY: 160over90

The Tillary Hotel, Brooklyn
ENTRY: The Tillary Hotel, Brooklyn Website
CATEGORY: Web Site
BUDGET RANGE: Small
AGENCY: three&six

Tourism Australia
ENTRY: Come And Say G'Day Campaign Launch
CATEGORY: PR Campaign Consumer
BUDGET RANGE: Large
AGENCY: TURNER

Tourism Corporation Bonaire
ENTRY: Earthonauts Campaign
CATEGORY: Corporate Social Responsibility
BUDGET RANGE: Medium
AGENCY: Dunn&Co.

Travel South Dakota
ENTRY: So Much South Dakota, So Little Time
CATEGORY: Business to Consumer
BUDGET RANGE: Large
AGENCY: Karsh Hagan

The President's Awards

Travel South Dakota
ENTRY: So Much South Dakota, So Little Time
CATEGORY: Connected TV/Streaming/Linear
BUDGET RANGE: Large
AGENCY: Karsh Hagan

Visit Baltimore
ENTRY: Visit Baltimore CIAA Media FAM
CATEGORY: Special Event
BUDGET RANGE: Small
AGENCY: Development Counsellors International

Visit Buffalo Niagara
ENTRY: Buffalo, NY Recognized with Travel + Leisure Destination Feature
CATEGORY: Feature Placement Online or Print Consumer Media
BUDGET RANGE: Medium
AGENCY: Madden Media

Visit California
ENTRY: Amplifying Tribal Voices Through Visit Native California
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Medium
AGENCY: MMGY NJF

Visit Greater Palm Springs
ENTRY: An Oasis for All
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Small

Visit Honduras
ENTRY: Building Destination Awareness in the U.S. Market
CATEGORY: PR Campaign Consumer
BUDGET RANGE: Medium
AGENCY: PTG Consulting

Visit Lauderdale
ENTRY: Visit Lauderdale – Hidden In Plain Sight
CATEGORY: Influencer Marketing
BUDGET RANGE: Medium
AGENCY: Aqua

Visit Myrtle Beach
ENTRY: TikTok Launch and Growth
CATEGORY: Social Media/Social Networking
BUDGET RANGE: Large
AGENCY: MMGY

Visit Panama City Beach
ENTRY: Fun For All - Accessibility Initiative
CATEGORY: Corporate Social Responsibility
BUDGET RANGE: Small
AGENCY: Lou Hammond Group + Luckie & Company

Visit Philadelphia
ENTRY: Filter by Date Functionality for Picks of the Week
CATEGORY: Technology
BUDGET RANGE: Small

Visit Philadelphia
ENTRY: In Pursuit of A More Perfect, Kind and Respectful Union
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Medium

Visit Seattle
ENTRY: Visit Seattle Summit Launch
CATEGORY: Group Sales/Travel Trade
BUDGET RANGE: Medium
AGENCY: PB&

Visit Stockton
ENTRY: "Fantastic 4 Stockton" Campaign
CATEGORY: Reputation Management
BUDGET RANGE: Small

Visit Tampa Bay
ENTRY: High Impact with Hulu
CATEGORY: Connected TV/Streaming/Linear
BUDGET RANGE: Medium
AGENCY: FKQ

Visit Ventura
ENTRY: A Small-Town Story of a Big-Time Event: the Journey of X Games 2023 Coming to Ventura
CATEGORY: Brand Campaign
BUDGET RANGE: Medium

Wequassett Resort and Golf Club
ENTRY: Wequassett Resort and Golf Club x Robb Report
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
BUDGET RANGE: Small

West Hollywood Travel + Tourism
ENTRY: Creators of West Hollywood
CATEGORY: Creators, Multi-media, video, and short form
BUDGET RANGE: Large
AGENCY: Ballantines PR

West Virginia Department of Tourism
ENTRY: AllTrails Partnership
CATEGORY: Content Marketing
BUDGET RANGE: Medium
AGENCY: BVK

Wightlink
ENTRY: The Quest
CATEGORY: Television
BUDGET RANGE: Medium
AGENCY: MMGY

Wyndham Hotels & Resorts
ENTRY: BOLD by Wyndham Launch
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Small

Xanterra Travel Collection (Grand Canyon South Rim)
ENTRY: Ain't That A Kick In The Head (who would have thunk it?)
CATEGORY: Creators, Multi-media, video, and short form
BUDGET RANGE: Small
AGENCY: Percepture

ZooTampa at Lowry Park
ENTRY: Unveiling the wonders of BUGTOPIA: ZOOTampa's captivating bug adventure
CATEGORY: Print Collateral
BUDGET RANGE: Small
AGENCY: Paradise Advertising



The Questex Travel Group offers the most robust opportunity to reach engaged travel agents and meeting planners via integrated solutions to drive your business forward.

LUXURY TRAVEL ADVISOR

TRAVEL AGENT CENTRAL

LUXURY TRAVEL ADVISOR'S ULTRA SUMMIT

NAVIGATING your TRAVEL BUSINESS

SELLING LUXURY

EXPERIENCE SERIES

meetingspotlight

Caribbean and Mexico Meeting & Incentive Travel Exchange

Global Meeting & Incentive Travel Exchange

FOR MORE INFORMATION

Questex Travel

The 2023 Adrian Awards

The 2023 Adrian Award Competition featured expanded categories in the divisions of Advertising; Digital; Public Relations/Communications; Integrated Campaigns; and Trending.

Advertising

Brand Campaign
Connected TV/Streaming/Linear
Corporate Social Responsibility
Diversity, Equity, Inclusion Marketing
Group Sales/Travel Trade
Influencer Marketing
Innovation
Print Collateral
Television

Digital

Affiliate Marketing
App
Audio
Contest/Sweepstakes
Creators, Multi-media, video, and short form
Diversity, Equity, Inclusion Marketing
Innovation
Metaverse/Gaming/NFT
Publisher Content
Search Marketing Strategy
Social Media Campaign
Social Media/Social Networking
Technology
Video - Single Entry
Video - Multiple Channels
Virtual Reality
Web Site

Integrated Campaign

Broadcast Integration
Business to Business
Business to Consumer
Content Marketing
Diversity, Equity, Inclusion Marketing
Experiential Marketing
Influencer Marketing
Innovation
Reputation Management

Public Relations/Communications

Diversity, Equity, Inclusion Marketing
Feature Placement Online or Print Consumer Magazine/Newspaper
Feature Placement Online or Print Consumer Media
Feature Placement Online or Print Trade Media
Influencer Marketing
Innovation
New Opening/Launch
PR Campaign Consumer
Re-Launch of Existing Property
Special Event

Trending

Artificial Intelligence (AI)
Environmental, Social, Governance (ESG)

GOLD WINNERS

Apple Vacations
ENTRY: Today Show "Spring Fling" Series
CATEGORY: Broadcast Integration
AGENCY: MMGY NJF

Atlantis Paradise Island
ENTRY: New Atlantis Website
CATEGORY: Web Site
AGENCY: Logicbomb and GlueIQ

Baha Mar
ENTRY: The Bahamas Culinary & Arts Festival Presented by Baha Mar
CATEGORY: New Opening/Launch
AGENCY: MMGY Wagstaff

Bardstown-Nelson County Tourist & Convention Commission
ENTRY: The Bardstown Collection
CATEGORY: PR Campaign Consumer
AGENCY: TURNER

Bardstown-Nelson County Tourist & Convention Commission
ENTRY: Visit Bardstown/Bardstown Collection: Garden & Gun Feature
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: TURNER

British Virgin Islands Tourist Board & Film Commission
ENTRY: Going Beyond the Beaches with the British Virgin Islands
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: MMGY NJF

Canyon Ranch
ENTRY: Canyon Ranch Paid Media Campaign
CATEGORY: Social Media Campaign
AGENCY: FINE

CheapCaribbean
ENTRY: TikTok Launch
CATEGORY: Social Media/Social Networking
AGENCY: MMGY Global

Colorado Tourism Office
ENTRY: The SLV is the Place to Be: Driving Visitation to Colorado's Lesser-Known San Luis Valley Region
CATEGORY: PR Campaign Consumer
AGENCY: Handlebar PR

Courtyard Hotels and Marriott Bonvoy
ENTRY: "This is Where We Fan"
CATEGORY: Experiential Marketing
AGENCY: 160over90

Destination Canada
ENTRY: Destination Canada Specialist Sales Companion
CATEGORY: Business to Business
AGENCY: TravPRO Mobile

Destination Cleveland
ENTRY: The Land for Life Video Series
CATEGORY: Video Multiple Channels
AGENCY: MMGY

Destin-Fort Walton Beach
ENTRY: Destination Stewardship
CATEGORY: Innovation

Discover Newport
ENTRY: A New Generation of Glitz-and-Glamour Seekers Flock to One of America's Original Seaside Resort Towns, Newport, RI
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: MMGY NJF

Discover The Palm Beaches
ENTRY: "The Golden Age of Travel" Consumer Brand Activation
CATEGORY: Experiential Marketing

Fairmont Century Plaza
ENTRY: Fairmont Beyond Limits - The Vertical Stage
CATEGORY: Special Event

Fairmont Hotels & Resorts
ENTRY: Fairmont Beyond Limits
CATEGORY: Experiential Marketing

Fairmont Hotels & Resorts
ENTRY: Fairmont Beyond Limits
CATEGORY: Innovation

Fort Myers – Islands, Beaches and Neighborhoods
ENTRY: Shining a Light on Fort Myers' Hurricane Recovery & Resilience
CATEGORY: Broadcast Integration
AGENCY: MMGY NJF

Fort Myers – Islands, Beaches and Neighborhoods
ENTRY: Nature's Resilience Following Hurricane Ian on CBS Sunday Morning
CATEGORY: Broadcast Integration
AGENCY: MMGY NJF

Hamilton Princess & Beach Club
ENTRY: Offline to Online at the Pink Palace
CATEGORY: Social Media/Social Networking
AGENCY: Persephone Social

Holland America Line
ENTRY: Holland America Line 150th Anniversary
CATEGORY: PR Campaign Consumer
AGENCY: THE DECKER/ROYAL AGENCY

Huttopia N. America
ENTRY: Have you heard of Huttopia? Creating a space for "Approachable Glamping"
CATEGORY: Re-Launch of Existing Property
AGENCY: LDPR

IHG Hotels & Resorts
ENTRY: Kimpton introduces first-ever Stay Human Creator Collective
CATEGORY: Influencer Marketing
AGENCY: Allison Worldwide

IHG Hotels & Resorts
ENTRY: Kimpton launches first-ever global Stay Human campaign & Creator Collective
CATEGORY: Innovation
AGENCY: Allison Worldwide

The 2023 Adrian Awards

GOLD WINNERS

Inclusive Collection, part of World of Hyatt
ENTRY: Vanderpump Rules X Dreams Natura Resort & Spa
CATEGORY: PR Campaign Consumer
AGENCY: rbb Communications

Justice of the Pies
ENTRY: Chef Brand Building – Book launch, Netflix Series launch Support and Store Launch
CATEGORY: New Opening/Launch
AGENCY: MMGY Wagstaff

Kimpton Seafire Resort + Spa
ENTRY: Launching The Caribbean's First Literary-Inspired Bar: Library by the Sea
CATEGORY: New Opening/Launch
AGENCY: TURNER

Lindblad Expeditions
ENTRY: Lindblad Expedition 360 Sales Companion
CATEGORY: Business to Business
AGENCY: TravPRO Mobile

Marriott Bonvoy & Marriott Hotels
ENTRY: "United. Near and Far." - Marriott Bonvoy, Marriott Hotels and Manchester United
CATEGORY: Experiential Marketing
AGENCY: 160over90

Marriott International
ENTRY: Marriott International and Publicis
GROUPE: Innovative Brand Awareness Campaign Drives More Than Two
CATEGORY: Search Marketing Strategy

Marriott International
ENTRY: Special Delivery - Marriott Bonvoy (Mercedes-AMG Petronas Formula 1 team partnership)
CATEGORY: Social Media Campaign

Marriott International, Inc.
ENTRY: W Hotels x "Pillow Talk"
CATEGORY: Influencer Marketing

Marriott International, Inc.
ENTRY: W Hotels' Instagram
CATEGORY: Social Media/Social Networking

MMGY Global
ENTRY: Portrait of Travelers with Disabilities™: Mobility and Accessibility
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: MMGY Global

MSC Cruises
ENTRY: MSC Cruises AFAR Placement
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

MSC Cruises
ENTRY: MSC Cruises New York Times Placement
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

Napa Valley Wine Train
ENTRY: Napa Valley Wine Train Social Media
CATEGORY: Social Media/Social Networking
AGENCY: VERB Interactive

Naviva, A Four Seasons Resort, Punta Mita, Mexico
ENTRY: The Point PR's New Opening Campaign for Naviva, A Four Seasons Resort, Punta Mita, Mexico
CATEGORY: New Opening/Launch
AGENCY: The Point PR

Newfoundland and Labrador Tourism
ENTRY: The Welcome Desk
CATEGORY: Video - Single Entry
AGENCY: Target

Ocean City Maryland Department of Tourism & Business Development
ENTRY: Ocean City Maryland's Catch a Ride Program
CATEGORY: Experiential Marketing
AGENCY: BVK

OTO Development
ENTRY: Influencing an Effective Launch
CATEGORY: Influencer Marketing

Park County Travel Council
ENTRY: Cody Yellowstone WILD Winter Photography Workshop Activation
CATEGORY: Experiential Marketing
AGENCY: VERB Interactive

Scandinavian Airlines
ENTRY: SAS Announces Reservations for First Electric Flight
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: MMGY Wagstaff

Shangri-La Group
ENTRY: Find Your Shangri-La
CATEGORY: Brand Campaign

Sonoma County Tourism
ENTRY: Life Opens Up: Sonoma County Tourism TODAY Show Partnership
CATEGORY: Broadcast Integration
AGENCY: Fahlgren Mortine

Sonoma County Tourism
ENTRY: Life Opens Up: Sonoma County Tourism Pause & Effect Public Relations Campaign
CATEGORY: PR Campaign Consumer
AGENCY: Fahlgren Mortine

South Dakota Department of Tourism
ENTRY: The South Dakota Corn-Bassador
CATEGORY: PR Campaign Consumer
AGENCY: Lou Hammond Group

Speigelworld
ENTRY: When the Circus Came to a Ghost Town
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Rachel Harrison Communications

St. Regis Hotels
ENTRY: St. Regis – Italian Destination Campaign
CATEGORY: Social Media Campaign

The Bahamas Ministry of Tourism, Investments & Aviation
ENTRY: Bahamas 50th Anniversary of Independence
CATEGORY: Special Event
AGENCY: Weber Shandwick

The Biltmore Hotel
ENTRY: The Critic - a branded short film starring the Biltmore Hotel
CATEGORY: Video - Single Entry
AGENCY: Reel City Films

The Luxury Collection
ENTRY: Content Strategy
CATEGORY: Social Media/Social Networking
AGENCY: 71 West

The Luxury Collection
ENTRY: Inside the Collection
CATEGORY: Video Multiple Channels
AGENCY: Stept Studios & 71 West

Tourism Australia
ENTRY: Come And Say G'Day Campaign Launch
CATEGORY: PR Campaign Consumer
AGENCY: TURNER

Travel + Leisure Co.
ENTRY: The Moab Resort
CATEGORY: New Opening/Launch

Travel South Dakota
ENTRY: So Much South Dakota, So Little Time
CATEGORY: Business to Consumer
AGENCY: Karsh Hagan

Travel Wisconsin
ENTRY: Tasty Makers Campaign
CATEGORY: PR Campaign Consumer
AGENCY: TURNER

Travel Wisconsin
ENTRY: Ashlea Halpern's Conde Nast Traveler Article
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: TURNER

U.S. Virgin Islands Department of Tourism
ENTRY: The U.S. Virgin Islands' Everywhere Approach to Marketing
CATEGORY: Experiential Marketing
AGENCY: Miles Partnership

Utah Office of Tourism
ENTRY: Let's Talk Utah – Season 3
CATEGORY: Social Media Campaign
AGENCY: Sparkloft Media

Visit Baltimore
ENTRY: Visit Baltimore CIAA Media FAM
CATEGORY: Special Event
AGENCY: Development Counsellors International

Visit Buffalo Niagara
ENTRY: Buffalo, NY Recognized with Travel + Leisure Destination Feature
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Madden Media

Visit Carlsbad
ENTRY: Visit Carlsbad Connected TV Campaign
CATEGORY: Connected TV/Streaming/Linear
AGENCY: 62ABOVE

Visit Costa Rica
ENTRY: Costa Rica's WeWork Takeover
CATEGORY: PR Campaign Consumer
AGENCY: MMGY NJF

Visit Greater Palm Springs
ENTRY: The Ultimate Summer in Greater Palm Springs
CATEGORY: Social Media Campaign
AGENCY: Sonic Gods Media

Visit Honduras
ENTRY: Building Destination Awareness in the U.S. Market
CATEGORY: PR Campaign Consumer
AGENCY: PTG Consulting

Visit Lauderdale
ENTRY: Visit Lauderdale – Hidden In Plain Sight
CATEGORY: Influencer Marketing
AGENCY: Aqua

Visit Montana
ENTRY: Yellowstone National Park Flood Response Campaign
CATEGORY: Special Event
AGENCY: Hoffman York

Visit SLO CAL
ENTRY: Dylan Efron: Home Again
CATEGORY: Influencer Marketing
AGENCY: MMGY NJF

Visit Tampa Bay
ENTRY: High Impact with Hulu
CATEGORY: Connected TV/Streaming/Linear
AGENCY: FKQ

Visit Ventura
ENTRY: A Small-Town Story of a Big-Time
EVENT: the Journey of X Games 2023 Coming to Ventura
CATEGORY: Special Event

VisitGreenvilleSC
ENTRY: A Tyler Florence Homecoming
CATEGORY: Special Event
AGENCY: TK PR

VisitLEX
ENTRY: VisitLEX Presents: Horse Kicks
CATEGORY: PR Campaign Consumer
AGENCY: QUINN PR

The 2023 Adrian Awards

GOLD WINNERS

Vrbo, an Expedia Group brand
ENTRY: Vrbo wows with its 2023 Vacation Homes of the Year
CATEGORY: PR Campaign Consumer
AGENCY: Expedia Group

Wequassett Resort and Golf Club
ENTRY: Wequassett Resort and Golf Club x Robb Report
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

WorldMark by Wyndham
ENTRY: WorldMark by Wyndham Planting Seeds
CATEGORY: PR Campaign Consumer
AGENCY: THE DECKER/ROYAL AGENCY

Wyndham Hotels & Resorts
ENTRY: Wyndham Rewards - The Cubicle Caddie
CATEGORY: PR Campaign Consumer

Wyndham Hotels & Resorts
ENTRY: BOLD by Wyndham Launch
CATEGORY: Diversity, Equity, Inclusion Marketing

SILVER WINNERS

Allianz Partners USA
ENTRY: New "Pay-cation" Term Earns Dividends for Allianz with Solid Media Coverage
CATEGORY: Feature Placement Online or Print Trade Media
AGENCY: FINN Partners

Allianz Partners USA
ENTRY: Media Shine Spotlight on Allianz's New "Pay-cation" Travel Trend
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: FINN Partners

Amelia Island Convention & Visitors Bureau
ENTRY: Swipe the snow and soak up the sun on Amelia Island
CATEGORY: Technology

Arlington Convention & Visitors Bureau
ENTRY: Taylor Swift's Eras Tour - Leisure Media FAM Trip in Arlington, Texas
CATEGORY: Special Event
AGENCY: PETERMAYER

Atara Desert Color
ENTRY: Atara Desert Color Campaign
CATEGORY: Business to Consumer
AGENCY: Real Living Production

Atlantis The Royal
ENTRY: The Grand Reveal of Atlantis The Royal in Dubai
CATEGORY: New Opening/Launch
AGENCY: Quinn PR

Barbados Tourism Marketing Inc.
ENTRY: BTMI Chefette x JetBlue Launch
CATEGORY: New Opening/Launch

Belize Tourism Board
ENTRY: Grab Life in Belize FPV
CATEGORY: Connected TV/Streaming/ Linear
AGENCY: The Zimmerman Agency

Bermuda Tourism Authority
ENTRY: Lost Yet Found
Category: Business to Consumer
Agency: Proverb LLC

Best Western Hotels & Resorts
ENTRY: Best Western® Hotels & Resorts 2023 Adam Sandoval "The Great American Convoy" Motorcycle Tour Sponsorship
CATEGORY: Influencer Marketing
AGENCY: Ideas Collide

Bonjour Québec
ENTRY: Welcoming Americans Back to Québec
CATEGORY: PR Campaign Consumer
AGENCY: SiPP Communications

Cambridge Beaches Resort & Spa
ENTRY: Cambridge Beaches Resort & Spa - Reimagining & Reopening
CATEGORY: PR Campaign Consumer
AGENCY: M18 PR

Camelback Resort
ENTRY: 60 Years of Camelback
CATEGORY: Video - Single Entry

Club Wyndham
ENTRY: Club Wyndham Take a Chef
CATEGORY: PR Campaign Consumer
AGENCY: THE DECKER/ROYAL AGENCY

Coulibri Ridge
ENTRY: Sustainable Caribbean Luxury at Coulibri Ridge
CATEGORY: New Opening/Launch
AGENCY: PTG Consulting

Destin-Fort Walton Beach
ENTRY: Influencer Campaign
CATEGORY: Influencer Marketing

Discover Atlanta
ENTRY: 50 Fun Things to See & Do in Atlanta
CATEGORY: Business to Consumer
AGENCY: Madden Media

Discover Dominica Authority
ENTRY: Distinctly Dominica
CATEGORY: PR Campaign Consumer
AGENCY: Zapwater Communications, Inc.

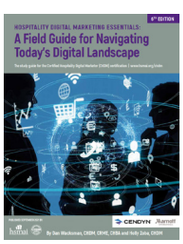
Discover South Carolina
ENTRY: Greatness Grown Video Series
CATEGORY: Video Multiple Channels
AGENCY: SC Department of Parks, Recreation & Tourism

Add HSMAI Certification To Your Professional Profile

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

Prepare with the exclusive guide:

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



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

Prepare with the exclusive guide:

Evolving Dynamics: From Revenue Management to Revenue Strategy



HSMAI and the Russell Partnership Technology offer the Certified Hospitality Business Acumen course as an individual, self-paced, online version as well as an instructor-led course, presented online or in person, leading to HSMAI's CHBA Certification. This unique training will upgrade your business acumen skills and drive an elevated understanding of the hospitality industry and how it operates.

RUSSELL PARTNERSHIP COLLECTION

You're a hospitality sales leader and want to be recognized for your knowledge, experience, and capabilities in the discipline. HSMAI's Certified Hotel Sales Leader (CHSL) certification recognizes and validates the knowledge, experience, and capabilities of hotel sales leaders. Achieving the CHSL certification demonstrates to sales leaders, their employers, their colleagues, and their peers that they are professionals in the field of hospitality sales leadership with tactical and strategic expertise. Stay tuned for more details and the date for the launch of this certification in 2024.



Visit hsmaicertifications.org to Certify Your Experience

hsmai
FUEL SALES ≠ INSPIRE MARKETING ≠ OPTIMIZE REVENUE

The 2023 Adrian Awards

SILVER WINNERS

Discover South Carolina
ENTRY: Live with Kelly and Ryan
CATEGORY: Broadcast Integration
AGENCY: SC Department of Parks, Recreation & Tourism

Discover South Carolina
ENTRY: South Carolina's Blockbuster Bucket List
CATEGORY: Influencer Marketing
AGENCY: SC Department of Parks, Recreation & Tourism

Discover The Palm Beaches
ENTRY: Condé Nast Traveler: How to Spend a Weekend in Palm Beach, Florida
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

Discover The Palm Beaches
ENTRY: Parade: Instagrammable America: The 21 Best West Palm Beach and Palm Beach Restaurants
CATEGORY: Feature Placement Online or Print Consumer Media

Expedia Group
ENTRY: Travel Trends
CATEGORY: PR Campaign Consumer

Fairmont Hotels & Resorts
ENTRY: Fairmont Beyond Limits
CATEGORY: Business to Consumer

Fairmont Hotels & Resorts
ENTRY: Fairmont Beyond Limits
CATEGORY: Content Marketing

Grand Canyon West
ENTRY: Grand Canyon West - Mobile App
CATEGORY: App
AGENCY: Madden Media

Heritage Corridor Destinations
ENTRY: The Great American Road Trip
CATEGORY: Innovation

Hidden Pond-Kennebunkport Resort Collection
ENTRY: Hidden Pond x Todd Snyder
CATEGORY: Experiential Marketing

Hidden Pond-Kennebunkport Resort Collection
ENTRY: Hidden Pond x The Boston Globe
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

Hilton Worldwide
ENTRY: Hilton Worldwide - MEA Regional Influencer Activation
CATEGORY: Influencer Marketing

IHG Hotels & Resorts
ENTRY: IHG Ignite
Category: Special Event
AGENCY: Elevations Exhibition and Design Limited; SNP

JW Marriott
ENTRY: Lily Kwong x JW Garden Singapore
CATEGORY: Social Media Campaign

Kessler Collection
ENTRY: The Next Original by Kessler
CATEGORY: Experiential Marketing

Korea Tourism Organization
ENTRY: Travel to Korea begins again.
CATEGORY: Brand Campaign
AGENCY: SOUBRIET BYRNE AND ASSOCIATES INC.

Lake Tahoe Visitors Authority
ENTRY: Visit Lake Tahoe Brand
CATEGORY: Brand Campaign
AGENCY: Noble Studios

Lansdowne Resort
ENTRY: Lansdowne Resort Blog
CATEGORY: Publisher Content
AGENCY: Dana Communications

Las Vegas Convention and Visitors Authority
ENTRY: Las Vegas Convention and Visitors Authority Website
CATEGORY: Web Site
AGENCY: Simpleview

Lightstone Group, Moxy NYC Hotels
ENTRY: The Launch of Moxy Lower East Side and Moxy Williamsburg
CATEGORY: New Opening/Launch
AGENCY: The Brandman Agency

Lindblad Expeditions
ENTRY: Lindblad Expeditions-National Geographic Kids Cruise Free Sale
CATEGORY: PR Campaign Consumer
AGENCY: THE DECKER/ROYAL AGENCY

London & Partners
ENTRY: Great British Tea Party Gives New Yorkers a Taste of Royalty
CATEGORY: Special Event
AGENCY: MMGY NJF

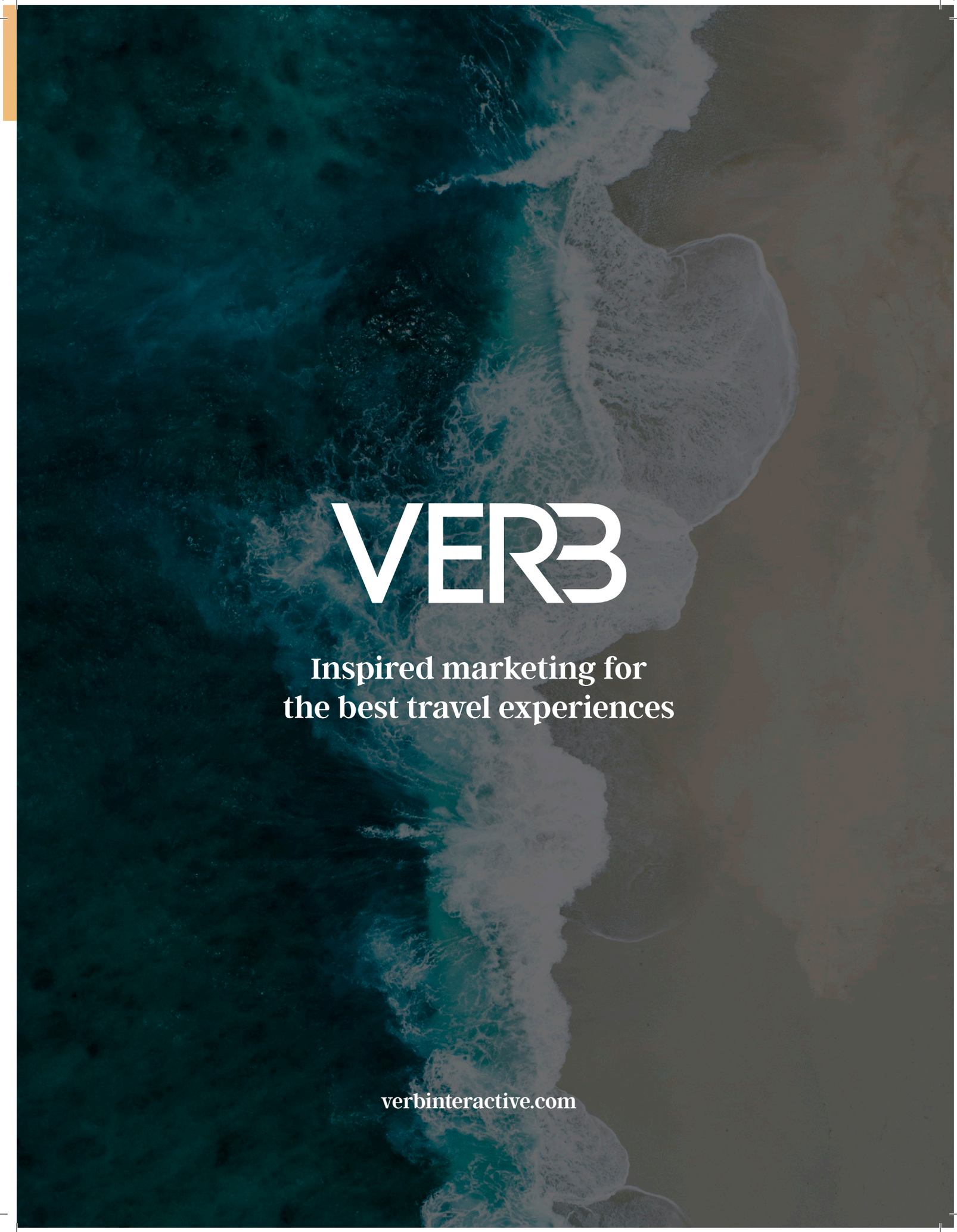
Marine & Lawn Hotels & Resorts
ENTRY: Teeing Up Success for New Golf-Centric Luxury Hotel Brand
CATEGORY: New Opening/Launch
AGENCY: LDPR

Marriott International
ENTRY: Marriott Bonvoy Moments 1-Point Drops
CATEGORY: Experiential Marketing
AGENCY: FIMI

Marriott International
ENTRY: Q1/Q2 2023 Global Promotion
CATEGORY: Business to Consumer

Marriott International, Inc.
ENTRY: W Hotels X "Pillow Talk"
CATEGORY: Influencer Marketing

Marriott International, Inc.
ENTRY: W Hotels x "Pillow Talk"(Kristen Kish)
CATEGORY: Video - Single Entry


VERB
Inspired marketing for
the best travel experiences
verbinteractive.com

The 2023 Adrian Awards

SILVER WINNERS

Marriott International, Inc.
ENTRY: W Hotels "Vignettes"
CATEGORY: Creators, Multi-media, video, and short form

Marriott International, Inc.
ENTRY: W Hotels x "Travel With Me"
CATEGORY: Influencer Marketing

Marriott International, Inc.
ENTRY: W Hotels Rebrand
CATEGORY: Social Media Campaign

Martin County Office of Tourism & Marketing
ENTRY: Treasure Coast Songwriters Festival
CATEGORY: Special Event

Mavsa Resort
ENTRY: Mavsa Moments: turning experiences into magical moments
CATEGORY: Business to Consumer
AGENCY: Pmweb

Miraval Resorts & Spas
ENTRY: Celebrating our Colleagues
CATEGORY: Content Marketing
AGENCY: 20Two Studio

Mountain Lodge Telluride
ENTRY: Mountain Lodge Telluride | Website
CATEGORY: Web Site
AGENCY: Tambourine

MSC Cruises
ENTRY: MSC Cruises Forbes Placement
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

MSC Cruises
ENTRY: MSC Cruises Travel + Leisure Placement
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

Naples, Marco Island and the Everglades - Florida's Paradise Coast
ENTRY: Naples, Marco Island and the Everglades - Florida's Paradise Coast: If Only
CATEGORY: Print Collateral
AGENCY: Paradise Advertising

Naples, Marco Island and the Everglades - Florida's Paradise Coast
ENTRY: Canada The Weather Network Campaign (Visit Florida Co-Op) - Contest/Sweepstake
CATEGORY: Contest/Sweepstakes
AGENCY: Paradise Advertising

Nebraska Tourism Commission
ENTRY: "Honestly, It's Not for Everyone" Summer Campaign 2023
CATEGORY: Business to Consumer
AGENCY: Miles Partnership

Newfoundland and Labrador Tourism
ENTRY: Newfoundland & Labrador MindSet
CATEGORY: Business to Consumer
AGENCY: Target

Omni PGA Frisco
ENTRY: Omni PGA Frisco Opening
CATEGORY: New Opening/Launch
AGENCY: Magrino

Pebble Beach Resorts
ENTRY: Spotlighting Women in Turf for the U.S. Women's Open at Pebble Beach Resorts
CATEGORY: PR Campaign Consumer
AGENCY: Eric Mower + Associates

Pebble Beach Resorts
ENTRY: Beyond the Greens at Pebble Beach Resorts
CATEGORY: PR Campaign Consumer
AGENCY: Mower

Pinehurst Resort
ENTRY: North & South Amateur
CATEGORY: Innovation

Preidlhof
ENTRY: Introducing Preidlhof - Italian Wellness Resort Makes Successful U.S. Debut
CATEGORY: PR Campaign Consumer
AGENCY: Eric Mower + Associates

Red Roof Franchising, LLC
ENTRY: #PeopleStayFree - Red Roof TikTok
CATEGORY: Social Media/Social Networking

Rhode Island Commerce Corporation
ENTRY: WaterFire Invitation
CATEGORY: Print Collateral
AGENCY: The Zimmerman Agency

Sandals Resorts
ENTRY: Sandals Resorts 40th Anniversary - Print Collateral Campaign
CATEGORY: Print Collateral
AGENCY: Hunter Hamersmith Advertising

Sandals Resorts
ENTRY: Sandals Resorts 40th Anniversary - Consumer Integrated Campaign
CATEGORY: Business to Consumer
AGENCY: Hunter Hamersmith Advertising

Sandals Resorts
ENTRY: Sandals Royal Curaçao - Print Collateral Campaign
CATEGORY: Print Collateral
AGENCY: Hunter Hamersmith Advertising

Santa Monica Travel & Toursim
ENTRY: Brighton City Friendship Pact & Activation
CATEGORY: Experiential Marketing

Shangri-La Group
ENTRY: Find Your Shangri-La
CATEGORY: Business to Consumer

Shangri-La Group
ENTRY: Find Your Shangri-La
CATEGORY: Video - Single Entry
AGENCY: McCann Worldgroup SEA



CONGRATULATIONS
to this year's honored HSMAI career achievement award recipient of the Albert E. Kohl Award for Hospitality Marketing

Jeff Senior
Former Chief Commercial Officer, KSL Resources

OUTRIGGER is thankful and proud of your exemplary achievements and leadership in the hospitality industry.

OUTRIGGER®
HOSPITALITY GROUP

REMINGTON HOSPITALITY
CONGRATULATES



Raul Moronta

FOR BEING NAMED ONE OF
HSMAI'S TOP 25
EXTRAORDINARY MINDS OF 2023

RH
remington

The 2023 Adrian Awards

SILVER WINNERS

SLS Baha Mar
ENTRY: Fashion Brand PatBO Takes on SLS Baha Mar
CATEGORY: Influencer Marketing
AGENCY: MMGY Wagstaff

Space Coast Office of Tourism
ENTRY: Space Coast Office of Tourism Cruise Campaign
CATEGORY: Business to Consumer
AGENCY: &Barr

Suzhou Municipal Bureau of Culture, Radio, Television and Tourism
ENTRY: Suzhou Welcomes International Travelers Again in 2023
CATEGORY: Special Event
AGENCY: PTG Consulting

The Cayman Islands Department of Tourism (CIDOT)
ENTRY: The Cayman Islands Department of Tourism Shines on Cover of T+L November Issue
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Coyne PR

The David Kempinski Tel Aviv
ENTRY: Launch of The David Kempinski Tel Aviv
CATEGORY: New Opening/Launch
AGENCY: Xhibition PR

The Ritz Carlton and Marriott Bonvoy
ENTRY: Mercedes-AMG PETRONAS F1 Team, The Ritz-Carlton and Marriott Bonvoy
CATEGORY: Special Event
AGENCY: 160over90

The Ritz-Carlton
ENTRY: I am Ritz-Carlton
CATEGORY: Social Media Campaign

The Royal Hawaiian, a Luxury Collection Resort, Waikiki
ENTRY: Do You Dream in Pink?
CATEGORY: Social Media/Social Networking

Tourism Authority of Thailand
ENTRY: Just When You Thought You Knew Bangkok, Thailand's Most Visited City Changes
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Rachel Harrison Communications

Tourism Corporation Bonaire
ENTRY: Earthonauts Campaign
CATEGORY: Corporate Social Responsibility
AGENCY: Dunn&Co.

Tourism Corporation Bonaire
ENTRY: Earthonauts Campaign
CATEGORY: Influencer Marketing
AGENCY: Dunn&Co.

Travel South Dakota
ENTRY: So Much South Dakota, So Little Time
CATEGORY: Connected TV/Streaming/Linear
AGENCY: Karsh Hagan

Travel South USA
ENTRY: Taste the South
CATEGORY: Business to Consumer
AGENCY: Miles Partnership

Travel Wisconsin
ENTRY: Wisconsin In Color Campaign
CATEGORY: Social Media Campaign
AGENCY: TURNER

Uniworld Boutique River Cruises
ENTRY: Uniworld Departures Feature
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: THE DECKER/ROYAL AGENCY

Virginia Beach Convention & Visitors Bureau
ENTRY: Go Find Your Happy in Virginia Beach, Pharrell Williams-Style
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: FINN Partners

Visit Alexandria
ENTRY: Visit Alexandria's "Best Kept Shh!" Campaign Makes an Impact
CATEGORY: Brand Campaign

Visit California
ENTRY: Amplifying Tribal Voices Through Visit Native California
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: MMGY NJF

Visit Corpus Christi
ENTRY: Integrated Marketing and Messaging Campaign: Overall Marketing Budget $1 Million - $5 Million
CATEGORY: Business to Consumer

Visit Elizabeth City
ENTRY: Healing a Community With Hot Cocoa
CATEGORY: PR Campaign Consumer
AGENCY: MMGY NJF

Visit Estes Park
ENTRY: Standing Up For Workforce Housing & Childcare In Estes Park
CATEGORY: Environmental, Social, Governance (ESG)
AGENCY: TURNER

Visit Finland
ENTRY: Visit Finland Happiness Campaign: Find Your Inner Finn
CATEGORY: PR Campaign Consumer
AGENCY: Zapwater Communications, Inc.

Visit Glendale
ENTRY: Visit Glendale - Where Champions are Crowned
CATEGORY: Experiential Marketing
AGENCY: Madden Media

Visit Irving
ENTRY: Southern Travelers Explore - #STE
CATEGORY: Special Event

Visit Lauderdale
ENTRY: Visit Lauderdale/ABC Television "Good Morning America" Partnership
CATEGORY: Broadcast Integration
AGENCY: Aqua

Visit Myrtle Beach
ENTRY: TikTok Launch and Growth
CATEGORY: Social Media/Social Networking
AGENCY: MMGY

Visit Myrtle Beach
ENTRY: Mitarry Best – As Created by AI
CATEGORY: Artificial Intelligence (AI)
AGENCY: MMGY

Visit Philadelphia
ENTRY: Filter by Date Functionality for Picks of the Week
CATEGORY: Technology

Visit Philadelphia
ENTRY: Drag Queen Story Time TV Spot
CATEGORY: Diversity, Equity, Inclusion Marketing

Visit Savannah
ENTRY: "Surprisingly Savannah" Chicago Pop-Up
CATEGORY: Experiential Marketing
AGENCY: Engage & Resonate

Visit Savannah
ENTRY: Visit Savannah 2023 TV Spot
CATEGORY: Connected TV/Streaming/ Linear

Visit Seattle
ENTRY: Serving From The Northwest
CATEGORY: Experiential Marketing
AGENCY: PB&

Visit Seattle
ENTRY: Visit Seattle Meets The Walking Dead
CATEGORY: Social Media Campaign
AGENCY: PB&

Visit Seattle
ENTRY: Visit Seattle Summit Launch Category: Group Sales/Travel Trade
AGENCY: PB&

Visit St. Pete/Clearwater
ENTRY: Gulf to Bay Magazine
CATEGORY: Print Collateral
AGENCY: BVK

Visit St. Pete/Clearwater
ENTRY: Visit St. Pete/Clearwater Paints the Town Pink as The Ultimate Barbiecore Getaway
CATEGORY: PR Campaign Consumer
AGENCY: MMGY NJF

Visit Stockton
ENTRY: "Fantastic 4 Stockton" Campaign
CATEGORY: Reputation Management

Visit Tampa Bay
ENTRY: All are Welcome in Tampa Bay
CATEGORY: Reputation Management

Visit Tampa Bay
ENTRY: Love, Tradition, and Tourism: Visit Tampa Bay's Reality Show Success
CATEGORY: Video - Single Entry

Visit Tampa Bay
ENTRY: Tampa-to-Tampa
CATEGORY: Special Event

Visit Ventura
ENTRY: A Small-Town Story of a Big-Time Event: the Journey of X Games 2023 Coming to Ventura
CATEGORY: Brand Campaign

VisitGreenvilleSC
ENTRY: The Greenville, South Carolina Taco Trail
CATEGORY: PR Campaign Consumer
AGENCY: TK PR

Washington Metropolitan Area Transit Authority
ENTRY: Metro Silver Line - Connections Campaign
CATEGORY: Business to Consumer
AGENCY: WHITE64

Wequassett Resort and Golf Club
ENTRY: Wequassett Resort and Golf Club x Isaac Boots
CATEGORY: PR Campaign Consumer

West Hollywood Travel + Tourism
ENTRY: Creators of West Hollywood
CATEGORY: Creators, Multi-media, video, and short form
AGENCY: Ballantines PR

West Virginia Department of Tourism
ENTRY: AllTrails Partnership
CATEGORY: Content Marketing
AGENCY: BVK

Westchester County Tourism & Film
ENTRY: Westchester: Beyond the Everyday
CATEGORY: Influencer Marketing
AGENCY: Mower

Wightlink
ENTRY: The Quest
CATEGORY: Television
AGENCY: MMGY

Wisconsin Department of Tourism
ENTRY: Events Campaign
CATEGORY: Business to Consumer
AGENCY: Hiebing

Wyndham Hotels & Resorts
ENTRY: Days Inn by Wyndham - Complimentary Mirror
CATEGORY: PR Campaign Consumer

Wyndham Hotels & Resorts
ENTRY: Super 8 by Wyndham - Scents of the Open Road
CATEGORY: PR Campaign Consumer

The 2023 Adrian Awards

SILVER WINNERS

Wyoming Office of Tourism
ENTRY: Modern Explorers – How Wyoming invited travelers to experience the last bastion of the West
CATEGORY: Brand Campaign
AGENCY: BVK

Xanterra Travel Collection (Grand Canyon South Rim)
ENTRY: Ain't That A Kick In The Head (who would have thunk it?)
CATEGORY: Creators, Multi-media, video, and short form
AGENCY: Percepture

ZooTampa at Lowry Park
ENTRY: Unveiling the wonders of BUGTOPIA: ZOOTampa's captivating bug adventure
CATEGORY: Print Collateral
AGENCY: Paradise Advertising

BRONZE WINNERS

1 Hotels/ SH Group
ENTRY: 1 Hotels Search Marketing Strategy
CATEGORY: Search Marketing Strategy
AGENCY: VERB Interactive

Accor Chicago
ENTRY: ACCOR CHICAGO: Reintroducing Fairmont Chicago, Sofitel Chicago and Swissôtel Chicago to the Windy City
CATEGORY: Re-Launch of Existing Property
AGENCY: Zapwater Communications, Inc.

Air Tahiti Nui
ENTRY: Air Tahiti Nui Celebrates a Decade of Marriage Equality at 40,000 Feet
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: Zapwater Communications, Inc.

Alabama Tourism Department
ENTRY: Campaign - Take It All In
CATEGORY: Business to Consumer
AGENCY: Intermark Group

Alaska Travel Industry Association
ENTRY: AKA Also Known As Alaska – Advertising Brand Campaign
CATEGORY: Brand Campaign
AGENCY: Miles Partnership

Amelia Island Convention & Visitors Bureau
ENTRY: Shake and scroll your way to Amelia Island
CATEGORY: Innovation

Amelia Island Convention & Visitors Bureau
ENTRY: Amelia Island Destination Showcase
CATEGORY: Publisher Content

Amelia Island Convention & Visitors Bureau
ENTRY: Amelia Island tops list of hidden gems of Florida
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

Amelia Island Convention & Visitors Bureau
ENTRY: Right Whale Festival Social Promotion
CATEGORY: Social Media/Social Networking

Amelia Island Convention & Visitors Bureau
ENTRY: It's an Island thing video vignettes
CATEGORY: Video Multiple Channels

Appellation
ENTRY: New Culinary-Focused Hotel Brand Becomes the Talk of the Industry with 1.5 Billion Media Impressions
CATEGORY: New Opening/Launch
AGENCY: QUINN PR

Arlington Convention & Visitors Bureau
ENTRY: Arlington's Taylor Swift Eras Tour Leisure FAM: Travel + Leisure Online Feature
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: PETERMAYER

Associated Luxury Hotels International
ENTRY: Beyond the Meeting Room
CATEGORY: Content Marketing

Atlantica Hospitality International
ENTRY: Let's Atlantica: the loyalty program that connects brands from all over Brazil
CATEGORY: Innovation
AGENCY: Pmweb

Atlantis Paradise Island
ENTRY: Atlantis Content Marketing Strategy
CATEGORY: Content Marketing

Atlantis Paradise Island
ENTRY: Atlantis Paradise Island Mobile App
CATEGORY: App
AGENCY: Phunware and GlueIQ

Aurora Expeditions
ENTRY: Aurora Expeditions Launches New Purpose-Built Ship Honoring Women, The Sylvia Earle
CATEGORY: New Opening/Launch
AGENCY: MMGY NJF

Beacon Grand
ENTRY: Beacon Grand Brand Campaign
CATEGORY: Brand Campaign
AGENCY: FINE

Belize Tourism Board
ENTRY: Belize 'Reef with a Beef'
CATEGORY: Social Media Campaign
AGENCY: The Zimmerman Agency

Bermuda Tourism Authority
ENTRY: Lost Yet Found
CATEGORY: Brand Campaign
AGENCY: Proverb LLC

Bermuda Tourism Authority
ENTRY: Bermuda Tourism Authority Website - GoToBermuda.com
CATEGORY: Web Site
AGENCY: VERB Interactive

Best Western Hotels & Resorts
ENTRY: Best Western® Hotels & Resorts 2023 Travel Zone Canada Subpage
CATEGORY: Web Site
AGENCY: Ideas Collide

Best Western Hotels & Resorts
ENTRY: Best Western® Hotels & Resorts 2023 Netflix Video Advertising
CATEGORY: Innovation
AGENCY: Ideas Collide

Best Western Hotels & Resorts
ENTRY: Best Western® Hotels & Resorts 2023 Stick Figure Video
CATEGORY: Video - Single Entry
AGENCY: Ideas Collide

Best Western Hotels & Resorts
ENTRY: Best Western® Hotels & Resorts 2022 Campaigns & 2023 Spring/Summer Promo Pinterest Collections
CATEGORY: Social Media Campaign
AGENCY: Ideas Collide

Best Western® Hotels & Resorts
ENTRY: Best Western® Hotels & Resorts 2023 Spring & Summer Promo Campaigns
CATEGORY: Business to Consumer
AGENCY: Ideas Collide

Black Tomato
ENTRY: Black Tomato x 007 Debut Trips for Serious Set-Jetters
CATEGORY: New Opening/Launch
AGENCY: Rachel Harrison Communications

Borgata Hotel Casino & Spa
ENTRY: Borgata Hotel Casino & Spa Remodels and Rebrands MGM Tower
CATEGORY: Re-Launch of Existing Property
AGENCY: MMGY NJF

Brand USA
ENTRY: America's Wild, Presented by Trailfinders and Brand USA
CATEGORY: Business to Consumer

Camelback Resort
ENTRY: 60 Years of Camelback
CATEGORY: Social Media Campaign

Canyon Ranch
ENTRY: Canyon Ranch Social Media Campaign
CATEGORY: Social Media/Social Networking
AGENCY: FINE

Cayman Islands Tourism
ENTRY: Cayman Islands Specialist Sales Companion
CATEGORY: Business to Business
AGENCY: TravPRO Mobile

CheapCaribbean
ENTRY: Cosmic Caribbean
CATEGORY: Business to Consumer
AGENCY: MMGY Global

City of La Quinta
ENTRY: Love La Quinta and Uncovering the Gems
CATEGORY: Reputation Management
AGENCY: Madden Media

City of San Luis Obispo
ENTRY: Visit San Luis Obispo Website
CATEGORY: Web Site
AGENCY: Noble Studios

City of San Luis Obispo
ENTRY: Visit San Luis Obispo Brand
CATEGORY: Brand Campaign
AGENCY: Noble Studios

City of Virginia Beach Convention & Visitors Bureau
ENTRY: New Premier Action Sports Event Ramps Up Interest in Virginia Beach
CATEGORY: Feature Placement Online or Print Trade Media
AGENCY: FINN Partners

Columbia County Tourist Development Council
ENTRY: Revitalizing the Columbia County Tourism Brand
CATEGORY: Brand Campaign
AGENCY: Paradise Advertising

Concord Hospitality
ENTRY: One on One With Concord Hospitality Enterprises Company's Mark Laport
CATEGORY: Feature Placement Online or Print Trade Media
AGENCY: MMGY NJF

Cragun's Resort on Gull Lake
ENTRY: From Discovery to Conversion: Amplifying Cragun's Resort on Gull Lake in the SERP
CATEGORY: Search Marketing Strategy
AGENCY: GCommerce Solutions

Destination Cleveland
ENTRY: One Destination. One Voice. Co-Op Partner Direct Mail Campaign.
CATEGORY: Print Collateral
AGENCY: MMGY

Destination DC
ENTRY: Destination DC Station Domination in Philly
CATEGORY: Innovation
AGENCY: MMGY

Destination Door County
ENTRY: Art in the Door
CATEGORY: Contest/Sweepstakes
AGENCY: Madden Media

Destination Door County
ENTRY: Destination Door County - "Feelings" Campaign
CATEGORY: Brand Campaign
AGENCY: Madden Media

The 2023 Adrian Awards

BRONZE WINNERS

Destination New South Wales
ENTRY: Sydney, Australia - A Beacon of Inclusivity at WorldPride 2023
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: The Culturist Group

Destin-Fort Walton Beach
ENTRY: Community Engagement
CATEGORY: Corporate Social Responsibility

Destin-Fort Walton Beach, Florida
ENTRY: Writer Tames Lionfish for Her Culinary Audience
CATEGORY: Feature Placement Online or Print Consumer Media

Discover South Carolina
ENTRY: Palmetto Porch Podcast
CATEGORY: Audio
AGENCY: SC Department of Parks, Recreation & Tourism

Discover South Carolina
ENTRY: Fodor's Travel: You're Going to the Wrong City in the Carolinas
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: SC Department of Parks, Recreation & Tourism

Discover The Palm Beaches
ENTRY: Taste of The Palm Beaches
CATEGORY: Business to Consumer

Discover The Palm Beaches
ENTRY: Most Followed DMO on TikTok
CATEGORY: Social Media/Social Networking

Discover The Palm Beaches
ENTRY: Mermaid Creator Campaign
CATEGORY: Creators, Multi-media, video, and short form

Discover The Palm Beaches
ENTRY: Love The Palm Beaches Resident Campaign
CATEGORY: Social Media Campaign

Discover The Palm Beaches and The Cultural Council for Palm Beach County
ENTRY: The Palm Beaches in Bloom
CATEGORY: Special Event

Emeline
ENTRY: Emeline: Black Voices Spotlight with Marcus Amaker
CATEGORY: Diversity, Equity, Inclusion Marketing

Expedia Group
ENTRY: Expedia Group Launches Game-Changing New Rewards Program – One Key
CATEGORY: New Opening/Launch

Experience Kissimmee
ENTRY: ExperienceKisssimee.com Website Redesign
CATEGORY: Web Site
AGENCY: Miles Partnership

Explore Asheville
ENTRY: Always, Asheville Brand Campaign
CATEGORY: Brand Campaign
AGENCY: MMGY

Explore Minnesota Tourism
ENTRY: Explore Minnesota Tourism Dream State Campaign - Diversity, Equity and Inclusion
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: Adventure Creative

Explore Minnesota Tourism
ENTRY: Explore Minnesota Tourism Dream State Experiential Marketing
CATEGORY: Experiential Marketing
AGENCY: Adventure Creative

Fairmont Hotels & Resorts
ENTRY: Fairmont Beyond Limits
CATEGORY: Brand Campaign

Fairmont Orchid
ENTRY: Fairmont Beyond Limits - Underwater Ballet
CATEGORY: Innovation

Fairmont Orchid
ENTRY: Fairmont Orchid's SelvaRey Rum Bar
CATEGORY: New Opening/Launch

Fairmont Scottsdale Princess
ENTRY: Christmas at the Princess
CATEGORY: Social Media/Social Networking
AGENCY: BCV Social

Fort Myers – Islands, Beaches and Neighborhoods
ENTRY: The Knot Summer Avalanche Display Unit
CATEGORY: Business to Consumer
AGENCY: MMGY

Frannie & The Fox
ENTRY: Frannie & The Fox Italian Sensibilities Series
CATEGORY: Experiential Marketing
AGENCY: Emeline

Graduate Hotels
ENTRY: Graduate Hotels - Business Travelers & Midweek Offer
CATEGORY: Web Site
AGENCY: Screen Pilot LLC

Grand Geneva Resort & Spa
ENTRY: Grand Geneva Search Marketing Success
CATEGORY: Search Marketing Strategy
AGENCY: Wallop Creative

Greater Miami Convention & Visitors Bureau
ENTRY: More than Beaches: Greater Miami and Miami Beach's Culinary Scene Heats Up
CATEGORY: PR Campaign Consumer

Hamilton Hotel
ENTRY: Hamilton Hotel 100th Anniversary
CATEGORY: Special Event

LHG
LOU HAMMOND GROUP

Congratulations

GINA STOUFFER

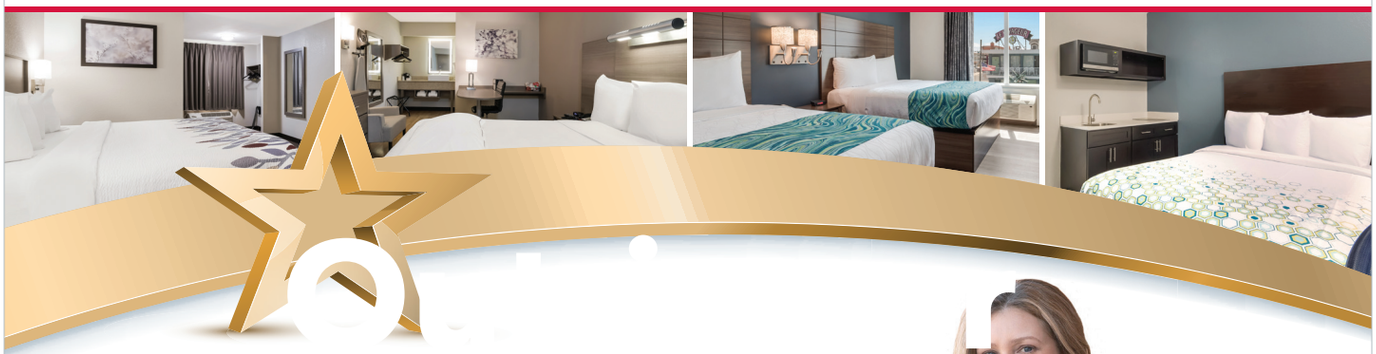
We are so proud to see your talents recognized
with the prestigious

WINTHROP W. GRICE AWARD

an inspiration to our company and clients
for **25+** years.

Bravo!

Red Roof®



Congratulations, Lisa!

Hospitality Sales and Marketing Association
International Top 25 Extraordinary Minds

hsmai TOP25 EXTRAORDINARY MINDS Honoree 2023

Lisa Jordan,
Senior Director Digital Marketing



Red Roof Inn® | Red Roof PLUS+ | THE Red COLLECTION® | HOMETOWNE STUDIOS by Red Roof

The 2023 Adrian Awards

BRONZE WINNERS

Hamilton Hotel
ENTRY: Bill Yosses Centennial Confectioner Residency x Hamilton Hotel
CATEGORY: Special Event

Hamilton Hotel
ENTRY: Hamilton Hotel x Vogue
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

Hamilton Princess & Beach Club
ENTRY: Hamilton Princess Meets TikTok
CATEGORY: App
AGENCY: Persephone Social

Hampton by Hilton
ENTRY: Hampton by Hilton - For The Stay
CATEGORY: Connected TV/Streaming/ Linear
AGENCY: GSD&M

Hawks Cay Resort
ENTRY: Hawks Cay- OTT
CATEGORY: Connected TV/Streaming/ Linear
AGENCY: Awestruck

Hidden Pond-Kennebunkport Resort Collection
ENTRY: Hidden Pond x Architectural Digest
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

Hilton Head Island VCB
ENTRY: Travel + Leisure - Charmed by the Hilton Head Island Gullah Community
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Weber Shandwick

Hilton Worldwide
ENTRY: Waldorf Astoria Pedregal - Holiday Campaign
CATEGORY: Content Marketing

Hotel Barrière Fouquet's New York
ENTRY: Hotel Barrière Fouquet's New York - Opening Campaign
CATEGORY: New Opening/Launch
AGENCY: The Brandman Agency

Hotels.com, an Expedia Group brand
ENTRY: Hotels.com serves up the official Room Service Report
CATEGORY: PR Campaign Consumer
AGENCY: Expedia Group

HotelTonight
ENTRY: HotelTonight - For The Savvy Traveler
CATEGORY: Video - Single Entry
AGENCY: Our Man In Havana

Hu. Hotel
ENTRY: Hu. Hotel: Improving Profitability With A New Star Rating
CATEGORY: Search Marketing Strategy
AGENCY: GCommerce Solutions

IHG Hotels & Resorts
ENTRY: Kimpton Hotels & Restaurants launches first global Stay Human campaign
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: Allison Worldwide

IHG Hotels & Resorts
ENTRY: IHG Hotels & Resorts Showcases Luxury During the Cannes Film Festival
CATEGORY: New Opening/Launch
AGENCY: The Brandman Agency

Jamaica Tourist Board
ENTRY: How Stella Got Her Groove Back 25 Years Later
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Lou Hammond Group

Jamaica Tourist Board
ENTRY: 60 Years of Jamaican Music in 60 Songs
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Lou Hammond Group

JW Marriott Orlando, Grande Lakes
ENTRY: JW Marriott Orlando, Grande Lakes Integrated Media Campaign
CATEGORY: Business to Consumer
AGENCY: Marriott Digital Services

JW Marriott Parq Vancouver
ENTRY: JW Marriott Parq Vancouver X Veuve Clicquot - Social Media Campaign Dream Big Bright and Beautiful
CATEGORY: Social Media Campaign

Kempinski Hotel Cancun
ENTRY: Lady In Red
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: CIIC PR (Carolyn Izzo Integrated Communications)

Kennebunkport Resort Collection
ENTRY: Paint The Town Red
CATEGORY: Experiential Marketing

Kessler Collection
ENTRY: Grand Bohemian Lodge Greenville- Curated Spaces
CATEGORY: Content Marketing

Kimpton Surfcomber Hotel
ENTRY: Kimpton Surfcomber Hotel Becomes Your Home Away From Office
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: TURNER

Kissel Uptown Oakland, Unbound Collection by Hyatt
ENTRY: Kissel Uptown Oakland, Unbound Collection by Hyatt
CATEGORY: Brand Campaign
AGENCY: Second Wave

Join Visit Savannah as we celebrate

BARBARA KARASEK



Barbara has been selected as one of **HSMAI's Top 25 Most Extraordinary Minds in Sales and Marketing!** Her global accomplishments during her 25-year career in sports and entertainment—especially over the past five years at Paradise—have been driven by her passion for making a positive impact within the communities she serves.

VISIT SAVANNAH
EST. 1733

BARBARA KARASEK
CEO & Co-Owner
Paradise Advertising & Marketing, Inc.

WYNDHAM
HOTELS & RESORTS

Congratulations
to all our **2023 Adrian Award winners**.

Vikram Pradhan
HSMAI Americas Top 25 Extraordinary Minds of 2023

Gold President's Award
BOLD by Wyndham Launch
Diversity, Equity, Inclusion Marketing

Adrian Award Gold Winners
Wyndham Rewards
The Cubicle Caddie
PR Campaign Consumer

Adrian Award Silver Winners
Super 8 by Wyndham
Scents of the Open Road
PR Campaign - Consumer

Days Inn by Wyndham
Complimentary Mirror
PR Campaign - Consumer

Adrian Award Bronze Winners
ECHO Suites Brand Launch
Integrated Campaign - Innovation

Wyndham Rewards Everyone
Integrated Campaign Business to Consumer

Ramada by Wyndham - Chief Eats Officer
PR Campaign - Consumer

Microtel by Wyndham - Secrets Out
Digital - Video Multiple Channels

The 2023 Adrian Awards

BRONZE WINNERS

KSL Resorts
ENTRY: Super Blooming Campaign
CATEGORY: Experiential Marketing

La Cantera Resort & Spa
ENTRY: Website Personalizations Through First-Party Audience Segments
CATEGORY: Innovation
AGENCY: Screen Pilot LLC

LEGOLAND New York
ENTRY: LEGOLAND New York Resort
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: QUINN PR

Maine Office of Tourism
ENTRY: Stewardship-Driven Strategy & Brand Campaign
CATEGORY: Brand Campaign
AGENCY: Miles Partnership

Margaritaville Lake Conroe
ENTRY: Margaritaville - Paid Media Integration of DBX
CATEGORY: Innovation
AGENCY: Screen Pilot LLC

Marriott
ENTRY: Sheraton Hotels & Resorts: IRL TikTok Creator Event Series
CATEGORY: Creators, Multi-media, video, and short form

Marriott International
ENTRY: Taking Meetings & Events a Step Beyond
CATEGORY: Business to Business

Marriott International
ENTRY: Marriott Bonvoy & The Washington Post Creative Group - The Regeneration of Travel
CATEGORY: Publisher Content
AGENCY: The Washington Post Creative Group

Marriott International
ENTRY: $30K Dream Day Sweepstakes
CATEGORY: Contest/Sweepstakes

Marriott International
ENTRY: Savour the Good Life with Le Meridien and Meredith Hayden
CATEGORY: Influencer Marketing

Marriott International
ENTRY: Utilizing hyper-targeted display affiliates to reach high intent customers during the post-COVID "revenge travel" period in 2022.
CATEGORY: Affiliate Marketing

Marriott International
ENTRY: Love at First Site: Marriott Bonvoy x Carats & Cake
CATEGORY: Publisher Content

Marriott International
ENTRY: Marriott Bonvoy Insiders
CATEGORY: Social Media/Social Networking

Marriott International
ENTRY: "AI or Real" IG Stories
CATEGORY: Artificial Intelligence (AI)

Marriott International
ENTRY: About the Journey: Season 3
CATEGORY: Audio

Marriott International
ENTRY: Autograph Collection Brand Film 'No Words'
CATEGORY: Video Multiple Channels

Marriott International / Moxy Hotels
ENTRY: Moxy Hotels Play 101
CATEGORY: Creators, Multi-media, video, and short form

Marriott International, Inc.
ENTRY: W Hotels x "Pillow Talk"
CATEGORY: Brand Campaign

Marriott International, Inc.
ENTRY: W Hotels x "Local Check-In" (Centerpeak)
CATEGORY: Video - Single Entry

Marriott International, Inc.
ENTRY: W Hotels x Cercle
Category: Content Marketing

Martin County Office of Tourism & Marketing
ENTRY: Explore Natural Martin
CATEGORY: Environmental, Social, Governance (ESG)

Martin County Office of Tourism & Marketing
ENTRY: Mood for Martin
CATEGORY: Brand Campaign

Martin County Office of Tourism & Marketing
ENTRY: Summer of Fun Giveaway
CATEGORY: Contest/Sweepstakes

Martin County Office of Tourism & Marketing
ENTRY: Mood for Martin Direct Mailer
CATEGORY: Print Collateral

Minnesota Zoo
ENTRY: Minnesota Zoo Treetop Trail Pre-Opening Campaign
CATEGORY: Business to Consumer
AGENCY: Adventure Creative

Miraval Resorts & Spas
ENTRY: Miraval Resorts & Spas New Website Launch
CATEGORY: Web Site
AGENCY: 20Two Studio

MSC Cruises
ENTRY: MSC Cruises Travel Weekly Placement - MSC Makes Eco-conscious Statement With Euribia
CATEGORY: Feature Placement Online or Print Trade Media
AGENCY: Lou Hammond Group



There's nothing artificial about this intelligence.

Hotels average a 3X to 6X increase in direct bookings with Screen Pilot's DBX marketing.

A leader in hospitality's digital marketing space since 2006, Screen Pilot is proud to be recognized as a 2023 HSMAI Adrian Award honoree and support this year's celebration.

screenpilot

Discover DBX at **ScreenPilot.com**

The 2023 Adrian Awards

BRONZE WINNERS

MSC Cruises
ENTRY: MSC Cruises Forbes Placement - How Iconic Actress Sophia Loren, The Ultimate Cruise Ship Godmother, Dazzles History
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

MSC Cruises
ENTRY: MSC Cruises USA Today Placement
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

MSC Cruises
ENTRY: MSC Seascape Naming Ceremony Coverage
CATEGORY: New Opening/Launch
AGENCY: Lou Hammond Group

Museum of Ice Cream
ENTRY: Museum of Ice Cream Has the Scoop on National Ice Cream Day
CATEGORY: Broadcast Integration
AGENCY: Rachel Harrison Communications

Naples, Marco Island and the Everglades - Florida's Paradise Coast
ENTRY: Naples, Marco Island and the Everglades - Florida's Paradise Coast: ONLY Scent Card
CATEGORY: Print Collateral
AGENCY: Paradise Advertising

Naples, Marco Island and the Everglades - Florida's Paradise Coast
ENTRY: Naples, Marco Island and the Everglades - Florida's Paradise Coast: ONLY Paradise Will Do
CATEGORY: Brand Campaign
AGENCY: Paradise Advertising

Naples, Marco Island and the Everglades - Florida's Paradise Coast
ENTRY: Naples, Marco Island and the Everglades - Florida's Paradise Coast:Partner Recovery Series
CATEGORY: Social Media Campaign
AGENCY: Paradise Advertising

Nassau Paradise Island Promotion Board
ENTRY: Nassau Paradise Island Website
CATEGORY: Web Site
AGENCY: VERB Interactive

Nassau Paradise Island Promotion Board
ENTRY: Nassau Paradise Island Social Media
CATEGORY: Social Media/Social Networking
AGENCY: VERB Interactive

Nassau Paradise Island Promotion Board
ENTRY: Closer Than You Think
CATEGORY: Social Media Campaign
AGENCY: Plant Street Studios

Nassau Paradise Island Promotion Board
ENTRY: Storyteller's Campaign
CATEGORY: Social Media Campaign
AGENCY: Plant Street Studios

New Jersey Division of Travel & Tourism
ENTRY: New Jersey Division of Travel & Tourism Content Marketing
CATEGORY: Content Marketing
AGENCY: Dana Communications

New Jersey Division of Travel & Tourism
ENTRY: New Jersey Division of Travel & Tourism Outer Market Brand Activation
CATEGORY: Experiential Marketing
AGENCY: Dana Communications

Newfoundland and Labrador Tourism
ENTRY: Run Wild Newspaper Campaign
CATEGORY: Print Collateral
AGENCY: Target

Noble House Hotels
ENTRY: Enter Noble Hour
CATEGORY: Social Media Campaign
AGENCY: MMGY Wagstaff

Noble House Hotels
ENTRY: Enter Noble Hour
CATEGORY: Influencer Marketing
AGENCY: MMGY Wagstaff

NoMad London
ENTRY: We Can Resist Everything Except Temptation: Common Decency Launches at NoMad
CATEGORY: New Opening/Launch
AGENCY: Rachel Harrison Communications

Novotel Miami Brickell
ENTRY: Novotel Miami Brickell Increases Brand Recognition and Decreases OTA Dependency with Sojern
CATEGORY: Technology
AGENCY: Sojern

Ocean Casino Resort
ENTRY: Ocean Casino Resort HQ2 Nightclub & Beachclub Website Design & Development (Drupal)
CATEGORY: Web Site
AGENCY: Miles Partnership

Oceania Cruises
ENTRY: Launching Vista, Oceania Cruises' First New Ship in Over a Decade
CATEGORY: New Opening/Launch
AGENCY: MMGY NJF

Omni Hotels & Resorts
ENTRY: Experiences Matter Here.
CATEGORY: Brand Campaign
AGENCY: Stellabean

OTO Development
ENTRY: A Merry Million Christmas
CATEGORY: Business to Consumer

OTO Development
ENTRY: Flavor Meets Influence
CATEGORY: Social Media/Social Networking

Park County Travel Council
ENTRY: Cody Yellowstone WILD Campaign Video
CATEGORY: Video - Single Entry
AGENCY: VERB Interactive

Park County Travel Council
ENTRY: Cody Yellowstone WILD Integrated Campaign - Business to Consumer
CATEGORY: Business to Consumer
AGENCY: VERB Interactive

Park County Travel Council
ENTRY: Cody Yellowstone WILD Winter Photography Workshop
CATEGORY: Influencer Marketing
AGENCY: VERB Interactive

Park Hyatt Chicago
ENTRY: Park Hyatt Chicago, An Intimate Art-focused Property In Downtown Chicago
CATEGORY: Social Media Campaign
AGENCY: Lotus Marketing Inc.

Park Lane New York
ENTRY: 24/hour Caviar Hotline
CATEGORY: Innovation
AGENCY: Rachel Harrison Communications

Pebble Beach Resorts
ENTRY: Celebrating One of America's Oldest Golf Courses: Del Monte Golf Course Turns 125
CATEGORY: PR Campaign Consumer
AGENCY: Eric Mower + Associates

Pebble Beach Resorts
ENTRY: Driving demand for Pebble Beach Resorts Golf Around the World
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Eric Mower + Associates

Pier House Resort and Spa
ENTRY: Milestone Inc helps Pier House Resort and Spa Increase Revenue from Organic Search by 66% and Bookings from Organic Search by 95% After New Website Launch
CATEGORY: Web Site
AGENCY: Milestone Inc.

Pinehurst Resort
ENTRY: Happens Here Brand Campaign
CATEGORY: Brand Campaign

Pinehurst Resort
ENTRY: Pinehurst in Print
CATEGORY: Print Collateral

Pinehurst Resort
ENTRY: U.S. Adaptive Open
CATEGORY: Video Multiple Channels

Port Aransas Tourism Bureau & Chamber of Commerce
ENTRY: Respect Our Island Home
CATEGORY: Environmental, Social, Governance (ESG)
AGENCY: Madden Media

Port Aransas Tourism Bureau and Chamber of Commerce
ENTRY: Salty Stories
CATEGORY: Brand Campaign
AGENCY: Madden Media

Preferred Hotels & Resorts
ENTRY: New Signature Campaign: Unforgettable Moments - Stay Where You're Preferred
CATEGORY: Business to Consumer

Preferred Travel Group
ENTRY: I Prefer Reintroduction
Category: Business to Consumer

Presidio Trust
ENTRY: Presidio Destination Marketing Campaign
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: Most Likely To

Pure Michigan
ENTRY: Keep It Fresh in Pure Michigan
CATEGORY: Business to Consumer
AGENCY: MMGY

Pure Michigan
ENTRY: Pure Michigan- I Am Detroit Summer
CATEGORY: Video - Single Entry
AGENCY: MMGY

R48 Hotel and Garden
ENTRY: Launch of R48 Hotel and Garden
CATEGORY: New Opening/Launch
AGENCY: Xhibition PR

Red Roof Franchising, LLC
ENTRY: Red Roof's Room in Your Heart Supports St. Jude Children's Research Hospital
CATEGORY: Business to Consumer

Red Roof Franchising, LLC
ENTRY: Red Roof Celebrates Its 50th Anniversary
CATEGORY: Special Event

Remington Hospitality
ENTRY: Remington Hospitality Rebrand
CATEGORY: Feature Placement Online or Print Trade Media
AGENCY: UpSpring

Rhode Island Commerce Corporation
ENTRY: Stuffies from Rhode Island
CATEGORY: Experiential Marketing
AGENCY: The Zimmerman Agency

The 2023 Adrian Awards

BRONZE WINNERS

Riverside Luxury Cruises
ENTRY: The Launch of Riverside Luxury Cruises
CATEGORY: New Opening/Launch
AGENCY: The Brandman Agency

Royal Champagne Hotel & Spa
ENTRY: Royal Champagne Robb Report Feature
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: THE DECKER/ROYAL AGENCY

San Francisco Travel & Fairmont Hotels & Resorts
ENTRY: San Francisco Cable Car Crawl
CATEGORY: Special Event

San Francisco Travel Association
ENTRY: sftravel.com
CATEGORY: Web Site

Sandals Resorts
ENTRY: Sandals Resorts 40th Anniversary - Trade Campaign
CATEGORY: Group Sales/Travel Trade
AGENCY: Hunter Hamersmith Advertising

Sandals Resorts
ENTRY: Sandals Resorts 40th Anniversary - Digital Video Campaign
CATEGORY: Video Multiple Channels
AGENCY: Hunter Hamersmith Advertising

Sandals Resorts
ENTRY: Sandals Royal Curaçao - Trade Campaign
CATEGORY: Group Sales/Travel Trade
AGENCY: Hunter Hamersmith Advertising

Sandals Resorts
ENTRY: Sandals Royal Curaçao - Digital Video Campaign
CATEGORY: Video Multiple Channels
AGENCY: Hunter Hamersmith Advertising

Sandals Resorts
ENTRY: Sandals Skip the Ring
CATEGORY: PR Campaign Consumer
AGENCY: THE DECKER/ROYAL AGENCY

Selina
ENTRY: A Better Way to Work, Play & Stay for Digital Nomads
CATEGORY: PR Campaign Consumer
AGENCY: Mower

Sheraton Grand at Wild Horse Pass
ENTRY: Sheraton Grand at Wild Horse Pass, An Arizona Desert Resort Staycation
CATEGORY: Content Marketing
AGENCY: Lotus Marketing Inc.

Silverado Resort
ENTRY: Silverado Resort Website
CATEGORY: Web Site
AGENCY: FINE

Sommerro
ENTRY: Sommerro Opens in Oslo as One of the Best New Hotels in the World
CATEGORY: New Opening/Launch
AGENCY: PTG Consulting

Sonesta International Hotels Corporation
ENTRY: Sonesta Brand Campaign
CATEGORY: Innovation
AGENCY: Current Global

Sonesta International Hotels Corporation
ENTRY: Sonesta Brand Campaign
CATEGORY: Business to Consumer
AGENCY: Current Global

Sonoma County Tourism
ENTRY: Integrated Campaign: Connect in the Open
CATEGORY: Business to Business
AGENCY: Miles Partnership

Sonoma County Tourism
ENTRY: Life Opens Up: Sonoma County Tourism Pause & Effect Campaign
CATEGORY: Brand Campaign
AGENCY: Fahlgren Mortine

Sonoma County Tourism
ENTRY: Life Opens Up: Sonoma County Tourism Pause & Effect Influencer Program
CATEGORY: Influencer Marketing
AGENCY: Fahlgren Mortine

South African Tourism
ENTRY: South African Tourism Unlocks A Potent Growing Market- The Black American Leisure Traveler
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: MMGY Global

St. Regis
ENTRY: Getting Ready with Christine Baranski at St. Regis
CATEGORY: Publisher Content

St. Regis Cap Cana
ENTRY: St. Regis Digital Lead Gen Campaign
CATEGORY: Business to Consumer
AGENCY: Real Living Production

Steamboat Springs Resort Company
ENTRY: "The Steamboat Way"
CATEGORY: Connected TV/Streaming/Linear
AGENCY: Fortnight Collective

Stein Eriksen Lodge
ENTRY: Hotel Guests Flock to Park City To Relax "Up Here", Increasing Summer Revenue by 683%
CATEGORY: Social Media Campaign
AGENCY: GCommerce Solutions

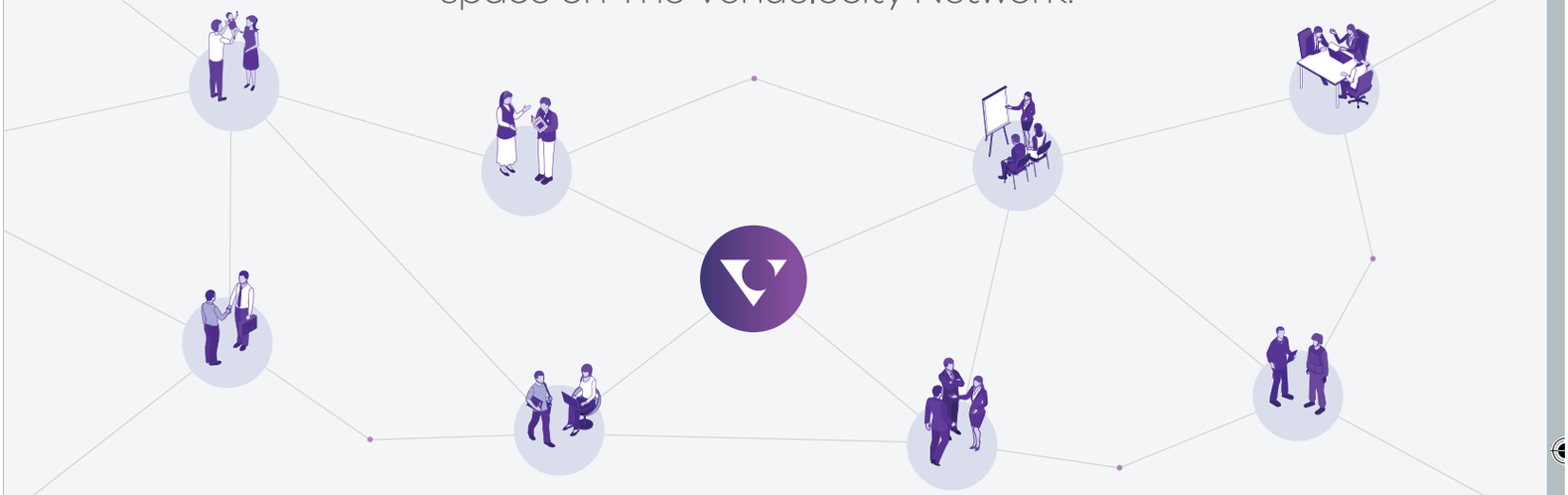
Sun Outdoors
ENTRY: Sun Outdoors: RV Kitchen
CATEGORY: Social Media/Social Networking

venuelocity

Win *more.*

Tap into the single largest network of meeting planners

with over 300 thousand monthly requests for meeting space on The Venuelocity Network.



Venuelocity delivers:

- More inbound leads
- Higher conversion rates
- No extra work

Case Study

InterContinental Miami

$2 million

in incremental revenue in 6 months.

12	$1.2M	$800k
Deals	Group Rooms Revenue	Group F&B Revenue

No commissions. No term contracts. Just quality leads. Lots of them.

Venuelocity.com

The 2023 Adrian Awards

BRONZE WINNERS

Sun Outdoors
ENTRY: Sun Outdoors: RV Cribs
CATEGORY: Connected TV/Streaming/ Linear

Sustainable SLO
ENTRY: Sustainable SLO
CATEGORY: Environmental, Social, Governance (ESG)
AGENCY: Noble Studios

The Bahamas Ministry of Tourism
ENTRY: "Our Ocean, Our Future" Immersive Experience
CATEGORY: Experiential Marketing
AGENCY: Tambourine

The Bahamas Ministry of Tourism
ENTRY: Welcome to Cat Island
CATEGORY: Content Marketing
AGENCY: Tambourine

The Kessler Collection
ENTRY: The Kessler Collection | The Next Original Campaign
CATEGORY: Contest/Sweepstakes
AGENCY: Tambourine

The Lake House On Canandaigua
ENTRY: 3 PR Wins For 1 Stay: The Lake House On Canandaigua In MSN
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Mower

The Luxury Collection
ENTRY: Laila Gohar Barware Collection (Launch)
CATEGORY: Video - Single Entry
AGENCY: 71 West

The Luxury Collection
ENTRY: Laila Gohar Barware Collection (Launch)
CATEGORY: Creators, Multi-media, video, and short form
AGENCY: 71 West

The Luxury Collection
ENTRY: Hotel Stories & Experiences
CATEGORY: Video Multiple Channels
AGENCY: 71 West

The Luxury Collection
ENTRY: Hotel Stories & Experiences
CATEGORY: Social Media Campaign
AGENCY: 71 West

The Luxury Collection
ENTRY: Inside the Collection
CATEGORY: Video - Single Entry
AGENCY: Stept Studios & 71 West

The Luxury Collection
ENTRY: Inside the Collection
CATEGORY: Brand Campaign
AGENCY: Stept Studios & 71 West

The Mob Museum
ENTRY: All the Dirt. All in One Place. Video
CATEGORY: Video - Single Entry

The Ritz-Carlton
ENTRY: The Ritz-Carlton Cayman Cookout
CATEGORY: Special Event

The Tillary Hotel, Brooklyn
ENTRY: The Tillary Hotel, Brooklyn Website
CATEGORY: Web Site
AGENCY: three&six

The Vinoy Resort & Golf Club, Autograph Collection
ENTRY: (Re)Introducing The Vinoy Resort & Golf Club
CATEGORY: Re-Launch of Existing Property
AGENCY: QUINN PR

Tourism Corporation Bonaire
ENTRY: Earthonauts Campaign
CATEGORY: Contest/Sweepstakes
AGENCY: Dunn&Co.

Travel Michigan - Michigan Economic Development Corporation
ENTRY: Pure Michigan Welcomes New Faces to the Outdoors
CATEGORY: Video - Single Entry
AGENCY: FINN Partners

Travel Michigan - Michigan Economic Development Corporation
ENTRY: Cruising the Great Lakes State in an EV
CATEGORY: Influencer Marketing
AGENCY: FINN Partners

Travel South Dakota
ENTRY: So Much South Dakota, So Little Time
CATEGORY: Brand Campaign
AGENCY: Karsh Hagan

Travel South Dakota
ENTRY: So Much South Dakota So Little Time
CATEGORY: Print Collateral
AGENCY: Karsh Hagan

TravPRO Mobile
ENTRY: TheSOURCE B2B Superapp
CATEGORY: App

Valencia Hotel Group
ENTRY: Where Luxury Meets Comfort: A Stylish Site That Drives Direct Bookings for Valencia Riverwalk
CATEGORY: Web Site
AGENCY: Vizergy

Virtuoso, Ltd.
ENTRY: Virtuoso Travel Week 2023
CATEGORY: Special Event

Visit Abu Dhabi
ENTRY: Abu Dhabi Expert Sales Companion
CATEGORY: Business to Business
AGENCY: TravPRO Mobile



We Inspire People To Go Places.

CHEERS TO TONIGHT'S WINNERS - THE LEADERS AND INNOVATORS WHO INSPIRE US.

Apple Vacations
Aurora Expeditions
Baha Mar
Borgata
British Virgin Islands Tourist Board
CheapCaribbean
Destination Cleveland
Concord Hospitality
Destination DC
Discover Newport
Explore Asheville
Fort Myers - Islands, Beaches and Neighborhoods
Justice of the Pies
London & Partners
Noble House Hotels & Resorts
Oceania Cruises
Pure Michigan
Scandinavian Airlines
South African Tourism
Visit California
Visit Costa Rica
Visit Elizabeth City
Visit KC
Visit Myrtle Beach
Visit St. Pete/Clearwater
Visit SLO CAL

MMGY Global

The 2023 Adrian Awards

BRONZE WINNERS

Visit Billings
ENTRY: Visit Billings - Approved by Dogs for Humans
CATEGORY: Business to Consumer
AGENCY: Sunshine & Bourbon

Visit Billings
ENTRY: Visit Billings - Outsiders
CATEGORY: Brand Campaign
AGENCY: Sunshine & Bourbon

Visit Billings / Southeast Montana Tourism
ENTRY: Southeast Montana Travel Provision Co.
CATEGORY: Business to Consumer
AGENCY: Sunshine & Bourbon

Visit Estes Park
ENTRY: Bringing Frozen Dead Guy Days Back to Life in Estes Park
CATEGORY: Special Event
AGENCY: TURNER

Visit Fort Worth
ENTRY: Fort Worth, TX: The Unexpected City
CATEGORY: PR Campaign Consumer
AGENCY: QUINN PR

Visit Frisco
ENTRY: Visit Frisco Takes Over Oklahoma City
CATEGORY: Business to Consumer
AGENCY: VERB Interactive

Visit Greater Palm Springs
ENTRY: An Oasis of Art
CATEGORY: Business to Consumer

Visit Greater Palm Springs
ENTRY: Art & Sol
CATEGORY: Video Multiple Channels
AGENCY: Part-Time Genius

Visit Greater Palm Springs
ENTRY: An Oasis for All
CATEGORY: Diversity, Equity, Inclusion Marketing

Visit Idaho
ENTRY: Expanding Travel Horizons: Idaho's Cultural Connections
CATEGORY: Corporate Social Responsibility
AGENCY: Madden Media

Visit Irving
ENTRY: SXSW
CATEGORY: Experiential Marketing

Visit Irving
ENTRY: Southern Travelers Explore - #STE
CATEGORY: PR Campaign Consumer

Visit KC
ENTRY: NFL Draft Campaign
CATEGORY: Brand Campaign
AGENCY: MMGY

Visit Lake Charles
ENTRY: JOY Campaign Activation
CATEGORY: Experiential Marketing
AGENCY: Miles Partnership

Visit Lauderdale
ENTRY: Group Sales/Travel Trade Campaign
CATEGORY: Group Sales/Travel Trade
AGENCY: Aqua

VISIT Milwaukee
ENTRY: VISIT Milwaukee Website
CATEGORY: Web Site
AGENCY: Simpleview

Visit Myrtle Beach
ENTRY: I Spy a Real-time Opportunity
CATEGORY: Social Media/Social Networking
AGENCY: MMGY

Visit Myrtle Beach
ENTRY: Beach With The Best 2023
CATEGORY: Brand Campaign
AGENCY: MMGY

Visit Myrtle Beach
ENTRY: Visit Myrtle Beach's Future-Focused, User-Personalized Website
CATEGORY: Web Site
AGENCY: Miles Partnership

Visit Orlando
ENTRY: Orlando Unbelievably Real New Global Brand
CATEGORY: Brand Campaign

Visit Orlando, Orlando Economic Partnership, City of Orlando
ENTRY: Unbelievably Real Mural Unveiling
CATEGORY: New Opening/Launch

Visit Panama City Beach
ENTRY: Fun For All - Accessibility Initiative
CATEGORY: Corporate Social Responsibility
AGENCY: Lou Hammond Group + Luckie & Company

Visit Philadelphia
ENTRY: In Pursuit of A More Perfect, Kind and Respectful Union
CATEGORY: Diversity, Equity, Inclusion Marketing

Visit Philadelphia
ENTRY: Visit Philadelphia: Drag Queen Story Time
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

Visit Plano
ENTRY: Cooling Off a Cruel Texas Summer: Indie Ice Cream Shops Rule in Plano, Texas
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Tucker & Associates Public Relations

Visit St. Pete/Clearwater
ENTRY: Visit St. Pete/Clearwater "The Ultimate Cheat Meals of St. Pete" Social Video
CATEGORY: Video - Single Entry
AGENCY: Miles Partnership

Visit St. Pete/Clearwater
ENTRY: Visit St. Pete/Clearwater "Like a Local" Influencer campaign
CATEGORY: Influencer Marketing
AGENCY: BVK

Visit Tampa Bay
ENTRY: Arts in Tampa Bay x Tampa Arts Alliance
CATEGORY: Video Multiple Channels

Visit Williamsburg
ENTRY: Visit Williamsburg NYC Media Event
CATEGORY: Special Event

Visit Williamsburg
ENTRY: Choose Your Pace
CATEGORY: Experiential Marketing

Visit Williamsburg
ENTRY: "Life. At Your Pace."
CATEGORY: Social Media/Social Networking

VisitGreenvilleSC
ENTRY: 10K in a Day
CATEGORY: Special Event
AGENCY: TK PR

Walton County Tourism Department
ENTRY: Walton County Tourism Digital Cooperative Marketing Website
CATEGORY: Technology
AGENCY: Zehnder Communications

Walton County Tourism Department
ENTRY: Beach Safely in South Walton, Florida
CATEGORY: Business to Consumer
AGENCY: Zehnder Communications

Walton County Tourism Department
ENTRY: Icons for Iconic Communities
CATEGORY: Print Collateral
AGENCY: Zehnder Communications

Wequassett Resort and Golf Club
ENTRY: Wequassett Resort and Golf Club x Barbour
CATEGORY: PR Campaign Consumer

Wisconsin Department of Tourism
ENTRY: Wisconsin Tourism Brand Campaign
CATEGORY: Brand Campaign
AGENCY: Hiebing

Wyndham Hotels & Resorts
ENTRY: Microtel by Wyndham "The Secret's Out"
CATEGORY: Video Multiple Channels

Wyndham Hotels & Resorts
ENTRY: Wyndham Rewards Everyone
CATEGORY: Business to Consumer

Wyndham Hotels & Resorts
ENTRY: Ramada by Wyndham - Chief Eats Officer
CATEGORY: PR Campaign Consumer

Wyndham Hotels & Resorts
ENTRY: ECHO Suites Brand Launch
CATEGORY: Innovation

Yosemite Mariposa County Tourism Bureau
ENTRY: Yosemite Website
CATEGORY: Web Site
AGENCY: Noble Studios

ZooTampa at Lowry Park
ENTRY: Unveiling the wonders of BUGTOPIA: ZooTampa's captivating bug adventure
CATEGORY: Video - Single Entry
AGENCY: Paradise Advertising

ZooTampa at Lowry Park
ENTRY: ZooTampa connects people and is dedicated to caring for and protecting the world we share.
CATEGORY: Video - Single Entry
AGENCY: Paradise Advertising

THANK YOU JUDGES

GOLD, SILVER, BRONZE JUDGES

Julie Aschidamini
VP of Marketing
Pacifica Hotels

Karyl Leigh Barnes
President
Development Counsellors International

Kelsey Beniasch
Vice President
MMGY Wagstaff

Ashley Bird
Sr. Manager of Brand Development
Hyatt Hotels

Christian Boerger
VP, Revenue Strategy
Oxford Collection

Whit Bones
Communications and Marketing Director
MMGY Global

Andrea Braunstein
Vice President & Director of Crisis Communications
MMGY NJF

Keith Brophy
Professor
Virginia Tech

Patrick Campbell
Sr. Director, Advertising
BWH Hotel Group

Janette Carter
VP of Marketing
Visit Tampa Bay

Carolyn Casanova-Gomez
Director, Marketing & Comm
BCV Social

Harvey Chipkin
Freelance Writer
Harvey Chipkin

Chanuttita Chitmanasak
Regional Head of CRM and Marketing Automation - Ea
Michelin

Matthew Clyde
President
Ideas Collide

Jane Coloccia
President and Chief Creative Officer
JC Communications, LLC

Lindley Cotton
President
GCommerce

Laura Davidson
CEO/Founder
Laura Davidson Public Relations

Katie Davin
Associate Professor
Johnson & Wales University

Christina Davis
VP of Media & Analytics
Tambourine

Cathy Decker
President
THE DECKER/ROYAL AGENCY

Catherine Ed
Director of Marketing
BWH Hotels / Best Western
Hotels & Resorts

Kimberly Erwin
Principal
Lotus Marketing

Mark Fancourt
Co-Founder Principal Consultant
TRAVHOTECH

Mariano Faz
Chief Executive Officer
Ace Hospitality Management

Brenda Fields
Founder
fields & company

Katie Fontana
PR Consultant & Brand Strategist
KF & Co.

Julie Freeman
EVP & Managing Director
MMGY NJF

Terence Gallagher
President, New York
Lou Hammond Group

Mary Gendron
Senior Vice President - Managing Director
Mower

Michael Goldrich
Chief Advisor
Vivander Advisors

Ben Hanley
Co-Founder
three&six

Brian Harniman
Head of Travel
FROM

Patrick Harrison
Chief Marketing Officer
Visit Tampa Bay

Jennifer Hill
VP, Commercial Strategy
Kalibri Labs

Debbie Howarth, Ed.D, PCM, CHDM
Faculty Director for Business Accreditation and Professor, Department of Marketing College of Business
Johnson & Wales University

Lynn Kaniper
Owner/President
Dana Communications

Savanna Kearney
Director of Customer Success
COHO

Josh Kelly
Managing Partner
FINE

Brian Klein
Senior Strategists
Cedar Fair Entertainment

Allison Laner
Director of Editorial Services
MMGY

Traci Large
Vice President
Intermountain Hotels

Nicole LaSpina
Senior Director, Brand Marketing
Wyndham Hotels & Resorts

Garrick Lee
Digital Marketing and Ecommerce Manager
Turning Stone Enterprises

Flo Lugli
Principal
Navesink Advisory Group LLC

Taylor Lynn
Brand Marketing Manager
Hilton

Nicola Madden-Greig
Director of Marketing & Sales
Courtleigh Hospitality Group

Brian McClary
VP of Revenue Management
CoHo Services

Stacia Miele
Director of Marketing
Second Wave Marketing

Craig Mikes
ECD/Owner
Whiskey, Texas

Jake Moreland
Property Sales Manager
BWH Hotels

Raul Moronta
Chief Commercial Officer
Remington Hotels

John Moser
CMO
New York University

Anna Nastrini
Publicist
Imagine PR

Patricia Nugent
Senior Vice President - Public Relations
Mower

Helene Okabe
Vice President of Feasibility
Concord Hospitality

Ali Pope
Founder
Pixel & Polish

Kaitlin Pulvino
Corp. Director Brand Marketing
Kessler Collection

Florence Quinn
President
QUINN

Rich Roberts
President
RDR PR LLC

Jessica Rodriguez
Senior Vice President
MMGY Wagstaff

THANK YOU JUDGES

GOLD, SILVER, BRONZE JUDGES

Ellen Rooney
Principal
Hotel Sales Consulting

Gabriele Sappok
President
Imagine PR

Dean Schmit
Founder
Base Camp Meta &
MetaSearchMarketing.com

Sine Scott
Executive Director, E-Commerce
Fairmont Hotels

Yohannes Semere
Senior Director, Revenue Management
KSL Resorts

Jon Erik
Skaret Creative Lead
Visit Norway

Amanda Smith
eCommerce Manager
Aimbridge Hospitality

Stephanie Smith
Founder & Digital Matriarch
Cogwheel Marketing

Martin Stoll
CEO
Sparkloft Media

Gina Stouffer
President - Charleston
Lou Hammond Group

Cheryl Street
Marketing Director
Road to Success Marketing

Jim Struna
Regional Dir of Revenue Management
independent consultant

Maresa Thompson
Executive Marketing Consultant
Dragonfly Strategists

Juliette Tiriolo
Senior Director, Digital Demand Generation
Choice Hotels International

Rich Tuckwell-Skuda
CEO & Founder
The Anything Group LLC
(Anything Hotel)

Frank Vertolli
Co-founder & Managing Partner
Net Conversion

Amanda Voss
VP of Sales
MGM Resorts International

Rachel Watroba
Marketing Director
ADCOTO Hospitality Marketing

Rudy Webb
President
Paradise Advertising & Marketing

Matt White
CEO
WHITE

Monty White
Director of Marketing Communications
Visit Irving

Michelle Woodley
President
Preferred Travel Group

Deirdre Yack
Area Director of Sales and Marketing
Ace Hotels

PLATINUM JUDGES

Terence Gallagher
President
Lou Hammond Group

Leora Halpern-Lanz
Assistant Dean Academic Affairs
Boston University School of Hospitality Administration

Taryn Proctor
Senior Account Executive, Travel
Google

Sine Scott
Executive Director, E-commerce & Digital, North & Central America
Accor Hotels

Mark Thompson
Senior Vice President, Tourism & Operations
Visit Dallas



In the world of travel + destination marketing, IDEAS COLLIDE is your first-class ticket to success.

We're your single destination for a full itinerary of services:

- Travel + Destination Marketing
- Brand Identity + Design
- Paid Media + Audience Research
- Video + Multimedia
- Social Media + Content Marketing
- Marketing Automation
- Data Transformation + AI

With 20+ years of specialized experience, our campaigns are more than just ads – they're invitations to explore.

Blending creativity with precision, we create customer journeys that resonate, inspire, and celebrate the spirit of travel.

IDEAS COLLIDE

ideascollide.com

IC Ad Design_Adrian Awards 2024_F.indd 1 2/2/24 6:16 PM

NOTES



HSMAI Commercial Strategy Events 2024

COMMERCIAL STRATEGY CONFERENCE

June 25-26, 2024 | Charlotte, NC, USA

SALES LEADER FORUM

November 13, 2024 | Washington, DC, USA

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

hsmai
FUEL SALES ⚡ INSPIRE MARKETING ⚡ OPTIMIZE REVENUE

MARRIOTT MARQUIS
NEW YORK

Step into the magic of Manhattan at New York Marriott Marquis and make memories that will last a lifetime. Our iconic hotel is nestled in the heart of Times Square, surrounded by Broadway lights and world-class attractions. Indulge in our redesigned restaurants, featuring bold New York flavors and innovative menus. Unwind in our spacious accommodations equipped with modern amenities and stunning views of Broadway, Times Square, and the Manhattan skyline. For your next event, our sophisticated meeting spaces span over 100,000 square feet and are equipped with state-of-the-art technology. Whether you're planning a holiday party, corporate event, or special occasion, we'll help you create a memorable experience. Book your stay now at New York Marriott Marquis and experience the perfect blend of style, comfort, and convenience in the heart of Times Square.

MMGY Global

MMGY Global is the world's leading integrated marketing company specializing in the travel, tourism and hospitality industry representing multiple agency brands with one goal: to inspire people to go places. Our communications practice is composed of multiple best-in-class brands including Travel Intelligence, TCI Research, Grifco, Hills Balfour, Lieb, MMGY, the company's flagship integrated marketing agency, Myriad, NJF, NextFactor, Origin and Wagstaff. Together, we represent more than 600 travel and tourism marketing experts across the globe.

screenpilot

Screen Pilot is an award-winning marketing agency and consulting firm specializing in the development of full-spectrum, digital brand experiences. Our tech-forward strategies drive profitability for hotel, resort, and travel brands around the world.

When we launched in 2006, we dedicated ourselves to helping hotel and resort teams fully realize the marketing potential of the internet and emerging digital technologies. As technology matured, so did Screen Pilot. We became innovators in the fields of search engine optimization (SEO), pay-per-click digital advertising, social media management and content marketing for the hospitality sphere.

Today, Screen Pilot is among the top digital marketing consultant firms for the hospitality industry thanks in large part to the development of our Digital Brand Experience (DBX) marketing program. Personalizing the consumer journey is at the core of our commitment to being a leader in hospitality digital marketing and fostering a digital brand revolution for hotels and resorts worldwide.

Discover DBX at ScreenPilot.com.

Supporting Partners

Tambourine is an award-winning digital marketing firm driving demand, revenue, and brand awareness for the hospitality world since 1994. The company continues to shake up the industry with custom-integrated marketing solutions for hotels, resorts, and destinations worldwide. Tambourine'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. Visit tambourine.com for more information.

VERB is a conversion focused marketing and technology company serving leading global brands in the travel and hospitality industry. We believe measurement matters. We generate results.

VERB's sole focus is to drive results for organizations across various segments of the travel, tourism and hospitality vertical, be it destinations, global cruise lines, or sought-after luxury and lifestyle hotels and resorts. We are passionate about exceeding client expectations. In fact, we're entirely committed to building long-term relationships with all our clients, ranging from boutique operations to global brands.

Top 25 Extraordinary Minds VIP Reception – Partner Host

Founded in 1996 in Amsterdam, Booking.com has grown from a small Dutch startup to one of the world's leading digital travel companies. Part of Booking Holdings Inc. (NASDAQ: BKNG), Booking.com's mission is to make it easier for everyone to experience the world. By investing in the technology that helps take the friction out of travel, Booking.com seamlessly connects millions of travellers with memorable experiences, a range of transport options and incredible places to stay - from homes to hotels and much more. As one of the world's largest travel marketplaces for both established brands and entrepreneurs of all sizes, Booking.com enables properties all over the world to reach a global audience and grow their businesses.

THANK YOU TO OUR SIGNATURE PARTNERS

IDEAS COLLIDE

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

Learn more at ideascollide.com.

Invent | Integrate | Impact

Questex Travel

Questex Travel Group offers the most robust opportunity to reach engaged travel advisors and meeting planners via integrated solutions to drive your business forward. As your partner in travel since 1930, we've continued to deliver insightful content, education, trends, and executive appointments across our print, digital platforms, and events. Editorial outlets include Luxury Travel Advisor, Travel Agent Central and Meeting Spotlight. 2024 events include Luxury Travel Advisor's ULTRA Summit May 8-10 at the PGA Resort in Palm Beach Gardens, Florida, the most productive, intimate event in luxury travel; Global Meeting & Incentive Travel Exchange (GMITE) April 7-10 at the Caribe Royale Resort in Orlando, Florida, the only one-to-one MICE event held in private suites; and Caribbean Meeting & Incentive Travel Exchange (CMITE) Aug 19-22, located at the exquisite Aurora Anguilla Resort & Golf Club on the ultra-chic, ultra-exclusive, island of Anguilla, where North American MICE buyers will meet one-to-one with Caribbean and Mexico based suppliers in private, deluxe rooms. For more information, visit travelagentcentral.com/advertise-tac.