



WISH YOU WERE HERE



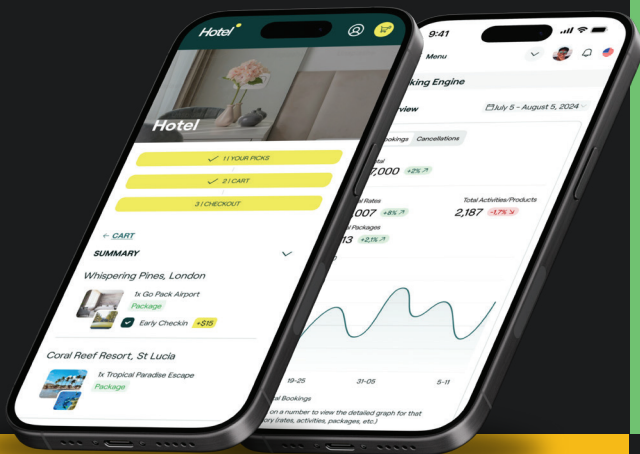
HSM AI ADRIAN AWARDS CELEBRATION

FEBRUARY 18, 2025
NEW YORK MARRIOTT MARQUIS





Advanced
Learning
Booking
Intelligent
Engine



[ALBIEBYTAG.COM/](https://albiebytag.com/)

Revolutionizing The Future of Travel & Tourism

Our goal: to simplify the booking process and provide a seamless, personalized experience for both guests and hospitality providers.

As the hospitality industry faces rising competition and changing customer expectations, ALBIE offers a breakthrough in the way hotels approach direct bookings, offering an innovative solution that integrates mobile optimization, personalized booking pages and simplified reservation flows. ALBIE allows multiple rooms, or hotels, within the same group to be booked on different date ranges within the same booking!

RICH TUCKWELL-SKUDA

2024 Extraordinary Mind

Rich is known for his leading entrepreneurial spirit and remarkable track record spanning the travel, hospitality, and tech sectors. He has successfully launched numerous brands for TAG's clients and companies as a visionary thought leader.



Congrats to all
Adrian Award Winners!



THE ANYTHING GROUP

We Are Anything, But Ordinary. TAG Along.

The Anything Group is a full-service digital, marketing, branding, website development and reputation agency, with a full in-house production and filming studio. TAG performs Emotive Engagement and Connection Marketing services across the hospitality, luxury brands and products, fashion, retail and streamed media worlds.

www.theanythinggroup.com/

WELCOME

Welcome to the 2024 HSMAI Adrian Awards Celebration!

The Hospitality Sales & Marketing Association International (HSMAI) is proud to present and honor this year's outstanding entries in the 2024 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 68 years, and we are delighted to host in New York City again this year.

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/communications, and marketing, and the teams behind the great work. 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 Americas Board Chair
Chief Advisory Officer
FLYR for Hospitality



Brian Hicks

Brian Hicks
President & CEO
Hospitality Sales & Marketing
Association International

PRESENTERS & PROGRAMS



Presenters

Agnelo Fernandes

Vice Chair, HSMAL Americas Board of Directors
Chief Executive Officer
COTE FAMILY COMPANIES

Stephanie Glanzer

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

Brian Hicks

President & CEO
HSMAL

Michael Innocentin

Chair Elect, HSMAL Americas Board of Directors
Chief Marketing Officer
Omni Hotels & Resorts

Lori Kiel

Chair, HSMAL Foundation Board of Trustees
Senior Vice President of Revenue Management
Pyramid Global Hospitality

Andrew Rubinacci, CHSP

Chair, HSMAL Americas Board of Directors
Chief Advisory Officer
FLYR for Hospitality

John Washko

Immediate Past Chair, HSMAL Americas Board of Directors
VP, Sales and Marketing
Between roles, hotel sales & marketing leader

Program

- Welcome
- The 2024 HSMAL Top 25: Extraordinary Minds in Hospitality Sales, Marketing, Revenue Optimization, and Distribution Recognition
- Honoring Bob Gilbert's Legacy of Leadership
- Career Achievement Award – Winthrop W. Grice Award for Public Relations
 - Victoria (Vickie) de Falco, Principal & Cofounder of Redpoint Marketing PR Inc.
- Career Achievement Award – Albert E. Koehl Award for Hospitality Marketing
 - Michelle Woodley, President of Preferred Travel Group
- Platinum Awards
- Adrian Best of Show Awards



A MILLION STORIES – ONE FAIRMONT ROYAL YORK.

Discover our story at fairmont.com/royalyork

Fairmont
ROYAL YORK

Twenty Years of Journeys. Countless Destinations Ahead.

SINCE 2005, Ideas Collide has guided hospitality and destination brands through the ever-evolving marketing and digital landscape.

We believe the most meaningful destinations are reached through strategic journeys – and we're just getting started.



Let's map your next
success story together.



HISTORY OF THE ADRIAN AWARDS

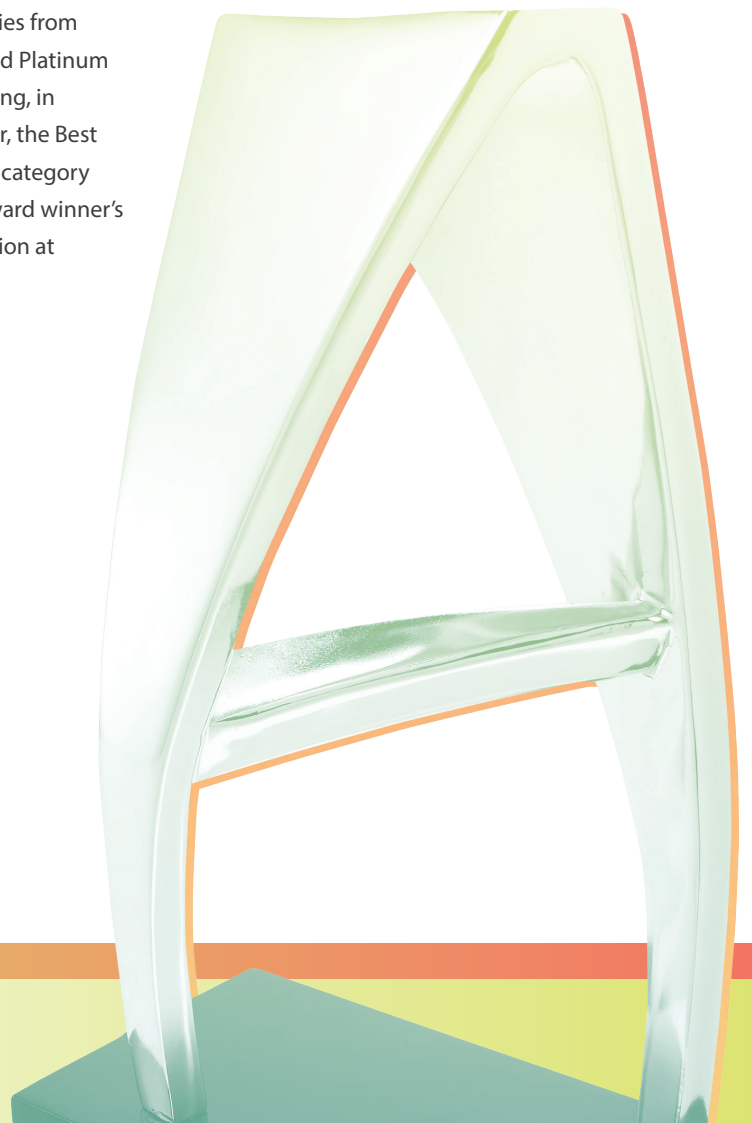
BROUGHT TO LIFE IN 1956 BY ADRIAN W. PHILLIPS, CHME, AS A WAY TO COLLECT ADVERTISING SAMPLES TO EDUCATE HOSPITALITY STUDENTS, THE ADRIAN AWARDS HAS BECOME THE WORLD'S LARGEST AND MOST RENOWNED ADVERTISING, PUBLIC RELATIONS AND DIGITAL MARKETING COMPETITION FOR HOSPITALITY, TRAVEL AND TOURISM.

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, and Integrated Campaigns in 2022.

This year's theme – Wish You Were Here – is all about the journey. We're celebrating the moments that comprised your most innovative and successful travel marketing campaigns. From the memorable hotels & destinations you marketed in 2023 and 2024, to the honors being given out this evening, we're glad you're here.

In 2024, winners were selected from a field of almost 600 entries from around the world. Selected from the Gold winners, the coveted Platinum awards will be announced and recognized on stage this evening, in addition to the ultimate honors of "Best in Show." And this year, the Best of Category Awards will recognize the top entry in each entry category for small, medium and large budget campaigns. All Adrian Award winner's work is showcased online immediately following the Celebration at www.adrianawards.com.

Adrian W. Phillips, CHME entered the industry in 1922 and became the first instructor of hotel sales at Cornell University's School of Hotel Administration in 1940. He served as HSMAI's seventh President from 1941-42 and became Executive Vice President and CEO of HSMAI in 1952. It was his belief that improvements in all aspects of hotel advertising, both media and collateral, was critical and in 1956 he started the HSMAI Advertising Awards Competition for the benefit of the travel marketing community and his students. Phillips remained active with the association until his death in 1991 at the age of 91. It is very apparent that Adrian Phillip's passion to communicate best practices in travel-related marketing is still the key element of this world-renowned competition.





2025

HSM AI Commercial Strategy Events

HSM AI Commercial Strategy Conference

June 17-18, 2025 | Indianapolis, IN, USA

HSM AI Sales Leader Forum

November 14, 2025 | Chicago, IL, USA

Learn about HSM AI's Commercial Strategy Events at americas.hsm.ai.org



2024 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.

Janette Carter Baker

Vice President of Marketing
Visit Tampa Bay

Keri Brown

Area Director of Commercial Strategy
OUTRIGGER Resorts and Hotels

Jennie Bradford Curlee

Deputy Director
Tupelo Convention & Visitors Bureau

Karin Davis

Vice President of Sales
The Venetian Resort

Lynette Eastman

General Manager
The Surfjack Hotel & Swim Club

Susan Estler

CEO
Travel Marquette

Sarah Fults

Vice President, Distribution
MGM Resorts International

Chris Heywood

SVP, Public Relations and
Chief Communications Officer
Brand USA

Ashleigh Irving, CHDM

Director of Marketing
CoralTree Hospitality

Nancy Johns, CHDM

Senior Vice President, Integrated Marketing,
Digital Solutions
Crescent Hotels & Resorts

David Lau, CRME

Regional Director, Revenue Management
Fairmont Hotels & Resorts

Nicolas le Roux

EVP, Marketing
Global Hotel Alliance

Theresa Lutz

Vice President Marketing
Camelback Resort

Karin Mast, CHDM

Senior Vice President
Miles Partnership

Jennifer Munro

Vice President, Global Loyalty
Preferred Travel Group

Sue Murphy, CRME

Vice President, Revenue Management
ComOps

Karem Planas Fernandez

COO + VP of Account Growth
Ideas Collide

Kelly Poling

Executive Vice President
& Chief Commercial Officer
Extended Stay America

Jacqueline Robertson

Director, Digital Operations
& Program Development
Marriott International

Rich Tuckwell-Skuda

Chief Executive Officer & Founder
The Anything Group

Natalie Vachon

Senior Director of Marketing
AKA Hotels + Hotel Residences

Gaurav Varma

Senior Director of Marketing
Milestone Inc.

Jeffrey Vasser

Executive Director
New Jersey Division of Travel & Tourism

Amber Voelker

Senior Vice President Sales Strategy
ALHI

Jim Walter

Vice President
Visit Cheyenne



An Extraordinary Mind in Action

Karem Planas

2024 HSMIA TOP 25 HONOREE

Your leadership inspires our team and clients in transforming hospitality sales, marketing and revenue management industrywide. We're proud to celebrate and see you recognized for this incredible honor!

¡Felicidades!

IDEAS  COLLIDE

THE SURFJACK HOTEL & SWIM CLUB

412 LEWERS STREET | HONOLULU, HI






Ho'omaika'i to our fearless leader,

LYNETTE EASTMAN

for your Extraordinary Mind 2024

Mahalo for your servant leadership and unwavering dedication to the Surfjack!



Janette Carter Baker

Janette Carter Baker serves as Vice President of Marketing for Visit Tampa Bay, leading a dynamic and results-driven team that has transformed the organization's marketing landscape. Together, they oversee innovative advertising strategies, manage a robust marketing and public relations budget, and drive cutting-edge research initiatives. Their collective efforts have elevated Tampa Bay to the ranks of Florida's Hit Impact Tourism (HIT) counties, significantly boosting the destination's profile and economic impact both domestically and internationally.

Under Janette's leadership, the team has garnered over 50 U.S. and international awards, including multiple prestigious Adrian Awards, recognizing their creative excellence and strategic impact. A Florida native with a Master's in Marketing from the University of Tampa, Janette is passionate about showcasing Tampa Bay's vibrant tourism economy and fostering collaboration to achieve long-term growth.

Janette resides in Dunedin with her husband and three daughters, embracing both her professional and personal roles with enthusiasm and commitment.



Keri Brown

I've had the great good fortune, as a management trainee, to get a first-hand look at the dynamic nature of hotel operations. My instincts led me to the revenue management discipline – and the never-ending challenge of uncovering the perfect balance of segments, channels, room categories, occupancy levels and rate. As I honed my skills as a Revenue Manager, DORM, Area Manager – Hotel Services, Hawaii (in the OTA space), and eventually Area Director of Revenue Strategy, my ability to innovate and execute initiatives that enhance our commercial efforts expanded. Now, as Area Director of Commercial Strategy at OUTRIGGER Resorts and Hotels, I have the privilege of leading a diverse team comprised of revenue strategy specialists, marketing professionals and sales leaders who are all at the top of their game. Working with this exceptionally talented collective of commercial strategists, I have embraced invaluable lessons about collaboration, strategy and our commitment to delivering exceptional results as a single team.



Jennie Bradford Curlee, APR, TMP

Driven by a passion for telling stories that connect people to place, Jennie Bradford Curlee continues to shape Tupelo's tourism narrative. Whether she's leading marketing and sales efforts or crafting an award-winning public relations campaign, Jennie Bradford is at the forefront of the tourism industry, always with an eye on innovation and impact.

As the Deputy Director of the Tupelo Convention & Visitors Bureau, Jennie Bradford spearheads the bureau's marketing, public relations, and sales initiatives, shaping Tupelo into a must-visit destination. Her vision and leadership have helped transform the city's tourism landscape, with a particular focus on highlighting Tupelo's unique charm and rich cultural history. Before stepping into her current role, Jennie Bradford made her mark as the CVB's Public Relations & International Sales Director, where she helped increase the city's global profile.

A certified Tourism Marketing Professional (2015) and a proud honoree of the Southeast Tourism Society's Rising Star award (2014), Jennie Bradford's expertise in tourism marketing and communications is unparalleled. Her passion for public relations extends beyond her daily work—she's a former president of the Public Relations Association of Mississippi (PRAM) and also served as president of the Southern Public Relations Federation (SPRF). In 2016, her efforts earned her a spot on Mississippi Business Journal's Top 50 Under 40 list—a testament to her leadership in both her field and her community.

Jennie Bradford's commitment to excellence is evident in her growing list of accolades, including her Accreditation in Public Relations (APR) in 2021. Her work has been recognized with some of the industry's most prestigious honors, including the William A. Taylor Best of Show Award at the Southern Public Relations Federation's Lantern Awards in 2018 and a Public Relations Society of America (PRSA) Bronze Anvil Award in 2020 for a groundbreaking campaign that positioned Tupelo as an emerging culinary destination.



Karin Davis

Karin Davis is the vice president of sales at The Venetian® Resort Las Vegas. Karin joined The Venetian in 2008 as a national sales manager focused on technology, pharmaceutical and insurance clients, before advancing to her current role in 2022.

As vice president of sales, she is responsible for developing strategy and management of the groups team, including the vertical deployment of technology, medical and health, insurance, banking and real estate. In addition, she is responsible for growing revenues, development and mentoring of staff, and bringing experiences to life through enhancing existing partnerships and developing new customers at the landmark Las Vegas meetings complex.

Karin received her undergraduate degree from the University of Nevada Las Vegas in hotel management and her MBA from University of Phoenix. As a leader in the meetings industry she is a member of MPI and HSMIA, and participates in CEMA, Pharma Forum, and FICP with a focus on developing a team of managers who are a strategic resource within their vertical alignments.

Karin has more than 20 years in the hospitality industry. Prior to joining The Venetian, she spent five years as director of sales and marketing at The Westin Las Vegas, and three years as director of sales at Embassy Suites where she was able to gain experience managing and developing strategy for both sales and catering, corporate group business, and growing the meetings segments within both properties.

Karin loves to run, dive and golf. She resides in Las Vegas with a son and daughter.



Lynette Eastman

As General Manager, Lynette Eastman has been the steadfast leader of Waikiki's original vintage-Hawaiian inspired boutique hotel, The Surfjack Hotel & Swim Club, since it opened with unmatched buzz in 2016 due to its Instagram-able pool bottom slogan, "Wish You Were Here." She is a powerhouse in Hawaii's tourism & travel industry, with more than four decades of experience in tourism in the region. Lynette started as a Guest Services Agent in 1984 in Lahaina, Maui, and has since received several accolades for her stewardship as General Manager over the last 24 years.

Leading a programming-driven boutique hotel in one of the most frequented tourism destinations, Lynette has successfully positioned The Surfjack for offering a local Waikiki experience at a competitive price point – increasingly rare to find in Hawaii. Committed to 'Wiping Out' hotel fees, Lynette has ensured that Surfjack's value-driven amenities, along with weekly programming and seasonal special events, have become part of the hotel's brand ethos and what has repeat guests returning. With an uncanny foresight into traveler needs, Lynette identified the importance of pet-friendly stays amid the pandemic, quickly expanding the hotel's dog-friendly capabilities. She has since established a national reputation for The Surfjack as the go-to dog-friendly hotel in Waikiki, showcasing their own live in mascot and Ambassador of Aloha, JACK The Hotel Dog, while strategically positioning the hotel as a gathering ground and major hub for Oahu locals and visitors.

Guiding her team to deliver superior service and driving financial performance, Lynette has woven together a unique laid-back guest experience while pushing for a 93% occupancy this year in a down market. This business strategy balancing OCC & ADR optimized a RevPar well above \$200+.

Lynette is also a beacon for the Hawaii hospitality community. She has served as an Executive Board Member for Hawaii Lodging & Tourism Association since 2021, in addition to being a Generational Mentor to college seniors for the organization since 2016. She is also on the Membership Committee for Hawaii Women in Lodging & Tourism. Lynette brings a passionate and infectious energy to her work every day. She truly lives the mindset of, "A rising tide lifts all boats," and works with her counterparts across Waikiki to ensure a steady stream of responsible tourism to the Islands continues for generations to come.



Susan Estler

Susan Estler has worked in tourism marketing and public relations since 2001. Her career has included positions as Director of Marketing & Public Relations for Bradenton Area Convention & Visitors Bureau, Vice President of Marketing for Panama City Beach Convention & Visitors Bureau, Executive Director for the Lackawanna County Convention & Visitors Bureau and since 2018, the CEO of Travel Marquette. Estler's notable achievements include the esteemed CDME (Certified Destination Management Executive) status from Destination Marketing Association International, President of the Michigan Association of Convention & Visitor Bureaus, and many more. Throughout her impressive tenure in the industry, Susan has spearheaded notable projects including Panama City Beach's "Real. Fun.Beach" rebrand, Travel Marquette's accessibility campaign with SAIL, and the founding of Respect Marquette County Coalition.



Sarah Fults

Sarah Fults brings 25+ years of hospitality experience to her role as Vice President of Distribution at MGM Resorts International. In her role at MGM, Sarah is responsible for discovering and implementing new technologies to optimize channel performance while driving operational efficiencies and reducing costs. She joined MGM in 2016 from Choice Hotels & Loews Hotels & Resorts where she oversaw all aspects of Third Party Distribution. A career hotelier, Sarah started working front desk and then as a Reservations Manager at The Sanctuary on Camelback in Scottsdale, Arizona. It was there she discovered the technical side of the hospitality industry as the beta partner for a new PMS and joined Pegasus Solutions in 1997 working in the property systems group. As the hotel industry embraced the internet, Sarah was at the forefront as an Account Manager with digital agencies Interactive Sites and Blue Square Studios. In 2005 she joined HBSI where she worked on developing the first channel management solution, automating connectivity for online travel agencies and wholesalers. Sarah holds a Bachelor of Science degree in Global Business, specializing in Marketing from Arizona State University. She enjoys traveling internationally, interior design, fashion, and architecture.



Chris Heywood

Chris Heywood currently serves as Senior Vice President, Public Relation and Chief Communications Officer for Brand USA, the destination marketing organization for the USA—a position he began in the Fall of 2024. In this capacity, he oversees global PR and communications, media relations and reputation management for America's national tourism board. Before his time with Brand USA, Chris was the Senior Vice President, Global Communications for the Los Angeles Tourism and Convention Board from 2022 to 2024. He also began his career with LA Tourism in 1998, completing more than a decade of total service to LA's official tourism organization over two stints. In between his times with LA Tourism, Heywood served as Executive Vice President, Global Communications for NYC Tourism + Conventions, formerly known as NYC & Company. He began at the organization as a director in 2007 and rose to lead the communications department, beginning in 2014. In his capacity, Heywood was responsible for overseeing a global network of 18 international offices serving 30 global markets in addition to managing domestic PR, corporate communications, and crisis communications. He was instrumental in helping NYC achieve a decade of record-breaking tourism success and helping shepherd the organization through the Covid-19 pandemic.



Ashleigh Irving

Ashleigh Irving serves as Marketing Director at CoralTree Hospitality, bringing over 16 years of expertise in hospitality marketing and strategic planning. She provides corporate support for several high-profile East Coast properties and residential resorts nationwide.

Previously, Ashleigh was Marketing Director at Wild Dunes Resort, a Destination by Hyatt, where she led strategic marketing initiatives from 2014 to 2022. Her professional background also includes roles as PR Director for Charleston Fashion Week and Marketing Director at the Charleston Metro Chamber of Commerce.

Ashleigh specializes in developing comprehensive business strategies that align operational, technical, and sales goals to support award-winning campaigns. With a deep understanding of market dynamics and a talent for building high-performing teams, she drives revenue growth, client retention, and guest engagement in the competitive vacation market.

2024 HSMAI TOP 25 HONOREES



Nancy Johns

Nancy Johns serves as the Senior Vice President of Integrated Marketing and Digital Solutions at Crescent Hotels & Resorts, where she is dedicated to aligning innovative marketing technology with strategic business objectives. Her visionary approach is instrumental in driving revenue growth and enhancing brand presence across Crescent's diverse portfolio of properties. With over twenty years of extensive experience in the hospitality sector, Nancy has established herself as a respected leader and mentor within the industry. She possesses a remarkable ability to steer her team toward achieving success, skillfully adapting to the fast-paced and ever-changing market landscape. Nancy excels at crafting comprehensive marketing strategies that resonate with the overarching goals of the management company, ensuring both immediate impact and long-term viability. In addition to her role at Crescent, Nancy is an active member of the HSMAI Marketing Advisory Board, collaborating with fellow industry experts to assess the evolving hotel marketing landscape and strategize on how HSMAI can inspire and empower marketers in today's dynamic environment. Her leadership was further recognized through her position as Co-Chair for the 2023 HSMAI America's Marketing Conference, where she played a pivotal role in shaping industry conversations and initiatives. Before joining Crescent Hotels & Resorts, Nancy held significant leadership positions at renowned organizations such as Pyramid Hotel Group, Expedia, and Starwood Hotels and Resorts, where she honed her expertise in marketing and strategy development.



David Lau

David Lau is a distinguished leader in the hospitality industry, celebrated for his innovative approach to Revenue Management and his commitment to driving excellence across the field. With over 20 years of experience—including 14 years dedicated to mastering the intricacies of revenue optimization—David has earned a reputation as a transformative strategist, leader and mentor.

David's commercial strategy career began in Vancouver, British Columbia, where he played a key role in developing and implementing the Cluster Model—transforming Fairmont Hotels' approach to revenue management in the Pacific Northwest. In 2014, he relocated to Toronto to become the Director of Revenue Management at the iconic Fairmont Royal York, where he redefined the hotel's commercial strategy following a major renovation. In recognition of his exceptional talent and leadership in the hospitality industry, David was honoured by the Ontario Hospitality Institute as one of the Top 30 Under 30 in 2016. He was appointed as Area Director of Revenue Management for the Central Canada Region and later as Regional Director of Revenue Management in 2022. In his current role, David oversees a diverse portfolio of hotels while fostering a global culture of excellence in revenue management for Fairmont & Raffles Hotels worldwide.

A lifelong learner, David earned a Master's degree in Tourism Management from Royal Roads University. Beyond his professional endeavors, he has been an influential figure in the hospitality community through his 12-year involvement with HSMAI. David was instrumental in launching the British Columbia chapter as VP of Education and later established the Ontario chapter as its founding President. Today, he continues to support the industry as a dedicated board member and Past President, championing education and leadership development.

David's drive extends beyond the boardroom—and onto the marathon course. A passionate and competitive runner for over a decade, David has completed 11 marathons, including the prestigious Boston Marathon, achieving a personal best time of under 3 hours. His dedication to running mirrors his professional ethos: relentless perseverance, a commitment to excellence, and an unyielding pursuit of personal and collective goals.

Recently named one of the Top 25 Most Extraordinary Minds in Sales, Marketing, and Revenue Optimization, David's career reflects a unique blend of innovation, expertise, and passion—both on and off the track.



Nicolas le Roux

With over 25 years of experience, Nicolas le Roux has established himself as a respected and influential figure in the marketing industry. He currently serves as EVP of Marketing at Global Hotel Alliance (GHA). Before joining GHA, he held key leadership positions, including CMO at Mondia Group, Head of Marketing at Travelport, and General Manager at Trafalgar Tours. Originally from South Africa, Nicolas holds a BA in Business Administration and Marketing Management from the IMM Graduate School.



Theresa Lutz

Theresa Lutz is vice president of marketing at Camelback Resort, a year-round destination resort in the Pocono Mountains, heading all marketing activities, developing and overseeing marketing initiatives including advertising, collateral, social media and public relations. Camelback Resort includes Camelback Mountain for snow sports and tubing; Camelback Mountain Adventures; Camelbeach Mountain Waterpark, PA's biggest outdoor waterpark; award-winning Aquatopia Indoor Waterpark; and the 453-room Camelback Lodge.

A hospitality pro since 2006, her experience includes assistant vice president of marketing for Tropicana Atlantic City, commercial manager for Carnival Cruise Line, director of retail marketing for Seminole Hard Rock Hotel & Casino in Hollywood, Florida, and director of special events and promotions and regional director of special projects for Resorts Atlantic City.



Karin Mast

Karin Mast boasts over two decades of experience in the tourism and hospitality industry, making significant strides as a leader in marketing and strategic growth. Currently serving as the Senior Vice President of Hospitality at Miles Partnership, she has successfully transformed the company's hospitality division, quadrupling revenue and broadening the client base to include diverse sectors from casinos to luxury resorts. Renowned for her ability to develop actionable insights that drive revenue, Karin fosters a collaborative and innovative culture that empowers her team to exceed client expectations. An active member of HSMIA, she contributes her expertise to various industry panels and conferences, sharing best practices and addressing pressing challenges in hospitality marketing. Karin's career trajectory includes pivotal roles at multiple CVBs, and she holds a B.A. from the University of Wisconsin, a digital marketing certification from Northwestern University, her CHDM, and is pursuing her M.A. in Tourism Development, reflecting her commitment to continuous professional advancement.

2024 HSMAI TOP 25 HONOREES



Jen Munro

Jen Munro is Vice President of Global Loyalty for Preferred Travel Group. She leads the strategy, vision and delivery of I Prefer Hotel Rewards loyalty program – the world’s largest loyalty program for independent hotels. She oversees marketing, operations, program delivery, partnerships, and member services, with a focus on driving revenue, profitability, and setting the path for the program’s continued growth.

With more than 20 years of experience in hospitality, Jen is a seasoned leader in loyalty strategy, marketing, operations, digital merchandising, and member communications. Her background includes both client-side (Starwood Hotels & Resorts and Marriott International) and agency-side roles (Ogilvy for World of Hyatt) where she held various global and divisional leadership positions. During the Marriott-Starwood merger, she played a pivotal role in the integration of Starwood Preferred Guest (SPG) with Marriott Bonvoy.

Passionate about the hospitality industry, travel, and fostering a strong team culture, Jen also loves exploring new destinations as much as revisiting her favorite ones.



Sue Murphy

Sue Murphy is a results-driven professional with nearly 20 years of experience in hotel revenue management. Starting her career at a Chicago-area then-Harrah’s property, she advanced to lead revenue management for Caesars Entertainment’s Atlantic City operation in 2006, overseeing strategy for four properties with 6,800 rooms during the subsequent economic downturn. At Pinnacle Entertainment, she built and led revenue management, driving consistent WorthPAR growth and integrating seven Ameristar properties into a centralized solution with continued rapid positive results. Sue then standardized operations across 23 hotel properties as VP of Revenue Management at Penn National Gaming. At ComOps, she leads revenue management, guiding strategy for new projects, refining existing practices, driving transformational initiatives, and supporting areas like contact center operations and digital innovation. She also collaborated with HSMAI on a white paper on casino hotel revenue management.



Karem Planas Fernandez

Karem Planas is a seasoned hospitality marketing strategist with over two decades of experience driving innovative campaigns and elevating global brands. With degrees in Hospitality Management and Communications, she has collaborated with renowned organizations, including the Puerto Rico Tourism Company, Delta Hotels, Best Western, and Choice Hotels. Currently serving as COO and VP of Account Growth of Ideas Collide, Karem leads transformational marketing initiatives for clients in hospitality, technology, and beyond.

Guided by her belief that hospitality is about creating meaningful connections and unforgettable experiences, Karem combines creativity and data-driven insights to deliver impactful results. Her commitment to the industry expands to fostering professional development, a passion that led her to become a founding board member of the HSMAI British Columbia Chapter, where she has been instrumental in fostering professional development and industry collaboration. Karem is passionate about shaping the future of the industry through strategic vision and a relentless drive for excellence.



THE NEW YORK MARRIOTT MARQUIS

Proudly supports Adrian Awards Celebration.





Kelly Poling

Kelly Poling currently serves as the Executive Vice President, Chief Commercial Officer for Extended Stay America, a portfolio of almost 800 hotels. Kelly oversees all commercial functions, including Marketing, Brand Strategy, eCommerce, B2B Sales, Loyalty, Revenue Management, PR, Analytics, and the Call Center. During her tenure, Kelly built a high-performing team that launched two new brands, created omnichannel marketing campaigns, and redesigned the digital platform. This resulted in industry-leading financial performance.

Prior to joining Extended Stay America, Kelly served as the Chief Executive Officer for Karisma Hotels, a chain of luxury all-inclusive resorts in Latin America and the Caribbean. She led all headquarters functions, and authored the global brand strategy for the portfolio of hotel brands, including Nickelodeon and Margaritaville Resorts.

Much of Kelly's career has been spent in hospitality. She served as the Chief Marketing Officer for WoodSpring Hotels, where she built a commercial platform from the ground up. Prior to that, she spent seven years at Choice Hotels International with increasing levels of responsibility, including leadership for the Corporate Strategy, Marketing, and eCommerce teams. It was under her leadership that Choice crossed the \$5B revenue threshold, growing choicehotels.com specifically to a billion-dollar platform.

Kelly also led Consumer Marketing for Rosetta Stone, the world's leading language learning platform. It was there that she facilitated the company's transition to reach a younger audience with a mobile subscription model. She established her Marketing foundation as a Marketing Director for Johnson & Johnson. Prior to business school, she spent the early part of her career in Management Consulting for Arthur Andersen and BearingPoint.

Kelly was ranked as one of the Top 100 Women in Business as part of the 2022 National Women's Conference. She was also selected as one of the 2024 Most Influential Women in Hospitality by Hotel Management Magazine. She sits on the Board for The Miles Partnership, a marketing and branding agency focused on destination marketing. She is actively involved in several community organizations, including serving on the Board for The Battered Women's Justice Project (BWJP).

Kelly received her B.B.A in International Business from The George Washington University and her M.B.A from the Wharton School at The University of Pennsylvania. She enjoys travel, tennis, and playing the piano.



Jacqueline Robertson

Jacqueline Robertson is a seasoned professional with over 12 years of experience in the digital hospitality space. She has held various roles at Marriott Digital Services (MDS), Marriott International's in-house digital marketing agency.

Currently, Jacqueline leads the program operations and product development teams, driving operational excellence and delivering high-value SEO and content programs for over 4,000 hotels worldwide. She develops strategies to enhance digital performance, improve customer satisfaction, ensure quality, reduce costs, and optimize SLAs.

Recent achievements include launching the Digital Health Assessment, auditing hotel websites for content quality and best practices, and implementing operational changes that reduced turnaround times for key activities by 70%. Jacqueline also introduced the Net Promoter Score framework to measure customer satisfaction and successfully led the global launch of digital programs across US/Canada, APEC and Greater China.

A certified Project Management Professional (PMP), Jacqueline holds a degree in Economics and Communications from the University of Maryland, College Park. She resides in Boston with her husband, two young boys, and an energetic labrador retriever.



Rich Tuckwell-Skuda

Rich Tuckwell-Skuda is the CEO and Founder of The Anything Group (TAG). Known for his leading entrepreneurial spirit and remarkable track record spanning the travel, hospitality, and tech sectors, Rich has successfully launched numerous brands for TAG's clients and companies as a visionary thought leader. TAG has emerged as the preferred agency for three major software providers and one of the world's largest hotel groups, transforming TAG into one of the highest-performing agencies in North America and the Caribbean within 3 years of launch. As CEO of TAG, he leads a team responsible for managing tech solutions and digital marketing for more than 300 clients worldwide, achieving impressive increases in profitability, revenue, operational best practices, and marketing ROAS, whilst decreasing operational expenditure, negative reviews, and marketing costs.

He has accumulated extensive experience in various roles across these industries with remarkable results regarding excellence and the best marketing standards. He is a highly regarded speaker and thought leader, having addressed over 300 industry events and conferences since 2018. Rich is also the only leader in the industry who has been awarded the Top 25 Extraordinary Minds US and Top 20 Europe both in 2016 and 2024, for his work in the hospitality industry.



Natalie Vachon

Natalie Vachon is the Senior Director of Marketing at AKA Hotels + Hotel Residences, bringing 15 years of expertise in digital strategy, brand development, and revenue-driving initiatives. Over her 8-year tenure at AKA, she has spearheaded high-impact marketing campaigns that deliver measurable results for the luxury brand. Natalie manages marketing teams across nine major cities, including New York City, Los Angeles, Miami, and London, ensuring brand consistency while celebrating the unique identity of each property. She has played a pivotal role in developing high-end partnerships, achieving revenue-driven goals, and successfully opening flagship properties in New York City and Washington, D.C.

Natalie's leadership extends beyond marketing; she champions cross-departmental collaboration with sales, operations, and technology teams to accelerate brand growth and strengthen AKA's market presence. She also leads brand training initiatives, equipping new team members to embrace AKA's core values and uphold brand standards from day one.

Previously, Natalie refined her skills in customer engagement and hospitality marketing during her tenure as Marketing Manager at Highgate Hotels and as Marketing Director at Viceroy Hotels and Resorts, where she cultivated a strong foundation in building luxury lifestyle brands.

Known for her intellectually curious and flexible mindset, Natalie fosters innovation and adaptability within her teams. Her collaborative approach and high-level communication style enable her to connect with diverse audiences and align efforts toward shared goals. Beyond her professional accomplishments, Natalie is passionate about community action and driving positive social impact. A lifelong animal lover, she actively supports shelters and organizations dedicated to protecting animal well-being.



Gaurav Varma

Gaurav is the Senior Director of Marketing at Milestone Inc., where he leads marketing and growth strategies for key products and solutions, including the Website CMS, Personalization Engine, Schema Manager, Local Listings, and Generative AI Content Platform and more. He began his career at Radisson Hotels in New Delhi and honed his expertise in hospitality with Oberoi Hotels, India's premier ultra-luxury hotel chain. As part of The Oberoi Group's corporate team, Gaurav contributed to the success of Oberoi Hotels & Resorts and Trident Hotels, managing Revenue Management, Digital Strategy, Loyalty Programs, CRM, eCommerce, and Distribution across 30+ properties. After earning an MBA from Temple University in the United States, Gaurav joined Milestone Inc. nearly a decade ago. Since then, he has been instrumental in driving innovation, fostering growth, and achieving measurable results. His leadership and dedication to excellence have earned him recognition as a respected marketing professional.



Jeff Vasser

Jeff Vasser was appointed to lead the NJ Division of Travel & Tourism in April 2018. Prior to that he was the CEO of the Caribbean Hotel & Tourism Association.

Earlier, for 11 years, Jeff served as president of the Atlantic City Convention & Visitors Authority, overseeing the daily operations of the authority's two major convention and event facilities and marketing that destination city.

Earlier in his career, he worked for two international consulting firms, developing strong project management skills while managing engagements ranging from preparing the bid package for an Olympic Organizing Committee to the feasibility studies for hotels, arenas, museums, and mixed-use real estate developments.

He began his career with Four Seasons Hotels after graduating from the School of Hotel Administration at Cornell University.

Jeff is a consensus builder with strong communication and interpersonal skills. He has a passion for politics and international affairs as well; and volunteers as an election observer for the Carter Center and has served on multiple missions to Venezuela and Jamaica.

Jeff lives in Linwood, NJ with his wife Angie and two teenage sons.



Amber Voelker

Amber Voelker is the Senior Vice President of Sales Strategy for Associated Luxury Hotels International (ALHI).

Amber brings over 25 years of luxury hotel experience and 10 years of GSO sales leadership with ALHI. Her rapid progression from Regional Director to Senior Vice President of Sales Strategy reflects her exceptional ability to drive record-breaking revenue growth and lead high-performing teams. Amber has spearheaded strategic initiatives, expanded client relationships, and achieved all-time personal and regional sales highs, including successfully leading the West, The MidAtlantic, and the South Region's growth efforts.

Prior to joining ALHI, Amber excelled as Director of Group Sales at Ritz-Carlton and Langham Hotels in Pasadena, building a strong foundation in luxury hospitality sales and leadership. She actively contributes to industry organizations such as MPI and Site, and plays a pivotal role in ALHI's leadership programs, including Executive Women in Leadership and the ALHI Executive Exchange.

Amber holds a Bachelor's degree in Kinesiology from California State University, Northridge, and is based in ALHI's Los Angeles office. Outside of work, she enjoys fitness, hiking, traveling, holistic wellness, horseback riding, and spending time with her family, including her husband of 21 years, Todd, their 16 year old daughter Siena, and their two dogs, Remy and Roxy.

Amber is a survivor and pushed past tough life obstacles including the loss of her father at the young age of 10 years old. She believes in the mentality that you have a choice to be a victim or be a survivor, and you have to put in the work. She looks for ways to give back by donating and spending time with organizations such as Maryvale Orphanage and Junior Achievement. Helping others see the vision of success and believing in themselves is something she is passionate about.



Jim Walter

Jim Walter serves as the Vice President of Visit Cheyenne, the official Destination Marketing Organization for Laramie County, Wyoming. With a strong commitment to fostering economic development through the visitor economy, Walter plays a pivotal role in enhancing the region's appeal to travelers.

A graduate of St. Bonaventure University and a Certified Destination Management Executive, Walter's journey into tourism was not initially planned, but he has since found his passion in this dynamic field. For a decade, he spearheaded tourism initiatives in Madison County, New York, where he successfully promoted destination weddings, agritourism, and a burgeoning craft beverage industry.

In 2013, Walter transitioned to Wyoming to focus on convention sales for Visit Cheyenne. Over the past 12 years, he has advanced to the position of Vice President, where he oversees all marketing efforts for the organization. Additionally, Walter manages the rodeo program for Visit Cheyenne, producing seven rodeo events annually that celebrate and showcase the region's rich western heritage to visitors.

Walter's diverse experiences and strategic marketing initiatives have established Visit Cheyenne as a premier destination for experiencing the authentic American West. He resides in Cheyenne with his wife, Stacie, and their daughter, Lorian.



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
Gina Stouffer
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 Schrage
Horst Schulze
Jeff Senior
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



**Victoria
(Vickie)
de Falco**

*Principal & Cofounder
Redpoint Marketing PR Inc.*

With a career that spans more than 40 years, Vickie has delivered public relations and marketing success to clients in every segment of the tourism and hospitality industry. She sniffs out trends before they emerge, she's a master at creating BIG ideas, and her visionary strategy has set the North Star for countless organizations...including her own.

When she cofounded Redpoint in April 2002, she was driven by two things. The first was the total belief that travel is central to humanity and would always bounce back, even from the (then) recent tragic events of 9/11. The second was to create a brand for her agency that didn't hang its hat on her name or anyone else's. From day one, she cultivated Redpoint as a brand that would be driven by the collective excellence of its people.

Over the years, Vickie has been at the helm of numerous high-profile tourism PR campaigns that earned industry recognition. Some of her well-known work includes the creation of ASTA's Consumer Advocate, the birth of Cunard Line's iconic Royal Rendezvous, the extraordinary "Celebration of Grace" for Monaco Tourism honoring the 25th anniversary of Princess Grace's passing, the christening of the Virtuoso Luxe Report, the creation of the legendary Sleep Concierge for NYC's Benjamin Hotel, and the establishment of the first-of-its-kind Foliologist for Tauck.

Vickie's got a slew of Platinum Adrian Awards to her credit and was named one of the Top 25 Extraordinary Minds in Hospitality Sales & Marketing by HSMIAI. Further, her advice has been featured in leading business media – from Entrepreneur to Crain's New York Business – and even immortalized in a popular university marketing textbook – Real People, Real Choices – now in its 11th edition. Her doodling artistry also inspired Redpoint's popular coloring book, available on Amazon.

Vickie's early career years included roles as in-house PR for the Venice-Simplon-Orient-Express, as well as agency stints at Jessica Dee Communications and KWE Associates, where she served as President before leaving to establish Redpoint. She currently serves on the Advisory Board for Accelerate Women Leaders in Travel.

Albert E. Koehl Award Honoree



**Michelle
Woodley**

*President
Preferred Travel Group*

Michelle Woodley is the President of Preferred Travel Group. In this role, she oversees multiple departments across the company, including regional management and development, commercial disciplines, information technology, people and community, the hospitality consulting division and the Historic brands business unit. She also works closely with CEO Lindsey Ueberroth on financial planning and talent management, supports the development of other strategic areas of focus within the organization, and serves as a company spokesperson.

Since joining the company in 2002, Michelle has held various leadership positions with cross-functional responsibilities. She has used her expertise to help the company successfully execute major global initiatives designed to foster the longevity of the Preferred brand, such as two comprehensive rebranding initiatives, the launch of multiple brand websites, a Revenue Management Certification Program, and the creation of the I Prefer Hotel Rewards program. In 2018, she received recognition by Hotel Management as one of the most influential women in hospitality.

Michelle is currently on the Sabre Hospitality Executive Advisory Board and the Active International Advisory Board, HSMIAI Foundation Board of Directors and has served on the Americas Board of Directors of the Hospitality Sales & Marketing Association International (HSMIAI) and as Chair of the HSMIAI Foundation. Michelle graduated from Cornell University School of Hotel Administration and is based in Chicago.

BEST OF CATEGORY AWARDS



BEST OF CATEGORY AWARDS ARE GIVEN IN EACH ENTRY CATEGORY FOR THE HIGHEST SCORING ENTRY IN THE SMALL, MEDIUM AND LARGE BUDGET RANGES.

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

Amelia Island Convention & Visitors Bureau

ENTRY: Padsquad VidStream

CATEGORY: Innovation

BUDGET RANGE: Small

AGENCY: Starmark International

Associated Luxury Hotels International (ALHI)

ENTRY: ALHI Thought Leadership

CATEGORY: Content Marketing

BUDGET RANGE: Small

ATL Airport District

ENTRY: Wheels Down. Meet Up.

CATEGORY: Group Sales/Travel Trade

BUDGET RANGE: Medium

AGENCY: Hemsworth Communications

Bardstown-Nelson County Tourist & Convention Commission

ENTRY: Visit Bardstown: National Bourbon Week

CATEGORY: PR Campaign Consumer

BUDGET RANGE: Medium

AGENCY: TURNER

Bermuda Tourism Authority

ENTRY: Bermuda Social Media

CATEGORY: Social Media/Social Networking

BUDGET RANGE: Medium

AGENCY: VERB Interactive

Bermuda Tourism Authority

ENTRY: Bermuda Summer Fridays Influencer Campaign

CATEGORY: Influencer Marketing

BUDGET RANGE: Medium

AGENCY: VERB Interactive

Bermuda Tourism Authority

ENTRY: 90 Minutes to Paradise:

Bermuda and JetBlue Bring a Slice of Island Life to NYC

CATEGORY: Experiential Marketing

BUDGET RANGE: Medium

AGENCY: BerlinRosen, MMGY

Hills Balfour, adam&eveDDB, VERB Interactive

Best Western Hotels & Resorts

ENTRY: Digital - Audio - Best Western® Hotels & Resorts - Summer Audio Campaign

CATEGORY: Audio

BUDGET RANGE: Large

AGENCY: PMG + Ideas Collide

Columbia County TDC

ENTRY: Columbia County: Your Kind of Place

CATEGORY: Brand Campaign

BUDGET RANGE: Small

AGENCY: Paradise Advertising & Marketing

Destination Canada

ENTRY: Destination Canada: Digital Innovation through Decoupled Design

CATEGORY: Innovation

BUDGET RANGE: Large

AGENCY: VERB Interactive

Destination Cleveland

ENTRY: Puppy Bowl Campaign

CATEGORY: Broadcast Integration

BUDGET RANGE: Medium

AGENCY: MMGY

Destination Cleveland

ENTRY: "Dog's Day Off in Cleveland" Giveaway

CATEGORY: Contest/Sweepstakes

BUDGET RANGE: Large

AGENCY: MMGY

Destination DC

ENTRY: A Chosen Family

CATEGORY: Diversity, Equity, Inclusion Marketing

BUDGET RANGE: Medium

AGENCY: MMGY

Destination DC

ENTRY: There's Only One DC Video

CATEGORY: Television

BUDGET RANGE: Large

AGENCY: MMGY

Destin-Fort Walton Beach, Florida

ENTRY: Little Adventures Enhance the Experience in Destin-Fort Walton Beach

CATEGORY: Content Marketing

BUDGET RANGE: Large

Discover Puerto Rico

ENTRY: Through The Eyes of Boricuas

CATEGORY: Diversity, Equity, Inclusion Marketing

BUDGET RANGE: Medium

AGENCY: MMGY Hills Balfour

Discover South Carolina

ENTRY: Amplifying South Carolina's Diverse Voices

CATEGORY: Diversity, Equity, Inclusion Marketing

BUDGET RANGE: Medium

AGENCY: SC Department of Parks, Recreation & Tourism

BEST OF CATEGORY (CONT.)

Emerald Isle Realty

ENTRY: 2024 Search Marketing Strategy - Google
CATEGORY: Search Marketing Strategy
BUDGET RANGE: Medium
AGENCY: Orange142

EOS Hospitality

ENTRY: El Capitan Canyon Concierge App
CATEGORY: App
BUDGET RANGE: Small

Experience Columbus

ENTRY: Forbes Shines a Light on Columbus
CATEGORY: Feature Placement Online or Print Consumer Media
BUDGET RANGE: Small

Hampton Inn Boston Logan Airport

ENTRY: Boston Logan Airport Paid Search
CATEGORY: Search Marketing Strategy
BUDGET RANGE: Small
AGENCY: Cogwheel Marketing & Analytics

Hilton

ENTRY: Hilton Ramadan Campaign: The Badr Family
CATEGORY: Influencer Marketing
BUDGET RANGE: Medium

Hilton

ENTRY: Hampton by Hilton Showcases Breakfast Innovations with Paris Hilton
CATEGORY: Innovation
BUDGET RANGE: Medium

Hilton

ENTRY: Hilton Ramadan Campaign: The Badr Family
CATEGORY: Influencer Marketing
BUDGET RANGE: Medium

Hilton

ENTRY: Hilton x Saudi Tourism Authority Summer Campaign
CATEGORY: Content Marketing
BUDGET RANGE: Medium

Houston First Corporation

ENTRY: Visit Houston Website Redesign - 2024
CATEGORY: Web Site
BUDGET RANGE: Medium

IHG Hotels & Resorts

ENTRY: IHG Masterbrand Ramadan Campaign
CATEGORY: Innovation
BUDGET RANGE: Medium

Kentucky Department of Tourism

ENTRY: Fireside Fortune Video Series
CATEGORY: Video - Single Entry
BUDGET RANGE: Medium
AGENCY: Miles Partnership

Kimpton Seafire Resort + Spa

ENTRY: Elevating The Experience at The Caribbean's First Literary-Inspired Bar – Library by the Sea
CATEGORY: New Opening/Launch
BUDGET RANGE: Small
AGENCY: TURNER

Lindblad Expeditions

ENTRY: Lindblad Expeditions' Partnership with Jeopardy!
CATEGORY: Contest/Sweepstakes
BUDGET RANGE: Medium
AGENCY: THE DECKER/ROYAL AGENCY

Lindblad Expeditions

ENTRY: Lindblad Expeditions - Climate Change Dinner/Zero Waste Menu
CATEGORY: Innovation
BUDGET RANGE: Medium
AGENCY: THE DECKER/ROYAL AGENCY

Madrid Turismo

ENTRY: Elevating Madrid's Image Through Influencer Marketing
CATEGORY: Influencer Marketing
BUDGET RANGE: Large
AGENCY: PTG Consulting

Marriott Bonvoy

ENTRY: Marriott Bonvoy Land
CATEGORY: Metaverse/Gaming/NFT
BUDGET RANGE: Large

Marriott Bonvoy

ENTRY: Play on the Pitch at Old Trafford
CATEGORY: Creators, Multi-media, video, and short form
BUDGET RANGE: Large
AGENCY: 160over90

Marriott Bonvoy

ENTRY: Marriott Bonvoy Land in Fortnite
CATEGORY: Innovation
BUDGET RANGE: Large
AGENCY: Publicis Media

Marriott Bonvoy

ENTRY: Marriott Bonvoy Land
CATEGORY: Innovation
BUDGET RANGE: Large

Marriott International

ENTRY: The Marriott Bonvoy® x NCAA® Game Day Rituals Campaign:
NIL Athletes
CATEGORY: Influencer Marketing
BUDGET RANGE: Large

Marriott International

ENTRY: Westin x Raymond Braun Partnership – Westin Marathon Ambassador
CATEGORY: Influencer Marketing
BUDGET RANGE: Medium

Marriott International

ENTRY: "The Road to Beautiful" with Rolling Stone and Marriott Bonvoy
CATEGORY: Publisher Content
BUDGET RANGE: Large

Marriott Purpose Driven Marketing

ENTRY: LoveTravels™ Platform Relaunch
CATEGORY: Environmental, Social, Governance (ESG)
BUDGET RANGE: Large
AGENCY: Obsidianworks

Martin County Office of Tourism & Marketing

ENTRY: Explore Natural Martin Launch Video
CATEGORY: Video - Single Entry
BUDGET RANGE: Small

Martin County Office of Tourism & Marketing

ENTRY: Explore Natural Martin In-House PR Strategy
CATEGORY: PR Campaign Consumer
BUDGET RANGE: Small

BEST OF CATEGORY AWARDS



Milestone Inc.

ENTRY: Milestone Inc. - Digital Experience Platform and SEO-First CMS with Generative AI and Personalization Engine Built In.
CATEGORY: Technology
BUDGET RANGE: Large

Miraval Resorts & Spas

ENTRY: Miraval Resorts Group Wellbeing Retreats Campaign
CATEGORY: Business to Business
BUDGET RANGE: Small
AGENCY: 20Two Studio

MSC Cruises

ENTRY: MSC Cruises Uses Apple Vision Pro to Immerse Users in New Ship, MSC World America
CATEGORY: Virtual Reality
BUDGET RANGE: Small
AGENCY: Lou Hammond Group

Nemacolin

ENTRY: Hardy's Holiday Village at Nemacolin
CATEGORY: Special Event
BUDGET RANGE: Large
AGENCY: CURICH|WEISS

Omni Hotels & Resorts

ENTRY: SOLARBRATION
CATEGORY: Contest/Sweepstakes
BUDGET RANGE: Small

Opal Collection

ENTRY: Opal Collection Meetings Brochure
CATEGORY: Group Sales/Travel Trade
BUDGET RANGE: Small
AGENCY: Miles Partnership

OTPYM Productions + Visit Istria

ENTRY: OH THE PEOPLE YOU MEET in Istria, Croatia
CATEGORY: Creators, Multi-media, video, and short form
BUDGET RANGE: Medium
AGENCY: OTPYM Productions

Pan Pacific Hotels Group

ENTRY: Everything Everywhere Not All At Once - Pan Pacific Hotels Group
CATEGORY: Search Marketing Strategy
BUDGET RANGE: Large
AGENCY: eMarketingEye (Private) Limited

Park County Travel Council, Cody Yellowstone

ENTRY: Cody Yellowstone, WILD Forever
CATEGORY: Business to Consumer
BUDGET RANGE: Medium
AGENCY: VERB Interactive

Park County Travel Council, Cody Yellowstone

ENTRY: Cody Yellowstone, WILD Forever Audio
CATEGORY: Audio
BUDGET RANGE: Small
AGENCY: VERB Interactive

Port Aransas Tourism Bureau & Chamber of Commerce

ENTRY: Find What You Need in Port A Guerrilla Marketing Campaign
CATEGORY: Brand Campaign
BUDGET RANGE: Medium
AGENCY: Madden Media

Puerto Rico Tourism Company

ENTRY: Pasaporte a la Aventura (Passport to Adventure)
CATEGORY: Technology
BUDGET RANGE: Medium
AGENCY: KIS Agency & ROCA Marketing

Puerto Rico Tourism Company

ENTRY: Pasaporte a la Aventura (Passport to Adventure)
CATEGORY: Innovation
BUDGET RANGE: Medium
AGENCY: KIS Agency, ROCA Marketing & VML Puerto Rico

Puerto Rico Tourism Company

ENTRY: Turismo Cultural (Cultural Tourism)
CATEGORY: Corporate Social Responsibility
BUDGET RANGE: Large
AGENCY: ROCA Marketing & VML Puerto Rico

Puerto Rico Tourism Company

ENTRY: Puerto Rico Sí (Puerto Rico Yes!)
CATEGORY: Business to Business
BUDGET RANGE: Medium
AGENCY: ROCA Marketing & JSD Agency

Puerto Rico Tourism Company

ENTRY: "Destinos Verde" (Green Destinations) Promotional Program
CATEGORY: Environmental, Social, Governance (ESG)
BUDGET RANGE: Medium
AGENCY: ROCA Marketing & VML Puerto Rico

Pure Michigan

ENTRY: Keep It Fresh
CATEGORY: Brand Campaign
BUDGET RANGE: Large
AGENCY: MMGY

Pure Michigan

ENTRY: When Travel Goes Social: Making Michigan's Largest Travel Brand Personal
CATEGORY: Social Media Campaign
BUDGET RANGE: Small
AGENCY: FINN Partners

Raffles Hotels & Resorts

ENTRY: The Butler Did It
CATEGORY: Video - Single Entry
BUDGET RANGE: Large
AGENCY: Perowne International

Rotana Hotel Management Corporation PJSC

ENTRY: Rotana x Advertising
CATEGORY: Influencer Marketing
BUDGET RANGE: Small

Secrets Resorts & Spas

ENTRY: Secrets Resorts & Spas taps ABC's The Bachelor to Double Down on Romance and Win the Tulum Boom
CATEGORY: Broadcast Integration
BUDGET RANGE: Small
AGENCY: rbb communications

Suncadia Resort

ENTRY: Suncadia Resort and their agency Missing Piece Marketing for The Source Grand Opening
CATEGORY: Social Media/Social Networking
BUDGET RANGE: Small
AGENCY: Missing Piece Marketing & Communications

APPLE LEISURE GROUP COLORADO
TOURISM OFFICE DESTINATION
CLEVELAND DESTINATION DC
DESTINATION GREATER VICTORIA
EUROPEAN TRAVEL COMMISSION
FORT MYERS – ISLANDS, BEACHES AND
NEIGHBORHOODS THE NATIONAL WWII
MUSEUM NOBLE HOUSE HOTELS &
RESORTS ORIGINAL JOE'S
PURE MICHIGAN THE RITZ-CARLTON
O'AHU, TURTLE BAY ROYAL COMMISSION
FOR ALULA VISITBRITAIN VISIT
CALIFORNIA VISIT CORPUS CHRISTI
VISIT COSTA RICA VISIT GREATER PALM
SPRINGS VISIT KC VISIT MYRTLE
BEACH VISIT ST. PETE-CLEARWATER

Congrats to our award-winning clients. This moment is yours.



WE ARE TRAVEL.
TRAVEL CHANGES EVERYTHING.

mmgy.com

BEST OF CATEGORY AWARDS



Terranea Resort

ENTRY: Terranea Resort Wedding Brochure
CATEGORY: Print Collateral
BUDGET RANGE: Small

Terranea Resort

ENTRY: Terranea Resort Food & Wine Festival
CATEGORY: Experiential Marketing
BUDGET RANGE: Small

The Ascott Limited

ENTRY: Artificial Intelligence Vs Human Intelligence Campaign for The Ascott Limited
CATEGORY: Artificial Intelligence (AI)
BUDGET RANGE: Small
AGENCY: eMarketingEye (Private) Limited

The Hollywood Roosevelt

ENTRY: The Hollywood Roosevelt
CATEGORY: Re-Launch of Existing Property
BUDGET RANGE: Medium
AGENCY: The Point PR

The Junto - Columbus, OH

ENTRY: The Junto - New Hotel Opening in Columbus, Ohio
CATEGORY: New Opening/Launch
BUDGET RANGE: Large
AGENCY: MMGY Wagstaff

The Luxury Collection

ENTRY: The Luxury Collection – Laila Gohar Barware Collection
CATEGORY: Video Multiple Channels
BUDGET RANGE: Medium
AGENCY: 71 West

The National WWII Museum

ENTRY: Celebration and Reflection: Launching the New Liberation Pavilion
CATEGORY: New Opening/Launch
BUDGET RANGE: Medium
AGENCY: MMGY

The Palm Beaches

ENTRY: The Palm Beaches: A Pilot Influencer's Sky High Adventures
CATEGORY: Creators, Multi-media, video, and short form
BUDGET RANGE: Small

The Palm Beaches

ENTRY: Breaking Barriers: The Palm Beaches' Commitment to Inclusive Travel
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Small

The Plaza, A Fairmont Managed Hotel

ENTRY: The Plaza Hotel Pampered Pup Package
CATEGORY: Influencer Marketing
BUDGET RANGE: Small

The SeaLoft Oceanfront Hotel

ENTRY: The SeaLoft Oceanfront Hotel Website
CATEGORY: Web Site
BUDGET RANGE: Small
AGENCY: three&six

Travel South Dakota

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

Travel South Dakota

ENTRY: So Much South Dakota, So Little Time - Shoulder Season Campaign
CATEGORY: Business to Consumer
BUDGET RANGE: Large
AGENCY: Karsh Hagan

Travel Wisconsin

ENTRY: Food & Wine Tasty Makers Feature Article
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
BUDGET RANGE: Medium
AGENCY: TURNER

Visit Annapolis & Anne Arundel County

ENTRY: Elevating Civil Rights History: An Inclusive Marketing Initiative
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Small

Visit Austin

ENTRY: Austin for All: Showcasing Accessibility and Inclusivity Through Influencer Storytelling
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Small
AGENCY: VERB Interactive

Visit Baltimore

ENTRY: Baltimore's Black Chef Dinner
CATEGORY: Special Event
BUDGET RANGE: Medium
AGENCY: Development Counsellors International

Visit Baltimore

ENTRY: Visit Baltimore x MindGrub collaboration at VidCon
CATEGORY: Metaverse/Gaming/NFT
BUDGET RANGE: Small
AGENCY: Development Counsellors International

Visit Costa Rica

ENTRY: Costa Rica + Matador + Leave No Trace Sustainability Campaign
CATEGORY: Corporate Social Responsibility
BUDGET RANGE: Medium
AGENCY: MMGY

Visit Dublin Ohio

ENTRY: The "Other Dublin"
CATEGORY: Innovation
BUDGET RANGE: Small
AGENCY: Cornett

Visit Estes Park

ENTRY: A New Frontier in Destination Marketing: Visit Estes Park's AI Initiative
CATEGORY: Artificial Intelligence (AI)
BUDGET RANGE: Medium
AGENCY: TURNER

Visit Greater Palm Springs

ENTRY: Visit Greater Palm Springs Introduces First-Ever Meet the Mentors Program
CATEGORY: Innovation
BUDGET RANGE: Small
AGENCY: MMGY

BEST OF CATEGORY (CONT.)

Visit Greater Palm Springs

ENTRY: Virtual Journeys, Real Connections: Engaging Travelers with Greater Palm Springs' Outdoor Wonders
CATEGORY: Virtual Reality
BUDGET RANGE: Medium

Visit Idaho

ENTRY: Travel with Care | Visit Idaho
CATEGORY: Corporate Social Responsibility
BUDGET RANGE: Small
AGENCY: Madden Media

Visit Idaho

ENTRY: Travel Guide | Visit Idaho
CATEGORY: Print Collateral
BUDGET RANGE: Medium
AGENCY: Madden Media

Visit Irving

ENTRY: Rockstar-Themed Self-Guided Tour App and Engagement Campaign
CATEGORY: App
BUDGET RANGE: Medium

Visit Irving

ENTRY: Rockstar-Themed Self-Guided Tour App and Engagement Campaign
CATEGORY: Business to Consumer
BUDGET RANGE: Small

Visit Laramie

ENTRY: Cowboy Character | Visit Laramie
CATEGORY: Environmental, Social, Governance (ESG)
BUDGET RANGE: Small
AGENCY: Madden Media

Visit Lauderdale

ENTRY: Rose Parade 2024
CATEGORY: PR Campaign Consumer
BUDGET RANGE: Large
AGENCY: Aqua Marketing and Communications

Visit Lauderdale

ENTRY: Greater Fort Lauderdale Accessibility Campaign
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Large
AGENCY: Aqua Marketing and Communications

Visit Milwaukee

ENTRY: Taking Milwaukee Meetings to New Heights - Baird Center Expansion
CATEGORY: PR BtoB Campaign
BUDGET RANGE: Small
AGENCY: TURNER

Visit Modesto

ENTRY: Almond Blossom Cruise
CATEGORY: Feature Placement Online or Print Consumer Media
BUDGET RANGE: Medium
AGENCY: Madden Media

Visit Myrtle Beach

ENTRY: This Is Golf
CATEGORY: Connected TV/Streaming/Linear
BUDGET RANGE: Medium
AGENCY: MMGY

Visit Natchez

ENTRY: A Visit to a Historic Mississippi Port Reveals a Small Town With New Stories to Tell
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
BUDGET RANGE: Small
AGENCY: Lou Hammond Group

Visit Norway

ENTRY: Timeless Society
CATEGORY: Social Media Campaign
BUDGET RANGE: Medium

Visit Norway

ENTRY: The New Beginning
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Medium

Visit Panama City Beach

ENTRY: Ahoy Mayteys
CATEGORY: Audio
BUDGET RANGE: Medium

Visit Puerto Vallarta

ENTRY: Viral Influencer Partnership Showcases Ecotourism in Puerto Vallarta
CATEGORY: Influencer Marketing
BUDGET RANGE: Small
AGENCY: PTG Consulting

Visit Savannah

ENTRY: Surprisingly Savannah Summer Road Tour
CATEGORY: Experiential Marketing
BUDGET RANGE: Large
AGENCY: Miles Partnership

Visit St. Pete-Clearwater

ENTRY: Celebrating 100 Years of Shuffleboard in St. Pete
CATEGORY: Feature Placement Online or Print Trade Media
BUDGET RANGE: Small
AGENCY: MMGY

Visit St. Pete-Clearwater

ENTRY: From Visitors with Love / 727 Day
CATEGORY: Reputation Management
BUDGET RANGE: Small
AGENCY: BVK

Visit St. Pete-Clearwater

ENTRY: Gulf to Bay Destination Magazine
CATEGORY: Print Collateral
BUDGET RANGE: Large
AGENCY: BVK

Visit GreenvilleSC

ENTRY: The Greenville Home Alone Experience
CATEGORY: Special Event
BUDGET RANGE: Small

Wyoming Office of Tourism

ENTRY: Wildly Wyoming: The Ultimate Adventure Content Series with Ford
CATEGORY: Video Multiple Channels
BUDGET RANGE: Large
AGENCY: BVK

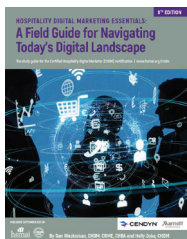
Add HSMAI Certification To Your Professional Profile



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:

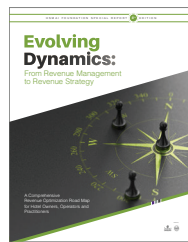
Hospitality Digital Marketing Essentials: A Field Guide for Navigating Today's Digital Landscape, 6th Edition



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.

Prepare with the exclusive guide:

The Hotel Sales Leadership Playbook: Winning Strategies for Success



Visit hsmaicertifications.org
to Certify Your Experience

hsmái
FUEL SALES • INSPIRE MARKETING • OPTIMIZE REVENUE



PREFERRED
TRAVEL
GROUPSM

VISIONARY LEADERSHIP.
STRATEGIC INSIGHTS.
COMMITMENT TO INNOVATION.

A warm congratulations to

Michelle Woodley

PRESIDENT OF PREFERRED TRAVEL GROUP

on receiving the *Albert E. Koehl Award
for Hospitality Marketing.*

CELEBRATING JENNIFER MUNRO,
VICE PRESIDENT, GLOBAL LOYALTY

International Top 25 Extraordinary Minds



PREFERRED
TRAVEL
GROUPSM
BELIEVE
IN
TRAVEL

*Preferred*SM
HOTELS & RESORTS

HISTORIC HOTELS
of AMERICA
National Trust for Historic Preservation

M Historic
HOTELS WORLDWIDE

BEYOND
GREENSM

PTG
CONSULTINGSM

BEYOND GREENSM
TRAVEL

THE 2024 ADRIAN AWARDS



ADRIAN AWARD CATEGORIES

Adrian Awards entry categories recognize the best work done in hospitality advertising, marketing, public relations/communications, and integrated marketing. Entries were accepted in 48 Adrian Awards categories.

Advertising

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

Digital

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

Integrated Campaign

- Content Marketing
- Business to Business
- Business to Consumer
- Innovation
- Influencer Marketing
- Reputation Management
- Broadcast Integration
- Diversity, Equity, Inclusion Marketing
- Environmental, Social, Governance (ESG)
- Experiential Marketing

Public Relations/Communications

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



GOLD WINNERS

Bardstown-Nelson County Tourist & Convention Commission

ENTRY: Visit Bardstown: National Bourbon Week
CATEGORY: PR Campaign Consumer
AGENCY: TURNER

Bermuda Tourism Authority

ENTRY: Bermuda Social Media
CATEGORY: Social Media/Social Networking
AGENCY: VERB Interactive

Best Western Hotels & Resorts

ENTRY: Digital - Innovation - Best Western® Hotels & Resorts - Regional Marketing Pinterest Campaign
CATEGORY: Innovation
AGENCY: PMG + Ideas Collide

Destination Cleveland

ENTRY: "Dog's Day Off in Cleveland" Giveaway
CATEGORY: Contest/Sweepstakes
AGENCY: MMGY

Destination DC

ENTRY: A Chosen Family
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: MMGY

Discover Puerto Rico

ENTRY: Through The Eyes of Boricuas
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: MMGY Hills Balfour

Discover South Carolina

ENTRY: Wild Wonders of South Carolina
CATEGORY: Business to Consumer
AGENCY: SC Department of Parks, Recreation & Tourism

Discover South Carolina

ENTRY: Amplifying South Carolina's Diverse Voices
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: SC Department of Parks, Recreation & Tourism

Discover The Palm Beaches

ENTRY: The Palm Beaches Collection
CATEGORY: Brand Campaign

Experience Columbus

ENTRY: Forbes Shines a Light on Columbus
CATEGORY: Feature Placement Online or Print Consumer Media

Explora Journeys

ENTRY: Can Cruise Ships Help the World's Oceans? This Famous Marine Biologist Thinks So.
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

Grindelwald Tourism & Jungfrau Railways

ENTRY: Swiss Sledging Into America's Hearts
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Zapwater Communications

Hilton

ENTRY: Hilton Ramadan Campaign: The Badr Family
CATEGORY: Influencer Marketing

Hilton

ENTRY: Hilton's Global 2024 Trends Report: Spotlighting Generational Insights
CATEGORY: PR Campaign Consumer

IHG Hotels & Resorts

ENTRY: IHG Masterbrand Ramadan Campaign
CATEGORY: Innovation

JW Marriott Anaheim Resort

ENTRY: Parkestry Rooftop Bar, JW Marriott
CATEGORY: Social Media Campaign
Agency: Lotus Marketing Inc.

JW Marriott Tucson Starr Pass Resort & Spa

ENTRY: Trails & Tranquility by JW Marriott Tucson Starr Pass Resort & Spa
CATEGORY: Social Media Campaign
AGENCY: BCV Social

Kentucky Department of Tourism

ENTRY: Fireside Fortune Video Series
CATEGORY: Video - Single Entry
AGENCY: Miles Partnership

KSL Resorts

ENTRY: Green Wedding Shoes Campaign
CATEGORY: Contest/Sweepstakes

Lindblad Expeditions

ENTRY: Lindblad Expeditions - Business Insider Feature Story
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: THE DECKER/ROYAL AGENCY

Lindblad Expeditions

ENTRY: Lindblad Expeditions - Climate Change Dinner/Zero Waste Menu
CATEGORY: Innovation
AGENCY: THE DECKER/ROYAL AGENCY

London's West End

ENTRY: Feature Placements for London's West End
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: QUINN PR

Marriott Bonvoy

ENTRY: Marriott Bonvoy Land
CATEGORY: Metaverse/Gaming/NFT

Marriott Hotels and Marriott Bonvoy

ENTRY: Marriott Hotels Suite of Dreams, Room '99
CATEGORY: Special Event
AGENCY: 160over90

Marriott International

ENTRY: Marriott Bonvoy + Taylor Swift | The Eras Tour Sweepstakes
CATEGORY: Contest/Sweepstakes

THE 2024 ADRIAN AWARDS



Marriott International

ENTRY: The Marriott Bonvoy® x NCAA®
Game Day Rituals Campaign: NIL
Athletes
CATEGORY: Influencer Marketing

Marriott International

ENTRY: Westin x Raymond Braun
Partnership – Westin Marathon
Ambassador
CATEGORY: Influencer Marketing

Marriott International

ENTRY: The Ritz-Carlton - TikTok
CATEGORY: Social Media/Social
Networking

Marriott International

ENTRY: The Ritz-Carlton - TikTok
CATEGORY: Innovation

Marriott International

ENTRY: Bringing Mercedes-AMG
Petronas Formula 1 Team Leaders to
LinkedIn for Marriott Bonvoy
CATEGORY: Social Media/Social
Networking

Marriott International - Caribbean and Latin America Continent Marketing

ENTRY: Marriott Resorts, Caribbean
and Latin America Content Series
CATEGORY: Social Media Campaign
AGENCY: DDB Worldwide Colombia

Martin County Office of Tourism & Marketing

ENTRY: Explore Natural Martin In-
House PR Strategy
CATEGORY: PR Campaign Consumer

Nemacolin

ENTRY: Hardy's Holiday Village at
Nemacolin
CATEGORY: Special Event
AGENCY: CURICH|WEISS

Oberoi Hotels & Resorts

ENTRY: Plunge Into Tranquility by
Oberoi Hotels & Resorts
CATEGORY: Social Media Campaign
AGENCY: BCV Social

Omni Hotels & Resorts

ENTRY: SOLARBRATION
CATEGORY: Contest/Sweepstakes

Omni Hotels & Resorts

ENTRY: SOLARBRATION
CATEGORY: Special Event

OTPYM Productions + Visit Istria

ENTRY: OH THE PEOPLE YOU MEET in
Istra, Croatia
CATEGORY: Creators, Multi-media,
video, and short form
AGENCY: OTPYM Productions

Pan Pacific Hotels Group

ENTRY: Everything Everywhere Not All
At Once - Pan Pacific Hotels Group
CATEGORY: Search Marketing Strategy
AGENCY: eMarketingEye (Private)
Limited

Park County Travel Council, Cody Yellowstone

ENTRY: Cody Yellowstone, WILD
Forever
CATEGORY: Business to Consumer
AGENCY: VERB Interactive

Park County Travel Council, Cody Yellowstone

ENTRY: Cody Yellowstone Social Media
CATEGORY: Social Media/Social
Networking
AGENCY: VERB Interactive

Pier House Resort & Spa

ENTRY: Find Your Pier House Paradise
by Pier House Resort & Spa
CATEGORY: Social Media Campaign
AGENCY: BCV Social

Port Aransas Tourism Bureau & Chamber of Commerce

ENTRY: Find What You Need in Port A
Guerrilla Marketing Campaign
CATEGORY: Brand Campaign
AGENCY: Madden Media

Puerto Rico Tourism Company

ENTRY: Pasaporte a la Aventura
(Passport to Adventure)
CATEGORY: Innovation
AGENCY: KIS Agency, ROCA Marketing
& VML Puerto Rico

Puerto Rico Tourism Company

ENTRY: Puerto Rico Sí (Puerto Rico Yes!)
CATEGORY: Business to Business
AGENCY: ROCA Marketing & JSD
Agency

Pure Michigan

ENTRY: Keep It Fresh
CATEGORY: Brand Campaign
AGENCY: MMGY

Pure Michigan

ENTRY: Let Fresh Speak Its Truth
CATEGORY: Video Multiple Channels
AGENCY: MMGY

Pure Michigan

ENTRY: When Travel Goes Social:
Making Michigan's Largest Travel Brand
Personal
CATEGORY: Social Media Campaign
AGENCY: FINN Partners

Raffles Boston

ENTRY: New Kid on the Block: Welcome
to Raffles Boston
CATEGORY: New Opening/Launch
AGENCY: LDPR

Red Jacket Resorts

ENTRY: Red Jacket Resorts, Reopening
Press & Coverage
CATEGORY: Re-Launch of Existing
Property
AGENCY: 20Two Studio

Rotana Hotel Management Corporation PJSC

ENTRY: Rotana x Advertising
CATEGORY: Influencer Marketing

Small Luxury Hotels of the World

ENTRY: Hotels as Characterful as You
CATEGORY: Brand Campaign
AGENCY: Candour Creative

Telluride Tourism Board

ENTRY: Telluride | Beyond It All
CATEGORY: Brand Campaign
AGENCY: Karsh Hagan

Tennessee Department of Tourist Development

ENTRY: Earned Media Expands
Tennessee Tourism Beyond the
Gateways
CATEGORY: PR Campaign Consumer
AGENCY: TURNER

The Hollywood Roosevelt

ENTRY: The Hollywood Roosevelt
CATEGORY: Re-Launch of Existing
Property
AGENCY: The Point PR

THE 2024 ADRIAN AWARDS (CONT.)

The Luxury Collection

ENTRY: The Luxury Collection – Tastemaker, Jamie Beck
CATEGORY: Creators, Multi-media, video, and short form
AGENCY: 71 West

The National WWII Museum

ENTRY: Celebration and Reflection: Launching the New Liberation Pavilion
CATEGORY: New Opening/Launch
AGENCY: MMGY

The Palm Beaches

ENTRY: Breaking Barriers: The Palm Beaches' Commitment to Inclusive Travel
CATEGORY: Diversity, Equity, Inclusion Marketing

The Plaza, A Fairmont Managed Hotel

ENTRY: The Plaza Hotel Pampered Pup Package
CATEGORY: Influencer Marketing

The Westin DC Downtown

ENTRY: Introducing the Westin Washington DC
CATEGORY: Influencer Marketing
AGENCY: Lotus Marketing Inc.

Travel Nevada

ENTRY: Supernatural Sightseeing Across the Silver State
CATEGORY: Influencer Marketing
AGENCY: Fahlgren Mortine

Travel South Dakota

ENTRY: So Much South Dakota, So Little Time - Shoulder Season Campaign
CATEGORY: Business to Consumer
AGENCY: Karsh Hagan

Travel South Dakota

ENTRY: Some Move to the Black Hills for Its Natural Beauty. Others Do It for a Half-Million Motorcyclists.
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

Visit Annapolis & Anne Arundel County

ENTRY: Elevating Civil Rights History: An Inclusive Marketing Initiative
CATEGORY: Diversity, Equity, Inclusion Marketing

Visit Austin

ENTRY: Austin for All: Showcasing Accessibility and Inclusivity Through Influencer Storytelling
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: VERB Interactive

Visit Baltimore

ENTRY: Baltimore's Black Chef Dinner
CATEGORY: Special Event
AGENCY: Development Counsellors International

Visit Costa Rica

ENTRY: More Essential Than Ever
CATEGORY: Brand Campaign
AGENCY: MMGY

Visit Costa Rica

ENTRY: Wellness Week 2024: Transformation Trips
CATEGORY: Influencer Marketing
AGENCY: MMGY

Visit Greater Palm Springs

ENTRY: Visit Greater Palm Springs Introduces First-Ever Meet the Mentors Program
CATEGORY: Innovation
AGENCY: MMGY

Visit Greater Palm Springs

ENTRY: The Oasis Is Real
CATEGORY: Business to Consumer

Visit Lauderdale

ENTRY: Rose Parade 2024
CATEGORY: PR Campaign Consumer
AGENCY: Aqua Marketing and Communications

Visit Milwaukee

ENTRY: Taking Milwaukee Meetings to New Heights - Baird Center Expansion
CATEGORY: PR BtoB Campaign
AGENCY: TURNER

Visit Missouri

ENTRY: That's My M-O
CATEGORY: Brand Campaign
AGENCY: OBP Agency

Visit Natchez

ENTRY: A Visit to a Historic Mississippi Port Reveals a Small Town With New Stories to Tell
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

Visit Puerto Vallarta

ENTRY: Viral Influencer Partnership Showcases Ecotourism in Puerto Vallarta
CATEGORY: Influencer Marketing
AGENCY: PTG Consulting

Visit Rapid City

ENTRY: Visit Rapid City's Regional Meetings Campaign
CATEGORY: Business to Business
AGENCY: Digital Edge Marketing

Visit Seattle

ENTRY: The Love For All Boat
CATEGORY: Diversity, Equity, Inclusion Marketing

Visit GreenvilleSC

ENTRY: The Greenville Home Alone Experience
CATEGORY: Special Event

VisitLEX

ENTRY: HEY ALIENS! LOOK AT LEXINGTON
CATEGORY: PR Campaign Consumer
AGENCY: QUINN PR

Wyndham Hotels and Resorts, Inc.

ENTRY: Days Inn "Keep Your Hotel Close" Campaign
CATEGORY: Video Multiple Channels

Wyoming Office of Tourism

ENTRY: Wildly Wyoming: The Ultimate Adventure Content Series with Ford
CATEGORY: Video Multiple Channels
AGENCY: BVK

THE 2024 ADRIAN AWARDS



SILVER WINNERS

Abercrombie & Kent

ENTRY: What in the world are Wings over The World? A WORTH-while story
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: LDPR

Aimbridge Hospitality

ENTRY: British Colonial Nassau
CATEGORY: Brand Campaign
AGENCY: Second Wave Marketing

Amelia Island Convention & Visitors Bureau

ENTRY: Padsquad VidStream
CATEGORY: Innovation
AGENCY: Starmark International

Amelia Island Convention & Visitors Bureau

ENTRY: Amelia Island Inspired Weddings
CATEGORY: Brand Campaign
AGENCY: Starmark International

Apple Leisure Group

ENTRY: Apple Vacations Partners with Belletrist Book Club and Penguin Random House to Launch the Ultimate Beach Read Program - Pages In Paradise
CATEGORY: PR Campaign Consumer
AGENCY: MMGY

Aruba Tourism Authority (ATA)

ENTRY: Aruba – Helped Fuel an Island Economy With an Integrated Campaign
CATEGORY: Business to Consumer
AGENCY: Deep Focus

Associated Luxury Hotels International

ENTRY: ALHI Member Marketing: Pier Sixty-Six
CATEGORY: Business to Business

Associated Luxury Hotels International (ALHI)

ENTRY: ALHI Thought Leadership
CATEGORY: Content Marketing

Atlantis Paradise Island

ENTRY: Atlantis Paradise Island's 25th Anniversary
CATEGORY: PR Campaign Consumer

Avocet Hospitality Group and The Admiral Hotel

ENTRY: Search Engine Marketing Leads to Large Return for Avocet Hospitality Group and The Admiral Hotel
CATEGORY: Search Marketing Strategy
AGENCY: TravelBoom Hotel Marketing

Bermuda Tourism Authority

ENTRY: Bermuda Summer Fridays Influencer Campaign
CATEGORY: Influencer Marketing
AGENCY: VERB Interactive

Bermuda Tourism Authority

ENTRY: 90 Minutes to Paradise: Bermuda and JetBlue Bring a Slice of Island Life to NYC
CATEGORY: Experiential Marketing
AGENCY: BerlinRosen, MMGY Hills Balfour, adam&eveDDB, VERB Interactive

Best Western Hotels & Resorts

ENTRY: Best Western® Hotels & Resorts 3k/5k Bonus Point Scratch Off
CATEGORY: Innovation
AGENCY: Ideas Collide

Blockade Runner Beach Resort

ENTRY: Paid Search Campaign for Blockade Runner Earns 519% ROAS
CATEGORY: Search Marketing Strategy
AGENCY: TravelBoom Hotel Marketing

Boston Harbor Hotel

ENTRY: Winter Magic Display Campaign Evokes Emotional Response Driving Increased Revenue
CATEGORY: Innovation
AGENCY: GCommerce Solutions

Bryson City TDA

ENTRY: Bryson City Transform into the North Pole of the Smoky Mountains
CATEGORY: Special Event
AGENCY: Pineapple Public Relations

Connecticut Office of Tourism

ENTRY: Connecticut Office of Tourism Oyster Event
CATEGORY: Special Event
AGENCY: Adams & Knight

Connecticut Office of Tourism

ENTRY: Connecticut Office of Tourism Oyster Trail Forbes Feature
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Adams & Knight

Contiki

ENTRY: Contiki's "Taylor Your Contiki" Campaign
CATEGORY: PR Campaign Consumer
AGENCY: THE DECKER/ROYAL AGENCY

Courtyard by Marriott and Marriott Bonvoy

ENTRY: Courtyard Ultimate NFL Fan Rooms
CATEGORY: PR Campaign Consumer
AGENCY: 160over90

Destination Canada

ENTRY: Destination Canada: Digital Innovation through Decoupled Design
CATEGORY: Innovation
AGENCY: VERB Interactive

Destination Cleveland

ENTRY: Puppy Bowl Campaign
CATEGORY: Broadcast Integration
AGENCY: MMGY

Destination DC

ENTRY: One Weekend, One DC
CATEGORY: Video - Single Entry
AGENCY: MMGY

Destination DC

ENTRY: There's Only One DC Video
CATEGORY: Television
AGENCY: MMGY

Destination Greater Victoria

ENTRY: Victoria for Vogue: Spreading the World on Sustainable Tourism
CATEGORY: Feature Placement Online or Print Consumer Media

For decades you've been a trailblazer, mentor, and inspiration.

Your vision has guided countless clients, and your thoughtfulness has left an indelible mark on the industry and those lucky enough to know you.

We're so proud you have received this extraordinary honor!

Winthrop W. Grice Award

Victoria Feldman de Falco
Principal & Cofounder
Redpoint



Cheers!



marketing, pr, websites, design
in travel & hospitality

THE 2024 ADRIAN AWARDS



Destin-Fort Walton Beach, Florida

ENTRY: Little Adventures Enhance the Experience in Destin-Fort Walton Beach
CATEGORY: Content Marketing

Discover Puerto Rico

ENTRY: Flavors of the Island: Discover Puerto Rico x Van Leeuwen Ice Cream Launch
CATEGORY: PR Campaign Consumer

Discover Puerto Rico

ENTRY: Vogue Individual Press Trip
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: MMGY Hills Balfour

Discover South Carolina

ENTRY: St. Phillips Island
CATEGORY: Environmental, Social, Governance (ESG)
AGENCY: SC Department of Parks, Recreation & Tourism

Discover The Palm Beaches

ENTRY: The Pink Retreat
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: The Zimmerman Agency

Discover The Palm Beaches

ENTRY: The Palm Beaches Welcomes Everyone
CATEGORY: Diversity, Equity, Inclusion Marketing

Discover The Palm Beaches

ENTRY: Sea To Preserve
CATEGORY: Environmental, Social, Governance (ESG)

Emerald Isle Realty

ENTRY: 2024 Search Marketing Strategy - Google
CATEGORY: Search Marketing Strategy
AGENCY: Orange142

Explore St. Louis

ENTRY: The Flavor of St. Louis
CATEGORY: Video - Single Entry
AGENCY: Development Counsellors International

Explore Tualatin Valley

ENTRY: Near & Dear
CATEGORY: Business to Consumer
AGENCY: Sparkloft Media

Fort Myers – Islands, Beaches, and Neighborhoods

ENTRY: Fairways, Flavors and Cultural Delights
CATEGORY: Video Multiple Channels
AGENCY: MMGY GLOBAL LLC

Global Hotel Alliance

ENTRY: GHA DISCOVERY D\$1,000,000 Giveaway
CATEGORY: Business to Consumer

Greater Miami Convention and Visitors Bureau

ENTRY: Find Your Voice Miami Beach with the Greater Miami CVB (GMCVB)
CATEGORY: Video Multiple Channels
AGENCY: Sony Music Latin and the City of Miami Beach

Hampton Inn Boston Logan Airport

ENTRY: Boston Logan Airport Paid Search
CATEGORY: Search Marketing Strategy
AGENCY: Cogwheel Marketing & Analytics

HHM Hotels

ENTRY: HHM Hotels — 2023 Holiday Cyber Sale
CATEGORY: Search Marketing Strategy
AGENCY: Cendyn

Hilton

ENTRY: Hilton 2023 UK&I Influencer Campaign
CATEGORY: Influencer Marketing

Hilton

ENTRY: Hilton Ramadan Campaign: The Badr Family
CATEGORY: Influencer Marketing

Hilton

ENTRY: Hampton by Hilton Showcases Breakfast Innovations with Paris Hilton
CATEGORY: Innovation

Hilton Head Island Visitor & Convention Bureau

ENTRY: Hilton Head Island Social Media: Winning with Video
CATEGORY: Social Media/Social Networking
AGENCY: VERB Interactive

Holland America Line

ENTRY: Holland America Line's Global Fresh Fish Program
CATEGORY: PR Campaign Consumer

Hotel Bardo Savannah/Left Lane

ENTRY: Hotel Bardo Savannah Website
CATEGORY: Web Site
AGENCY: VERB Interactive

Houston First Corporation

ENTRY: Visit Houston Website Redesign - 2024
CATEGORY: Web Site

Jekyll Island Authority

ENTRY: "The Sea Turtle Capital of the East Coast"
CATEGORY: PR Campaign Consumer
AGENCY: Lou Hammond Group

Kimpton Seafire Resort + Spa

ENTRY: Elevating The Experience at The Caribbean's First Literary-Inspired Bar – Library by the Sea
CATEGORY: New Opening/Launch
AGENCY: TURNER

Kimpton Surfcomber Hotel

ENTRY: 'The Betrayers' Package: Where Reality TV Meets Experiential Travel
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: TURNER

Lindblad Expeditions

ENTRY: Lindblad Expeditions' Partnership with Jeopardy!
CATEGORY: Contest/Sweepstakes
AGENCY: THE DECKER/ROYAL AGENCY

Macs Adventure

ENTRY: How Macs Adventure made adventurers out of 55+ Americans
CATEGORY: PR Campaign Consumer
AGENCY: Campstories, LLC

THE 2024 ADRIAN AWARDS (CONT.)

Margaritaville at Sea

ENTRY: Margaritaville at Sea Islander Launch

CATEGORY: PR Campaign Consumer
AGENCY: Hayworth PR

Marriott Bonvoy

ENTRY: Play on the Pitch at Old Trafford
CATEGORY: Creators, Multi-media, video, and short form
AGENCY: 160over90

Marriott Bonvoy & Courtyard by Marriott

ENTRY: Marriott Bonvoy x Courtyard Super Bowl Competition
CATEGORY: Contest/Sweepstakes
AGENCY: 160over90

Marriott International

ENTRY: Business Access by Marriott Bonvoy: Travel That Fits Business Goals
CATEGORY: Business to Business

Marriott International

ENTRY: AC Hotels | AC Origins Social Campaign
CATEGORY: Creators, Multi-media, video, and short form

Marriott International

ENTRY: W Hotels' TikTok Cultural Trends
CATEGORY: Social Media/Social Networking

Marriott International

ENTRY: The Ritz-Carlton - Leave Better Campaign
CATEGORY: Brand Campaign

Marriott International

ENTRY: The Ritz-Carlton - Lewis Hamilton x The Ritz-Carlton, Mexico City
CATEGORY: Video - Single Entry

Marriott International

ENTRY: The Ritz-Carlton - TikTok
CATEGORY: Innovation

Marriott International

ENTRY: JW Marriott - CGI Videos
CATEGORY: Innovation

Marriott International

ENTRY: "The Road to Beautiful" with Rolling Stone and Marriott Bonvoy
CATEGORY: Publisher Content

Marriott Marquis San Diego

ENTRY: Work, Play, Stay by the Bay
CATEGORY: Social Media Campaign
AGENCY: Lotus Marketing Inc.

Marriott Purpose Driven Marketing

ENTRY: LoveTravels® Platform Relaunch
CATEGORY: Environmental, Social, Governance (ESG)
AGENCY: Obsidianworks

Martin County Office of Tourism & Marketing

ENTRY: Promoting Ecotourism Through Explore Natural Martin
CATEGORY: Environmental, Social, Governance (ESG)

Milestone Inc.

ENTRY: Milestone Inc. - Digital Experience Platform and SEO-First CMS with Generative AI and Personalization Engine Built In.
CATEGORY: Technology

Miraval Resorts & Spas

ENTRY: Miraval Resorts Group Wellbeing Retreats Campaign
CATEGORY: Business to Business
AGENCY: 20Two Studio

Naples, Marco Island and the Everglades

ENTRY: Collier County: Only Campaign
CATEGORY: Brand Campaign
AGENCY: Paradise Advertising & Marketing

Nassau Paradise Island Promotion Board

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

New Hampshire Travel & Tourism

ENTRY: "Discover Your New" Brand Campaign - Summer 2023
CATEGORY: Brand Campaign
AGENCY: GYK

New York City Tourism + Conventions

ENTRY: Statue of Liberty week
CATEGORY: Creators, Multi-media, video, and short form

Noble House Hotels and Resorts

ENTRY: Time Well Spent
CATEGORY: Contest/Sweepstakes
AGENCY: MMGY Global

Oaks Hotels, Resorts & Suites

ENTRY: Hyper-Personalization through Purpose-Driven Messaging using SEM for Oaks Hotels, Resorts & Suites
CATEGORY: Search Marketing Strategy
AGENCY: eMarketingEye (Private) Limited

Omni Hotels & Resorts

ENTRY: These Are The Days
CATEGORY: Business to Consumer

Original Joe's

ENTRY: Original Joe's
CATEGORY: New Opening/Launch
AGENCY: MMGY Global

Park County Travel Council, Cody Yellowstone

ENTRY: Heartbeat of the Rodeo Red Carpet Premiere
CATEGORY: Special Event
AGENCY: VERB Interactive

Park County Travel Council, Cody Yellowstone

ENTRY: Cody Yellowstone, Heartbeat of the Rodeo Video Series
CATEGORY: Video Multiple Channels
AGENCY: VERB Interactive

Park County Travel Council, Cody Yellowstone

ENTRY: Cody Yellowstone WILD Forever Audio
CATEGORY: Audio
AGENCY: VERB Interactive

Pigeon Forge Department of Tourism

ENTRY: Pigeon Forge Family Challenge
CATEGORY: Influencer Marketing
AGENCY: Orange 142

Port Aransas Tourism Bureau & Chamber of Commerce

ENTRY: Find What You Need in Port A
CATEGORY: Experiential Marketing
AGENCY: Madden Media

THE 2024 ADRIAN AWARDS



Provincetown Tourism Office

ENTRY: Ptown: Adventures Filled with Pride
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: Madden Media

Puerto Rico Tourism Company

ENTRY: "Destinos Verde" (Green Destinations) Promotional Program
CATEGORY: Environmental, Social, Governance (ESG)
AGENCY: ROCA Marketing & VML Puerto Rico

Puerto Rico Tourism Company

ENTRY: Puerto Rico Sí (Puerto Rico Yes!)
CATEGORY: Environmental, Social, Governance (ESG)
AGENCY: ROCA Marketing & JSD Puerto Rico

Puerto Rico Tourism Company

ENTRY: Passport to Adventure ("Pasaporte a la Aventura")
CATEGORY: Business to Consumer
AGENCY: VML Puerto Rico, KIS Agency & ROCA Marketing

Quirk Hotel Richmond

ENTRY: Boosting Bookings with Performance Max: Quirk Richmond's Digital Marketing Evolution
CATEGORY: Search Marketing Strategy
AGENCY: Screen Pilot LLC

Raffles Hotels & Resorts

ENTRY: The Butler Did It
CATEGORY: Video - Single Entry
AGENCY: Perowne International

Red Jacket Resorts

ENTRY: Red Jacket Resorts, Re-Treat Suite Activation
CATEGORY: Business to Consumer
AGENCY: 20Two Studio

Rental Escapes

ENTRY: Rental Escapes' Keys to Success
CATEGORY: Business to Business

Rotana Hotel Management Corporation PJSC

ENTRY: Rotana x Digital
CATEGORY: Social Media Campaign

Royal Lahaina Resort

ENTRY: Royal Lahaina Resort
CATEGORY: Search Marketing Strategy
AGENCY: three&six

Sam's Selects

ENTRY: Sam's Selects
CATEGORY: Business to Consumer
AGENCY: MMGY

San Francisco Travel Association

ENTRY: Always San Francisco
CATEGORY: Business to Consumer
AGENCY: Miles Partnership

San Ysidro Ranch

ENTRY: Fortune Magazine – Inside one of Hollywood's favorite hideaways celebrating its 130th anniversary
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: REM Public Relations

See Monterey

ENTRY: The New York Times Captures A Cheapskate in Monterey
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

Sheraton Hotels & Resorts

ENTRY: Sheraton Hotels x Reese's Book Club: Lobby Libraries
CATEGORY: Experiential Marketing

St. Kitts Tourism Authority

ENTRY: St. Kitts | From Soil to Soul
CATEGORY: Content Marketing
AGENCY: Tambourine

Terranea Resort

ENTRY: Terranea Resort Food & Wine Festival
CATEGORY: Experiential Marketing

The Ascott Limited

ENTRY: Search Marketing Campaign for The Ascott Limited
CATEGORY: Search Marketing Strategy
AGENCY: eMarketingEye (Private) Limited

The Blackburn Inn and Conference Center

ENTRY: Stay. Ride. Relax
CATEGORY: Business to Consumer

The Colorado Tourism Office

ENTRY: Driving Visitation to Leadville and Putting the Colorado Historic Opera Houses Circuit on the Map
CATEGORY: PR Campaign Consumer
AGENCY: Handlebar PR

The Junto - Columbus, OH

ENTRY: The Junto - New Hotel Opening in Columbus, Ohio
CATEGORY: New Opening/Launch
AGENCY: MMGY Wagstaff

The Luxury Collection

ENTRY: The Luxury Collection – Laila Gohar Barware Collection
CATEGORY: Video Multiple Channels
AGENCY: 71 West

The Luxury Collection

ENTRY: The Luxury Collection – Laila Gohar Barware Collection
CATEGORY: Influencer Marketing
AGENCY: 71 West

The Palm Beaches

ENTRY: The Palm Beaches: A Pilot Influencer's Sky High Adventures
CATEGORY: Creators, Multi-media, video, and short form

The Pan Pacific Hotels Group

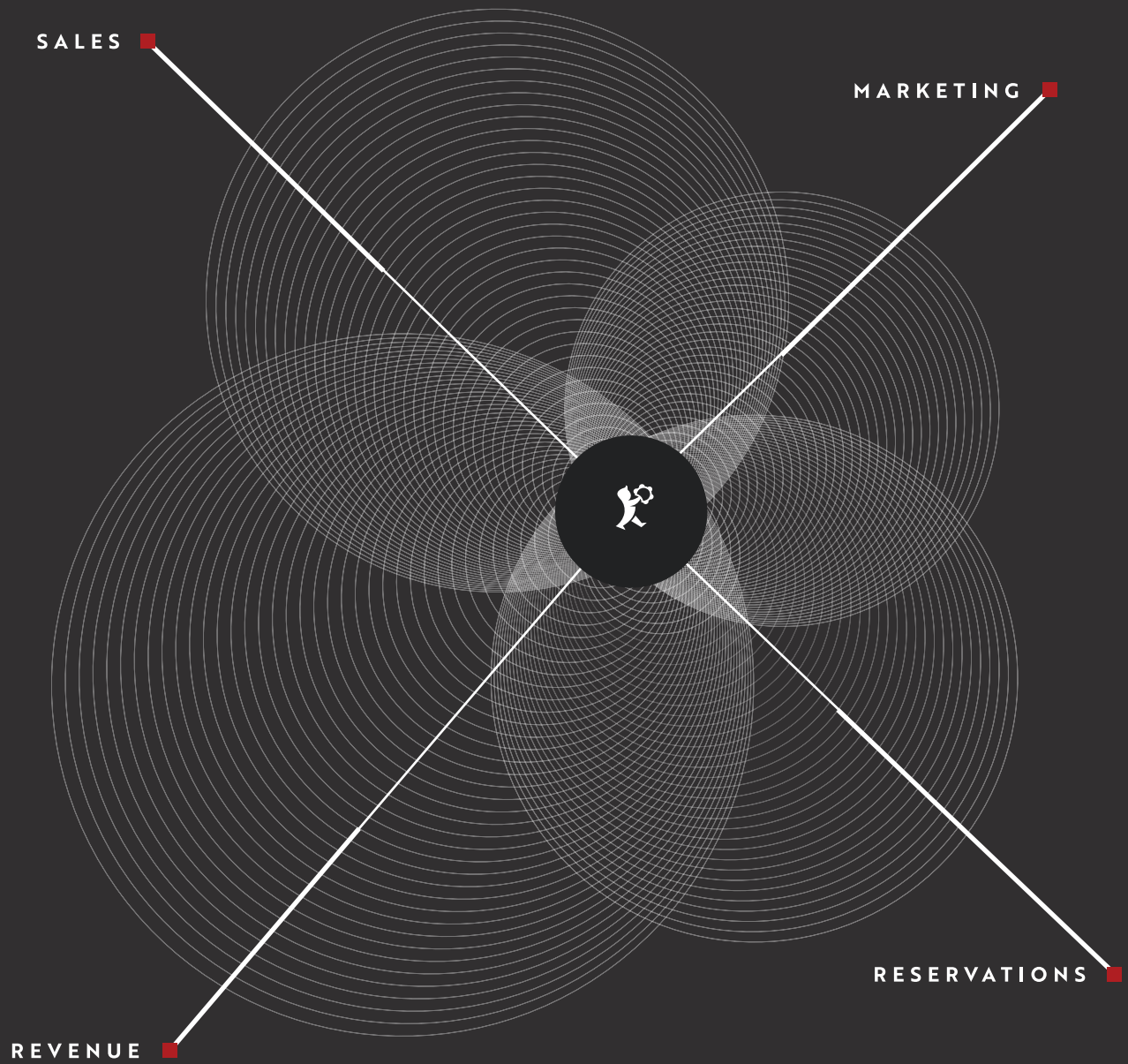
ENTRY: Triple Worth Your While - Pan Pacific Hotels Group
CATEGORY: Business to Consumer
AGENCY: eMarketingEye (Private) Limited

The Ritz-Carlton, Oahu Turtle Bay

ENTRY: Seeing Is Believing
CATEGORY: PR Campaign Consumer
AGENCY: MMGY Global

The SeaLoft Oceanfront Hotel

ENTRY: The SeaLoft Oceanfront Hotel Website
CATEGORY: Web Site
AGENCY: three&six



More than marketing,
it's commercial strategy.

tambourine

All together now

THE 2024 ADRIAN AWARDS



Travel Nevada

ENTRY: "Get a Little Out There" with Travel Nevada
CATEGORY: Brand Campaign
AGENCY: Noble Studios

Travel Nevada

ENTRY: Your Nevada Guide to Getting a Little Out There
CATEGORY: Video - Single Entry
AGENCY: Matador, Noble Studios, and Fahlgren Mortine

Travel South Dakota

ENTRY: Story of a State
CATEGORY: Television
AGENCY: Karsh Hagan

Travel South Dakota

ENTRY: So Much South Dakota, So Little Time - Peak Season Campaign
CATEGORY: Brand Campaign
AGENCY: Karsh Hagan

Travel South Dakota

ENTRY: Travel South Dakota Organic Social
CATEGORY: Social Media/Social Networking
AGENCY: Karsh Hagan

Travel Texas

ENTRY: All Roads Lead to Texas
CATEGORY: Video Multiple Channels
AGENCY: Atlas Obscura

Travel Wisconsin

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

Utah Office of Tourism & Ski Utah

ENTRY: Discover Winter
CATEGORY: Diversity, Equity, Inclusion Marketing

Valley Forge Tourism & Convention Board

ENTRY: FREE-k Out In Montco
CATEGORY: Business to Consumer
AGENCY: Madden Media

Virgin Hotels New York City

ENTRY: Virgin Hotels New York City's Strategic Launch for Awareness & Bookings in a Competitive Market
CATEGORY: Social Media Campaign
AGENCY: Cendyn

Visit Augusta

ENTRY: Augusta's Black Caddies Experience
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: Pineapple Public Relations

Visit Baltimore

ENTRY: Visit Baltimore x MindGrub collaboration at VidCon
CATEGORY: Metaverse/Gaming/NFT
AGENCY: Development Counsellors International

Visit Carmel-by-the-Sea

ENTRY: Coastal Grandmother: Elevating Carmel-by-the-Sea as a Trendy Coastal Destination
CATEGORY: Influencer Marketing
AGENCY: The Abbi Agency

Visit Costa Rica

ENTRY: Costa Rica + Matador + Leave No Trace Sustainability Campaign
CATEGORY: Corporate Social Responsibility
AGENCY: MMGY

Visit Frisco

ENTRY: Visit Frisco Golf Girl Games Influencer Partnership & Event
CATEGORY: Influencer Marketing
AGENCY: VERB Interactive

Visit Greater Palm Springs

ENTRY: Virtual Journeys, Real Connections: Engaging Travelers with Greater Palm Springs' Outdoor Wonders
CATEGORY: Virtual Reality

Visit Irving

ENTRY: Rockstar-Themed Self-Guided Tour App and Engagement Campaign
CATEGORY: App

Visit Irving

ENTRY: Rockstar-Themed Self-Guided Tour App and Engagement Campaign
CATEGORY: Business to Consumer

Visit Irving

ENTRY: 12-Days of Holiday Giveaways
CATEGORY: Contest/Sweepstakes

Visit Irving

ENTRY: 12-Days of Holiday Giveaways
CATEGORY: Social Media Campaign

Visit Irving

ENTRY: Total Eclipse in the Park: Showcasing Irving to the World
CATEGORY: Experiential Marketing

Visit Laramie

ENTRY: Cowboy Character | Visit Laramie
CATEGORY: Environmental, Social, Governance (ESG)
AGENCY: Madden Media

Visit Maine

ENTRY: This is How Maine Sounds
CATEGORY: Business to Consumer
AGENCY: Atlas Obscura

Visit Modesto

ENTRY: Almond Blossom Cruise
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Madden Media

Visit Myrtle Beach

ENTRY: Make It Beachy
CATEGORY: Brand Campaign
AGENCY: MMGY

Visit Natchez

ENTRY: Natchez, MS Washington Post Feature Story
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

Visit Norway

ENTRY: Timeless Society
CATEGORY: Social Media Campaign

Visit Panama City Beach

ENTRY: Ahoy Mayteys
CATEGORY: Audio

THE 2024 ADRIAN AWARDS (CONT.)

Visit Philadelphia

ENTRY: Come for Philadelphia. Stay for Philly.

CATEGORY: Brand Campaign

Visit Savannah

ENTRY: Surprisingly Savannah Summer Road Tour

CATEGORY: Experiential Marketing

AGENCY: Miles Partnership

Visit Seattle

ENTRY: "Seattle Bookmarked"

CATEGORY: Business to Consumer

AGENCY: PB&

Visit St. Pete-Clearwater

ENTRY: Celebrating 100 Years of Shuffleboard in St. Pete

CATEGORY: Feature Placement Online or Print Trade Media

AGENCY: MMGY

VisitLEX

ENTRY: "Hey, Aliens! Look at Lexington"

CATEGORY: Innovation

AGENCY: Cornett

Voyages Indigenous Tourism

Australia

ENTRY: Voyages Indigenous Tourism

Australia Social Media

CATEGORY: Social Media/Social

Networking

AGENCY: VERB Interactive

Waikiki Beach Marriott Resort & Spa

ENTRY: Driving Ancillary Revenue -

Waikiki Beach Marriott Luau

CATEGORY: Business to Consumer

AGENCY: Marriott Digital Services

Walton County Tourism

ENTRY: Walton County Tourism Feature - Modern Luxury

CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

AGENCY: TURNER

Washington Metropolitan Area

Transit Authority

ENTRY: Metro's Holiday Pop-Up Shop

CATEGORY: Experiential Marketing

AGENCY: WHITE64

West Virginia Department of Tourism

ENTRY: Last Minute Reservation

Opening Captures National Headlines and Social Impressions

CATEGORY: Contest/Sweepstakes

AGENCY: BVK

BRONZE WINNERS

AC Hotel Kansas City

ENTRY: AC Hotel Kansas City Paid Search

CATEGORY: Search Marketing Strategy

AGENCY: Cogwheel Marketing & Analytics

AD1 Global

ENTRY: Hospitality's First Cutting-Edge AI Bartender Experience

CATEGORY: Innovation

Alaska Travel Industry Association

ENTRY: Connecting with the First People of this Land: Alaska Native Culture Guide

CATEGORY: Print Collateral

AGENCY: Miles Partnership

Alaska Travel Industry Association

ENTRY: Travel Alaska: A Year-Round Destination

CATEGORY: Video Multiple Channels

AGENCY: Miles Partnership

Amelia Island Convention & Visitors Bureau

ENTRY: Ameliainland.com

CATEGORY: Web Site

AGENCY: Starmark International

Amelia Island Convention

& Visitors Bureau

ENTRY: Meeting Planner Quarterly Emails

CATEGORY: Group Sales/Travel Trade

AGENCY: Starmark International

Amelia Island Convention & Visitors Bureau

ENTRY: Amelia Island Dynamic Blog Campaign

CATEGORY: Social Media Campaign

AGENCY: Starmark International

Aruba Marriott Resort & Stellaris Casino

ENTRY: Aruba Marriott Resort & Stellaris Casino's Full Moon Dinner Series

CATEGORY: PR Campaign Consumer

AGENCY: Diamond Public Relations

Associated Luxury Hotels International

ENTRY: ALHI's Commitment to Human Trafficking Awareness

CATEGORY: Environmental, Social, Governance (ESG)

ATL Airport District

ENTRY: Wheels Down. Meet Up.

CATEGORY: Group Sales/Travel Trade

AGENCY: Hemsworth Communications

Atlantis Paradise Island

ENTRY: Barbie Bahamas Beach Vacation: Where Atlantis Dreams Come True.

CATEGORY: Experiential Marketing

Atlantis Paradise Island

ENTRY: Barbie Bahamas Beach Vacation Website

CATEGORY: Web Site

Atlantis Paradise Island

ENTRY: MONA, The Atlantis Paradise Island AI Chatbot

CATEGORY: Artificial Intelligence (AI)

THE 2024 ADRIAN AWARDS



Barbados Tourism Marketing Inc

ENTRY: Barbados Maximizes Tourism Output with Syndication
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Development Counsellors International

Bermuda Tourism Authority

ENTRY: Shortcut to Bermuda
CATEGORY: Business to Consumer
AGENCY: BerlinRosen

Best Western Hotels & Resorts

ENTRY: Best Western® Hotels & Resorts Weather Targeting Postcard
CATEGORY: Innovation
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western® Hotels & Resorts June 2024 Name Personalization Postcard
CATEGORY: Innovation
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western® Hotels & Resorts Favorite Hotels
CATEGORY: Innovation

Best Western Hotels & Resorts

ENTRY: Advertising - Brand Campaign - Best Western® Hotels & Resorts - Life's a Trip Campaign
CATEGORY: Brand Campaign
AGENCY: PMG + Ideas Collide

Best Western Hotels & Resorts

ENTRY: Digital - Audio - Best Western® Hotels & Resorts - Summer Audio Campaign
CATEGORY: Audio
AGENCY: PMG + Ideas Collide

Best Western Hotels & Resorts

ENTRY: Integrated Campaign - Business to Consumer - Best Western® Hotels & Resorts - Life's a Trip Campaign
CATEGORY: Business to Consumer
AGENCY: PMG + Ideas Collide

Best Western Hotels & Resorts

ENTRY: Advertising - Innovation - Best Western® Hotels & Resorts - Regional Marketing Digital Out of Home - (DOOH) Campaign
CATEGORY: Innovation
AGENCY: PMG + Ideas Collide

Bluebird Ocean Point Inn

ENTRY: Path To Growth
CATEGORY: Search Marketing Strategy
AGENCY: The Anything Group

Bobby Hotels

ENTRY: Bobby Hotels
CATEGORY: Web Site
AGENCY: FINE

Camelback Resort

ENTRY: Peak to Peak - Camelback Resort and Blue Mountain
CATEGORY: Content Marketing

Casa Hotéis

ENTRY: Casa Hotéis: Eternalizing with unique experiences
CATEGORY: Innovation
AGENCY: Pmweb

Cascade Resort

ENTRY: Milestone Inc Helps Cascade Resort Launch a New Luxury Wellness Focused Website Overlooking the Ocean in Portugal and Driving 135% Increase in Bookings.
CATEGORY: Web Site
AGENCY: Milestone Inc.

Cayuga County Office of Tourism & The Culturist Group

ENTRY: Celebrating Harriet Tubman's Legacy: A Culturally Conscious Marketing Triumph for Cayuga County
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: The Culturist Group

CHTA - Caribbean Hotel & Tourism Association

ENTRY: Website Redesign
CATEGORY: Web Site
AGENCY: The Anything Group

City of Duluth

ENTRY: Duluth: Love It Like We Do
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: Belmont Partners, Lawrence & Schiller

Colorado Tourism Office

ENTRY: Storytelling with Short-Form Video
CATEGORY: Social Media/Social Networking
AGENCY: MMGY

Colorado Tourism Office

ENTRY: Caring for Colorado: An Innovative Stewardship Activation at the Outside Festival
CATEGORY: Corporate Social Responsibility

Colorado Tourism Office

ENTRY: A New Colorado.com: Elevating Tourism Through Innovation
CATEGORY: Web Site
AGENCY: Miles Partnership

Columbia County TDC

ENTRY: Columbia County: Your Kind of Place
CATEGORY: Brand Campaign
AGENCY: Paradise Advertising & Marketing

Corazón Cabo Resort & Spa

ENTRY: Corazón Cabo Resort & Spa and their agency Missing Piece Marketing for Waterboy Customer Brand Trip
CATEGORY: Influencer Marketing
AGENCY: Missing Piece Marketing & Communications

Crescent Hotels & Resorts

ENTRY: Crescent Hotels & Resort - Geo-Fencing Meeting Planners
CATEGORY: Group Sales/Travel Trade
AGENCY: CIIC PR

Destination Canada

ENTRY: Canadian Tourism Data Collective: Empowering the Future of Tourism Through Data-Driven Insights
CATEGORY: Innovation
AGENCY: VERB Interactive

Congratulations
KARIN DAVIS

Vice President of Sales

Awarded
**TOP 25
EXTRAORDINARY
MINDS OF 2024**
by HSMAl

THE VENETIAN RESORT
LAS VEGAS



Become a Member



Scan this QR Code to
become an HSMAl
member today.

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



THE 2024 ADRIAN AWARDS



Destination Cleveland

ENTRY: Puppy Bowl

CATEGORY: Connected TV/Streaming/Linear

AGENCY: MMGY

Destination DC

ENTRY: There's Only One DC

CATEGORY: Brand Campaign

AGENCY: MMGY

Destination Greater Victoria

ENTRY: Making an Impact: Victoria's IMPACT Sustainability Travel & Tourism Conference

CATEGORY: Special Event

Discover Puerto Rico

ENTRY: Live Boricua 3.0 - The Evolution

CATEGORY: Television

AGENCY: R&R Partners

Discover Puerto Rico

ENTRY: Live Boricua (2023)

CATEGORY: Television

AGENCY: R&R Partners

Discover The Palm Beaches

ENTRY: Leisure Meets Luxury

CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

AGENCY: The Zimmerman Agency

Discover The Palm Beaches

ENTRY: Entertainment Tonight in The Palm Beaches

CATEGORY: Broadcast Integration

AGENCY: The Zimmerman Agency

EOS Hospitality

ENTRY: El Capitan Canyon

CATEGORY: Web Site

EOS Hospitality

ENTRY: El Capitan Canyon - Concierge App

CATEGORY: App

Experience Columbus

ENTRY: Columbus Scores with the 2024 MLS All-Star Game

CATEGORY: Special Event

Explora Journeys

ENTRY: The New Kid on the Dock -

Travel + Leisure's First-Person Review of EXPLORA I

CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

AGENCY: Lou Hammond Group

Explora Journeys

ENTRY: Travel Weekly: How Explora Journeys is Fashioning Itself for Resort Vacationers

CATEGORY: Feature Placement Online or Print Trade Media

AGENCY: Lou Hammond Group

Explore Boone

ENTRY: Boone NC's Awe-Inspiring

Media Programming

CATEGORY: Business to Consumer

AGENCY: Miles Partnership

Faena

ENTRY: Faena Hotel Miami Beach

CATEGORY: Search Marketing Strategy

AGENCY: VERB Interactive

Fontainebleau Miami Beach

ENTRY: Fontainebleau Miami Beach

New Paid Social Channels Launch and Growth

CATEGORY: Social Media/Social Networking

AGENCY: Cendyn

Fort Myers - Islands, Beaches, and Neighborhoods

ENTRY: Eyes on Fort Myers

CATEGORY: Technology

AGENCY: MMGY GLOBAL LLC

Fort Myers - Islands, Beaches, and Neighborhoods

ENTRY: A Bird's-Eye View of Fort Myers

CATEGORY: Print Collateral

AGENCY: MMGY GLOBAL LLC

Galleria Park Hotel

ENTRY: Gallery Park Hotel Pride 2024

CATEGORY: Diversity, Equity, Inclusion Marketing

Grand Hyatt Baha Mar

ENTRY: Turning Scrolls into Stays by

Grand Hyatt Baha Mar

CATEGORY: Social Media Campaign

AGENCY: BCV Social

Groupe Barrière's Fouquet's New York

ENTRY: Paris vs. New York Social Media

Video Campaign

CATEGORY: Video - Single Entry

AGENCY: The Brandman Agency

Hamilton Hotel

ENTRY: March Fourth x Hamilton Hotel

CATEGORY: Special Event

AGENCY: Le CollectiveM

Hamilton Princess & Beach Club

ENTRY: Hamilton Princess

CATEGORY: Social Media/Social

Networking

AGENCY: Persephone Social

Harrah's Cherokee Casino Resort

ENTRY: Harrah's Cherokee Casino

Resort: VP of Party!

CATEGORY: Brand Campaign

AGENCY: 62ABOVE

Henderson County Tourism Development Authority

ENTRY: Hendersonville: Summer Camp

CATEGORY: Brand Campaign

AGENCY: Paradise Advertising & Marketing

Heritage Corridor Destinations

ENTRY: Secrets & Surprises in Illinois

CATEGORY: Audio

Hermann Bungalows

ENTRY: Luxury Meets Innovation:

Turning Ads into Experiences at Hermann Bungalows

CATEGORY: Social Media Campaign

AGENCY: GCommerce Solutions

Hilton

ENTRY: Hilton x Saudi Tourism

Authority Summer Campaign

CATEGORY: Content Marketing

THE 2024 ADRIAN AWARDS (CONT.)

Hoshino Resorts

ENTRY: Hoshino Resorts Welcomes Travelers Back to Japan
CATEGORY: PR Campaign Consumer
AGENCY: QUINN PR

Hotel Emma

ENTRY: Hotel Emma's Digital Renaissance: Achieving Unprecedented Growth with Paid Search
CATEGORY: Search Marketing Strategy
AGENCY: GCommerce Solutions

Hotel Volga

ENTRY: Introducing Hotel Volga
CATEGORY: New Opening/Launch
AGENCY: Zapwater Communications

IHG Hotels & Resorts

ENTRY: Appy Stays App-Exclusive Campaign
CATEGORY: App

Jamaica Tourist Board

ENTRY: Jamaica Feature in Travel Weekly: A Boost Tourism
CATEGORY: Feature Placement Online or Print Trade Media
AGENCY: Lou Hammond Group

Jamaica Tourist Board

ENTRY: Kingston is making a comeback as culture capital of Jamaica
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

Kennebunkport Resort Collection

ENTRY: Cape Arundel Inn & Resort x Solar Eclipse
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Le CollectiveM

Kentucky Department of Tourism

ENTRY: Fall Integrated Campaign
CATEGORY: Brand Campaign
AGENCY: Miles Partnership

KSL Resorts

ENTRY: Earth Day Campaign
CATEGORY: Environmental, Social, Governance (ESG)

Kyo-ya Hotels & Resorts

ENTRY: Sheraton Princess Kaiulani Ainahau Tower Renovation
CATEGORY: Content Marketing

La Mer Beachfront Resort

ENTRY: La Mer Beachfront Resort
CATEGORY: Search Marketing Strategy
AGENCY: three&six

Little Rock Convention & Visitors Bureau

ENTRY: Little Rock: Big Meetings Advantage
CATEGORY: Group Sales/Travel Trade
AGENCY: Paradise Advertising & Marketing

Los Angeles Athletic Club Hotel

ENTRY: Los Angeles Athletic Club Hotel Website
CATEGORY: Web Site
AGENCY: VERB Interactive

Los Angeles Tourism & Convention Board

ENTRY: Meet LA Group Sales & Trade Media
CATEGORY: Group Sales/Travel Trade
AGENCY: Digital Edge Marketing

Los Angeles Tourism and Convention Board

ENTRY: Los Angeles Hollywood Sign Centennial
CATEGORY: PR Campaign Consumer
AGENCY: BerlinRosen

Louisiana Office of Tourism

ENTRY: Louisiana Digital Influencer Marketing Campaign
CATEGORY: Influencer Marketing
AGENCY: Miles Partnership

Louisiana Office of Tourism

ENTRY: Louisiana's Year of Music Campaign
CATEGORY: Business to Consumer
AGENCY: Miles Partnership

Luxury Group Marriott International

ENTRY: The Luxury Group High Net Worth Campaign
CATEGORY: Brand Campaign

Madrid Turismo

ENTRY: Elevating Madrid's Image Through Influencer Marketing
CATEGORY: Influencer Marketing
AGENCY: PTG Consulting

Marriott Bonvoy

ENTRY: Marriott Bonvoy Land in Fortnite
CATEGORY: Innovation
AGENCY: Publicis Media

Marriott Bonvoy

ENTRY: Marriott Bonvoy Land
CATEGORY: Innovation

Marriott International

ENTRY: W Hotels x Mochakk
CATEGORY: Experiential Marketing

Marriott International

ENTRY: CALA Marriott at The Oscars 2024
CATEGORY: Social Media Campaign

Marriott International

ENTRY: Courtyard by Marriott Super Bowl LVIII Social Media Campaign
CATEGORY: Social Media Campaign

Marriott International

ENTRY: Autograph Collection Hotels | Discover The Mark
CATEGORY: Social Media Campaign

Marriott International

ENTRY: Westin 2024 Brand Campaign
CATEGORY: Business to Consumer

Marriott International

ENTRY: Leveraging Pinterest Travel Catalog for Performance Campaign
CATEGORY: Innovation
AGENCY: Publicis Groupe Miami

Marriott International

ENTRY: AC Hotels & iHeart Media Campaign
CATEGORY: Business to Consumer

Marriott International

ENTRY: W Hotels x Mochakk
CATEGORY: Innovation

THE 2024 ADRIAN AWARDS



Marriott International

ENTRY: Westin 2024 Brand Campaign
CATEGORY: Brand Campaign

Marriott International

ENTRY: Score Big with Marriott Bonvoy Gameday Rituals
CATEGORY: Television

Marriott International

ENTRY: Score Big with Marriott Bonvoy Gameday Rituals
CATEGORY: Business to Consumer

Marriott International

ENTRY: The Ritz-Carlton - The Road to Legendary
CATEGORY: Social Media Campaign

Marriott International

ENTRY: The Ritz-Carlton - Monaco Grand Prix with The Ritz-Carlton Yacht Collection
CATEGORY: Experiential Marketing

Marriott International

ENTRY: St. Regis - Pitti Uomo
CATEGORY: Social Media Campaign

Marriott International

ENTRY: The Ritz-Carlton - Leave Better Campaign
CATEGORY: Social Media Campaign

Marriott International

ENTRY: St. Regis - Pitti Uomo
CATEGORY: Special Event

Marriott International

ENTRY: JW Marriott - Flamingo Estate Partnership
CATEGORY: Video Multiple Channels

Marriott International

ENTRY: JW Marriott - Flamingo Estate Partnership
CATEGORY: Social Media Campaign

Marriott International

ENTRY: JW Marriott - CGI Videos
CATEGORY: Video Multiple Channels

Marriott International

ENTRY: "Special Delivery" with Marriott Bonvoy and Mercedes-AMG PETRONAS F1 Team's George Russell
CATEGORY: Video - Single Entry

Marriott International

ENTRY: Leveraging Fandom to Earn an Engaged Gen Z Audience
CATEGORY: Influencer Marketing

Marriott International

ENTRY: Marriott Bonvoy Sponsors Taylor Swift | The Eras Tour
CATEGORY: Business to Consumer

Martin County Office of Tourism & Marketing

ENTRY: Explore Natural Martin Launch Video
CATEGORY: Video - Single Entry

Meadowood Napa Valley

ENTRY: Elevating Engagement: Innovative Facebook Campaign Optimization to Drive Quality Traffic and Maximize ROAS
CATEGORY: Social Media Campaign
AGENCY: GCommerce Solutions

Micato Safaris

ENTRY: The Micato Africa Brochure
CATEGORY: Print Collateral

Minor Hotels

ENTRY: Journey Beyond Horizons. Elevating Travel Demand to Middle East & Africa with Minor Hotels
CATEGORY: Social Media Campaign
AGENCY: eMarketingEye (Private) Limited

Mission Pacific Beach Resort

ENTRY: Mission Pacific Beach Resort: Enhancing Engagement and Growth through Targeted Social Media Campaign
CATEGORY: Social Media Campaign
AGENCY: Screen Pilot LLC

MSC Cruises

ENTRY: MSC Cruises Uses Apple Vision Pro to Immerse Users in New Ship, MSC World America
CATEGORY: Virtual Reality
AGENCY: Lou Hammond Group

MSC Cruises

ENTRY: A Swing Ride 160 Feet Above Water is Coming to MSC's New Cruise Ship
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

Naples, Marco Island and the Everglades

ENTRY: Collier County: Only Paradise Will Do Winter Canada Campaign
CATEGORY: Brand Campaign
AGENCY: Paradise Advertising & Marketing

Nassau & Paradise Island

ENTRY: AFAR: Getting to the Caribbean From the West Coast Is Now Easier Than Ever
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

New Hampshire Travel & Tourism

ENTRY: "Discover Your New" Brand Campaign - Summer 2023
CATEGORY: Business to Consumer
AGENCY: GYK

New Jersey Division of Travel & Tourism

ENTRY: New Jersey's Anthony Bourdain Food Trail, The Boston Globe
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

New York City Tourism + Conventions

ENTRY: NYC Put Hip-Hop On The Map
CATEGORY: Content Marketing

New York City Tourism + Conventions

ENTRY: Ghostbusters x NYC Tourism
CATEGORY: Content Marketing

NJ Division of Travel and Tourism

ENTRY: NJ Travel & Tourism Social Media Campaign
CATEGORY: Experiential Marketing
AGENCY: Dana Communications

NO NEED TO WANDER.

We'll bring them to you.

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

NAVIGATING your
TRAVEL
BUSINESS

meeting spotlight

TRAVEL AGENT
CENTRAL

SELLING
LUXURY

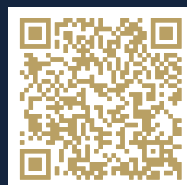
Caribbean and Mexico
Meeting & Incentive
Travel Exchange

LUXURY TRAVEL ADVISOR'S
ULTRA
SUMMIT

EXPERIENCE
SERIES

Global
Meeting & Incentive
Travel Exchange

FOR MORE
INFORMATION



Questex Travel

THE 2024 ADRIAN AWARDS



NJ Division of Travel and Tourism

ENTRY: NJ Travel & Tourism Little State, Lotta Wow Commercials

CATEGORY: Connected TV/Streaming/Linear

AGENCY: Dana Communications

NJ Division of Travel and Tourism

ENTRY: NJ Travel & Tourism Social Media Campaign

CATEGORY: Social Media Campaign

AGENCY: Dana Communications

NJ Division of Travel and Tourism

ENTRY: NJ Travel & Tourism Little State, Lotta Wow Campaign

CATEGORY: Business to Consumer

AGENCY: Dana Communications

Omni Hotels & Resorts

ENTRY: The Omni Homestead Resort Grand Re-Opening

CATEGORY: Re-Launch of Existing Property

AGENCY: Magrino PR

Opal Collection

ENTRY: Opal Collection Meetings Brochure

CATEGORY: Group Sales/Travel Trade

AGENCY: Miles Partnership

Pacifica Hotels

ENTRY: Pacifica Hotels Adrian Awards 2024

CATEGORY: Influencer Marketing

AGENCY: Ballantines Public Relations

Park County Travel Council,

Cody Yellowstone

ENTRY: Heartbeat of the Rodeo Social Campaign

CATEGORY: Social Media Campaign

AGENCY: VERB Interactive

Park County Travel Council,

Cody Yellowstone

ENTRY: Cody Yellowstone, Women's Hiking Retreat

CATEGORY: Influencer Marketing

AGENCY: VERB Interactive

Park Hyatt St. Kitts

ENTRY: Park Hyatt St. Kitts Audience Targeting Re-imagined: Airport Lounge Campaign

CATEGORY: Innovation

AGENCY: Screen Pilot LLC

Pinehurst Resort

ENTRY: 2024 U.S. Open at Pinehurst - Daily Columns

CATEGORY: Special Event

Pinehurst Resort

ENTRY: 2024 U.S. Open - Father's Day Wind Phone

CATEGORY: Video - Single Entry

Pinehurst Resort

ENTRY: 2024 U.S. Open - General Coverage

CATEGORY: Social Media/Social Networking

Pinehurst Resort

ENTRY: 2024 U.S. Open - TikTok Engagement

CATEGORY: Innovation

Port Aransas Tourism Bureau & Chamber of Commerce

ENTRY: Visit Port Aransas—The Island Magazine

CATEGORY: Print Collateral

Priceline

ENTRY: From Tokyo to the Big Game: Priceline's "Eras to End Zone" Challenge with Victoria Garrick Browne + Max Browne

CATEGORY: Influencer Marketing

Project Farmhouse

ENTRY: Project Farmhouse Integrated Campaign

CATEGORY: Search Marketing Strategy

AGENCY: Cogwheel Marketing & Analytics

Puerto Rico Tourism Company

ENTRY: Verano Infinito (Endless Summer)

CATEGORY: Business to Consumer

AGENCY: VML Puerto Rico & ROCA Marketing

Puerto Rico Tourism Company

ENTRY: Pasaporte a la Aventura (Passport to Adventure)

CATEGORY: Technology

AGENCY: KIS Agency & ROCA Marketing

Puerto Rico Tourism Company

ENTRY: Turismo Cultural (Cultural Tourism)

CATEGORY: Corporate Social Responsibility

AGENCY: ROCA Marketing & VML Puerto Rico

Puerto Rico Tourism Company

ENTRY: Puerto Rico Sports Tourism Promotional Program

CATEGORY: Experiential Marketing

AGENCY: ROCA Marketing & VML Puerto Rico

Pure Michigan

ENTRY: Crafting a New Narrative for Detroit through the NFL Draft

CATEGORY: PR Campaign Consumer

AGENCY: FINN Partners

Pure Michigan

ENTRY: Engaging the Passionate Pure Michigan Community for Timely Seasonal Content

CATEGORY: Creators, Multi-media, video, and short form

AGENCY: FINN Partners

Pure Michigan

ENTRY: Leveraging Video and Content Marketing to Inspire Travel to Michigan's Upper Peninsula

CATEGORY: Video - Single Entry

AGENCY: FINN Partners

Red Jacket Resorts

ENTRY: Red Jacket Resorts, Website Relaunch

CATEGORY: Web Site

AGENCY: 20Two Studio

Red Jacket Resorts

ENTRY: Red Jacket Resorts, Re-Treat Suite Sweepstakes

CATEGORY: Contest/Sweepstakes

AGENCY: 20Two Studio

THE 2024 ADRIAN AWARDS (CONT.)

Red Jacket Resorts

ENTRY: Red Jacket Resorts - Integrated Campaign, Property Relaunch
CATEGORY: Business to Consumer
AGENCY: 20Two Studio

Red Roof

ENTRY: Road Trip With Red Roof
CATEGORY: Creators, Multi-media, video, and short form
AGENCY: Acadia

Reno Tahoe

ENTRY: Reno Tahoe - Mercury News Feature Story
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: THE DECKER/ROYAL AGENCY

River Inn

ENTRY: River Inn Website
CATEGORY: Web Site
AGENCY: three&six

Royal Commission for AIUIa

ENTRY: AIUIa's First-Ever Global Campaign Launch: "Forever Revitalizing"
CATEGORY: Special Event
AGENCY: MMGY Global

Rush Creek Lodge

ENTRY: New Website Launch for Rush Creek Lodge
CATEGORY: Web Site
AGENCY: TravelBoom Hotel Marketing

Sanibel Sea School

ENTRY: Sanibel Sea School 2024 Outreach Campaign
CATEGORY: Business to Consumer
AGENCY: Outlier Brands

Santa Monica Travel & Tourism

ENTRY: Flow Against The Grain: Santa Monica's Brand Transformation
CATEGORY: Brand Campaign

Santa Rosa County Tourism

ENTRY: Santa Rosa County: Atlanta Dogwood Festival
CATEGORY: Experiential Marketing
AGENCY: Paradise Advertising & Marketing

Sarawak Tourism Board

ENTRY: Gateway to Borneo
CATEGORY: Brand Campaign
AGENCY: ISC International

Secrets Resorts & Spas

ENTRY: Secrets Resorts & Spas taps ABC's The Bachelor to Double Down on Romance and Win the Tulum Boom
CATEGORY: Broadcast Integration
AGENCY: rbb communications

SH Hotels and Resorts

ENTRY: Treehouse Hotels (SH Hotels and Resorts) Search Marketing Strategy
CATEGORY: Search Marketing Strategy
AGENCY: VERB Interactive

Sheraton San Diego

ENTRY: Sheraton San Diego Renovation Campaign
CATEGORY: Business to Consumer
AGENCY: Lotus Marketing Inc.

Small Luxury Hotels of the World

ENTRY: Considerate Collection Docufilm
CATEGORY: Video - Single Entry
AGENCY: Candour Creative

Sofitel Chicago Magnificent Mile

ENTRY: Magnifique Breakfast at Sofitel Chicago Magnificent Mile
CATEGORY: Innovation
AGENCY: Cogwheel Marketing & Analytics

Sonesta International Hotels

ENTRY: Sonesta Travel Pass and Rewards Season Campaign
CATEGORY: Business to Consumer
AGENCY: RO NY, Razorfish, Finn Partners and BCV

Space Coast Office of Tourism

ENTRY: Florida's Space Coast Countdown Campaign
CATEGORY: Business to Consumer
AGENCY: &Barr

Space Coast Office of Tourism

ENTRY: Florida's Space Coast Countdown Campaign
CATEGORY: Connected TV/Streaming/Linear
AGENCY: &Barr

Space Coast Office of Tourism

ENTRY: Florida's Space Coast Countdown Campaign
CATEGORY: Television
AGENCY: &Barr

State of Washington Tourism

ENTRY: State of Washington Tourism - True to Nature Videos
CATEGORY: Video Multiple Channels
AGENCY: Adventure Creative

Suncadia Resort

ENTRY: Suncadia Resort and their agency Missing Piece Marketing for The Source Grand Opening
CATEGORY: Social Media/Social Networking
AGENCY: Missing Piece Marketing & Communications

Sunseeker Resort Charlotte Harbor

ENTRY: Sunseeker Resort Charlotte Harbor — Building brand awareness
CATEGORY: Search Marketing Strategy
AGENCY: Cendyn

Sweetwater County Joint Travel and Tourism Board

ENTRY: See Flaming Gorge Country-VIDEO
CATEGORY: Video - Single Entry

Terranea Resort

ENTRY: Terranea Resort Wedding Brochure
CATEGORY: Print Collateral

Terranea Resort

ENTRY: Terranea Resort Gingerbread Lounge
CATEGORY: Experiential Marketing

Teton Mountain Lodge & Spa

ENTRY: A Winter Experience for All: Teton Mountain Lodge Ski vs Activity Digital Campaign
CATEGORY: Social Media Campaign
AGENCY: Screen Pilot LLC

The Ascott Limited

ENTRY: Artificial Intelligence Vs Human Intelligence Campaign for The Ascott Limited
CATEGORY: Artificial Intelligence (AI)
AGENCY: eMarketingEye (Private) Limited

THE 2024 ADRIAN AWARDS



The Bahamas Ministry of Tourism

ENTRY: The Bahamas | The Winds of Tradition

CATEGORY: Content Marketing
AGENCY: Tambourine

The Bahamas Ministry of Tourism

ENTRY: The Bahamas | An Open Invitation

CATEGORY: Content Marketing
AGENCY: Tambourine

The Dali Museum

ENTRY: Dali Museum: Opening The Dali Dome

CATEGORY: New Opening/Launch
AGENCY: Paradise Advertising & Marketing

The Dunes on the Waterfront

ENTRY: The Dunes on the Waterfront

CATEGORY: New Opening/Launch
AGENCY: THE DECKER/ROYAL AGENCY

The European Travel Commission

ENTRY: "Europe Invites the Curious" Co-Op Campaign

CATEGORY: Business to Consumer
AGENCY: MMGY

The Grand Hotel Excelsior Vittoria

ENTRY: Once a Stop on The Grand Tour, a 190-year-old Grand Dame on Italy's Sorrentine Coast Proves She Can Still Throw A Party

CATEGORY: Special Event
AGENCY: Laura Davidson Public Relations

The Hermitage Hotel

ENTRY: Showcasing Luxury Through The Hermitage Hotel's Renovation

Attracts Higher Revenue Per Booking
CATEGORY: Search Marketing Strategy
AGENCY: GCommerce Solutions

The Lake House on Canandaigua

ENTRY: Bringing Influential Voices Onsite at The Lake House on Canandaigua

CATEGORY: PR Campaign Consumer
AGENCY: Mower Agency

The Leo Kent, Remington Hospitality

ENTRY: Leo Kent Konnections

CATEGORY: Social Media/Social Networking

The Luxury Collection

ENTRY: The Luxury Collection – Pâtisserie Reimagined with Laila Gohar

CATEGORY: Special Event
AGENCY: 71 West

The Luxury Collection

ENTRY: The Luxury Collection – A Letter From Clara Diez

CATEGORY: Influencer Marketing
AGENCY: 71 West

The Luxury Collection

ENTRY: The Luxury Collection – Laila Gohar Barware Collection

CATEGORY: Influencer Marketing
AGENCY: 71 West

The Meritage Resort and Spa

ENTRY: The Meritage Resort and Spa \$25 Million Reimagination Launch

CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Diamond PR

The Palm Beaches

ENTRY: Conquering YouTube As The Nation's Most Followed Destination

CATEGORY: Social Media/Social Networking

The Palm Beaches

ENTRY: Fashion Week NYC

CATEGORY: Experiential Marketing

The Palm Beaches

ENTRY: Record Breaking Video Series: Live Like A Local

CATEGORY: Video Multiple Channels

The Palm Beaches

ENTRY: Love The Palm Beaches Contest

CATEGORY: Contest/Sweepstakes

The Plaza, A Fairmont Managed Hotel

ENTRY: The Plaza Hotel's Wicked

'Defying-GraviTea' Afternoon Tea
CATEGORY: Experiential Marketing

The Ritz-Carlton, Portland

ENTRY: The Ritz-Carlton, Portland Opening

CATEGORY: New Opening/Launch
AGENCY: CURICH|WEISS

The Sheraton Kauai

Coconut Beach Resort

ENTRY: TikTok Hawaii Hop

CATEGORY: Influencer Marketing
AGENCY: Diamond Public Relations

The U.S. Virgin Islands

Department of Tourism

ENTRY: The U.S. Virgin Islands' Caribbean Way of Sports & Lifestyle Tourism

CATEGORY: Experiential Marketing
AGENCY: Miles Partnership

The Watergate Hotel

ENTRY: The Watergate Hotel, Washington DC - Website Redesign

CATEGORY: Web Site
AGENCY: Cendyn

The Wilde Resort

ENTRY: The Wilde Resort

CATEGORY: Search Marketing Strategy
AGENCY: three&six

Tourism Australia

ENTRY: Beyond the Pitch: Australia's Tourism Scores with the FIFA Women's World Cup

CATEGORY: PR Campaign Consumer
AGENCY: TURNER

Tourism Santa Fe

ENTRY: Santa Fe, New Mexico

Celebrates 100 Years of Burning of The Zozobra

CATEGORY: Special Event
AGENCY: Lou Hammond Group

Town and Country Resort

ENTRY: Town and Country Resort

Summer 2024 Campaign
CATEGORY: Business to Consumer

Travel + Leisure Co.

ENTRY: Club Wyndham Bonnet Creek SeaWorld Suite

CATEGORY: PR Campaign Consumer

Travel South Dakota

ENTRY: Forever 605

CATEGORY: Corporate Social Responsibility
AGENCY: Karsh Hagan

THE 2024 ADRIAN AWARDS (CONT.)

Travel South Dakota

ENTRY: So Much South Dakota, So Little Time - Shoulder Season Video
CATEGORY: Connected TV/Streaming/Linear
AGENCY: Karsh Hagan

Travel South Dakota

ENTRY: Dock Tok President's Day Influencer
CATEGORY: Influencer Marketing
AGENCY: Karsh Hagan

Travel South Dakota

ENTRY: The Sturgis Rally Rides into its Next Era
CATEGORY: PR Campaign Consumer
AGENCY: Lou Hammond Group

Travel Wisconsin

ENTRY: Food & Wine Tasty Makers Feature Article
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: TURNER

Travel Wisconsin

ENTRY: Travel Wisconsin Flights Campaign
CATEGORY: Social Media Campaign
AGENCY: TURNER

Utah Office of Tourism

ENTRY: In Love. In Utah
CATEGORY: Business to Consumer

Utah Office of Tourism

ENTRY: Innovating for the Cookieless Future
CATEGORY: Connected TV/Streaming/Linear

Vail Local Marketing District

ENTRY: Discover Vail Multi-Channel Content Strategy
CATEGORY: Content Marketing
AGENCY: Miles Partnership

Venetian Las Vegas

ENTRY: Venetian Las Vegas Website
CATEGORY: Web Site
AGENCY: VERB Interactive

Virginia Beach Convention & Visitors Bureau

ENTRY: Virginia Beach Feature Story Earns an Encore
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: FINN Partners

Virtuoso

ENTRY: So Virtuoso Brand Campaign
CATEGORY: Business to Consumer

Visit Alexandria

ENTRY: Latina Influencer Spotlights Alexandria Immigrant Neighborhood
CATEGORY: Influencer Marketing

Visit Baltimore

ENTRY: Visit Baltimore's CIAA Marketing Campaign
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: Development Counsellors International

Visit Baltimore

ENTRY: Visit Baltimore's Mobile Visitor Center
CATEGORY: Experiential Marketing
AGENCY: Development Counsellors International

Visit California

ENTRY: Pattie Gonia Influencer Campaign
CATEGORY: Influencer Marketing
AGENCY: MMGY

Visit Carlsbad

ENTRY: Visit Carlsbad: It's All Good
CATEGORY: Brand Campaign
AGENCY: 62ABOVE

Visit Carmel-By-The-Sea

ENTRY: Visit Carmel with Wall Street Journal
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: The Abbi Agency

Visit Carmel-by-the-Sea

ENTRY: Visit Carmel "A Storybook Kind of Place" - Brand Campaign
CATEGORY: Brand Campaign
AGENCY: Burghardt+Dore Advertising

Visit Carmel-by-the-Sea

ENTRY: Visit Carmel "A Storybook Kind of Place" - Brand Video
CATEGORY: Video - Single Entry
AGENCY: Burghardt+Dore Advertising

Visit Corpus Christi

ENTRY: Corpus Christi, the Gulf Coast Capital
CATEGORY: Brand Campaign
AGENCY: MMGY

Visit Costa Rica

ENTRY: Sponsorship of Cirque du Soleil ECHO
CATEGORY: Experiential Marketing
AGENCY: MMGY

Visit Dublin Ohio

ENTRY: The "Other Dublin"
CATEGORY: Innovation
AGENCY: Cornett

Visit Estes Park

ENTRY: A New Frontier in Destination Marketing: Visit Estes Park's AI Initiative
CATEGORY: Artificial Intelligence (AI)
AGENCY: TURNER

Visit Fairfax County

ENTRY: Visit Fairfax Philadelphia Campaign
CATEGORY: Experiential Marketing
AGENCY: WHITE64

Visit Frisco

ENTRY: Visit Frisco: The City that Plays Summer Campaign
CATEGORY: Business to Consumer
AGENCY: VERB Interactive

Visit Idaho

ENTRY: Travel with Care | Visit Idaho
CATEGORY: Corporate Social Responsibility
AGENCY: Madden Media

Visit Idaho

ENTRY: Travel Guide | Visit Idaho
CATEGORY: Print Collateral
AGENCY: Madden Media

THE 2024 ADRIAN AWARDS



Visit Idaho

ENTRY: Scenic Byways | Visit Idaho
CATEGORY: Business to Consumer
AGENCY: Madden Media

Visit Irving

ENTRY: Rockstar-Themed Self-Guided Tour App and Engagement Campaign
CATEGORY: Experiential Marketing

Visit Irving

ENTRY: 12-Days of Holiday Giveaways
CATEGORY: Experiential Marketing

Visit Irving

ENTRY: Total Eclipse in the Park: Showcasing Irving to the World
CATEGORY: PR Campaign Consumer

Visit Irving

ENTRY: Total Eclipse in the Park: Showcasing Irving to the World
CATEGORY: Influencer Marketing

Visit Irving

ENTRY: Unexpected Romance and Adventure in Irving
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

Visit Irving

ENTRY: A Moon Pie Puts Irving in the Spotlight
CATEGORY: Feature Placement Online or Print Consumer Media

Visit KC

ENTRY: From the Heart
CATEGORY: Brand Campaign
AGENCY: MMGY

Visit Lake Charles

ENTRY: As Much Joy As You Can Pack In
CATEGORY: Innovation
AGENCY: Miles Partnership

Visit Lake Charles

ENTRY: Visit Lake Charles TripScout Campaign
CATEGORY: Creators, Multi-media, video, and short form
AGENCY: Miles Partnership

Visit Lauderdale

ENTRY: Greater Fort Lauderdale Accessibility Campaign
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: Aqua Marketing and Communications

Visit Lauderdale

ENTRY: Laudy Dayo
CATEGORY: Influencer Marketing
AGENCY: Aqua Marketing and Communications

Visit Myrtle Beach

ENTRY: Everyone Plays at The Beach
CATEGORY: Experiential Marketing
AGENCY: MMGY

Visit Myrtle Beach

ENTRY: This Is Golf
CATEGORY: Connected TV/Streaming/Linear
AGENCY: MMGY

Visit Norway

ENTRY: The Norwegian Kitchen
CATEGORY: Video - Single Entry

Visit Norway

ENTRY: The New Beginning
CATEGORY: Diversity, Equity, Inclusion Marketing

Visit Orlando

ENTRY: Winter Doesn't Exist
CATEGORY: Business to Consumer

Visit Oxford

ENTRY: A Place to Discover Your Story | Visit Oxford
CATEGORY: Brand Campaign
AGENCY: Madden Media

Visit Plano

ENTRY: Want to see the total solar eclipse? Plano, Texas is total-ly the place to be.
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Tucker & Associates

Visit Rochester NY

ENTRY: ROC the Eclipse
CATEGORY: Special Event
AGENCY: Madden Media

Visit Santa Barbara

ENTRY: Celebrate the Unexpected
CATEGORY: Social Media Campaign
AGENCY: Sparkloft Media

Visit Santa Fe

ENTRY: Visit Santa Fe
CATEGORY: Business to Consumer
AGENCY: Vladimir Jones

Visit St. Pete-Clearwater

ENTRY: Visit St. Pete-Clearwater SEM Performance Max Campaign
CATEGORY: Search Marketing Strategy
AGENCY: Miles Partnership

Visit St. Pete-Clearwater

ENTRY: From Visitors with Love / 727 Day
CATEGORY: Reputation Management
AGENCY: BVK

Visit St. Pete-Clearwater

ENTRY: Gulf to Bay Destination Magazine
CATEGORY: Print Collateral
AGENCY: BVK

Visit Tampa Bay

ENTRY: Tampa Bay Takes Over: A Matchday Adventure with Brentford FC
CATEGORY: Special Event

Visit Tampa Bay

ENTRY: From Stadium to Sunshine: Tampa Bay's Game-Changing Partnership with Brentford FC
CATEGORY: Contest/Sweepstakes

Visit Tampa Bay

ENTRY: All are Welcome in Tampa Bay
CATEGORY: Video - Single Entry

Visit Tampa Bay

ENTRY: Tampa Bay's Guide to Social Inclusion
CATEGORY: Reputation Management

THE 2024 ADRIAN AWARDS (CONT.)

Visit Topeka

ENTRY: Brown v. Board 70th Anniversary Commemoration
CATEGORY: Special Event

Visit Topeka

ENTRY: See, Be, Free Yourself in Topeka
CATEGORY: Business to Consumer

Visit Topeka

ENTRY: NYC2Topeka
CATEGORY: Contest/Sweepstakes

Visit Tybee Island

ENTRY: Visit Tybee Island Destination Website
CATEGORY: Web Site
AGENCY: Miles Partnership

Visit Williamsburg

ENTRY: visitwilliamsburg.com Redesign
CATEGORY: Web Site
AGENCY: percepture

VisitBritain

ENTRY: "Come See Things Differently" Solo and Co-Op Campaign
CATEGORY: Business to Consumer
AGENCY: MMGY

VisitGreenvilleSC

ENTRY: Eugenia Duke's Unofficial Mayo Guide to Greenville
CATEGORY: PR Campaign Consumer

W Fort Lauderdale

ENTRY: W Fort Lauderdale's Summer WET Events
CATEGORY: Influencer Marketing
AGENCY: Diamond Public Relations

Walton County Tourism

ENTRY: South Walton's 16 Beach Neighborhood Locator Videos
CATEGORY: Social Media/Social Networking
AGENCY: Zehnder

Walton County Tourism

ENTRY: Authentic Walton Branding
CATEGORY: Brand Campaign
AGENCY: Zehnder

Walton County Tourism

ENTRY: Your Getaway. Your Homecoming. Your South Walton.
CATEGORY: Business to Consumer
AGENCY: Zehnder

Walton County Tourism

ENTRY: South Walton Meetings Video Brochure
CATEGORY: Group Sales/Travel Trade
AGENCY: Zehnder

Walton County Tourism

ENTRY: South Walton Cookbook
CATEGORY: Print Collateral
AGENCY: Zehnder

WeatherPromise

ENTRY: Launch: WeatherPromise
CATEGORY: New Opening/Launch
AGENCY: Campstories, LLC

Wequassett Resort and Golf Club

ENTRY: Barbour x Wequassett
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Le CollectiveM

Wequassett Resort and Golf Club

ENTRY: Isaac Boots Fitness Residency at Wequassett
CATEGORY: Influencer Marketing
AGENCY: Le CollectiveM

Wyndham Hotels and Resorts, Inc.

ENTRY: Baymont by Wyndham – In Our Hometown
CATEGORY: Business to Consumer

Wyndham Hotels and Resorts, Inc.

ENTRY: La Quinta by Wyndham - Tonight La Quinta. Tomorrow You Shine.
CATEGORY: Business to Consumer



THANK YOU JUDGES



GOLD, SILVER, BRONZE JUDGES

Karyl Leigh Barnes

President

Development Counsellors International

Katie Barr Cornish

Founder

Eleven Six PR, LLC

Jessica Bernhardt

Director of Partnerships & Development
Cogwheel Marketing

Samir Bhatnagar

AVP, Revenue Optimization
Ashford Inc

Patrick Campbell

Sr Director, Advertising
BWH Hotels

Janette Carter

VP of Marketing
Visit Tampa Bay

Harvey Chipkin

Freelance Writer

Chanuttita Chitmanasak

Regional CRM and Marketing
Automation Lead
Michelin

Steven Chrappa

Director of E-Commerce
Hard Rock Hotel New York

Celesty Claudio

Founder / Managing Partner
LG Diversified Marketing

Lindley Cotton

President
GCommerce

Michael Curran

VP - Marketing Operations
Cogwheel Marketing & Analytics

Laura Davidson

CEO
LDPR

Katie Davin

Associate Professor
Johnson & Wales University

Christina Davis

VP of Media & Analytics
Tambourine

Elisa DeBernardo

Sr Account Director
FKQ Advertising + Marketing

Cathy Decker

President
THE DECKER/ROYAL AGENCY

Dave Di Maggio

Director, Client Development
Aqua

Catherine Ed

Director of Marketing
BWH Hotels / Best Western Hotels & Resorts

Ashley Edwards

Sr Commercial Director
Sojern

Cory Falter

Partner
Lure Agency

Brenda Fields

Founder
fields & company

Julie Freeman

Executive Vice President, PR, Americas
MMGY Global

Mary Gendron

Senior Vice President - Managing Director
Mower

Isaac Gerstenzang

Vice President Digital Marketing & CRM
Atlantis Paradise Island, The Bahamas

Beate Gran

Marketing Manager
Visit Norway

Ben Hanley

Co-Founder
three&six

Justine Harris

Marketing Manager
Sparkloft Media

Patrick Harrison

Chief Marketing Officer
Visit Tampa Bay

Jennifer Hill

VP, Commercial Strategy
Kalibri Labs

Debbie Howarth

Professor, Department of
Management and Marketing
Johnson & Wales University

Lynn Kaniper

Owner/President
Dana Communications

Savanna Kearney

Director of Customer Success
COHO

Brian Klein

Senior Strategists
Cedar Fair Entertainment

Allison Kline

Director of Hotel Marketing Strategy
Loews Hotels

Gina Kline

Group Media Director
FKQ

Brent Koepke

Senior Creative Director,
Global Brands + Creative
Travel + Leisure Co

THANK YOU JUDGES (CONT.)

Traci Large

VP of Revenue Strategy
Intermountain Hotels

Nicole LaSpina

Senior Director, Brand Marketing
Wyndham Hotels & Resorts

Monique Lee

Vice President, Sales
G6 Hospitality

Garrick Lee

Digital Marketing and Ecommerce Manager
Turning Stone Enterprises

Matthew Levison

Senior Vice President, Global Head of
Consumer
KWT Global

Mirela Longoni

Founder
Revenue Amplified

Flo Lugli

Principal
Navesink Advisory Group

Stacia Miele

VP, Integrated Marketing & Digital
Crescent Hotels & Resorts

Craig Mikes

Owner/Founder
Whiskey, Texas - Advertising & Creative
Content

Rachel Monroe

Growth and Marketing Copywriter
MMGY Global

Charlie Osmond

Chief Growth Officer
Triptease

Ana Pavlovic

Senior Area Marketing Manager
First Hospitality

Nicole Phillips

Corporate Director of
Entertainment Travel, Loyalt
Valencia Hotel Collection

Jason Pirock

Head of Marketing
Springboard Hospitality

Matthew Pizzimenti

Director of Sales & Marketing
New York Marriott Marquis Hotel

Rich Roberts

President
RDR PR LLC

Jessica Rodriguez

EVP
Perowne International

Ellen Rooney

Principal
Hotel Sales Consulting

Stacy Royal

Principal
Decker Royal Agency LLC

Dean Schmit

Founder
Base Camp Meta &
MetaSearchMarketing.com

Yohannes Semere

Corporate Director, Revenue Strategy
KSL Resorts

Jeff Spaccio

Executive Vice President
Tambourine

Dena St. Clair

Corporate Director of Digital
Marketing & E-Commer
Stonebridge Companies

Cheryl Street

Marketing Director
Road to Success Marketing

Julie Thomas

Senior Account Supervisor, PR
Mower

Rich Tuckwell-Skuda

CEO & Founder
TAG - The Anything Group

Tara Tufo

VP PR & Influential Communications
Paradise Advertising

Frank Vertolli

Co-founder & Managing Partner
Net Conversion

Amanda Voss

Vice President of Sales
Bellagio Resort

Rudy Webb

President
Paradise Advertising & Marketing

Deirdre Yack

Area Director of Sales and Marketing
Ace Hotels

Holly Zoba

Owner
Scout Simply, Influencer Sales Training,
HotelBSchool.com

Platinum Judges

Gina Stouffer

President, Charleston
Lou Hammond

Sine Scott

Director of Field Marketing
Omni Hotels

Taryn Proctor

Senior Account Executive, Travel
Google

Leora Lanz

Executive Director, OL Academic Programs,
Associate Professor of the Practice
Boston University



Life's too short not
to scan mysterious
QR codes...



Building a Bridge
to Our Brightest Future:

CELEBRATING BOB GILBERT'S IMPACT

Celebrate the career and impact on the hospitality industry of Bob Gilbert, CEO of HSMAI Global, the Americas, and Foundation for 30 years. Bob's passion and commitment have been instrumental in guiding the HSMAI Foundation's mission to attract, develop, and engage the brightest talents.

Join us in honoring Bob Gilbert by making a donation today in recognition of Bob's legacy. Your contributions will support the Foundation's continued efforts in education, diversity, and leadership development, embodying Bob's vision for a stronger hospitality community.



Your support will help bridge the gap to a brighter future
for the hospitality industry.

Donate Now at HSMAI100.Org





Signature Partners



For 20 years, Ideas Collide has delivered custom marketing solutions that transform ideas into impact. As proud partners of HSMIA, we've worked with national and global hospitality and destination marketing brands to craft unforgettable campaigns that inspire and deliver results. Over the past decade, we've earned more than 200 Adrian Awards—including multiple Platinum honors—recognizing our creativity and impact. Join us as we celebrate 20 years of collaboration and innovation. Learn more at ideascollide.com.
Invent | Integrate | Impact + Ignite



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 have 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. 2025 events include Luxury Travel Advisor's ULTRA Summit, the most productive, intimate event in luxury travel co-located with Global Meeting & Incentive Travel Exchange (GMITE), our long-standing 1:1 MICE event held where we connect pre-qualified North American incentive buyers & meeting planners with global suppliers: both being held at the lovely Chateau Elan Resort and Winery, May 5-9; and Caribbean Meeting & Incentive Travel Exchange (CMITE) Aug 25-28, located at the exquisite Grand Hyatt Baha Mar in Nassau, Bahamas, 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.

Supporting Partners



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 is the world's leading integrated marketing firm specializing in the travel, hospitality and lifestyle industries. With operating brands across the world, the award-winning organization maintains a global communications practice in all marketing channels, serving many of the world's premier travel and tourism brands. As a company dedicated to the travel industry, MMGY Global strives to create a connected, inclusive and peaceful world by promoting travel as a cultural bridge of understanding. For more information, visit mmgyglobal.com.

The power of our alliance is our people

Corinthia Palace

A professional, confident self-starter who is solution-oriented, Nicolas Le Roux brings a wealth of experience and energy in global marketing.

Nicolas is more than a marketing expert—he's an inclusive and forward-thinking leader who knows that the key to success is lifting everyone up along the way. He brings out the best in his team, and his "Why not?" approach keeps everyone motivated to experiment, innovate, and thrive in an ever-changing space.

He is a respected member of the Executive Team at Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands with 45 brands and 850 hotels in 100 countries. Its award-winning loyalty programme—GHA DISCOVERY—provides 30 million members recognition, D\$ rewards and exclusive experiences across its hotels and partners, both with and without a stay.

From your GHA family, warmest congratulations, Nic!

GHA DISCOVERY
REWARDING LIFE'S JOURNEYS
ghadiscovery.com



Nicolas le Roux
HSMIA Top 25 Most Extraordinary Minds 2024
Executive Vice President of Marketing
Global Hotel Alliance

GHA DISCOVERY
REWARDING LIFE'S JOURNEYS





Supporting Partners (CONT.)



From property-level support to shaping the future of hospitality, Tambourine partners with hotels and resorts to overcome challenges with fresh perspectives and creative strategies. Trusted by global brands and independent properties alike, Tambourine delivers innovative, results-driven commercial strategies with secure, scalable solutions that provide enterprise-level protection to hotels of every size. 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.



three&six is the full-service digital marketing agency your hospitality brand didn't know it desperately needed (until now). We serve up website designs so sleek they'd make your competitors weep, Web Health strategies that conquer algorithms like ninjas, and social media campaigns that actually get people talking. Oh, and our tools? We've got RateMate and Henry—basically the AI sidekicks every overworked marketer dreams about. With a 99% client retention rate, multiple HSMIA Adrian Awards, and a knack for making brands look like rock stars, we'll help you turn "meh" into "whoa." Trust, transparency, and results are our thing—so let's make some marketing magic happen, shall we?

Top 25 Extraordinary Minds VIP Reception – Co-Host



At United, Good Leads The Way. With U.S. hubs in Chicago, Denver, Houston, Los Angeles, New York/Newark, San Francisco and Washington, D.C., United operates the most comprehensive global route network among North American carriers, and is now the largest airline in the world as measured by available seat miles. Kinective Media by United Airlines is the airline industry's first traveler media network, using insights from travel behaviors to connect customers to personalized, real-time advertising, content, experiences and offers from leading brands. Kinective Media's platform allows marketers to reach travelers across a wide range of channels including United's award-winning mobile app and inflight entertainment screens. Kinective Media enhances the travel experience for millions of United customers and drives greater loyalty among United MileagePlus® members through customized offers and experiences. For more information, visit: <https://kinectivemedia.com>.

NOTES



WISH YOU WERE HERE



NEW YORK MARRIOTT MARQUIS

