



2024 HSMAI Gold Adrian Awards Winners

Client: Bardstown-Nelson County Tourist & Convention Commission
Agency: TURNER
Entry Title: Visit Bardstown: National Bourbon Week
Division: Public Relations/Communications

Client: Bermuda Tourism Authority
Agency: VERB Interactive
Entry Title: Bermuda Social Media
Division: Digital

Client: Best Western Hotels & Resorts
Agency: PMG + Ideas Collide
Entry Title: Digital - Innovation - Best Western® Hotels & Resorts - Regional Marketing Pinterest Campaign
Division: Digital

Client: Destination Cleveland
Agency: MMGY
Entry Title: “Dog’s Day Off in Cleveland” Giveaway
Division: Digital

Client: Destination DC
Agency: MMGY
Entry Title: A Chosen Family
Division: Digital

Client: Discover Puerto Rico
Agency: MMGY Hills Balfour
Entry Title: Through The Eyes of Boricuas
Division: Integrated Campaign

Client: Discover South Carolina
Agency: SC Department of Parks, Recreation & Tourism
Entry Title: Wild Wonders of South Carolina
Division: Integrated Campaign

Client: Discover South Carolina
Agency: SC Department of Parks, Recreation & Tourism
Entry Title: Amplifying South Carolina's Diverse Voices
Division: Public Relations/Communications

Client: Discover The Palm Beaches
Entry Title: The Palm Beaches Collection
Division: Advertising

Client: Experience Columbus
Entry Title: Forbes Shines a Light on Columbus
Division: Public Relations/Communications

Client: Explora Journeys
Agency: Lou Hammond Group
Entry Title: Can Cruise Ships Help the World's Oceans? This Famous Marine Biologist Thinks So.
Division: Public Relations/Communications

Client: Grindelwald Tourism & Jungfrau Railways
Agency: Zapwater Communications
Entry Title: Swiss Sledging Into America's Hearts
Division: Public Relations/Communications

Client: Hilton
Entry Title: Hilton Ramadan Campaign: The Badr Family
Division: Advertising

Client: Hilton
Entry Title: Hilton's Global 2024 Trends Report: Spotlighting Generational Insights
Division: Public Relations/Communications

Client: IHG Hotels & Resorts
Entry Title: IHG Masterbrand Ramadan Campaign
Division: Advertising

Client: JW Marriott Anaheim Resort
Agency: Lotus Marketing Inc.
Entry Title: Parkestry Rooftop Bar, JW Marriott
Division: Digital

Client: JW Marriott Tucson Starr Pass Resort & Spa
Agency: BCV Social
Entry Title: Trails & Tranquility by JW Marriott Tucson Starr Pass Resort & Spa
Division: Digital

Client: Kentucky Department of Tourism
Agency: Miles Partnership
Entry Title: Fireside Fortune Video Series
Division: Digital

Client: KSL Resorts
Entry Title: Green Wedding Shoes Campaign
Division: Digital

Client: Lindblad Expeditions
Agency: THE DECKER/ROYAL AGENCY
Entry Title: Lindblad Expeditions - Business Insider Feature Story
Division: Public Relations/Communications

Client: Lindblad Expeditions
Agency: THE DECKER/ROYAL AGENCY
Entry Title: Lindblad Expeditions - Climate Change Dinner/Zero Waste Menu
Division: Public Relations/Communications

Client: London's West End
Agency: QUINN PR
Entry Title: Feature Placements for London's West End
Division: Public Relations/Communications

Client: Marriott Bonvoy
Entry Title: Marriott Bonvoy Land
Division: Digital

Client: Marriott Hotels and Marriott Bonvoy
Agency: 160over90
Entry Title: Marriott Hotels Suite of Dreams, Room '99
Division: Public Relations/Communications

Client: Marriott International
Entry Title: Marriott Bonvoy + Taylor Swift | The Eras Tour Sweepstakes
Division: Digital

Client: Marriott International
Entry Title: The Marriott Bonvoy® x NCAA® Game Day Rituals Campaign: NIL Athletes
Division: Advertising

Client: Marriott International
Entry Title: Westin x Raymond Braun Partnership - Westin Marathon Ambassador
Division: Integrated Campaign

Client: Marriott International
Entry Title: The Ritz-Carlton - TikTok
Division: Digital

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Entry Title: The Ritz-Carlton - TikTok
Division: Digital

Client: Marriott International
Entry Title: Bringing Mercedes-AMG PETRONAS Formula 1 Team Leaders to LinkedIn for Marriott Bonvoy
Division: Digital

Client: Marriott International - Caribbean and Latin America Continent Marketing
Agency: DDB Worldwide Colombia
Entry Title: Marriott Resorts, Caribbean and Latin America Content Series
Division: Digital

Client: Martin County Office of Tourism & Marketing
Entry Title: Explore Natural Martin In-House PR Strategy
Division: Public Relations/Communications

Client: Nemaocolin
Agency: CURICH|WEISS
Entry Title: Hardy's Holiday Village at Nemaocolin
Division: Public Relations/Communications

Client: Oberoi Hotels & Resorts
Agency: BCV Social
Entry Title: Plunge Into Tranquility by Oberoi Hotels & Resorts
Division: Digital

Client: Omni Hotels & Resorts
Entry Title: SOLARBRATION
Division: Digital

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Entry Title: SOLARBRATION
Division: Public Relations/Communications

Client: Pan Pacific Hotels Group
Agency: eMarketingEye (Private) Limited
Entry Title: Everything Everywhere Not All At Once - Pan Pacific Hotels Group
Division: Digital

Client: Park County Travel Council, Cody Yellowstone
Agency: VERB Interactive
Entry Title: Cody Yellowstone, WILD Forever
Division: Integrated Campaign

Client: Park County Travel Council, Cody Yellowstone
Agency: VERB Interactive
Entry Title: Cody Yellowstone Social Media
Division: Digital

Client: Pier House Resort & Spa
Agency: BCV Social
Entry Title: Find Your Pier House Paradise by Pier House Resort & Spa
Division: Digital

Client: Port Aransas Tourism Bureau & Chamber of Commerce
Agency: Madden Media
Entry Title: Find What You Need in Port A Guerrilla Marketing Campaign
Division: Advertising

Client: Puerto Rico Tourism Company
Agency: KIS Agency, ROCA Marketing & VML Puerto Rico
Entry Title: Pasaporte a la Aventura (Passport to Adventure)
Division: Digital

Client: Puerto Rico Tourism Company
Agency: ROCA Marketing & JSD Agency
Entry Title: Puerto Rico Sí (Puerto Rico Yes!)
Division: Integrated Campaign

Client: Pure Michigan
Agency: MMGY
Entry Title: Keep It Fresh
Division: Advertising

Client: Pure Michigan
Agency: MMGY
Entry Title: Let Fresh Speak Its Truth
Division: Digital

Client: Pure Michigan
Agency: FINN Partners
Entry Title: When Travel Goes Social: Making Michigan's Largest Travel Brand Personal
Division: Digital

Client: Raffles Boston
Agency: LDPR
Entry Title: New Kid on the Block: Welcome to Raffles Boston
Division: Public Relations/Communications

Client: Red Jacket Resorts
Agency: 20Two Studio
Entry Title: Red Jacket Resorts, Reopening Press & Coverage
Division: Public Relations/Communications

Client: Rotana Hotel Management Corporation PJSC
Entry Title: Rotana x Advertising
Division: Advertising

Client: Small Luxury Hotels of the World
Agency: Candour Creative
Entry Title: Hotels as Characterful as You
Division: Advertising

Client: Telluride Tourism Board
Agency: Karsh Hagan
Entry Title: Telluride | Beyond It All
Division: Advertising

Client: Tennessee Department of Tourist Development
Agency: TURNER
Entry Title: Earned Media Expands Tennessee Tourism Beyond the Gateways
Division: Public Relations/Communications

Client: The Hollywood Roosevelt
Agency: The Point PR
Entry Title: The Hollywood Roosevelt
Division: Public Relations/Communications

Client: The Luxury Collection
Agency: 71 West
Entry Title: The Luxury Collection - Tastemaker, Jamie Beck
Division: Digital

Client: The National WWII Museum
Agency: MMGY
Entry Title: Celebration and Reflection: Launching the New Liberation Pavilion
Division: Public Relations/Communications

Client: The Palm Beaches
Entry Title: Breaking Barriers: The Palm Beaches' Commitment to Inclusive Travel
Division: Digital

Client: The Plaza, A Fairmont Managed Hotel
Entry Title: The Plaza Hotel Pampered Pup Package
Division: Public Relations/Communications

Client: The Westin DC Downtown
Agency: Lotus Marketing Inc.
Entry Title: Introducing the Westin Washington DC
Division: Advertising

Client: Travel Nevada
Agency: Fahlgren Mortine
Entry Title: Supernatural Sightseeing Across the Silver State
Division: Advertising

Client: Travel South Dakota
Agency: Karsh Hagan
Entry Title: So Much South Dakota, So Little Time - Shoulder Season Campaign
Division: Integrated Campaign

Client: Travel South Dakota
Agency: Lou Hammond Group
Entry Title: Some Move to the Black Hills for Its Natural Beauty. Others Do It for a Half-Million Motorcyclists.
Division: Public Relations/Communications

Client: Visit Annapolis & Anne Arundel County
Entry Title: Elevating Civil Rights History: An Inclusive Marketing Initiative
Division: Integrated Campaign

Client: Visit Austin
Agency: VERB Interactive
Entry Title: Austin for All: Showcasing Accessibility and Inclusivity Through Influencer Storytelling
Division: Public Relations/Communications

Client: Visit Baltimore

Agency: Development Counsellors International
Entry Title: Baltimore's Black Chef Dinner
Division: Public Relations/Communications

Client: Visit Costa Rica
Agency: MMGY
Entry Title: More Essential Than Ever
Division: Advertising

Client: Visit Costa Rica
Agency: MMGY
Entry Title: Wellness Week 2024: Transformation Trips
Division: Advertising

Client: Visit Greater Palm Springs
Agency: MMGY
Entry Title: Visit Greater Palm Springs Introduces First-Ever Meet the Mentors Program
Division: Public Relations/Communications

Client: Visit Greater Palm Springs
Entry Title: The Oasis Is Real
Division: Integrated Campaign

Client: Visit Istria
Agency: OTPYM Productions
Entry Title: OH THE PEOPLE YOU MEET in Istra, Croatia
Division: Digital

Client: Visit Lauderdale
Agency: Aqua Marketing and Communications
Entry Title: Rose Parade 2024
Division: Public Relations/Communications

Client: Visit Milwaukee
Agency: TURNER
Entry Title: Taking Milwaukee Meetings to New Heights - Baird Center Expansion
Division: Public Relations/Communications

Client: Visit Missouri
Agency: OBP Agency
Entry Title: That's My M-O
Division: Advertising

Client: Visit Natchez

Agency: Lou Hammond Group
Entry Title: A Visit to a Historic Mississippi Port Reveals a Small Town With New Stories to Tell
Division: Public Relations/Communications

Client: Visit Puerto Vallarta
Agency: PTG Consulting
Entry Title: Viral Influencer Partnership Showcases Ecotourism in Puerto Vallarta
Division: Digital

Client: Visit Rapid City
Agency: Digital Edge Marketing
Entry Title: Visit Rapid City's Regional Meetings Campaign
Division: Integrated Campaign

Client: Visit Seattle
Entry Title: The Love For All Boat
Division: Integrated Campaign

Client: VisitGreenvilleSC
Entry Title: The Greenville Home Alone Experience
Division: Public Relations/Communications

Client: VisitLEX
Agency: QUINN PR
Entry Title: HEY ALIENS! LOOK AT LEXINGTON
Division: Public Relations/Communications

Client: Wyndham Hotels and Resorts, Inc.
Entry Title: Days Inn "Keep Your Hotel Close" Campaign
Division: Digital

Client: Wyoming Office of Tourism
Agency: BVK
Entry Title: Wildly Wyoming: The Ultimate Adventure Content Series with Ford
Division: Digital