

	Paid Only, Earned Only, Owned Only,	
CATEGORY	or Multi-Channel/Integrated	DESCRIPTION
Affiliate Marketing	Paid Media Only	Creative and effective marketing through paid digital affiliates—third parties who promote your business in exchange for compensation, driving transactions, leads, or other valuable actions.
Арр	Owned Media Only	For an app fully owned and operated by the brand (hotel, hotel company, DMO, etc.); can showcase launch, activation, engagement, the user experience, etc. that excludes paid media support.
Арр	Multi-Channel/Integrated Marketing	For an app fully owned and operated by the brand (hotel, hotel company, DMO, etc.), this category recognizes integrated marketing efforts that showcase the app's launch, user experience, engagement, or functionality. Entries should highlight how at least two media channels (owned, earned, and or paid) worked together to drive awareness, downloads, and usage.
Artificial Intelligence (AI)	Paid Media Only	An initiative that leverages artificial intelligence only through paid media channels. Focus is on how Al was used to improve engagement, personalization, and performance within paid platforms. Examples include chatbots, content generation, website builds, sentiment or data analysis, pricing, and forecasting tools.
Artificial Intelligence (AI)	Owned Media Only	An initiative that leverages artificial intelligence exclusively through owned media channels. Focus is on how Al was used to improve engagement, personalization, and performance within brand-owned platforms.
Artificial Intelligence (AI)	Earned Media Only	An initiative that leverages artificial intelligence, exclusively through earned media, to influence the customer journey. Examples include Al-driven storytelling, media coverage, or influencer engagement sparked by innovative Al use. Focus is on how Al contributed to increased visibility, engagement, or brand credibility without relying on paid or owned media channels.
Artificial Intelligence (AI)	Multi-Channel/Integrated Marketing	An initiative that leverages artificial intelligence across 2 or more media channels (paid, earned, and/or owned). Examples include chatbots, content generation, website builds, sentiment or data analysis, pricing, and forecasting tools. Entries may showcase a single concept or a full campaign, with Al as a core driver of paid performance.
Artificial Intelligence (AI) Video	Paid Media Only	This category recognizes creative applications of artificial intelligence in video content. The content highlights destinations, hospitality brands, or experiences through paid placements that demonstrate originality, audience engagement, and measurable impact. Excludes video for Al categories.
Artificial Intelligence (AI) Video	Owned Media Only	This category recognizes original, Al-powered video content, without paid placement, that showcases destinations, hospitality brands, or experiences through strategic storytelling, driving engagement, brand visibility, and measurable results.
Artificial Intelligence (AI) Video	Multi-Channel/Integrated Marketing	This category recognizes television, cable, streaming television, or digital video ads strategically placed via paid media channels to highlight destinations, hospitality brands, or experiences, demonstrating creativity, audience targeting, and measurable impact.
Broadcast: Audio	Paid Media Only	Recognizes excellence in paid audio broadcasts that inspire travel. This category honors radio, podcasts, or streaming audio campaigns that effectively promote destinations, hospitality brands, or travel experiences, demonstrating creativity, strategic targeting, and measurable impact through paid media placement.
Broadcast: Audio	Owned Media Only	Recognizes outstanding owned audio broadcasts that promote travel. This category recognizes original radio shows, podcasts, or streaming audio produced without paid placement—highlighting destinations, hospitality brands, or experiences through compelling storytelling, audience engagement, and measurable impact.
Broadcast: Audio	Earned Media Only	Highlighting outstanding earned audio broadcasts that showcase travel. This category honors radio segments, podcasts, or streaming audio features secured through public relations efforts, highlighting destinations, hospitality brands, or experiences with impactful storytelling and audience engagement—achieved without paid placement.
Broadcast Television: Traditional TV, Cable or Streaming	Paid Media Only	This category recognizes traditional television, cable or streaming strategically placed to highlight destinations, hospitality brands, or experiences, demonstrating creativity, audience targeting, and measurable impact through paid media channels. Can include paid ad spots or longer-length paf productions.
Broadcast Television: Traditional TV, Cable or Streaming	Earned Media Only	This category recognizes interviews, segments, features, or programs secured through public relations efforts (without paid placement) showcasing destinations, hospitality brands, or experiences with compelling storytelling and broad audience reach.



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Broadcast Television: Traditional TV, Cable or Streaming	Owned Media Only	Recognizes exceptional owned television, cable or streaming broadcasts (fully owned and operated by the brand (hotel, hotel company, DMO, etc.),that promote travel. This category recognizes original video content—produced without paid placement—that showcases destinations, hospitality brands, or experiences through creative storytelling, audience engagement, and measurable impact across linear or streaming platforms.
Broadcast Integration	Earned Media Only	Single or multiple earned integrations with film, TV, cable, or streaming programs, including in-studio or on-location filming. Integrations must be fully earned, involve trade (e.g., travel/accommodations), or include a minimal production fee. Focus is on exposure, storytelling, and brand alignment.
Broadcast Integration	Multi-Channel/Integrated Marketing	Single or multiple integrations with film, TV network, cable or streaming programs that can include in-studio or on-location filming. Integrations must be a combination of at least two media channels (paid, earned, and/or owned). Focus is on exposure, storytelling, and brand alignment.
Business-to- Business/Trade Campaign	Multi-Channel/Integrated Marketing	Honoring outstanding multi-channel campaigns that drive business-to-business/trade initiatives. This category recognizes integrated marketing efforts—across digital, print, events, and more—that strategically promote destinations, hospitality brands, or services to industry professionals with cohesive messaging, creative execution, and measurable business impact.
Business-to- Business/Trade Campaign	Earned Media Only	Honoring impactful earned media campaigns that drive business-to-business/trade results. This category recognizes PR-driven efforts—without paid placement—that promote destinations, hospitality brands, or services to industry professionals through compelling storytelling, strategic placements, and measurable business results.
Business-to- Business/Trade Campaign	Paid Media Only	Recognizescampaigns that feature strategically placed ads or sponsored content promoting destinations, hospitality brands, or services to industry professionals—demonstrating creative execution, targeted engagement, and measurable business impact through paid placements.
Consumer Brand Campaign	Multi-Channel/Integrated Marketing	This category recognizes integrated marketing effort across two or more media channels (paid, earned and/or owned) —that creatively promote destinations, hospitality brands, or experiences to consumers through cohesive messaging, engaging content, events and measurable impact.
Consumer Brand Campaign	Earned Media Only	This category recognizes PR-driven efforts—without paid placement—that promote destinations, hospitality brands, or experiences to consumers through compelling storytelling, strategic media placements, events/experiences and measurable results.
Consumer Brand Campaign	Paid Media Only	This category recognizes exceptional paid media campaigns featuring strategically placed ads, sponsored content, events/experiences promoting destinations, hospitality brands, or experiences to consumers—demonstrating creative execution, targeted engagement, and measurable impact through paid placements.
Community & Culture Impact	Paid Media Only	Paid media efforts that promote inclusive marketing and reflect diversity in all forms—including LGBTQIA+, accessibility, and more. Entries should demonstrate a clear commitment to advancing inclusivity and social impact through paid tactics that authentically represent and engage diverse audiences.
Community & Culture Impact	Earned Media Only	Earned media efforts that promote inclusive marketing and reflect diversity in all forms—including LGBTQIA+, accessibility, and more. Entries should demonstrate a clear commitment to advancing inclusivity and social impact through earned tactics that authentically represent and engage diverse audiences.
Community & Culture Impact	Multi-Channel/Integrated Marketing	Recognizes integrated marketing efforts that champion inclusivity and reflect diversity across two or more channels (owned, earned, and/or paid media). Entries should show how your campaign authentically represented diverse communities—LGBTQIA+, accessibility, and more—and demonstrated a strong organizational commitment to social impact through cohesive, multi-channel strategies.
Content Marketing	Owned Media Only	Content marketing that uses only owned media to engage travel audiences. Entries may include editorial campaigns, white papers, or thought leadership pieces. Focus is on strategy, originality, and effectiveness in building brand authority, driving engagement, or influencing decision-making—without relying on paid promotion. Content must be fully owned by the brand.
Content Marketing	Earned Media Only	Recognizing outstanding earned content marketing within the travel spacel. This category recognizes PR-driven storytelling—without paid placement—that highlights destinations, hospitality brands, or experiences through articles, features, or multimedia content, delivering authentic audience engagement and measurable impact.
Content Marketing	Multi-Channel/Integrated Marketing	Content marketing executed across two or more media channels (paid, earned and/or owned) to engage and influence audiences. Entries may include editorial campaigns, white papers, or thought leadership. Focus is on strategy, consistency, and effectiveness in delivering cohesive messaging and measurable results through a mix of owned, earned, and/or paid media channels.



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Contest/Sweepstakes	Paid Media Only	Recognizes exceptional paid media campaigns featuring contests or sweepstakes. This category recognizes strategically promoted initiatives designed to engage audiences, highlight destinations, hospitality brands, or experiences, and deliver measurable results through creative execution and targeted paid placements.
Contest/Sweepstakes	Earned Media Only	Honoring impactful contests or sweepstakes promoted exclusively through earned media. This category recognizes PR-driven initiatives—without paid placement—that engage audiences, showcase destinations, hospitality brands, or experiences, and achieve measurable results through strategic media coverage and organic promotion.
Contest/Sweepstakes	Multi-Channel/Integrated Marketing	Recognizing outstanding multi-channel campaigns featuring contests or sweepstakes. This category recognizes integrated marketing efforts (2 or more media channels - paid, earned and/or owned) that engage audiences, highlight destinations, hospitality brands, or experiences, and deliver measurable impact through cohesive strategy and creative execution.
Experiential Marketing	Multi-Channel/Integrated Marketing	Recognizes campaigns that engaged customers through live, in-person experiences such as events, stunts, pop-ups, or sampling—whether for a launch or existing brand. Entries must incorporate two or more media channels (owned, earned, and/or paid) and demonstrate how integrated tactics amplified the experience, drove engagement, and delivered measurable impact across platforms.
Feature Placement Trade Media: Online or Print	Earned Media Only	Recognizes an earned media feature in a trade-focused publication in print or online, that elevated industry visibility for a travel brand. Entries should showcase strategic outreach, relevance to the trade audience, and how the placement supported business goals through increased credibility, thought leadership, or industry engagement.
Feature Placement Consumer Media (magazine or newspaper): Online or Print	Earned Media Only	Recognizes an earned media feature in a consumer-focused online or print publication that successfully elevated a travel brand. Entries should highlight compelling storytelling, strategic media outreach, and the impact of the placement in driving awareness, credibility, and interest, without the use of paid advertising.
Influencer/Content Creation	Paid Media Only	Recognizes strategic use of paid influencer collaborations or content creation that promotes destinations, hospitality brands, or experiences. Entries may include FAM tours, product launches, events or on-location shoots - as examples. Focus is on creative execution, audience targeting, and measurable impact achieved through sponsored content and paid partnerships.
Influencer/Content Creation	Owned Media Only	Recognizes outstanding influencer or content creation initiatives through owned media. This category recognizes original content—produced without paid placement—that promotes destinations, hospitality brands, or experiences via blogs, videos, or social posts, driving engagement, brand visibility, and measurable impact across owned platforms.
Influencer/Content Creation	Earned Media Only	Recognizes effective use of unpaid influencer collaborations for promotions for destinations, hospitality brands, or experiences through earned media. Entries may include for example FAM tours, product launches, events or on-location shoots. Focus is on authentic partnerships, organic social media reach, and the ability to drive awareness and engagement without paid promotion.
Influencer/Content Creation	Multi-Channel/Integrated Marketing	Recognizes exceptional influencer or content creation campaigns through multi-channel marketing. This category recognizes integrated efforts (must include 2 or more media channels - paid, earned and/or owned) that showcase destinations, hospitality brands, or experiences through original content and influencer partnerships, driving engagement, brand visibility, and measurable impact.
Innovation	Paid Media Only	This category honors breakthrough strategies, formats, or technologies that creatively promote destinations, hospitality brands, or experiences through paid channels—demonstrating originality, effective audience engagement, and measurable impact in the travel industry.
Innovation	Earned Media Only	This category recognizes unique PR efforts, without paid placement, that showcase destinations, hospitality brands, or experiences through inventive storytelling, formats, or strategies, delivering impactful exposure and measurable results.
Innovation	Multi-Channel/Integrated Marketing	This category honors integrated efforts across platforms, digital, print, broadcast, and events, that creatively promote destinations, hospitality brands, or experiences through original strategies, cohesive storytelling, and measurable impact in the travel industry. Must include at least 2 media channels - paid, earned and/or owned.
New Opening/Launch	Paid Media Only	Recognizes the launch of a new travel product, service, or property supported exclusively by paid media. Entries should highlight how tactics such as experiential activations/events, digital ads, paid social, print placements, or out-of-home media were used to build awareness, generate excitement, and drive measurable results for a successful new opening or launch.
New Opening/Launch	Earned Media Only	Recognizes the launch of a new travel product, service, or property driven by earned media efforts. Entries should showcase how public relations, experiential activations/events, influencer outreach, organic social, or media coverage generated buzz, built awareness, and delivered results—without relying on paid media—to support a successful new opening or launch.



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New Opening/Launch	Multi-Channel/Integrated Marketing	Recognizes the launch of a new travel product, service, or property supported by a coordinated multi-channel marketing strategy. Entries should highlight how at least 2 media channels (paid, earned, and/or owned media) worked together to generate buzz, drive awareness, and deliver measurable results through compelling storytelling, experiential activations/events and integrated campaign execution.
Print Collateral	Owned Media Only	Print collateral entries may include brochures, direct mail, or other high-impact printed pieces. Focus is on creativity, execution, and measurable results achieved through owned media channels.
Purpose-Driven Campaigns	Paid Media Only	A paid media initiative that showcases corporate citizenship through community involvement, environmental stewardship, or socially responsible practices. Entries should highlight efforts like sustainability, regenerative travel, workforce development, wildlife preservation, or beautification—demonstrating how paid tactics promoted meaningful impact while preserving local culture and natural resources.
Purpose-Driven Campaigns	Earned Media Only	An earned media initiative that showcases corporate citizenship through community involvement, environmental stewardship, or socially responsible practices. Entries should highlight efforts like sustainability, regenerative travel, workforce development, wildlife preservation, or beautification—demonstrating how earned media tactics promoted meaningful impact while preserving local culture and natural resources.
Purpose-Driven Campaigns	Multi-Channel/Integrated Marketing	A multi-channel campaign (2 or more media channels - paid, earned and/or owned) that promotes corporate citizenship through community, environmental, or social impact efforts. Entries should highlight how integrated strategies advanced sustainability, regenerative travel, workforce development, wildlife preservation, or community building—preserving local culture and resources while delivering meaningful results across paid, owned, and earned media channels.
Relaunch of Existing Property or Product	Paid Media Only	Recognizes the relaunch of an existing travel product, service, or property using only paid media strategies. Entries should highlight how tactics such as digital advertising, sponsored content, experiential activations/events or paid social were used to reignite interest, refresh brand perception, and drive measurable results like increased awareness, engagement, or bookings.
Relaunch of Existing Property or Product	Earned Media Only	Recognizes the strategic relaunch of an existing travel product, service, or property using only earned media channels. Entries should showcase how tactics such as PR, influencer outreach, experiential activations/events and organic social were used to refresh brand perception, generate buzz, and drive measurable results without the use of paid media.
Relaunch of Existing Property or Product	Multi-Channel/Integrated Marketing	Recognizes the strategic relaunch of an existing travel product, service, or property using two or more media channels (paid, earned and/or owned). Entries should highlight how integrated tactics revitalized audience interest, refreshed brand perception, and drove measurable results such as increased bookings, awareness, or engagement.
Reputation Management	Paid Media Only	Campaigns that use paid media to proactively protect, rebuild, or manage brand reputation or crisis. Entries should highlight how paid tactics—such as sponsored content, display ads, or social advertising—were strategically used to address challenges, shape perception, and strengthen trust with key audiences.
Reputation Management	Earned Media Only	Campaigns that proactively protect, rebuild, or manage brand reputation or crisis using earned media channels such as PR, influencer outreach, or organic social. Entries should showcase a cohesive strategy that addressed challenges, shaped public perception, and strengthened trust with key audiences—without relying on paid media.
Reputation Management	Multi-Channel/Integrated Marketing	Campaigns that proactively protect, rebuild, or manage brand reputation or crisis through two or more media channels (paid, earned, and/or owned). Entries should highlight a cohesive strategy to address challenges, shape perception, and restore or strengthen trust with key audiences.
Search Marketing	Paid Media Only	Recognizes paid search campaigns that delivered measurable performance improvements through strategy, optimization, and data-driven enhancements. Entries should highlight how paid search tactics, such as keyword targeting, bidding strategies, and ad creative, resulted in increased traffic, conversions, or ROI, demonstrating effective use of search to support overall marketing goals.
Search Marketing	Owned Media Only	Celebrates outstanding use of owned media to drive search performance through strategic content creation, website optimization, and data-informed enhancements. Entries should demonstrate how owned assets, such as brand websites, blogs, landing pages, and other proprietary digital content, were optimized to improve search visibility, engagement, and conversions. Submissions must highlight how these efforts supported overall marketing objectives through effective, measurable search strategies rooted in owned media channels.
Search Marketing	Multi-Channel/Integrated Marketing	Honors search marketing initiatives that were seamlessly integrated into broader multi-channel campaigns to drive measurable results. Entries should highlight how search strategies, across organic, paid, or a combination, worked in concert with other marketing channels such as email, social, display, content marketing, or offline efforts. Submissions must demonstrate how search played a strategic role within the integrated mix to amplify reach, enhance engagement, and achieve business goals.



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Social Media	Paid Media Only	Recognizes creative and effective use of paid advertising on social media, either as part of a broader campaign or a standalone effort. Entries should showcase how paid tactics across platforms like Facebook, Instagram, TikTok, or LinkedIn drove engagement, reach, or conversions through compelling content, targeting, and measurable results.
Social Media	Owned Media Only	This category recognizes creative content, community engagement, and strategic use of social platforms, without paid placement, to showcase destinations, hospitality brands, or experiences, driving engagement, brand awareness, and measurable results.
Social Media	Earned Media Only	This category recognizes influencer partnerships, organic shares, and user-generated content, secured without paid placement, that highlight destinations, hospitality brands, or experiences, driving authentic engagement, brand visibility, and measurable impact across platforms.
Social Media	Multi-Channel/Integrated Marketing	This category recognizes multi-channel social media efforts (2 or more media channels - paid, earned and/or owned) to showcase destinations, hospitality brands, or experiences, using cohesive messaging, creative content, and strategic engagement to drive measurable results. It can either be as part of a broader campaign or a standalone effort. Entries should showcase how tactics across platforms like Facebook, Instagram, TikTok, or LinkedIn drove engagement, reach, or conversions.
Social Media Channel Growth	Owned Media Only	This category recognizes content and engagement efforts — without paid placement — that promote destinations, hospitality brands, or experiences, driving follower growth, increasing engagement, and delivering measurable impact across platforms like Instagram, Facebook, LinkedIn, TikTok, and others.
Social Media Channel Growth	Paid Media Only	Recognizes the use of paid media to drive measurable growth on social media channels. Entries should demonstrate how paid strategies — such as sponsored posts, influencer partnerships, or social ads — were used to increase followers, engagement, or reach, while supporting broader brand objectives and delivering clear ROI through platform-specific growth.
Special Event	Paid Media Only	Recongizes paid media campaign that supported a special event — excluding openings or launches — such as anniversaries, milestones, or cultural celebrations. Entries should highlight how paid tactics across digital, print, out-of-home, or social channels were strategically used to drive awareness, engagement, and attendance, while delivering measurable impact aligned with brand goals.
Special Event	Earned Media Only	Recognizes special event campaigns — excluding openings or launches — driven only by earned media efforts such as public relations, influencer outreach, and organic social coverage. Entries should highlight how storytelling, media relationships, and strategic engagement elevated awareness, attendance, or brand perception for events like anniversaries, milestones, or cultural celebrations.
Special Event	Multi-Channel/Integrated Marketing	Recognizes integrated marketing efforts supporting a special event — excluding openings or launches — such as anniversaries, milestones, or celebrations. Entries should showcase a multi-channel strategy (2 or more media channels - paid, owned, and/or earned) to drive awareness, engagement, and attendance, while aligning with brand goals and delivering measurable results across platforms.
Technology	Owned Media Only	Recognizes the use of technology, such as automation, QR codes, and applied data, to solve challenges in commercial operations (sales, marketing, revenue optimization, and/or distribution), guest satisfaction, and other areas. Entries should highlight how the technology improved usability, reduced labor, streamlined processes, supported business recovery, etc.
Video	Paid Media Only	Recongizes video content in paid media campaigns to engage, inform, or inspire travel audiences. Entries should showcase strong storytelling, creative execution, and measurable impact—whether through social media ads, pre-roll, sponsored content, in-room TV programming or other paid placements. Focus is on performance, innovation, and alignment with brand goals.
Video	Owned Media Only	Recongizes video content in owned media campaigns to engage, inform, or inspire travel audiences. Entries should showcase strong storytelling, creative execution, and measurable impact—whether through social media ads, pre-roll, in-room TV programming or other owned placements. Focus is on performance, innovation, and alignment with brand goals.
Video	Multi-Channel/Integrated Marketing	Recognizes video content in multi-channel/integrated marketing campaigns (2 or more media channels - paid, earned and/or owned) to engage, inform, or inspire travel audiences. Entries should showcase strong storytelling, creative execution, and measurable impact—whether through social media ads, pre-roll, sponsored content, in-room TV programming or other placements. Focus is on performance, innovation, and alignment with brand goals.
Virtual Reality, Metaverse, Gaming, NFT	Paid Media Only	Recognizes the use of paid media to activate campaigns within virtual reality, the metaverse, gaming, or NFT environments. Entries should showcase how immersive platforms were used to engage audiences, drive brand awareness, or generate measurable results through innovative, paid strategies in emerging digital spaces.
Virtual Reality, Metaverse, Gaming, NFT	Owned Media Only	Recognizes the use of owned media to activate campaigns within virtual reality, the metaverse, gaming, or NFT environments. Entries should showcase how immersive platforms were used to engage audiences, drive brand awareness, or generate measurable results through innovative, owned strategies in emerging digital spaces.



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Virtual Reality, Metaverse, Gaming, NFT	Multi-Channel/Integrated Marketing	Recongizes the use of multi-channel campaigns (2 or more media channels - paid, earned and/or owned) within virtual reality, the metaverse, gaming, or NFT environments. Entries should showcase how immersive platforms were used to engage audiences, drive brand awareness, or generate measurable results through innovative strategies in emerging digital spaces.
Website	Owned Media Only	Recognizes the launch or relaunch of a website fully owned by the brand, showcasing innovation in design, technology, and user experience. Entries should highlight dynamic enhancements, increased engagement or traffic, and measurable ROI. Focus on how the website supports brand goals through improved functionality, content strategy, and performance.