

The Exceptional EXPERIENCE

 **hsmai**
ADRIAN AWARDS

February 18, 2026
New York Marriott Marquis



Honoring Global Travel Marketing Excellence



Congratulations Sine Scott.

Omni Hotels & Resorts proudly congratulates Sine Scott on being named a recipient of the HSMIAI Top 25 Extraordinary Minds Award. Her creativity, drive and passion continue to inspire, making this recognition a true testament to her impact and talent.

OMNI
HOTELS & RESORTS

WELCOME TO THE HSMAI ADRIAN AWARDS CELEBRATION!

Welcome to the HSMAI Adrian Awards Celebration! The Hospitality Sales & Marketing Association International (HSMAI) is honored to present and celebrate this year's most distinguished achievements in the HSMAI Adrian Awards Competition. Guided by our mission to expand business for hotels and their partners, the HSMAI Adrian Awards stand as a premier showcase of excellence and innovation within our industry.

For 69 remarkable years, it has been our privilege to recognize exceptional work and the talented professionals who bring it to life. We are especially pleased to gather in person once again to commemorate this milestone occasion.

As the world's largest and most esteemed travel marketing competition, the Adrian Awards — named for their founder, Adrian W. Phillips, CHME — continue to set the benchmark for best practices in hospitality and travel marketing and media.

This evening's program not only honors outstanding campaigns across owned, earned, paid media, and multi-channel integrated marketing, but also recognizes notable career achievements with the Top 25 Extraordinary Minds, and the inaugural Robert A. Gilbert Career Achievement Award. Thank you for celebrating with us as we pay tribute to the leaders, visionaries, and teams whose contributions elevate our industry.

Best Regards,



Michael Innocentin
HSMAI Americas Board Chair
Chief Marketing Officer
Omni Hotels & Resorts



Brian Hicks
President & CEO
Hospitality Sales & Marketing
Association International

PRESENTER LIST



Agnelo Fernandes

Chief Executive Officer
Cote Hospitality
Chair Elect, HSMIA Americas



Stephanie Glanzer, CMP

Chief Sales Officer and SVP
MGM Resorts
Treasurer, HSMIA Americas



Brian Hicks

President & CEO
Hospitality Sales & Marketing
Association International



Michael Innocentin

Chief Marketing Officer
Omni Hotels & Resorts
Chair, HSMIA Americas



Gissell Moronta

SVP, Sales & Marketing
Atrium Hospitality
Secretary, HSMIA Americas



Andrew Rubinacci, CHSP

Chief Advisory Officer
FLYR
Immediate Past Chair, HSMIA Americas

AGENDA

-  WELCOME
-  TOP 25 RECIPIENTS
-  HSMIA FOUNDATION
-  EARNED MEDIA
 - Gold
 - Platinum
-  OWNED MEDIA
 - Gold
 - Platinum
-  ROBERT A. GILBERT AWARDS
FOR CAREER ACHIEVEMENT IN
COMMERCIAL STRATEGY
-  PAID MEDIA
 - Gold
 - Platinum
-  MULTI-CHANNEL
/INTEGRATED MARKETING
 - Gold
 - Platinum
-  BEST OF SHOW
-  DINNER RECEPTION



2026

HSMAI Commercial Strategy Events

HSMAI Europe

Commercial Strategy Week

January 14 - 16, 2026

London, England

Adrian Awards Celebration

February 18, 2026

New York City, New York, USA

Curate: A Commercial Futures Forum

April 15, 2026

Atlanta, Georgia, USA

in conjunction with

AHLA Forward Conference

HSMAI APAC

Commercial Strategy Conference

May 14 – 15, 2026

Singapore, Indonesia

HSMAI Americas

Commercial Strategy Conference

June 16-17, 2026

San Antonio, Texas, USA

Curate: A Commercial Futures Forum

August 5, 2026

Nashville, Tennessee, USA

in conjunction with the

Hotel Data Conference

HSMAI Middle East Commercial Strategy Conference

November 17-18, 2026

Dubai, United Arab Emirates

HSMAI Brasil

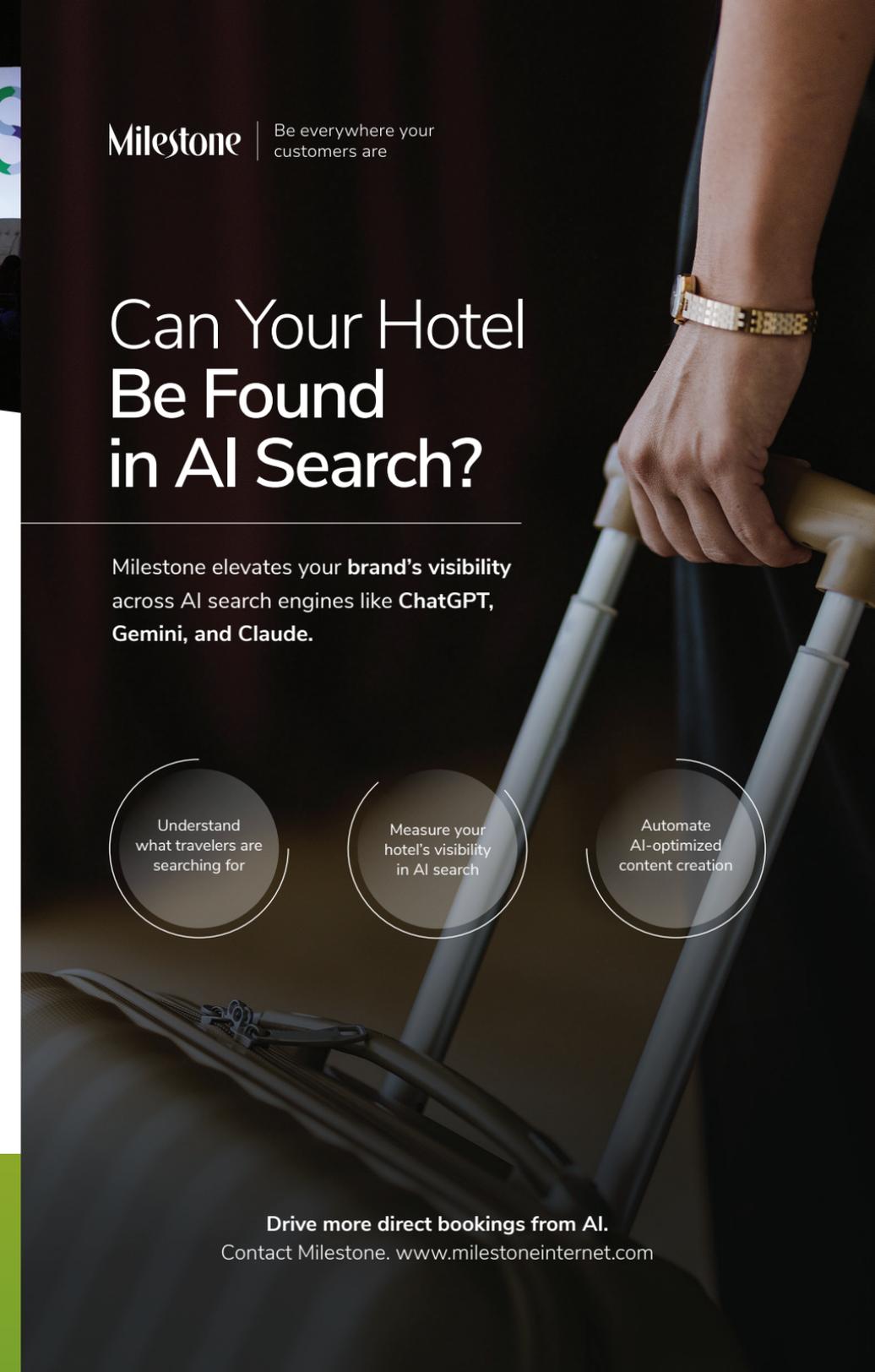
Commercial Strategy Conference

November 2026

Sao Paulo, Brazil

Learn about HSMAI's Commercial Strategy Events at global.hsmi.org/events





Milestone

Be everywhere your
customers are

Can Your Hotel Be Found in AI Search?

Milestone elevates your **brand's visibility** across AI search engines like **ChatGPT, Gemini, and Claude.**

Understand
what travelers are
searching for

Measure your
hotel's visibility
in AI search

Automate
AI-optimized
content creation

Drive more direct bookings from AI.
Contact Milestone. www.milestoneinternet.com

HISTORY OF THE ADRIAN AWARDS

Brought to life in 1956 by Adrian W. Phillips, CHME, to collect advertising samples to educate hospitality students, the Adrian Awards has become the world's largest and most renowned marketing competition for hospitality, travel and tourism.

Adrian Phillips 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. He believed that improvements in all aspects of hotel advertising were 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. Adrian Phillips' passion to communicate best practices in travel-related marketing remains the key element of this world-renowned competition.

Today, the program has grown and evolved as HSMAI's mission expanded to include all travel segments and as additional marketing disciplines emerged. Today we recognize honorees in four categories: Earned Media, Owned Media, Paid Media, and Integrated Campaigns.

This year's theme — *The Exceptional Experience* — focuses on the significance of experience within travel and the ways travel marketing brings experiences to life. Tonight we recognize the outstanding moments that defined your most innovative and successful campaigns in the last 18 months, along with the noteworthy hotels and destinations highlighted in those campaigns.

Winners were selected from a field of more than 700 entries from around the world. The coveted Platinum awards will be announced and recognized on stage this evening, in addition to the ultimate honors: Best of Show. All winning work is showcased online at www.adrianawards.com.

THE COSMOPOLITAN

CONGRATULATIONS

to the Top 25 Award Winners
including our very own, Amy Huff!



YOU HAVE TO BE HERE



MGM RESORTS

BELLAGIO

Aria

Vdara

THE COSMOPOLITAN
OF LAS VEGAS

MGM GRAND
LAS VEGAS

SIGNATURE
AT MGM GRAND

MANDALAY BAY

W LAS VEGAS

PARK MGM

THE RESERVE
AT PARK MGM

NEW YORK
NEW YORK
LAS VEGAS HOTEL & CASINO

LUXOR

Excalibur

Caesars Palace

Borgata

MGM GRAND
DETROIT

MGM
NATIONAL HARBOR

MGM
SPRINGFIELD

TOP 25

EXTRAORDINARY MINDS

Each year, HSMIA recognizes the Top 25 Extraordinary Minds in Sales, Marketing, Revenue Optimization, and Distribution—leaders nominated by their peers for creativity, ingenuity, and meaningful results. These honorees stand out for driving transformative initiatives, overcoming challenges with innovative solutions, or launching breakthrough ideas that deliver real business impact.



Samir Bhatnagar
VP of Distribution
Aimbridge Hospitality



Kelly Bridwell, CHDM
Director, Brand Strategy
Peregrine Hospitality



Timothy Bush
Chief Marketing Officer
Visit Lake Charles



C.A. Clark
Vice President of AI
Miles Partnership



Christina Davis
SVP of Product & Operations
Tambourine



Eric Ettlin
Senior Vice President, Marketing
Aimbridge Hospitality



Dan Fernandez
Vice President, Digital Marketing & Strategy
Concord Hospitality

Congratulations to
Natasha Scott
on being named one of
HSMAI's Top 25 Minds



This well-deserved recognition reflects your exceptional leadership, vision, and relentless commitment to continuous growth. Every day, you challenge us to think bigger, move faster, and push IHG closer to its full potential. Your passion, discipline, and belief in what's possible continue to inspire teams across our organization and the industry.

IHG® HOTELS &
RESORTS



Chris Hardy, CHSL
Vice President of Commerical Strategy
Parks Hospitality Group



Noreen Henry
Chief Revenue Officer
Aven Hospitality



Nick Horgan
Chief Commercial Officer
Amaze Insights



Amy Huff
Vice President of Sales
The Cosmopolitan of Las Vegas



John Jimenez, CRME
VP of E-Commerce and Revenue
Noble Investment Group



Leslie Kaminski
Vice President - Global Sales
CoralTree Hospitality



Amanda Moore
Vice President, Digital Strategy & Innovation
Preferred Travel Group



Abhijit Patel
Vice President, Revenue Management and
Commercial Strategy
Choice Hotels



Crystal Pernici, CRME, CHDM
Global Director, New Ventures
IDeaS Revenue Solutions



Charles Pollard
Director, Performance Analytics & Reporting
Marriott International



SoHo
SOCIAL FOR HOSPITALITY



RateGain



The Only Suite Built for Hospitality Leaders by Hospitality Experts



Trusted by 300+ brands globally



Backed by an award-winning, full-service marketing team



Powered by AI-integrated insight



Digital marketing across Meta, website, email, SEO, influencer partnerships, & beyond

CONGRATULATIONS TO OUR AWARD WINNING PARTNERS:





Tanya Pratt

GVP, Oracle Hospitality Strategy & Product Management
Oracle Hospitality



Travis Rank

Senior Director, Worldwide Sales
BWH Hotels



Janette Roush

SVP, Innovation & Chief AI Officer
Brand USA



Natasha Scott

SVP, Americas Commercial & Revenue Management
IHG Hotels & Resorts



Sine Scott, CHBA

Director of Field Marketing
Omni Hotels & Resorts



Jim Smith

Vice President, Revenue Strategy & Distribution
Driftwood Hospitality Management, LLC



TJ Walz

SVP, Data Strategy & Analytics
MMGY Global



Jason Zvatora

Vice President - Commercial Strategy APAC
Outrigger Resorts and Hotels

Visit the Top 25 gallery to
learn more about these
Extraordinary Minds.



Three

plus

Six

equals

Nine

(awards)



*Digital Marketing | SEO | AIO | Metasearch | Websites | Content Marketing
Branding | Social Media | Content Curation*

THE ROBERT A. GILBERT AWARDS FOR CAREER ACHIEVEMENT IN COMMERCIAL STRATEGY



HONORING EXCELLENCE IN COMMERCIAL STRATEGY

The Robert A. Gilbert Awards for Career Achievement in Commercial Strategy celebrates individuals whose careers have profoundly shaped the commercial disciplines within the hospitality industry. These leaders have demonstrated innovation, influence, and unwavering dedication to elevating the fields of sales, marketing, revenue optimization, distribution, and beyond.

2026 HONOREES



Mary Casey

Chief Client Officer
Maritz (retired)



Jeff Doane

Chief Commercial Officer
Omni Hotels & Resorts



André Fournier

Chief Commercial Officer
CoralTree Hospitality

Visit hsmi.org to learn
more about the honorees.



ADRIAN AWARDS PARTNERS

BEST OF SHOW AWARD CO-HOST:



For 20 years, Ideas Collide has helped leading hospitality, travel, and destination brands turn bold ideas into measurable growth.

From national launches to global campaigns, we partner with leaders who believe brand and performance work best together.

Our work has earned more than 200 Adrian Awards, including multiple Platinum honors—recognizing not just creative excellence but also strategic impact. Today, Ideas Collide is focused on what's next. Powered by IC:IDQ, our proprietary intelligence framework, we bring data, AI and human insight together to sharpen strategy and elevate relevance. The result is marketing that reaches travelers when it matters, where it matters, and with authenticity and purpose. The next era of hospitality marketing demands clarity, connection, and resonance. We are built to help brands lead it in partnership with the marketers defining the future of hospitality. Invent | Integrate | Impact + Ignite

SIGNATURE PARTNERS:



Milestone Inc provides an AI-native Digital Experience Platform designed to drive content discovery, deliver personalized experiences, and maximize conversions. Milestone solutions include a GEO-first CMS, GEO Intelligence Platform, Content Studio, Schema Manager, Personalization Engine, Web Design Services, Local Listings, Analytics, conversational website AI Agents, and performance marketing services. Milestone is a trusted partner to major hotel chains, management companies, and independent upscale hotels and resorts including Sun Outdoors, Marriott, IHG, Choice, Preferred Hotels, G6, Crescent Hotels, PM Hotel Group, and Remington. The Milestone platform is among the highest-rated MarTech platforms, with awards and recognition from Forrester, G2, HSMIA Adrian Awards, US Search Awards, Search Engine Land, and CMS.



three&six is a full-service digital marketing agency dedicated exclusively to the hospitality industry. Services include website design, SEO, paid search, social media management, online reputation management, and content curation. We prioritize trust and transparency, building long-term partnerships supported by a 99% client retention rate. Our approach has driven significant client outcomes, including 15 HSMIA Adrian Awards. Our AI Optimization (AI SEO) add-on strengthens visibility in AI-driven search through AI visibility audits, structured data, entity and semantic optimization, citation and local optimization, AI-targeted content, and monthly reporting.

SUPPORTER PARTNERS:



Google connects billions of people to the world's information every day. Its mission to make information universally accessible is realized through services like Search, YouTube, Android, Google Cloud, and AI-powered tools. The company's innovations shape how people work, learn, explore, and communicate across the globe.



New York Marriott Marquis is an iconic Times Square destination where global energy meets modern comfort. Surrounded by Broadway and world-class attractions, the hotel features elevated dining, spacious accommodations, sweeping skyline views, and over 100,000 square feet of event space—placing guests at the center of it all.



Sojern is an easy-to-use marketing platform to help destination marketers reach, inspire, and engage the right travelers for your destination. Using real-time travel insights, we build custom audiences that help you get in front of those travelers with the right message at the right time across digital channels to drive visitation for your destination.



VERB is a conversion-focused marketing and technology company serving leading global brands in travel and hospitality. We believe measurement and results matter. VERB drives performance across destinations, cruise lines, and luxury hotels and resorts, with a strong commitment to exceeding expectations and building long-term client relationships.

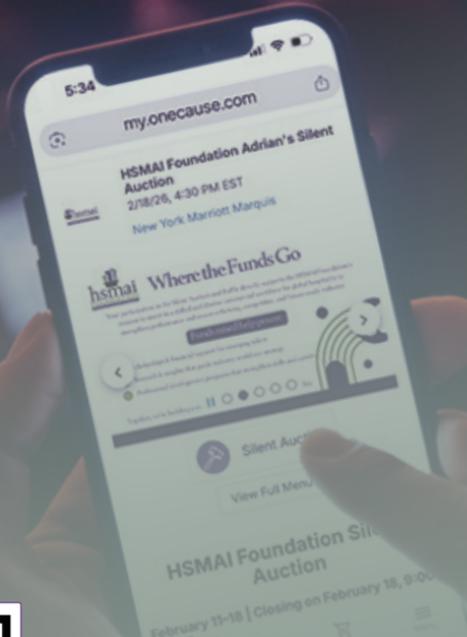
TOP 25 EXTRAORDINARY MINDS VIP RECEPTION – CO-HOST:



Media by United Airlines

Kinective Media by United Airlines is the 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 seatback 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.

TURN YOUR APPLAUSE INTO IMPACT



Every bid tonight funds the HSMAI Foundation's scholarships, research, rising leaders, and faculty resources.

**SCAN TO BROWSE
& BID NOW**



Affiliate Marketing

Eligible Media Channels:

Paid Media Only

App

Eligible Media Channels:

Owned Media Only; Multi-Channel / Integrated Marketing

Artificial Intelligence (AI)

Eligible Media Channels:

Paid Media Only; Owned Media Only; Earned Media Only; Multi-Channel / Integrated Marketing

Artificial Intelligence (AI) Video

Eligible Media Channels:

Paid Media Only; Owned Media Only; Multi-Channel / Integrated Marketing

Broadcast: Audio

Eligible Media Channels:

Paid Media Only; Owned Media Only; Earned Media Only

Broadcast Television (Traditional, Cable, or Streaming)

Eligible Media Channels:

Paid Media Only; Owned Media Only; Earned Media Only

Broadcast Integration

Eligible Media Channels:

Earned Media Only; Multi-Channel / Integrated Marketing

Business-to-Business / Trade Campaign

Eligible Media Channels:

Paid Media Only; Earned Media Only; Multi-Channel / Integrated Marketing



Consumer Brand Campaign

Eligible Media Channels:

Paid Media Only; Earned Media Only; Multi-Channel / Integrated Marketing

Community & Culture Impact

Eligible Media Channels:

Paid Media Only; Earned Media Only; Multi-Channel / Integrated Marketing

Content Marketing

Eligible Media Channels:

Owned Media Only; Earned Media Only; Multi-Channel / Integrated Marketing

Contest / Sweepstakes

Eligible Media Channels:

Paid Media Only; Earned Media Only; Multi-Channel / Integrated Marketing

Experiential Marketing

Eligible Media Channels:

Multi-Channel / Integrated Marketing



Feature Placement – Trade Media (Online or Print)

Eligible Media Channels:
Earned Media Only

Feature Placement – Consumer Media (Online or Print)

Eligible Media Channels:
Earned Media Only

Influencer / Content Creation

Eligible Media Channels:
Paid Media Only; Owned Media Only;
Earned Media Only; Multi-Channel /
Integrated Marketing

Innovation

Eligible Media Channels:
Paid Media Only; Earned Media Only;
Multi-Channel / Integrated Marketing

New Opening / Launch

Eligible Media Channels:
Paid Media Only; Earned Media Only;
Multi-Channel / Integrated Marketing

Print Collateral

Eligible Media Channels:
Owned Media Only

Purpose-Driven Campaigns

Eligible Media Channels:
Paid Media Only; Earned Media Only;
Multi-Channel / Integrated Marketing

Relaunch of Existing Property or Product

Eligible Media Channels:
Paid Media Only; Earned Media Only;
Multi-Channel / Integrated Marketing

Reputation Management

Eligible Media Channels:
Paid Media Only; Earned Media Only;
Multi-Channel / Integrated Marketing

Search Marketing

Eligible Media Channels:
Paid Media Only; Owned Media Only;
Multi-Channel / Integrated Marketing

Social Media

Eligible Media Channels:
Paid Media Only; Owned Media Only;
Earned Media Only; Multi-Channel /
Integrated Marketing

Social Media Channel Growth

Eligible Media Channels:
Paid Media Only; Owned Media Only

Special Event

Eligible Media Channels:
Paid Media Only; Earned Media Only;
Multi-Channel / Integrated Marketing

Technology

Eligible Media Channels:
Owned Media Only

Video

Eligible Media Channels:
Paid Media Only; Owned Media Only;
Multi-Channel / Integrated Marketing

Virtual Reality / Metaverse / Gaming / NFT

Eligible Media Channels:
Paid Media Only; Owned Media Only;
Multi-Channel / Integrated Marketing

Website

Eligible Media Channels:
Owned Media Only



WINNER LISTS

DISCOVER THE FULL LIST OF THIS YEAR'S ADRIAN AWARDS WINNERS IN OUR ONLINE WINNERS GALLERY.

Explore the campaigns, creative strategies, and success stories that exemplify excellence in hospitality marketing, advertising, and public relations. From bold branding to innovative digital experiences, these winning entries showcase the best of what our industry has to offer. See who's leading the way, and get inspired by the work that's setting new standards for creativity and results in hospitality.





Congratulations Travis Rank
Senior Director, Worldwide Sales!

Your leadership, contributions and vision have made an incredible impact on BWH® Hotels, and we are excited to see you continue on this innovative path into the future.

HSMAI's TOP 25 Most Extraordinary Minds in Sales, Marketing, and Revenue Optimization

ASPIRATIONAL

WORLDHOTELS®
LUXURY

WORLDHOTELS®
 Elite

WORLDHOTELS®
 CRAFTED

WORLDHOTELS®
 Distinctive

BW Premier
 COLLECTION™
 by BEST WESTERN

BW
 by BEST WESTERN
 COLLECTION™

Vib

Alden

TIMELESS

BWP
 PREMIER
 by BEST WESTERN

BW
 Best Western
 PLUS

BW
 Best Western

GLO

SureStay
 by BEST WESTERN

SureStay
 PLUS
 by BEST WESTERN

SureStay
 COLLECTION
 by BEST WESTERN

Residency
 by BEST WESTERN

@HOME
 by BEST WESTERN

SureStay
 STUDIO
 by BEST WESTERN

COLLECTION

BOUTIQUE

VALUE

EXTENDED STAY

THANK YOU JUDGES

Thank you to our Adrian Awards judges for generously volunteering your time and expertise to evaluate this year's entries. Your thoughtful insights and dedication help shine a light on the creativity and innovation driving hospitality marketing forward. HSMAI is grateful for your role in upholding the integrity of the Adrian Awards.

Diego Acosta

Vice President, Commercial
Hovr

Karyl Leigh Barnes

President & CEO
Development Counsellors International

Katherine Barr-Cornish

Founder
Eleven Six PR

Jessica Bernhardt

Consultant
Jessica Bernhardt Hotel Sales &
Marketing Consulting

Derek Boyle, CRME

Sr. Director, Account Management
IDeaS Revenue Solutions

Dr. Chris Brandmeir

University of Arizona
Global MBA Program

Jacki Brown

Fractional Marketing Leader
Jacki Brown Marketing

Patrick Campbell

Sr. Director, Advertising
BWH Hotels

Dana Cariss

SVP, Revenue Strategy
CoralTree Hospitality

Amy Carter, CHDM

Senior Director, Marketing &
Communications
Hostelling International USA (HI USA)

Janette Carter

VP of Marketing
Visit Tampa Bay

Denise Chapman

Director of Marketing
Hotel del Coronado, Curio Collection
by Hilton

Harvey Chipkin

Freelance Writer
Business Travel Executive

Chanuttita Chitmanasak

Regional CRM - APAC
Michelin

Steven Chrappa

Director of eCommerce
Hard Rock Hotel New York

Celesty Claudio

Managing Partner
LG Diversified Marketing Solutions

Rachel Crater, CHDM

Director of Marketing
Witham Family Hotels

Dana Curatolo

SVP
LDPR

Andrea Daniels

Director, Omni Channel Marketing –
Localization
IHG Hotels & Resorts

Laura Davidson

CEO
LDPR

Katie Davin,

CHSL, CHBA, CHSE, CHE

Associate Professor
Johnson & Wales University

Cathleen Decker

Principal
Decker/Royal

Catherine Ed, CHDM, CHBA

Director, Marketing
BWH Hotels

Vanessa Eller

Regional Manager
Booking.com

Kimberly Erwin

Principal
Lotus Marketing, Inc.

Brenda Fields

Marketing Consulting Practice
fields & company

Julie Freeman

EVP, Public Relations, Americas
MMGY Global

Terence Gallagher

President, New York
Lou Hammond Group

Jocelyn Giambrone

Director of Strategy
1AX Consulting

Meghan Hanna

VP, Marketing
ALHI

Patrick Harrison

CMO
Visit Tampa Bay

Jennifer Hill,

CHSL, CHDM, CRME

SVP, Commercial Strategy
Kalibri

Debbie Howarth,

EDD, CHDM, CHME

Professor and Chair for Business
Programs
Johnson & Wales University

Lynn Kaniper

President
Dana Communications

Allison Kline

Senior Director, Hotel Marketing
Strategy
Loews Hotels

Jessica La Salle

Director, Delivery & Operations
BCV

Ophélie Le Livec

Content Marketing Manager
Destinations International

Garrick Lee

Digital Marketing Strategy Manager
Turning Stone Enterprises

Matthew Levison

Managing Director, Travel and
Hospitality
HUNTER

Mirela Longoni

Founder
Revenue Amplified

Flo Lugli

Principal
Navesink Advisory Group, LLC

Michael Mackay

VP, Executive Creative Director
Development Counsellors International
(DCI)

Brian McClary

VP of Revenue Strategy
CoHo Services

Stacia Miele

VP, Marketing
Crescent Hotels & Resorts

John Moser

General Manager
The Lodge at Woodloch

Charlie Osmond

Co-Founder, Chief Growth Officer
Triptease

Kelly Poling

CCO
Extended Stay America

Rashmita Redkar

Product Marketing Manager
Google

Peter Ricci, EDD, CHDM, CRME,

CHSL, CHBA, CHSE, CHA

Director, Hospitality & Tourism
Management Program
Florida Atlantic University (FAU)

Emily Rossin

Area Director of Marketing
Makeready Experience

Emma Sargsyan

Founder, CEO
Saeger PR

Emily Sawyer

MD, Creative
Allison Worldwide

Síne Scott, CHBA

Director of Field Marketing
Omni Hotels & Resorts

Yohannes Semere

Vice President, Revenue Strategy
Peregrine Hospitality

Kathy Sevigny

CEO
ALTOS

Michael Shiwdin

GVP, Loyalty, Guest Engagement &
Partnerships
Wyndham Hotels & Resorts



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

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

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

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

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

IDEAS  COLLIDE
ideascollide.com

THANK YOU TO JUDGES *CONT.* 

Michael Sifuentes

Creative Director
Freelancing

Dena St. Clair

Corporate Director of Digital Marketing
and E-Commerce
Stonebridge

Luke Stackow, CHDM

Ecommerce & Digital Marketing
Manager
HHM Hotels

Gina Stouffer

President, Charleston
LHG

Cheryl Street, CHME, CHSP

Corporate Sales Manager
DoubleTree by Hilton Phoenix North

Tara Tufo

Vice President, Public Relations &
Influential Communications
Paradise Advertising & Marketing

Rudy Webb

President
Paradise Advertising & Marketing

Kristi White, CHSP

VP, Data, Reporting, & Analytics
Groups360

Katie Winther

VP Commercial, Lifestyle Americas
Hyatt

Deirdre Yack

VP of Marketing
Arbus Hospitality

Anisha Yadav

VP Product & Customer Marketing
Revinate

Holly Zoba, CHDM

Owner
Scout Simply, LLC



Celebrating the Best in Travel Marketing

Congratulations to all the Adrian Awards winners! From bold ideas to tech-driven impact, your work is shaping the future of travel.

At Sojern, we believe great marketing inspires travel and drives real growth.

The Adrian Awards prove what's possible when creativity and technology come together. We're proud to support this celebration—and the marketers shaping the future of travel.

To every winner and team behind the scenes: congratulations. Let's keep pushing boundaries, together.

Sojern is where travel marketing takes off.



THE LEADING
AI-Powered
MARKETING PLATFORM

TRUSTED BY
10,000+
TRAVEL MARKETERS
WORLDWIDE

Discover how we help travel brands connect with travelers at every stage of the journey at sojern.com





THANK YOU PLATINUM JUDGES

The Platinum Awards represent the pinnacle of achievement in the Adrian Awards competition. To determine these top honors, HSMAI convenes a select group of senior industry executives — our Platinum Judges — who bring deep expertise in hospitality marketing, public relations, and advertising. This distinguished panel evaluates the Gold-winning entries to identify the most exceptional work across each category. Their strategic insight and high standards ensure the Platinum Awards truly reflect the best of the best in hospitality marketing excellence.



Julie Freeman

EVP, Public Relations, Americas
MMGY Global

Patrick Harrison

CMO
Visit Tampa Bay

Flo Lugli

Principal
Navesink Advisory Group, LLC

Síne Scott, CHBA

Director of Field Marketing
Omni Hotels & Resorts

Mark Thompson, CHBA, CHSE

Senior Vice President, Tourism & Operations
Visit Dallas

Amanda Voss, CHSL, CMP

Vice President of Sales
MGM Resorts





THE NEW YORK MARRIOTT MARQUIS

Proudly supports Adrian Awards Celebration.
Congratulations to all the winners!



THANK YOU ADRIAN AWARDS STEERING COMMITTEE

The Adrian Awards are guided by a distinguished Steering Committee of industry leaders who bring strategic insight and deep hospitality expertise to the competition. Their commitment to excellence and innovation is instrumental in making the Adrian Awards a meaningful recognition of industry achievement.

Sean Brevick

Vice President, Americas
Commercial Marketing & Global
Field Marketing Services
IHG Hotels & Resorts

Patrick Campbell, CHDM

Senior Director, Advertising and
Digital Marketing
BWH Hotels

Dave Di Maggio

President
Aqua

Justin Farmer

SVP, Business Strategy
MMGY Global

Julie Freeman

EVP & Managing Director
MMGY Global

Griff Garwood

Senior Director, Global Media
Marriott International

Michael Goldrich, CHDM, CRME

Founder & Chief Advisor
Vivander Advisors

Patrick Harrison

Chief Marketing Officer
Visit Tampa Bay

Jessica (Jess) La Salle

Director, Operations & Delivery
SoHo | Hospitality Marketing

Síne Scott, CHDM, CHBA

Director of Field Marketing
Omni Hotels & Resorts

Dena St. Clair, CHDM

Corporate Director of Digital
Marketing and E-Commerce
Stonebridge Companies

Rudy Webb

President
Paradise Advertising

hsmái
2025 ADRIAN AWARDS

Exceptional Experience

February 18, 2026
New York Marriott Marquis



IDEAS
COLLIDE

36 three
& six

Milestone

Google

MARRIOTT MARQUIS
NEW YORK

SOJERN

VERB

kinective
Made by United Airlines