The ADRIANS

HSMAI'S PREMIER TRAVEL MARKETING AWARDS

2026 HSMAI Bronze Adrian Award Winners

Organization	Entry Title	Media Channel	Category	Agency
1 Hotels	1 Hotels Seamless Integrated Booking	Owned Media	Technology, Data & Analytics Excellence	VERB Interactive
1 Hotels	How 1 Hotel Hanalei Bay Unlocked New Demand with AI Max	Paid Media	Search & Performance Marketing	VERB Interactive
124 On Queen Hotel & Spa	124 On Queen Hotel & Spa	Paid Media	Search & Performance Marketing	CARTESIAN Hospitality & Travel Marketing Agency
A Renewed Brand Story: A Strategic Pivot from Launch to Sustained Conversions	A Renewed Brand Story: A Strategic Pivot from Launch to Sustained Conversions	Paid Media	Relaunch of Existing Property or Product	eMarketingEye (Pvt) LtdeM
Accor	Accor's New Corporate Website	Owned Media	Website	NeoPlaces
Adaaran Resorts	From Visibility to Conversion: Transforming Adaaran's Direct Booking Performance	Owned Media	Website	eMarketingEye (Pvt) LtdeM
Aitken Spence Hotel Managements (Pvt) Ltd	From Conversation to Conversion: AI Redefining the Guest Booking Journey	Multi-Channel / Integrated Marketing	AI Powered Marketing	
Aitken Spence Hotel Managements (Pvt) Ltd	Luxury made affordable to Gen Z with Buy Now Pay Later	Multi-Channel / Integrated Marketing	Commercial Strategy Innovation	
Amadeus	Amadeus Hospitality and SIXTY Beverly Hills	Paid Media	Marketing Innovation	Amadeus

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Amadeus	Amadeus Hospitality and The Grove Resort & Water Park Orlando	Paid Media	AI Powered Marketing	Amadeus
Amelia Island Tourist Development Council	Amelia Island x Good Morning Washington "Road Trippin'" Takeover	Paid Media	Broadcast, Streaming or Audio	
Amelia Island Tourist Development Council	Amelia Island: Chicago Market Immersion	Multi-Channel / Integrated Marketing	Experiential Marketing	
Amtrak	Acela-bration: Launching a New Era of Train Travel	Multi-Channel / Integrated Marketing	Special Event	MMGY Global
Annex Lounge Fort Worth	Annex After Dark: Turning a Rooftop Lounge into a Monthly Destination	Multi-Channel / Integrated Marketing	Experiential Marketing	
Aparium Hotel Group	The Architecture of Individuality	Owned Media	Website	three&six
Appellation Healdsburg	From Under-the-Radar Brand to No. 1 Resort: The Launch of Appellation Healdsburg	Earned Media	New Opening/Launch	QUINN PR
Apple Leisure Group Vacations (CheapCaribbean Vacations)	From Influencers to Advocates: CheapCaribbean's Heroes Ambassador Program	Paid Media	Creator & Influencer Marketing	MMGY Global
ARDA	Timesharing Today: Changing Perceptions, Building Trust	Multi-Channel / Integrated Marketing	Reputation Management	Lou Hammond Group

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Arkansas Tourism & State Parks	From Hidden Gem to Must-Visit: Putting Arkansas on the Map for 2026	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	MMGY Global
Aven Hospitality	Reintroducing SynXis for the Next Era of Hotel Commerce	Multi-Channel / Integrated Marketing	Relaunch of Existing Property or Product	
Balboa Bay Resort	Who Needs 15% Off When There's Breakfast by the Bay?	Paid Media	Search & Performance Marketing	GCommerce
Beach House Hilton Head Island	When Kids Eat Free Changed the Guest Base	Multi-Channel / Integrated Marketing	Personalization & Loyalty Marketing	three&six
Belize Tourism Board	Belize, Nonstop: Turning a New Montréal Flight into a Market-Wide Destination Moment	Multi-Channel / Integrated Marketing	New Opening/Launch	Development Counsellors International
Best Western - Hotels & Resorts	Best Western Rewards® Spring Promotion Bonus Offer	Owned Media	Technology, Data & Analytics Excellence	Ideas Collide
Best Western - Hotels & Resorts	Sports Strategy	Paid Media	Broadcast, Streaming or Audio	Ideas Collide
Best Western - Hotels & Resorts	Texas Radio Ads	Multi-Channel / Integrated Marketing	Broadcast, Streaming or Audio	Ideas Collide
Best Western - Hotels & Resorts	USL Partnership	Paid Media	Consumer Brand Campaign	Ideas Collide

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Blue Flamingo Resort Key West	Out with the Old, In with the Blue: Blue Flamingo's Rebrand Strategy Drives +24% Incremental Revenue YoY and 8:1 ROAS	Multi-Channel / Integrated Marketing	Relaunch of Existing Property or Product	Screen Pilot
Brand USA	America the Beautiful	Multi-Channel / Integrated Marketing	Best DMO Campaign	R&R partners
Brand USA	Visit The USA's American Originals: Converting Cultural Capital into U.S. Visitors	Multi-Channel / Integrated Marketing	Content Marketing	Miles Partnership
British Virgin Islands Tourist Board and Film Commission	The BVI Debuts Inaugural Creator Summit	Earned Media	Creator & Influencer Marketing	MMGY Global
Camelback Resort	Camelback Resort: A 250-Page Rebuild That Took a 54% Health Score to a 96% AI Visibility Lead and Generated Significant Incremental Organic Revenue	Owned Media	Website	Milestone Inc
Cameo Beverly Hills, LXR Hotels & Resorts	Make Your Cameo: The Grand Opening	Multi-Channel / Integrated Marketing	Special Event	
Cayman Islands Department of Tourism	Vacation Is Broken. Cayman Islands' "Welcome to vaCay" Campaign Offers the Fix.	Multi-Channel / Integrated Marketing	Best DMO Campaign	Praytell Agency
Chatrium Niseko Japan	The Second Season: Unlocking performance in the Off season	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	eMarketingEye (Pvt) LtdeM
Chelsea Hotel, Toronto	Introducing The Elm Tavern	Multi-Channel / Integrated Marketing	Best Restaurant/Dining Campaign	

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Organization	Entry Title	Media Channel	Category	Agency
Cinnamon Hotels & Resorts	Beyond the Facelift - Elevating the Brand for Premium Growth	Paid Media	Relaunch of Existing Property or Product	eMarketingEye (Pvt) LtdeM
Cinnamon Life at City of Dreams	The Search That Turned a Dream Into a Destination	Paid Media	Search & Performance Marketing	eMarketingEye (Pvt) LtdeM
Cody Yellowstone (Park County Travel Council)	Cody Yellowstone: Untamed & True	Multi-Channel / Integrated Marketing	Best DMO Campaign	VERB Interactive
Cody Yellowstone (Park County Travel Council)	Untamed & True: A Western Anthem for Cody, Yellowstone	Multi-Channel / Integrated Marketing	Broadcast, Streaming or Audio	VERB Interactive
Cody Yellowstone (Park County Travel Council)	Women's Educational Fishing Trip for Cody Yellowstone	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	VERB Interactive
Colorado Tourism Office	America 250/Colorado 150: Colorado Became the Experience	Multi-Channel / Integrated Marketing	Experiential Marketing	MMGY Global
Colorado Tourism Office	No Snow? No Problem: A Great American Gay Sidequest	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	MMGY Global
Columbia County CVB	Your Kind of Visitor Guide	Owned Media	Print Collateral	Paradise Advertising & Marketing
CoralTree Hospitality	Want an Extra Day on the Slopes?	Multi-Channel / Integrated Marketing	Best Short Term Rental Campaign	

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Organization	Entry Title	Media Channel	Category	Agency
Croatian National Tourist Board	Croatia, I hear it's beautiful	Owned Media	Video	
Delaware Tourism Office	Discover Delaware: Where Inspiration Meets Itinerary	Owned Media	Print Collateral	Miles Partnership
Destination North Myrtle Beach	A New ExploreNorthMyrtleBeach.com With Enhanced UX	Owned Media	Website	Miles Partnership
Destination North Myrtle Beach	North Myrtle Beach's Summer Push Campaign	Multi-Channel / Integrated Marketing	Best DMO Campaign	Miles Partnership
Destinaton Canada	The Generative AI Search Playbook: Preparing Canada's Tourism Industry for the Age of AI Search	Owned Media	AI Powered Marketing	VERB Interactive
Discover Puerto Rico	Celebrating the World's Longest Holiday Season	Multi-Channel / Integrated Marketing	Contest/Sweepstakes	Madden Media
Discover South Carolina	A New Model for Tourism Media Engagement: South Carolina's Regional Media Meet-Up	Earned Media	Special Event	
Discover The Palm Beaches	Spanish Social Media Launch "¡Hola, The Palm Beaches!"	Paid Media	Social Media Engagement	
Discover The Palm Beaches	The Collection: Cities | From Passions to Places	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	

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Organization	Entry Title	Media Channel	Category	Agency
Discover The Palm Beaches	The Palm Beaches: Sea Turtle Capital™	Multi-Channel / Integrated Marketing	Sustainability & Stewardship/Advocacy & Action	
Discover The Palm Beaches	Tourism Shines in The Palm Beaches: Turning Tourism Advocacy into Community Impact	Multi-Channel/Integrated	Advocacy Leadership & Community Impact (presented in partnership with Destinations International)	
Discover The Palm Beaches	Woman's Day "Wish You Were Here" – Hosted by The Palm Beaches	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	
EDITION Hotels	The Lake Como EDITION Opening	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	71 West
EDITION Hotels	The Summer EDITION Montauk	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	71 West
eMarketingEye	Turning Digital Change into Industry Action	Multi-Channel / Integrated Marketing	Special Event	eMarketingEye (Pvt) LtdeM
Emerald Isle Realty	From Rentals to Resource: How Destination Content Drove 25% More Engagements and 118% More Video Views	Owned Media	Social Media Engagement	Orange 142
EOS Hospitality	The Heal Squad Effect: Elevated Wellness Marketing with Maria Menounos and Red Jacket Resorts	Multi-Channel / Integrated Marketing	Experiential Marketing	Modern Currency PR
Expedia Group Advertising	Expedia Group Advertising and Posadas Campaign	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	Expedia Group Advertising

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Organization	Entry Title	Media Channel	Category	Agency
Experience Columbus	Get Goosebumps in Columbus	Multi-Channel / Integrated Marketing	Special Event	
Experience Kissimmee	Savor Kissimmee	Multi-Channel / Integrated Marketing	Best Restaurant/Dining Campaign	Atlas Obscura
Experience Kissimmee	Savor Kissimmee	Multi-Channel / Integrated Marketing	Best DMO Campaign	Atlas Obscura
Experience Kissimmee	Savor Kissimmee	Multi-Channel / Integrated Marketing	Content Marketing	Atlas Obscura
Explore Boone (Boone Watauga County Tourism Development Authority)	Explore Boone's Behavioral Saturation: Owning the Traveler's Decision Window	Paid Media	Marketing Innovation	Miles Partnership
Explore Louisiana	Taste Louisiana: Bringing Louisiana to New York	Multi-Channel / Integrated Marketing	Experiential Marketing	BVK
Extended Stay America	Genuine Care in Action: Extended Stay America x American Cancer Society	Multi-Channel / Integrated Marketing	Sustainability & Stewardship/Advocacy & Action	HUNTER
First Hospitality	AC Hotel Ann Arbor Downtown	Multi-Channel / Integrated Marketing	New Opening/Launch	
Fort Myers - Islands, Beaches & Neighborhoods	Summer Nature Navigators	Multi-Channel / Integrated Marketing	Social Media Engagement	MMGY Global

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Fort Myers–Islands, Beaches and Neighborhoods	Island Hopper Songwriter Fest	Multi-Channel / Integrated Marketing	Experiential Marketing	MMGY Global
Funlab	The Launch of Hijinx Hotel and Holey Moley Golf Club at Irvine Spectrum Center	Earned Media	New Opening/Launch	MMGY Global
Golden Isles CVB	The Golden Giveaway	Multi-Channel / Integrated Marketing	Contest/Sweepstakes	
Grand County Colorado Tourism Board	Grand County, Colorado: Source of the Wild Web Experience	Owned Media	Website	Madden Media
Grande Colonial	62% More Revenue on 1% More Spend: How Splitting Brand Search by Geography Boosted The Grande Colonial	Paid Media	Search & Performance Marketing	GCommerce
Hamilton Princess & Beach Club - A Fairmont Hotel	Hamilton Princess & Beach Club - A Fairmont Hotel	Multi-Channel / Integrated Marketing	AI Powered Marketing	Persephone Social
Hard Rock Casino Tejon	Launching Hard Rock Casino Tejon: Bringing a New Entertainment Destination to Southern California	Earned Media	New Opening/Launch	Murphy O'Brien
Hard Rock Hotel Maldives	More from Less: Turning Media Constraints into Growth	Paid Media	AI Powered Marketing	eMarketingEye (Pvt) LtdeM
Hello Burlington	Crazy Hippies, Local Lore, and National Headlines: The Power of Pitching Local Brand Advocates	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	KHM

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Hilton Head Island Visitor & Convention Bureau	Hilton Head Island is Naturally America's Favorite Island®	Multi-Channel / Integrated Marketing	Best DMO Campaign	VERB Interactive
Hilton Head Island Visitor & Convention Bureau	Naturally Yours: Turning Sustainability Into Social Engagement	Owned Media	Social Media Engagement	VERB Interactive
Hilton Hotels	Waldorf Astoria New York - The Return of a Legend	Owned Media	Website	VERB Interactive
Hyatt Hotels Corporation	Hyatt Digital Proposal: Technology Transforming Group and Event Sales at Scale	Owned Media	Technology, Data & Analytics Excellence	Tambourine
IHG	Reputation Management at Scale: Elevating Visibility, Ratings, and Guest Engagement Across IHG Hotels	Earned Media	Reputation Management	
Independent Collection	Independent Collection: Spooky Savings & Killer Deals Limited Time Offer	Multi-Channel / Integrated Marketing	Special Event	
Inns of Aurora	Building Search Demand From Zero: The Farmhouse at Inns of Aurora	Paid Media	Search & Performance Marketing	VERB Interactive
Inns of Aurora	Inns of Aurora TikTok Launch: Growing a New Community to Mark the Opening of The Farmhouse	Owned Media	Social Media Engagement	VERB Interactive
JA Resorts & Hotels	It's All Here For You: Connecting Generations Through Video-First Storytelling	Paid Media	Video	eMarketingEye (Pvt) LtdeM

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Jekyll Island Authority	Great Dunes Golf Course Revitalization – Jekyll Island Authority's Golf Improvement Plan	Earned Media	Sustainability & Stewardship/Advocacy & Action	Lou Hammond Group
JW Marriott	Cherry Bombe Partnership	Earned Media	Content Marketing	71 West
JW Marriott	Heritage Series	Owned Media	Social Media Engagement	71 West
JW Marriott	Heritage Series	Owned Media	Video	71 West
JW Marriott L.A. LIVE	Staying in the Moment: JW Marriott Los Angeles L.A. LIVE Platform Growth	Owned Media	Social Media Engagement	MMGY Global
Kohler, Wisconsin	Kohler Food & Wine 2025	Multi-Channel / Integrated Marketing	Special Event	
La Chambre du Marais	Same Soul, New Chapter: La Chambre du Marais - A website built to protect direct bookings and elevate brand identity	Owned Media	Website	Cendyn
La Concha Key West, Autograph Collection	A Century in the Conch Republic	Multi-Channel / Integrated Marketing	Content Marketing	
La Mer Beachfront Resort	A New Jersey Beachfront Destination	Paid Media	Search & Performance Marketing	three&six

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Le Barthélemy Hotel & Spa	Condé Nast Traveler Features Le Barthélemy's Repeat Appeal	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	The Decker/Royal Agency
Loews Hotels & Co	Loews Hotels in Arlington | FIFA World Cup Media Row	Earned Media	Broadcast, Streaming or Audio	
Loews Hotels & Co	Loews Little Legend STEAM Explorers	Multi-Channel / Integrated Marketing	Customer Experience Innovation	
Los Angeles Tourism & Convention Board	We Love LA	Multi-Channel / Integrated Marketing	Best DMO Campaign	BerlinRosen
Lotus Marketing	The Lake Estate on Winnisquam: Hotel Opening Paid Search Performance Marketing Campaign	Paid Media	Search & Performance Marketing	Lotus Marketing
Maine Office of Tourism	Maine's Look Out For ME Sustainability Initiative	Multi-Channel / Integrated Marketing	Sustainability & Stewardship/Advocacy & Action	Miles Partnership
Marriott	Beyond the Front Desk: How Marriott's AI-Powered Local Event Calendars Turned 500+ Hotels Into Destination Discovery Engines	Owned Media	Content Marketing	Milestone Inc
Marriott Bonvoy	Marriott Bonvoy x Men In Blazers: Match Day Live with Take Your Shot Activation	Paid Media	Marketing Innovation	160over90
Marriott Bonvoy	The Golden Keys @ Superbowl LX	Earned Media	Creator & Influencer Marketing	MKTG

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Marriott Digital Services	Launch of Digital Evaluation Tool (DET) for 9,000+ Hotels	Multi-Channel / Integrated Marketing	Commercial Strategy Innovation	
Marriott Digital Services	Launching Postcard Cabins Across 29 Properties: Building Marriott's Digital Foundation for a New Lodging Category	Owned Media	New Opening/Launch	
Marriott International	Marriott Bonvoy x FIFA World Cup 2026	Multi-Channel / Integrated Marketing	Personalization & Loyalty Marketing	160over90
Martin County Office of Tourism & Marketing	AI Means More Here Campaign Video	Multi-Channel / Integrated Marketing	Video	
Milestone Inc	Milestone AI Search Platform: Turning AI Search from an Unknown into a Measurable Marketing Channel	Owned Media	AI Powered Marketing	Milestone Inc
Millennium Hotels and Resorts	DOUBLE YOUR STAY. DOUBLE YOUR REWARDS	Multi-Channel / Integrated Marketing	Personalization & Loyalty Marketing	eMarketingEye (Pvt) LtdeM
Motto by Hilton Nashville Downtown	Shifting-Share from Short-Term Rentals: A Multi-Channel Strategy for a New Nashville Hotel	Paid Media	Marketing Innovation	Cogwheel Marketing & Analytics
MSC Cruises	MSC Cruises Now Sails in Alaska—Here's What to Expect, On Board and Off – Condé Nast Traveler	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	Lou Hammond Group
MSC Cruises	Travel Weekly – MSC Cruises is Making a Name for Itself in the U.S.	Earned Media	Feature Placement Trade Media: Online or Print	Lou Hammond Group

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NANNAI	Fascination Before Arrival: How NANNAI Milagres Generated R$ 6 Million in Direct Bookings Before Even Showing the Hotel	Multi-Channel / Integrated Marketing	Relaunch of Existing Property or Product	Letsbook / Pmweb
Napa Valley Wine Train	Bringing Napa Valley Wine Train's Summer Legacy Campaign to Life on Social	Owned Media	Social Media Engagement	VERB Interactive
Naples, Marco Island, and the Everglades (Collier County CVB)	Insider Tips for Florida's Paradise Coast	Owned Media	Print Collateral	Paradise Advertising & Marketing
Naples, Marco Island, and the Everglades (Collier County CVB)	Only the Finest Dining Video	Owned Media	Video	Paradise Advertising & Marketing
Naples, Marco Island, and the Everglades (Collier County CVB)	Paradise in Every Sense Brand Campaign	Multi-Channel / Integrated Marketing	Best DMO Campaign	Paradise Advertising & Marketing
Naples, Marco Island, and the Everglades (Collier County CVB)	Wellness in Paradise Content Series	Multi-Channel / Integrated Marketing	Content Marketing	Paradise Advertising & Marketing
Nassau & Paradise Island	Nassau Paradise Island Storytellers Series: Supporting Storytelling and Generative Engine Optimization	Owned Media	Content Marketing	VERB Interactive
Nekajui Peninsula Papagayo, a Ritz-Carlton Reserve & Marriott Digital Services	Nekajui Peninsula Papagayo, a Ritz-Carlton Reserve SEO, GEO & Brand Intelligence Deep Dive	Multi-Channel / Integrated Marketing	Technology, Data & Analytics Excellence	
New Jersey Division of Travel and Tourism	New Jersey Division of Travel and Tourism Social Media Engagement	Owned Media	Social Media Engagement	Dana Communications

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Niva Labriz Seychelles (formerly Hilton Seychelles Labriz Resort & Spa)	Building Brand Demand for a Resort the World Hadn't Heard Of	Paid Media	New Opening/Launch	eMarketingEye (Pvt) LtdeM
Noelle	Oath and Fang	Earned Media	New Opening/Launch	The Point PR
North Dakota Department of Commerce	"Find the Good Life": Tourism-Powered Talent Attraction	Multi-Channel/Integrated	Advocacy Leadership & Community Impact (presented in partnership with Destinations International)	Odney
North Dakota Tourism, Department of Commerce	Tigirlily Gold Calls North Dakota Home	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	Odney
Northumberland Ferries Limited	Marking a Milestone & Maintaining Trust with Northumberland Ferries	Multi-Channel / Integrated Marketing	Reputation Management	VERB Interactive
Oaks Hotels, Resorts & Suites	Undifferentiated to Unmistakable: Oaks' Paid Social Relaunch	Paid Media	Relaunch of Existing Property or Product	eMarketingEye (Pvt) LtdeM
Ocala/Marion County	Right Creator, Right Trip, Real Results: Ocala/Marion County's Creator Marketing Program	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	Miles Partnership
Off Madison Ave	It's Not AI. It's AZ.	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	Off Madison Ave
Oil Nut Bay	Oil Nut Bay Lead Generation Website	Owned Media	Website	Real Living Productions

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OKANA Resort & Indoor Waterpark	Making Waves in the Heartland: The OKANA Resort & Indoor Waterpark Launch	Earned Media	New Opening/Launch	J/PR
Okana Resort and Indoor Waterpark	OKANA Resort & Indoor Waterpark Route 66 Promotion	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	
Old Stone Inn Boutique Hotel	The Jingle Bar at Old Stone Inn	Owned Media	Creator & Influencer Marketing	CARTESIAN Hospitality & Travel Marketing Agency
Omni Amelia Island Resort & Spa	10th Annual Fish to Fork at Omni Amelia Island Resort & Spa	Multi-Channel / Integrated Marketing	Special Event	Jackson Spalding
Omni PGA Frisco Resort & Spa	SAVOR Food + Drink + Golf + Music	Multi-Channel / Integrated Marketing	Special Event	
Opal Collection	The Always-On Advantage: Opal Collection's Spring Flash Sale Performance Strategy	Paid Media	Search & Performance Marketing	Miles Partnership
Opal Collection	The Power of Integrated Marketing: Opal Collection's Portfolio-Wide Campaign	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	Miles Partnership
Orient Express	A Legend Reborn: The Global Rollout of Orient Express Across Land, Rail and Sea	Earned Media	Relaunch of Existing Property or Product	LDPR
Pan Pacific Hotels Group	Beyond Conversions: Re-engineering Performance Marketing for Higher-Value Growth	Paid Media	Search & Performance Marketing	eMarketingEye (Pvt) LtdeM

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Para Maria	261 at Para Maria	Multi-Channel / Integrated Marketing	Experiential Marketing	
Parable Hospitality	700K Reasons to Love The Rooftop: A Parable Hospitality Creator Dinner	Multi-Channel / Integrated Marketing	Experiential Marketing	Ballantines PR
Parable Hospitality	Parable Hospitality The Return of Highway 1	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	VERDIEN
Park Central Hotel	A New Era for a New York Original	Owned Media	Website	three&six
Park County Travel Council (PCTC, Cody Yellowstone)	Cody Yellowstone Uncovered: An AI-Powered Podcast Series	Owned Media	AI Powered Marketing	VERB Interactive
Pebble Beach Resorts	Reimagining an Icon: The Transformation of The Lodge at Pebble Beach	Earned Media	New Opening/Launch	Mower
Peregrine Hospitality	Pacific Point Resort: Uniting Two Hotels Under One Digital Brand	Owned Media	Website	River Communications
Pier Sixty-Six	Pier Sixty-Six Serves Up Fort Lauderdale's First Floating Pickleball Court	Earned Media	New Opening/Launch	DT Creative
Port Aransas, The Island Life	Port Aransas, The Island Life	Multi-Channel / Integrated Marketing	Relaunch of Existing Property or Product	KHM

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Portillo's	Tourism FIFA Tentpole Strategy Drives 5x ROAS Boost for Portillo's Texas Expansion	Multi-Channel / Integrated Marketing	Best Restaurant/Dining Campaign	Net Conversion
Publicis Groupe Miami	A Multi-Channel Journey for Marriott Bonvoy Travelers Across Caribbean and Latin America	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	Publicis Group
Pure Michigan	Two Decades, One Story: How PR Daily Showcased Pure Michigan's Ongoing Success	Earned Media	Feature Placement Trade Media: Online or Print	FINN Partners
Pyramid Global Hospitality	NEO & COIN: The Data Engines Behind Pyramid Global Hospitality's Commercial Strategy	Owned Media	Technology, Data & Analytics Excellence	Lou Hammond Group
Ritz Carlton Toronto	The Ritz-Carlton, Toronto — Holiday Market Film	Multi-Channel / Integrated Marketing	Video	Owais Rafique Agency
San Francisco Travel Association	The Official San Francisco Martini Trail	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	
SC250 Charleston	SC250 Charleston & The Revolutionary City: Turning America's 250th into a National Tourism Moment for Charleston	Earned Media	Special Event	Lou Hammond Group
Screen Pilot	Enhancing The Link-In-Bio: bookr.bio Delivers a 20.61% Look-to-Book Conversion Rate for Hotel Partners	Owned Media	Technology, Data & Analytics Excellence	Screen Pilot
Sea Island Resort	Rebuilt on Data: Sea Island's Direct Booking Revenue Turnaround	Paid Media	Search & Performance Marketing	VERB Interactive

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Second Wave Marketing	The Milo Santa Barbara	Owned Media	Print Collateral	Second Wave
See Monterey	NFL Star Power Meets Pebble Beach	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	Lou Hammond Group
SENZA Hotel	From Conversation to Conversion: Testing ChatGPT Ads for Hotel Marketing	Paid Media	AI Powered Marketing	Cogwheel Marketing & Analytics
Shenandoah CVB (dba Visit Shenandoah Texas)	Visit Shenandoah Texas - 2026 Adrian Awards - Technology, Data & Analytics Excellence	Owned Media	Technology, Data & Analytics Excellence	
Sheraton San Diego Resort	Rooted in Innovation: Hydrogen Fuel Cell & Sustainability Efforts at Sheraton San Diego Resort	Owned Media	Sustainability & Stewardship/Advocacy & Action	
Sonesta International Hotels	Music Travels - Sonesta Travel Pass	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	
Sonesta Travel Pass	Sonesta Travel Pass - The Ultimate American Road Trip Giveaway	Multi-Channel / Integrated Marketing	Contest/Sweepstakes	SoHo
Springboard Hospitality by Hotel Equities	Hawaii Labubu Giveaway Campaign	Multi-Channel / Integrated Marketing	Contest/Sweepstakes	
St. Regis Hotels & Resorts	Butler in the City (The St. Regis Budapest & The St. Regis Costa Mujeres Resort, Cancún)	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	71 West

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St. Regis Hotels & Resorts	Drake's for St. Regis Collaboration	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	71 West
St. Regis Hotels & Resorts	You're Invited Content Series Franchise	Multi-Channel / Integrated Marketing	Experiential Marketing	71 West
Suncadia	Suncadia and the Launch of Suncadia Social	Multi-Channel / Integrated Marketing	New Opening/Launch	
Suncadia Resort	Suncadia Social: The Social Launch of Suncadia's Newest Gathering Place	Multi-Channel / Integrated Marketing	Social Media Engagement	Missing Piece Marketing
Surf & Sand Laguna Beach	The California Coast is Calling Giveaway	Multi-Channel / Integrated Marketing	Contest/Sweepstakes	Summerside Creative Inc.
Sweetwater County Travel and Tourism	From Awareness to Action: Repositioning Southwest Wyoming's Frontier	Multi-Channel / Integrated Marketing	Best DMO Campaign	
Tahiti Tourisme	Turning the Tide: Making Tainui Atea News Again on World Ocean Day	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	360view
Ted Turner Reserves	Ted Turner Reserves: A New Website Bringing Conservation, Adventure, and Luxury to Life	Owned Media	Website	Tambourine
The Ascott Limited	Connecting Global Scale with Local Performance: Ascott's Journey to More Efficient Growth	Paid Media	Search & Performance Marketing	eMarketingEye (Pvt) LtdeM

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Organization	Entry Title	Media Channel	Category	Agency
The Asticou	Reintroducing a Maine Icon: The Asticou's Return to Mount Desert Island	Earned Media	New Opening/Launch	The Decker/Royal Agency
The CAT Ferry	Making Waves on Social: Connecting Communities with The CAT Ferry	Owned Media	Social Media Engagement	VERB Interactive
The Gainsborough Bath Spa	My Week with the Janeites	Earned Media	Feature Placement Trade Media: Online or Print	MMGY Global
The Gant Aspen	The Gant Aspen Rolling Canvas - Art in Motion	Multi-Channel / Integrated Marketing	Experiential Marketing	Ivie Parker Co.
The Hermitage Hotel	We Weren't Just Looking for Travelers. We Were Looking for Football Fans.	Paid Media	Search & Performance Marketing	GCommerce
The Hotels Association of Sri Lanka (THASL)	Closer Than You Think: How the Private Sector Stepped Up for a Country's Tourism	Multi-Channel / Integrated Marketing	Social Media Engagement	eMarketingEye (Pvt) LtdeM
The Inn of The Five Graces	Celestial Glamping Expeditions in New Mexico	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	Xhibition International PR
The Luxury Collection	"I am The Luxury Collection" Global Brand Campaign	Paid Media	Video	71 West
The Luxury Collection	Claire Dinhut / MAD Academy	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	71 West

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HSMAI'S PREMIER TRAVEL MARKETING AWARDS

2026 HSMAI Bronze Adrian Award Winners

Organization	Entry Title	Media Channel	Category	Agency
The Luxury Collection	Claire Dinhut / MAD Academy	Earned Media	Sustainability & Stewardship/Advocacy & Action	71 West
The Luxury Collection	Expeditions Launch	Multi-Channel / Integrated Marketing	New Opening/Launch	71 West
The Luxury Collection	The Dish	Multi-Channel / Integrated Marketing	Best Restaurant/Dining Campaign	71 West
The Maya	The Maya's Transformation Campaign With Their Agencies GV Public Relations and Missing Piece Marketing	Multi-Channel / Integrated Marketing	Relaunch of Existing Property or Product	GV Public Relations
The New Yorker Hotel	New Yorker Moments: Bringing the New York City Dream to Life	Earned Media	Creator & Influencer Marketing	Revpar Media LLC
The Preserve Sporting Club	The Preserve Sporting Club	Multi-Channel / Integrated Marketing	Relaunch of Existing Property or Product	Real Living Productions
The Residence Zanzibar	The Search for Our Next Guest	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	eMarketingEye (Pvt) LtdeM
The Ritz-Carlton	The Ritz-Carlton x Kilometre Paris	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	71 West
The Ritz-Carlton	The Ritz-Carlton x Mother's Day	Multi-Channel / Integrated Marketing	Social Media Engagement	71 West

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The Ritz-Carlton	The Ritz-Carlton x Mother's Day	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	71 West
The St. Regis Cap Cana Resort	The St. Regis Cap Cana Opening Campaign	Earned Media	New Opening/Launch	The Point PR
The Tupelo Convention & Visitors Bureau (TCVB)	The Tupelo Hardware Company Pop-Up Visitors Center	Multi-Channel / Integrated Marketing	Experiential Marketing	TURNER
The Venetian Las Vegas	Precision Persona-Targeting Drives +22% Lift in Direct Bookings for Iconic Las Vegas Luxury Resort	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	Net Conversion
The Wildbirch Hotel	Base Camp for a New Anchorage: The Wildbirch Hotel Launch	Multi-Channel / Integrated Marketing	New Opening/Launch	B Public Relations
The Wildflower Hotel	Bringing 1887 to Life: Launching The Wildflower Hotel	Multi-Channel / Integrated Marketing	New Opening/Launch	EscalanteIQ
Tourism and Events Northern Territory	Real People, Real Territory: Australia's Northern Territory Centers Locals in Successful Trade Campaign	Multi-Channel / Integrated Marketing	Business-to-Business/Trade Campaign	MMGY Global
Tourism Santa Fe	Beyond the Byline: How Santa Fe Turned Media Editors into Destination Creators	Earned Media	Creator & Influencer Marketing	Lou Hammond Group
Travel Media Group x Hotel Equities	Postcard Cabins Updates FAQ Pages Using Review Guest Sentiment Data To Exceed Guest Expectations	Earned Media	Reputation Management	Travel Media Group | Suite Spot

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Travel Nevada	Travel Nevada Brings the Car Forest to Raiders Fans	Multi-Channel / Integrated Marketing	Experiential Marketing	Noble Studios
Travel Oregon	The Travel Oregon Creator Program	Earned Media	Creator & Influencer Marketing	Sparkloft Media
Travel Portland	Amplifying Portland's Cultural Story Through BIPOC Voices	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	
Travel South Dakota	Into The Roundup	Multi-Channel / Integrated Marketing	Video	Karsh Hagan Madden
Travel South Dakota	Into the Roundup	Multi-Channel / Integrated Marketing	Special Event	Karsh Hagan Madden
Travel South Dakota	South Dakota's Road to America250	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	Lou Hammond Group
Travel Texas	Let's Texas at Windy City Smokeout	Multi-Channel / Integrated Marketing	Experiential Marketing	MMGY Global
Traverse City Tourism	Beyond the Postcard: Inclusive Storytelling in the Cherry Capital	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	KHM
Tripadvisor	Go for the Goal	Multi-Channel / Integrated Marketing	AI Powered Marketing	HUNTER

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Tripadvisor	Swap the Track for the Outback	Multi-Channel / Integrated Marketing	Experiential Marketing	HUNTER
TWA Hotel	TWA Hotel: The Ultimate Avgeek Experience	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	Xhibition International PR
Utah Office of Tourism	Utah Office of Tourism's "Utah Person" Campaign	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	Love Communications
Visit Alexandria	Unlocking Alexandria's Story to Broaden Perceptions and Inspire Multi-Day Travel	Multi-Channel / Integrated Marketing	Best DMO Campaign	
Visit Austin	Austin Inspiration: The Austin Insider Guide 2025/2026	Owned Media	Print Collateral	Miles Partnership
Visit Austin	Elevating Austin's Culinary Stage: Private Chef Experience at the Michelin Guide Launch	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	VERB Interactive
Visit Austin	Más Engagement, Más Austin: Visit Austin's Spanish-Language Influencer Campaign	Paid Media	Social Media Engagement	
Visit Austin	Visit Austin: You're in for a show	Multi-Channel / Integrated Marketing	Best DMO Campaign	
Visit Austin	VisitAustin.org: A Website Built for What's Next	Owned Media	Website	

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Visit Beloit	Ho-Chunk Beloit Visitor Guide	Owned Media	Sustainability & Stewardship/Advocacy & Action	
Visit Buffalo	That's Buffalo For You: Introducing Buffalo's New Brand	Multi-Channel / Integrated Marketing	Best DMO Campaign	MMGY Global
Visit California	Creating the Ultimate Wellness Escape: Visit California X Beyond Yoga	Earned Media	Creator & Influencer Marketing	MMGY Global
Visit California	Freaky Partnerships in California	Earned Media	Creator & Influencer Marketing	MMGY Global
Visit Central Oregon	The Central Oregon Smoke Map: Simplifying the Search for Wildfire Information	Owned Media	Technology, Data & Analytics Excellence	KHM
Visit Colorado Springs	Visit Colorado Springs: Amplifying Our Neighborhoods	Multi-Channel / Integrated Marketing	Best DMO Campaign	
Visit Costa Rica	Bringing Costa Rica Pura Vida to Canada	Paid Media	Consumer Brand Campaign	MMGY Global
Visit Dallas	Love Letters to Dallas: From Social Listening to Social Storytelling	Owned Media	Social Media Engagement	MMGY Global
Visit Duluth	Talk Duluthy to Me: Turning Passive Familiarity into Digital Action	Multi-Channel / Integrated Marketing	Best DMO Campaign	KHM

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Visit Eureka Springs	Free To Be	Multi-Channel / Integrated Marketing	Best DMO Campaign	KHM
Visit Florida Keys & Key West	Key West Duo Scroller: Turning Mobile Advertising into an Interactive Destination Experience	Paid Media	Marketing Innovation	
Visit Florida Keys & Key West	Positioning The Florida Keys & Key West as a U.S. leader in eco-tourism	Earned Media	Consumer Brand Campaign	TURNER
Visit Florida Keys & Key West	Stewardship in Action: Advancing Sustainable Tourism in the Florida Keys	Multi-Channel / Integrated Marketing	Sustainability & Stewardship/Advocacy & Action	
Visit Florida Keys & Key West	Turning MICHELIN Recognition into Miami Buzz for The Florida Keys & Key West	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	TURNER
Visit Fort Worth, TX	Howdy, New York: Visit Fort Worth, TX Brings Taste of Cowtown to NYC	Earned Media	Special Event	QUINN PR
Visit Frisco	How Visit Frisco Turned a World Cup Trip-Planner into an Award-Winning AI Engine	Owned Media	AI Powered Marketing	VERB Interactive
Visit Frisco	Small Team, Big Engine: How Visit Frisco Automated Its Way to $2.2M in Meetings Business	Multi-Channel / Integrated Marketing	Commercial Strategy Innovation	VERB Interactive
Visit Frisco	Visit Frisco World Cup Creator Studio	Earned Media	Broadcast, Streaming or Audio	MMGY Global

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Visit Frisco	Visit Frisco: Just a Kick Away	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	VERB Interactive
Visit Frisco	Visit Frisco's Ultimate Ladies Golf Getaway	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	VERB Interactive
Visit Frisco	Where Greatness Grows: The Story of Sports City USA Docuseries	Multi-Channel / Integrated Marketing	Video	VERB Interactive
Visit Haywood	A Cover Story Comeback for Haywood County, North Carolina	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	MMGY Global
Visit Independence	Send A Piece Of Independence Back Home	Multi-Channel / Integrated Marketing	Experiential Marketing	
Visit Independence	Visit Independence Official Visitors Guide	Owned Media	Print Collateral	
Visit Independence	Visit Independence Website	Owned Media	Website	
Visit Irving	Four Influencers, One Romantic City	Paid Media	Creator & Influencer Marketing	
Visit Irving	From Trusted Source to Cover Story	Earned Media	Feature Placement Trade Media: Online or Print	

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Visit Irving	Most Romantic City in Texas	Multi-Channel / Integrated Marketing	Content Marketing	
Visit Irving	Visit Irving's Dream Proposal Giveaway	Multi-Channel / Integrated Marketing	Contest/Sweepstakes	
Visit Lauderdale	Reimagining the Digital Gateway to Greater Fort Lauderdale	Owned Media	Website	SPARK
Visit Lodi	A New Digital Front Door for Lodi Wine Country	Owned Media	Website	
Visit Lodi	Meet Lodi: America's Favorite Small Town	Multi-Channel / Integrated Marketing	Best DMO Campaign	Lou Hammond Group
Visit Loudoun	Visit Loudoun: "A Place Worth Pouring Over"	Multi-Channel / Integrated Marketing	Best DMO Campaign	Miles Partnership
Visit Maldives Corporation (National Tourism Board)	Maldives, Reimagined in Colour	Multi-Channel / Integrated Marketing	Best DMO Campaign	eMarketingEye (Pvt) LtdeM
Visit Nebrasta	Nebraska Official Visitors Guide 2026	Owned Media	Print Collateral	Miles Partnership
Visit Oakland	Oakland Named "#1 Food City in the US" by the Readers of Conde Nast Traveler Magazine	Multi-Channel / Integrated Marketing	Best DMO Campaign	

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Visit Orlando	Art Way: ICON Park x Visit Orlando Art Installation	Multi-Channel / Integrated Marketing	Social Media Engagement	
Visit Orlando & Destination Counsellors International (DCI)	Girls Getaway Campaign	Earned Media	Creator & Influencer Marketing	
Visit Oxford	Visit Oxford MS Website Experience	Owned Media	Website	
Visit Oxford MS	Visit Oxford's Guide to "The Calamity Club"	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	Lou Hammond Group
Visit Pasadena	Visit Pasadena Recovery Campaign	Multi-Channel / Integrated Marketing	Best DMO Campaign	KHM Agency
Visit Pennsylvania	Visit PA 2026 FIFA World Cup Creator Partnerships	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	Vault Communications
Visit Pennsylvania	Visit PA 2026 PHS Flower Show Booth	Multi-Channel / Integrated Marketing	Experiential Marketing	Vault Communications
Visit Pensacola	From the 1500's with Love	Multi-Channel / Integrated Marketing	Content Marketing	MMGY Global
Visit Philadelphia	Selling Philadelphia to the People Who Already Live Here	Paid Media	Marketing Innovation	

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Visit Plano	Connecting Plano to the Pitch During the World's Biggest Sporting Event	Earned Media	Broadcast, Streaming or Audio	
Visit Pleasant Hill	2026 Pleasant Horn	Earned Media	Marketing Innovation	Paradise Advertising & Marketing
Visit Punta Gorda/Englewood Beach	Visit Punta Gorda/Englewood Beach Visitor Guide	Owned Media	Print Collateral	
Visit San Antonio	In San Antonio, Y'All Means You All!	Earned Media	Special Event	Development Counsellors International
Visit Santa Ynez Valley	Rebuilding The Road to Inspiration	Owned Media	Website	KHM Agency
Visit Sarasota County	The Sarasota Keys Are Calling: How a Rolling-Start Strategy Turned Doubt Into Impressions	Multi-Channel / Integrated Marketing	Best DMO Campaign	Miles Partnership
Visit Schoharie County	Upstate Vacations Print Inspiration Guide	Owned Media	Print Collateral	Sparkloft Media
Visit Seattle	Mother Nature's City	Multi-Channel / Integrated Marketing	Best DMO Campaign	Copacino Fujikado
Visit Shenandoah Texas	Visit Shenandoah Texas - Website - Owned	Owned Media	Website	

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Visit Tallahassee	Taste of Tallahassee	Multi-Channel / Integrated Marketing	Experiential Marketing	The Zimmerman Agency
Visit Tampa Bay	Rooster Cup: A Global Showdown	Multi-Channel / Integrated Marketing	Experiential Marketing	
Visit Tampa Bay	Tampa Bay Takes the Pitch	Multi-Channel / Integrated Marketing	Special Event	
Visit Tampa Bay	Tampa Bay's Culinary Campaign (Everything But The Kitchen Sink)	Multi-Channel / Integrated Marketing	Content Marketing	
Visit Utah (Utah Office of Tourism)	Only in Utah, Season 2	Owned Media	Video	Sparkloft Media
Visit Ventura	George Powell's Ventura Skateboard Factory: How One Man Shaped Skateboarding	Owned Media	Video	
Visit Virginia Beach	Wave of Change: Storytelling to Position Virginia Beach as America's Surf Culture Capital	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	FINN Partners
Visit Williamsburg	Beyond the Partnership: Antoni Porowski x Visit Williamsburg Influencer Collaboration	Earned Media	Creator & Influencer Marketing	MMGY Global
Visit Williamsburg	Visit Williamsburg's America 250 Campaign	Multi-Channel / Integrated Marketing	Best DMO Campaign	Miles Partnership

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Visit Williamsburg	Visit Williamsburg's America 250 Guide	Owned Media	Print Collateral	Miles Partnership
VisitGreenvilleSC	From Screen to Table: Greenville, South Carolina's Top Chef Tourism Campaign	Multi-Channel / Integrated Marketing	Best DMO Campaign	TK PR
W Hotels	Taste of W - Sardinia	Multi-Channel / Integrated Marketing	Best Restaurant/Dining Campaign	71 West
W Hotels	Thomas Lélu at W Punta Cana	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	71 West
W Hotels	Thomas Lélu at W Punta Cana	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	71 West
W Hotels	W Presents: Miami Grand Prix 2026	Owned Media	Video	71 West
Waldrof Astoria New York (Hilton)	Waldorf Astoria New York Reopening	Multi-Channel / Integrated Marketing	New Opening/Launch	
Walton County Tourism	"South Walton: Tee'd Up" - Disrupting the Destination FAM Tour	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	Zehnder Communications
Walton County Tourism	Ask Seemore: Pioneering Verified Walled-Garden Generative AI for Destination Personalization	Owned Media	AI Powered Marketing	Zehnder Communications

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Walton County Tourism	Authentic Walton: From Hidden Gem to Headline	Earned Media	Consumer Brand Campaign	TURNER
Walton County Tourism	Keep Walton County Beautiful: Safeguarding a $4.7B Tourism Economy Through Community-Led Stewardship	Multi-Channel / Integrated Marketing	Sustainability & Stewardship/Advocacy & Action	Zehnder Communications
Walton County Tourism	Mini-Golf, Big Experience: Converting Chicago's Top Luxury Market Through Immersive Experiential Marketing	Multi-Channel / Integrated Marketing	Experiential Marketing	Zehnder Communications
Walton County Tourism	The Precision Pivot: A High-Yield Direct Booking Performance Strategy to Combat Supply Oversaturation	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	Zehnder Communications
Wild Dunes Vacation Rentals	Within Reach: Where the Vacation Rental Is Only the Beginning	Owned Media	Video	
Willows Lodge	Willows 25th: A Silver Story	Multi-Channel / Integrated Marketing	Experiential Marketing	
World Equestrian Center	Transforming Complexity into Clarity: A New World Equestrian Center Digital Experience	Owned Media	Website	Miles Partnership
Worst Kept Secret	Luray Caverns: Carved Over Time	Multi-Channel / Integrated Marketing	Best Attraction Campaign	Worst Kept Secret
Wyndham Hotels & Resorts, Inc.	Everyday Living Lives Here: Extended Stay by Wyndham	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	

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Wyndham Hotels & Resorts, Inc.	Revenue Strategy Quiz	Multi-Channel / Integrated Marketing	Content Marketing	
Wyndham Hotels & Resorts, Inc.	Where There's A Wyndham, There's a Way – Travel Occasions	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	
Wyndham Hotels & Resorts, Inc.	Wyndham Rewards Insider	Paid Media	Marketing Innovation	
Wyndham Hotels & Resorts, Inc.	Wyndham Rewards Member Month	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	
Wyndham Hotels & Resorts, Inc.	Wyndham x AI-Powered Social Creative	Paid Media	AI Powered Marketing	