The ADRIANS

HSMAI'S PREMIER TRAVEL MARKETING AWARDS

2026 HSMAI Gold Adrian Award Winners

Organization	Entry Title	Media Channel	Category	Agency
Amelia Island Tourist Development Council	Find Your Unwind	Multi-Channel / Integrated Marketing	Best DMO Campaign	
Amelia Island Tourist Development Council	Amelia Island Dining Month - Chef Concept	Multi-Channel / Integrated Marketing	Best Restaurant/Dining Campaign	
Brand USA	More To Love	Paid Media	Social Media Engagement	R&R partners
Casa de Campo Resort & Villas	Elevating Casa de Campo Online: A Digital Experience Built for Growth	Owned Media	Website	Tractorbeam
Casetta Hotels and Modern Currency PR	A Little House in Every Landscape: Casetta Hotels' Year of Brand Building across California and the Southwest by Modern Currency	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	Modern Currency PR
Chesapeake Bay Beach Club	Chesapeake Bay Beach Club Website	Owned Media	Website	ALTOS
Cody Yellowstone (Park County Travel Council)	Cody Yellowstone 2026 Adventure Vacation Guide	Owned Media	Print Collateral	VERB Interactive
Colorado Tourism Office	We Only Look Square: Colorado Redefining Inclusive Travel	Multi-Channel / Integrated Marketing	Best DMO Campaign	MMGY Global
Colorado Tourism Office	Colorado X Wheel the World: Colorado Leads the Way in Accessible Travel	Multi-Channel / Integrated Marketing	Special Event	MMGY Global

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Dellshire Resort	Dellshire Resort - Wisconsin Dells' Newest Adventure	Multi-Channel / Integrated Marketing	New Opening/Launch	
Destin-Fort Walton Beach	Dive-in: A User-Centered Dive Experience for Destin-Fort Walton Beach	Owned Media	Website	Miles Partnership
Destin-Fort Walton Beach, FL	From Inspiration to Exploration: Turning Little Adventures Into Big Results	Multi-Channel / Integrated Marketing	Best DMO Campaign	
EDITION Hotels	The Summer EDITION Montauk	Multi-Channel / Integrated Marketing	Experiential Marketing	71 West
Emerald Isle Realty	Hospitality Beyond the Front Door: Front Porch Hospitality in Action	Owned Media	Sustainability & Stewardship/Advocacy & Action	Orange 142
Hotel del Coronado	Hotel del Coronado's "Holiday in Oz" Festive Activation Breaks Records	Multi-Channel / Integrated Marketing	Experiential Marketing	
Jamaica Tourist Board	From Jamaican Roots to Pineapple Punch: Visit Jamaica x Ayesha Curry's Sweet July	Earned Media	Consumer Brand Campaign	Lou Hammond Group
KK Collection	The Member Code That Made Direct the Better Deal	Owned Media	Website	eMarketingEye (Pvt) LtdeM
Marriott Bonvoy	Marriott Bonvoy - The Secret Concierge	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	160over90

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Marriott International	The Sleepover Suite - Marriott Bonvoy x Visa x FIFA World Cup 26	Multi-Channel / Integrated Marketing	Contest/Sweepstakes	160over90
Marriott International	Marriott Bonvoy x FIFA World Cup 2026	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	160over90
Michael Schwab	Robb Report - How 'Adventure Capitalist' Michael B. Schwab Found Purpose Creating the Perfect Wave	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	REM Public Relations
Milestone Inc	Milestone DXP: One Platform, One Property Record, Turning Data into Decisions and Measurable Business Outcomes	Owned Media	Technology, Data & Analytics Excellence	Milestone Inc
MSC Cruises	MSC Cruises x ORCA: Bringing Marine Conservation to Life in Alaska	Multi-Channel / Integrated Marketing	Sustainability & Stewardship/Advocacy & Action	Lou Hammond Group
Natural Habitat Adventures	Esquire Explores Ethical Polar Bear Tourism with Natural Habitat Adventures	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	The Decker/Royal Agency
Nemacolin	Nemacolin's Website Rebuild	Owned Media	Website	SoHo
NH Hua Hin	NH Hua Hin : Reintroducing a New Stay in Hua Hin	Paid Media	New Opening/Launch	eMarketingEye (Pvt) LtdeM
NIHI Rote & Hospitality Academy	Newsweek – This Intimate Luxury Resort Is a New Hospitality Training Center	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	REM Public Relations

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Omni La Costa Resort & Spa	Dog Days of Summer at Omni La Costa Resort & Spa	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	
Omni La Costa Resort & Spa	Dog Days of Summer at Omni La Costa Resort & Spa	Multi-Channel / Integrated Marketing	Experiential Marketing	
OUTRIGGER Resorts & Hotels	One Portfolio, Twenty-Seven Destinations: Rebuilding OUTRIGGER's paid search to stop competing with itself	Paid Media	Search & Performance Marketing	Cendyn
Paramount Hotels Dubai	Turning Travel Uncertainty Into Local Staycation Demand	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	eMarketingEye (Pvt) LtdeM
Petoskey Area Visitors Bureau	Petoskey Area Visitors Bureau: It's Kinda Unreal	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	PETERMAYER
Priceline	From Insight to Action: Priceline's 2026 Travel Trends Platform	Multi-Channel / Integrated Marketing	Content Marketing	
Sarawak Tourism Board	Gateway to a Sarawak Guinness World Record	Paid Media	Marketing Innovation	ISC INTERNATIONAL
Sarawak Tourism Board	Gateway to a Sarawak Guinness World Record	Paid Media	Video	ISC INTERNATIONAL
Shenandoah CVB (dba Visit Shenandoah Texas)	Visit Shenandoah Texas - 2026 Adrian Awards - Advocacy, Leadership & Community Impact - Owned	Owned Media	Advocacy Leadership & Community Impact (presented in partnership with Destinations	

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Singita	Singita Wagora Bike Ride	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	IMAGINE PR
SPARK	Visit Lauderdale: Never Lose Your Splash	Multi-Channel / Integrated Marketing	Best DMO Campaign	SPARK
Surf & Sand Laguna Beach	The California Coast is Calling	Multi-Channel / Integrated Marketing	Social Media Engagement	Summerside Creative Inc.
The Benson Hotel & Faculty Club	From Website to Revenue Engine: Reimagining The Benson Hotel & Faculty Club	Owned Media	Website	Cogwheel Marketing & Analytics
The Compton	The Compton opening puts Bentonville on the map for 2026 travel	Earned Media	New Opening/Launch	Quinn, an Interluxe Group Company
The Lake House on Canandaigua	The Experts Behind The Experience	Earned Media	Consumer Brand Campaign	Mower
The Luxury Collection	"I am The Luxury Collection" Global Brand Campaign	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	71 West
The Luxury Collection	"I am The Luxury Collection" Global Brand Campaign	Multi-Channel / Integrated Marketing	Content Marketing	71 West
The Nautical Beachfront Resort	We Told Retargeting to Lose the Sales Pitch and Find Its Flip-Flops.	Paid Media	Search & Performance Marketing	GCommerce

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The Penny Hotel	Worth Every Penny, Better Spent	Owned Media	Search & Performance Marketing	three&six
The Ritz-Carlton	Late Checkout: A Ritz-Carlton Story Chapter II	Owned Media	Content Marketing	71 West
The San Francisco Peninsula	The San Francisco Peninsula Website Redesign	Owned Media	Website	Noble Studios
Trailborn Grand Canyon	More Than A Destination	Owned Media	Search & Performance Marketing	three&six
Travel Nevada	Destination First: How Travel Nevada Turned a TV Series into a New York Times Travel Feature	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	Fahlgren Mortine
Travel Nevada	Travel Nevada and Alex Honnold Inspire Visitors to Get a Little Out There	Multi-Channel / Integrated Marketing	Content Marketing	Fahlgren Mortine
Travel Nevada	Get a Little Out There with Alex Honnold	Multi-Channel / Integrated Marketing	Broadcast, Streaming or Audio	Noble Studios
Travel Portland	Portland: From "Cautionary Tale" to "A City on the Rise"	Earned Media	Reputation Management	
Travel South Dakota	From First Ride to the Open Road: South Dakota Inspires a Transformative Motorcycle Journey	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	Lou Hammond Group

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Travel Wisconsin	The Film Wisconsin Formula: Turning A Cherry Pie Christmas into Lasting Economic Impact	Earned Media	Marketing Innovation	TURNER PR
Travel Wisconsin	Beyond the Byline: Bringing the Ojibwe's Wild Rice Tradition to The Washington Post	Earned Media	Feature Placement Trade Media: Online or Print	TURNER PR
U.S. Virgin Islands Department of Tourism	Bringing More Flights to USVI: A Dedicated Airlift Strategy	Multi-Channel / Integrated Marketing	Best Airline Campaign	Miles Partnership
Utah Office of Tourism	Utah Office of Tourism's Adventure Safe Campaign	Multi-Channel / Integrated Marketing	Sustainability & Stewardship/Advocacy & Action	Love Communications
Val d'Isere	Mountain High	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	MMGY Global
Visit Atlantic City	Visit Atlantic City Merges with DO AC to Launch Leisure Brand	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	MMGY Global
Visit California	California Night on American Idol	Multi-Channel / Integrated Marketing	Broadcast, Streaming or Audio	MMGY Global
Visit Colorado Springs	Visit Colorado Springs: 'Did You Know with Doris?' Social Media Series	Owned Media	Social Media Engagement	
Visit Denver	Boredom Is Fired: Connecting Community to Careers in Hospitality	Multi-Channel/Integrated	Advocacy Leadership & Community Impact (presented in partnership with Destinations	

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Visit Florida Keys & Key West	AI-Powered Planning: The Conch-cierge Experience	Owned Media	AI Powered Marketing	
Visit Fort Myers	Visit Fort Myers Digital Visitor Guide	Owned Media	Content Marketing	MMGY
Visit Frisco	Visit Frisco Goes for Gold with Sports City USA™	Multi-Channel / Integrated Marketing	Best DMO Campaign	VERB Interactive
Visit Frisco	Visit Frisco Goes for Gold with Sports City USA™	Multi-Channel / Integrated Marketing	Business-to-Business/Trade Campaign	VERB Interactive
Visit Frisco	Visit Frisco's World Cup Creator Relay	Multi-Channel / Integrated Marketing	Creator & Influencer Marketing	VERB Interactive
Visit Idaho	Illuminating Idaho: A Record-Breaking Dark Sky Influencer Partnership	Owned Media	Creator & Influencer Marketing	Miles Partnership
Visit Jackson MS	ABC News Highlights Jackson's Living Civil Rights Legacy Through Hezekiah Watkins	Earned Media	Broadcast, Streaming or Audio	Lou Hammond Group
Visit Lake Tahoe	Beyond Awestruck: The Scientific Search for Connection	Paid Media	Marketing Innovation	Noble Studios
Visit Loudoun	Visit Loudoun's Scrape for the Grape Campaign	Multi-Channel/Integrated	Advocacy Leadership & Community Impact (presented in partnership with Destinations	Development Counsellors International

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Visit Orlando	Orlando's Kitchens: Official Destination Cookbook	Owned Media	Print Collateral	
Visit Portland Texas	Love where you land	Multi-Channel / Integrated Marketing	Consumer Brand Campaign	MDR
Visit Tampa Bay	Celebrating Hospitality, Inspiring Futures	Multi-Channel/Integrated	Advocacy Leadership & Community Impact (presented in partnership with Destinations	
Visit Tampa Bay	Taste of Tampa Bay: Turning SOBEWFF Into a Destination Experience	Multi-Channel / Integrated Marketing	Experiential Marketing	KHM
Visit Tampa Bay	Go and You'll Know	Multi-Channel / Integrated Marketing	Best DMO Campaign	
Visit Tucson	Don't Fit Right In Branding Initiative	Multi-Channel / Integrated Marketing	Best DMO Campaign	
Visit Tulsa	Route 66 Capital Cruise: Tulsa's Record-Breaking Centennial Celebration	Multi-Channel / Integrated Marketing	Special Event	Development Counsellors International
Visit Tulsa	From Best Place to Cultural Capital: Tulsa in The Wall Street Journal	Earned Media	Feature Placement Consumer Media (magazine or newspaper): Online or Print	Development Counsellors International
Visit Virginia Beach	Visit Virginia Beach's Social-First, Creator-Led Campaign	Owned Media	Creator & Influencer Marketing	Miles Partnership

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Visit Williamsburg	Heartfelt and Handmade: Williamsburg Celebrates America's 250th Anniversary with The Great American Birthday Quilt	Earned Media	Consumer Brand Campaign	MMGY Global
VisitScotland	You Met The Scots, Now Meet Scotland: From Cultural Phenomenon to Tourism Driver	Multi-Channel / Integrated Marketing	Best DMO Campaign	Laura Davidson Public Relations
W Hotels	W Hotels x Hotel Tales	Multi-Channel / Integrated Marketing	Best Hotel or Resort Campaign	TUX Creative House
Wyndham Hotels & Resorts	Wyndham Rewards Holiday Upgrade	Earned Media	Consumer Brand Campaign	