

HSMAI ADRIAN AWARDS
WANDER{LOVE}
Celebration



FEBRUARY 13, 2024
NEW YORK MARRIOTT MARQUIS

Building a Bridge to Our Brightest Future

As HSMAI Approaches its 100th Year

We invite you as an industry leader to support HSMAI's century-long legacy of honoring innovation and connecting influential people in revenue generation functions. Your tax-deductible donation will be deployed to:

- Attract new talent from top hospitality and business schools.
- Develop emerging talent through funding global Rising Leader Councils.
- Engage diverse talent, ensuring career paths are fostered for underrepresented groups.



Learn more & contribute at
hsmi100.org



WELCOME

Welcome to the 2023 HSMIA Adrian Awards Celebration!

The Hospitality Sales & Marketing Association International (HSMIA) is proud to present and honor this year's outstanding entries in the 2023 HSMIA Adrian Awards Competition. HSMIA's mission is to fuel sales, inspire marketing, and optimize revenue for hospitality, travel, and tourism professionals. The Adrian Awards provide us the opportunity to recognize outstanding work and support our industry's success. It has been our honor to host a celebration of outstanding work and the people behind it from our industry for 66 years, and we are delighted to host it in person again this year.

We still believe the incredible work that is highlighted here tonight will spark your creativity as you explore your own ways to achieve your goals.

The Adrian Awards is the world's largest travel marketing competition. Hosted annually by HSMIA and named for its creator, Adrian W. Phillips, CHME, the competition has always been a showcase and benchmark of best practices in hotel and travel-related marketing and media.

This celebration also recognizes career achievement; top 25 extraordinary minds; award-winning approaches to advertising, public relations, and digital marketing – and for the first time, the President's Awards for the highest rated entries in each entry category budget range.

Thank you for joining us for this special occasion and for helping us honor the contributions of these extraordinary leaders and teams.

Best Regards,



Andrew Rubinacci

Andrew Rubinacci,
HSMIA Chair
Chief Advisory Officer
FLYR for Hospitality



Robert A. Gilbert

Robert A. Gilbert, CHME, CHBA
President & CEO
Hospitality Sales & Marketing
Association International

PRESENTERS & PROGRAM

Agnelo Fernandes

Vice Chair, HSMAI Americas Board of Directors
Chief Executive Officer
COTE FAMILY COMPANIES

Bob Gilbert, CHME, CHBA

President & CEO
HSMAI

Michael Innocentin

Independent Consultant and Strategic Advisor

Andrew Rubinacci, CHSP

Chair, HSMAI Americas Board of Directors
Chief Advisory Officer
FLYR for Hospitality

John Washko

Immediate Past Chair, HSMAI Americas Board of Directors
VP, Sales and Marketing
Mohegan Sun

Stephanie Glanzer

Treasurer, HSMAI Americas Board of Directors
Chief Sales Officer & Senior Vice President
MGM Resorts International

Lori Kiel

Chair, HSMAI Foundation Board of Trustees
Chief Commercial Officer
The Boca Raton Resort and Club

PROGRAM

Welcome

The 2023 HSMAI Top 25: Extraordinary Minds Recognition

Career Achievement Award: Winthrop W. Grice Award for Public Relations

Gina Stouffer, President of Lou Hammond Group

Career Achievement Award: Albert E. Koehl Award for Hospitality Marketing

Jeff Senior

Platinum Awards

Adrian Best of Show Awards

President's Awards

Platinum President's Award

We'd follow your
mind anywhere,
Barbara.

Congratulations on being named one of
HSMIA's Top 25 Extraordinary Minds.

FROM YOUR TEAM AT
Paradise
a rtner for good.com



SANTA
MONICA

Congrats to all the
Adrian Award Winners!



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HISTORY OF THE ADRIAN AWARDS

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

From its initial roots as an advertising competition for the hotel industry, the program grew as HSMAI's mission shifted to be inclusive of all travel segments and as marketing disciplines emerged in the marketplace. Public Relations was added as a distinct area of the competition in 1987, followed by Digital Marketing in 2000.

Marketing has been at the forefront of leading the recovery of travel as leisure and business travelers moved from reluctance to excitement to get back on the road. The 2022 competition focused on capturing the great work done by hotels, destinations, and their agency partners to get the country moving again, showcase safety and security, and welcome those travelling for the first time in more than a year.

In 2023, winners were selected from a field of almost 800 entries from around the world. Selected from the Gold winners, the coveted Platinum awards will be announced and recognized on stage this evening. Best of Show winners will also be unveiled, selected from the field of Platinum Awards. And for the first time President's Awards will be given in each entry category for small, medium and large budget campaigns.

Adrian W. Phillips, CHME entered the industry in 1922 and became the first instructor of hotel advertising 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. It was his belief that improvements in all aspects of hotel advertising, both media and collateral, was 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. It is very apparent that Adrian Phillip's passion to communicate best practices in travel-related marketing is still the key element of this world-renowned competition.



A Special Honor for Your Remarkable Achievement

Scott Taylor, Vice President, Global Sales Operations & Enablement, has been honored by the Hospitality Sales & Marketing Association International (HSMAI) as one of the Top 25 Extraordinary Minds of 2023.

We are proud of your exemplary achievements and leadership in the hospitality industry and look forward to your continued success. From all of us at IHG, congratulations on achieving this esteemed recognition!



Scott Taylor

HSMAI Top 25 Most Extraordinary Minds 2023

19 HOTEL BRANDS. 6,000+ DESTINATIONS. ENDLESS POSSIBILITIES.

IHG® HOTELS & RESORTS



REGENT



VIGNETTE COLLECTION

KIMPTON HOTELS & RESTAURANTS

HOTEL INDIGO

VOCO



CROWNE PLAZA



EVEN



Garner

avid

ATWELL SUITES

STAYBRIDGE SUITES



CANDLEWOOD SUITES

IHG | ONE REWARDS

2023 HSMAI TOP 25 HONOREES

The HSMAI Top 25 Americas awards recognize leaders in sales, marketing, revenue optimization, and distribution of hospitality, travel, and tourism organizations for their accomplishments in the preceding 18 months. Selected by a panel of senior industry executives, "Top 25" awardees are high achievers who stand out through their creativity and innovation, cutting-edge campaigns and programs, triumph in challenging situations and efforts that resulted in dramatic gains.

Maddi Bourgerie

Senior Director of
Communication
RVshare

Nick Breedlove

Executive Director
Jackson County NC Tourism
Development Authority

Gretta Brooks

CEO & Founder
SalesBoost, LLC

Shannon Cummings, CHDM

Global Brand Marketing Manager
Hyatt Hotels Corporation

Jamari Douglas

Vice President Marketing, PR, Com-
munications
Bermuda Tourism Authority

Mark Fancourt

Co-Founder & Principal
TRAVHOTECH

Michael Feldma

Senior Vice President of Revenue
Management and Distribution
Atrium Hospitality

Anja Fiedler, CHBA, CRME

Executive Director, Revenue Man-
agement Integration
Fairmont Hotels and Resorts

Matthew Guglielmetti

Associate Principal
Travel & Hospitality, ZS Associates

Theo Holloway, CHDM

Senior Director Loyalty,
Customer Engagement
BWH Hotels

Lisa Jordan, CHDM

Senior Director of Digital Marketing
Red Roof

Barbara Karasek

CEO
Paradise Advertising &
Marketing, Inc.

Jeffrey LeFrancois

Executive Director
Meatpacking District
Management Association

Stephanie Leger

Chief Excellence Officer
First Rate Hospitality

Tess McGoldrick

Vice President
Travel & Hospitality
Revenue Analytics

Raul Moronta, CRME

Chief Commercial Officer
Remington Hospitality

Vikram Pradhan

Senior Vice President
Wyndham Hotels & Resorts

Benjamin Premack

Commercial Director
Grand Wailea, A Waldorf Astoria
Resort

Michael Sherwood, CRME

Vice President, Revenue Manage-
ment Services, PTG Consulting

Katlyn Svendsen

Global Public Relations & Content
Services Director
Travel South Dakota

Scott Taylor

Vice President, Global Sales
Operations & Enablement
IHG Hotels & Resorts

Craig Trost

Communications Director
Travel Wisconsin

Julie Wagner

Chief Executive Officer
Beverly Hills Conference
& Visitors Bureau

Donovan White

Director
Jamaica Tourist Board

Vanessa Williams

General Manager
The Vinoy Resort & Golf Club



AN EXTRAORDINARY MIND

Unlocking consumer insights.

Tracking emerging trends.

Anticipating guest expectations.

An inspiring leader harnessing the power of data to forge deep connections and craft unparalleled experiences.



Theo Holloway
Senior Director, Marketing
BWHSM Hotels

Congratulations to **Theo Holloway** on being recognized as a
“**Top 25 Extraordinary Mind in Sales, Marketing, and Revenue Optimization.**”

WORLDHOTELSSM
LUXURY

WORLDHOTELSSM
Elite

WORLDHOTELSSM
CRAFTED

WORLDHOTELSSM
Distinctive

BWP
PREMIER
BEST WESTERN.

BW Best Western
PLUS.

BW
Best Western

GLO
BEST WESTERN

Vib
BEST WESTERN

Sadie
BEST WESTERN

Aiden

Residency
Executive
BEST WESTERN

@HOME
Best Western

SureStay
STUDIO
by BEST WESTERN

BW Premier
COLLECTION
by BEST WESTERN

BW
SIGNATURE
COLLECTION
by BEST WESTERN

SureStay
by BEST WESTERN

SureStay
PLUS
by BEST WESTERN

SureStay
COLLECTION
by BEST WESTERN

2023 HSMAT TOP 25 HONOREES

Maddi Bourgerie



Maddi is a multidisciplinary creative strategist who has a passion for growing and scaling businesses in the travel industry. Her career has been primarily focused on brand-building through powerful storytelling. She currently leads a brand team at RVshare, a leading RV rental website backed by private equity giant KKR. Maddi joined the company in 2019 and helped scale the business 10x in a few short years. In her role as Sr. Director of Communications, she oversees brand strategy, communications, PR, social, and content. Under her leadership, RVshare has partnered with mega-brands like Mattel's Barbie, CAMP, and Elon Musk's Starlink. She is also the brand's lifestyle spokesperson and can be found doing TV and podcast interviews across the country.

Over the past 10 years, Maddi has spent her career in the travel industry with a focus on peer-to-peer marketplaces. Her prior role was at Expedia's Vrbo. In 2021, she was named a Phocuswright Younger Leader, a nomination given to a select group of emerging leaders in the travel industry. Maddi has also been named a Top Women in Communications in 2021 and a PR News Top Women in PR in 2020.

Nick Breedlove

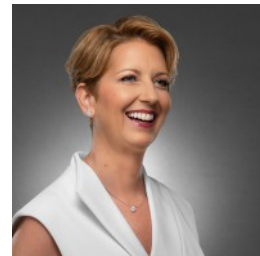


Nick Breedlove, a distinguished leader in tourism, has significantly impacted the industry with his innovative strategies and expertise. Once the youngest elected Mayor in North Carolina, he later became the Executive Director of the Jackson County Tourism Development Authority in 2015. Under his leadership, the destination thrived, generating nearly \$500 million annually in visitor spending. He has been honored with the 'Tourism Office of the Year' award by the Southeast Tourism Society and a national 'Rising Star' award in Tourism Research.

Nick holds multiple certifications, including Travel Marketing Professional and Certified Destination Management Executive. He is also a certified expert in Crisis Management, Communications, and Recovery Strategy for DMOs. His commitment to diversity and inclusion is evident in his achievement as the first graduate to receive the Certified Diversity Travel Professional credential from Travel Unity.

An influential thought leader, Nick is an alumnus of the N.C. Rural Center's Economic Development Institute and serves on several boards, including the Blue Ridge Parkway Association and Western Carolina University's Hospitality and Tourism program.

Gretta Brooks



Gretta Brooks, CEO and founder of SalesBoost, LLC, is a distinguished entrepreneur known for launching SalesBoost's innovative soft skill training platform in 2018. This unique platform offers on-demand role-playing simulations with instant feedback, benefiting learners worldwide in various industries, including hospitality and higher education. Brooks plays a vital role in shaping company culture, managing investor relations, and driving future growth innovations.

Renowned for her expertise in innovation, women in leadership, and sales effectiveness, Brooks holds three US patents and has received numerous accolades in the hospitality and technology sectors. Her passion for resolving workplace challenges with creative tech solutions has established her as a respected technology entrepreneur and inventor.

Brooks actively contributes to the academic community, serving on the boards of Cornell's Center for Innovative Hospitality Labor and Employment Relations and the University of North Texas College of Merchandising, Hospitality, and Tourism Advancement Board. Outside her professional sphere, she is an avid fly fisher, enjoys learning about history and traveling around the globe with her family.

Shannon Cummings



As a Global Brand Marketing Manager for Hyatt, Shannon strives to bring the stories of Hyatt's Independent Collection brands to life for travelers, inspiring new audiences to experience and champion these amazing brands. With over 10 years of experience in marketing strategy, digital media, brand activations and brand management, Shannon has added value and driven impact across the travel, hospitality, and F&B sectors for clients such as Uber Technologies Inc., Choice Hotels International, Berkshire Hathaway Travel Protection, Visit Oklahoma City, Santa Monica Travel & Tourism and Sonic Drive-In. When she's not traveling, she's either dreaming of her next trip or working to find presence on her yoga mat.

Jamari A. Douglas



Jamari Douglas is a seasoned marketing and communications professional with close to 14 years of post-graduate experience. Born and raised in Deepdale, Pembroke, Bermuda he possesses a deep-rooted connection to the island and a profound understanding of its culture, history, and natural beauty. His journey in the field of marketing, PR, and communications spans over two decades, during which he has demonstrated exceptional leadership and innovative thinking. In summary, Jamari Douglas is a marketing and communications virtuoso with a remarkable journey that reflects his unwavering commitment to personal and professional growth. His innovative campaigns, industry leadership, and dedication to Bermuda's success make him a standout figure in the world of tourism marketing and a testament to the power of determination and passion in achieving remarkable success.

Mark Fancourt



Mark Fancourt's international career in the hospitality and travel industry spans three decades, characterized by a progressive and globally informed approach. Serving as a forward-thinking corporate hotelier, technology provider, and management consultant, Fancourt consistently embraces innovation with a proactive mindset toward enablement and change. His brainchild, TRAVHOTECH, encapsulates this ethos by integrating business and technology expertise, providing clients with a dynamic competitive edge in the market.

Fancourt's executive leadership roles at renowned establishments such as MGM Resorts, Micros Fidelio, Pan Pacific, and Qantas not only underscore his commitment to pushing industry boundaries but also highlight his capacity to instigate positive change at an organizational level. His extensive global experience positions him as a strategic visionary adept at navigating the complexities of the ever-evolving industry landscape.

2023 HSMAI TOP 25 HONOREES

Michael Feldman



Michael Feldman has over 30 years of hotel experience with 25 years in a revenue generating position. More than 20 years of that time was spent at Hyatt where Feldman was one of the company's original regional directors of revenue management when the discipline was formalized for Hyatt in 2004. For 10 years he supported the revenue management, pricing and distribution strategy for hotels and resorts in the United States, Canada and the Caribbean. In April 2014, Feldman became a regional vice president of sales & marketing for Hyatt. In his most recent assignment, Feldman supported 30 hotels generating more than \$1.5 billion in top line revenue. In 2020, Michael had the opportunity to return to his first love (revenue management) and joined Atrium Hospitality as Senior Vice President of Revenue Management and Distribution. He's responsible for the revenue management, eCommerce, business travel and contract sales efforts as well as the enterprise wide reservations function for Atrium.

Anja Fiedler



With an extensive Hospitality career spanning over two decades, managing and supporting properties ranging from 75 to 1048 rooms, Anja Fiedler has been a driving force in Revenue Management (RM). Renowned for her expertise in fostering a robust RM culture within Accor and Fairmont, she has reshaped standards, trained teams, and focused on maximizing resources to propel top-line revenue and profitability, while keeping service delivery and employee impact in line of sight. She serves on the HSMAI Americas RM Advisory board, contributing to finding solutions to current industry challenges, and specifically supporting certification alignment with evolving trends.

Anja joined the Accor and Fairmont Corporate office via Swissôtel New York and later Swissôtel Chicago, after working for InterContinental Hotels and Resorts in Berlin and New York City. She completed CRME and CHBA certifications, and holds a degree in Hospitality Management from Emil Fischer Staatliche Fachschule Berlin, Germany.

Matthew Guglielmetti



Matt has over 20 years of Revenue Management experience, working globally across all brand tiers. Currently, he is an Associate Principal in ZS Associate's Travel and Hospitality practice, specializing in Revenue Management operations, systems design, and deployment, change management, analytics, and reporting. Prior to ZS, Matt served as Executive Director of Revenue Management Systems & Tools at MGM Resorts International where he led the design and deployment of a first in gaming Revenue Management System. He has also led Revenue Management Systems and Top Line Analytics teams at Marriott International and Starwood Hotels & Resorts. At Marriott, he led the team that provided ongoing quantitative and qualitative analysis of hotel revenue trends across Marriott's global portfolio. At Starwood, he led the team of revenue management experts that provided strategic and business support to all properties globally. His team also was responsible for the design and global implementation of Starwood's next generation RMS.

Theo Holloway



Theo is a seasoned professional in the hospitality industry with a wealth of experience in loyalty, marketing, and revenue management strategies. With a career spanning over 20 years, Theo has honed his expertise while working with hotel brands such as BWH Hotels and Hilton, in addition to third party operators Remington Hotels and Westmont.

As the Senior Director of Loyalty and Customer Engagement, Theo has consistently demonstrated a deep understanding of the intricate dynamics of emotional loyalty and its pivotal role with enhancing guest experiences and driving business growth. Leveraging his comprehensive knowledge of the hospitality industry, he has successfully crafted and implemented innovative loyalty program changes that have proven to be instrumental in attracting, retaining, and delighting customers.

Lisa Jordan



An experienced marketing and communications leader in travel and hospitality, Lisa Jordan is Senior Director of Digital Marketing for Red Roof, a leading economy hotel brand. Her professional background includes nearly 20 years of brand development, marketing strategy and implementation, team leadership and e-commerce in travel. Previously she served on the executive leadership team at Hostelling International USA as Vice President of Marketing. She held several positions during a prior 10-year tenure at Sabre Hospitality Solutions.

Lisa serves on the HSMAI Marketing Advisory Board, the HSMAI Washington DC chapter Marketing Communications Committee, and volunteers for Women in Travel THRIVE. Recently, Lisa has spoken on conference panels for the Digital Travel Summit, Digital Travel Connect, and Women in Travel THRIVE.

She earned her Master of Tourism Administration from the George Washington University. In 2022, Lisa was honored by her graduate program with an Outstanding Alumni Award for Alumni Leadership.

Barbara Karasek



Purpose-driven with global influences, Barbara lived in eight countries and traveled to more than 20 countries while leading global marketing, entertainment, licensing, and operations for SeaWorld Parks & Entertainment, PGA TOUR, NASCAR, USOPC, and a prominent hip-hop clothing manufacturer. She has negotiated nearly \$500 million in global marketing and partnership contracts.

“Dot Connector” is her superpower, which aptly puts her at the helm of solving business problems and ideating global sales and marketing solutions.

She graduated from Furman University where she played Division I volleyball, served as Team Captain, and holds many records and honors. She earned an M.A. from the University of South Florida and is Six Sigma Certified and completed Harvard Business School Strategic Marketing Management courses.

She and her former pro basketball player husband, Tony, acquired Paradise in 2018, and are also investors in CERES, a socially inclusive, culinary-centric community in Chattahoochee Hills, GA.

2023 HSMIA TOP 25 HONOREES

Jeffrey LeFrancois



Jeffrey C. LeFrancois is the Meatpacking District's Executive Director.

As Executive Director, LeFrancois is ultimately responsible for overseeing all the BID's activities and reports directly to the Board of Directors. He works to ensure the Meatpacking District remains a cutting-edge, ever-evolving neighborhood in Lower Manhattan with thriving retail, commercial, and residential communities supported with strong public assets.

A graduate of Pace University in Lower Manhattan and from a small business family, his enthusiasm for New York City, culture, and community align with the mission and work of the Meatpacking District. He previously worked as Chief of Staff and Deputy Chief of Staff to then-Council Member Corey Johnson and Assembly Member Richard Gottfried, respectively.

LeFrancois is currently a board member of the NYC BID Managers Association, advocating for issues of importance to the City's 76 BIDs and to the thousands of businesses they represent. He also serves as Chair of Manhattan Community Board 4, and is on the board of Housing Conservation Coordinators, Stonewall Democrats of NYC, and the Hudson River Park Advisory Council.

Stephanie Leger



Stephanie Leger is the Chief Excellence Officer at First Rate Hospitality. She brings over two decades of global hotel industry experience. Her custom program, focused on integrating sales and marketing seamlessly with front-of-house operations, has been implemented in locations such as the Dominican Republic, New York, Las Vegas, Miami, Cape Cod, and Cancun, resulting in remarkable outcomes. A trailblazer in the field, Stephanie has trained over 20,000 hospitality professionals worldwide, conducting comprehensive operational evaluations that have become the benchmark for excellence. Beyond her prolific training endeavors, she co-hosts the immensely popular WTF! "Walk The Floors" hospitality training podcast. Stephanie's strategic leadership and ability to forge synergies between disparate departments stand out as a testament to her visionary approach. Through her efforts, she has elevated the training landscape in the hospitality sector and driven tangible business growth, showcasing her as a transformative force in the industry.

Tess McGoldrick



Tess McGoldrick is the Vice President for the Travel & Hospitality vertical at Revenue Analytics. In this role, she leads cross-functional teams to develop high-impact products that provide revenue growth for her customers. Having started her career at Revenue Analytics, Tess developed an expertise in Revenue Management from the best in the business. Tess' experience includes ensuring client satisfaction is achieved with all product implementations, from business process improvements to forecast predictions to actionable pricing recommendations. She drives the vision for N2Pricing, as well as the implementation & ongoing customer success for these customers. Prior to joining Revenue Analytics, Tess graduated from the Goizueta Business School at Emory University with a BBA concentration in Strategy & Management Consulting and Accounting.

Raul Moronta



Raul Moronta is a seasoned hospitality executive with a career spanning over 25 years, currently serving as the Chief Commercial Officer at Remington Hospitality since 2020. Armed with an M.B.A. from the University of New Haven and a Bachelor's in Hotel & Restaurant Management from Pontificia Universidad Catolica Madre y Maestra, Moronta has excelled in leadership roles at prominent organizations, including Crescent Hotels & Resorts and Starwood Hotels & Resorts. His achievements include spearheading international expansions, achieving consecutive years of market share growth, and successfully integrating numerous hotels into portfolios, contributing significantly to overall growth.

Moronta's expertise extends to various facets of the hospitality industry, with a particular focus on revenue management, strategic implementation, and executive leadership. In addition to his corporate roles, Moronta has contributed to academia, serving as a professor at Johnson & Wales University and Newbury College. He holds certifications in hotel industry analytics and revenue management and is fluent in Spanish. Moronta's unique blend of academic insights, industry expertise, and strategic leadership positions him as a transformative force in the dynamic realm of hospitality management.

Vikram Pradhan



Vikram serves as Senior Vice President, Revenue Management and Distribution, for Wyndham Hotels & Resorts, the world's largest hotel franchising company with approximately 9,100 hotels across 24 brands. In this role, he is responsible for maximizing revenue generating opportunities across Wyndham's diverse portfolio of brands with oversight for the Company's revenue management and distribution functions.

A hospitality industry veteran with more than 20 years of progressive experience, Vikram joined Wyndham in 2020 after leading revenue strategy for Convene, where he was Vice President, Revenue Management. Prior to Convene, he founded the luxury booking platform SuiteStory and before that, spent eight years with Starwood Hotels & Resorts.

Vikram holds MBAs from both Colombia University and the University of London and received his bachelor's degree in Hospitality Management from Johnson and Wales University.

Ben Premack



As Grand Wailea's Commercial Director, Ben Premack is responsible for designing and implementing the resort's long-term commercial vision. His role encompasses leading the commercial side of major resort-wide projects, including his participation in Grand Wailea's \$350 million transformation in 2023, as well as targeting and leveraging short- and medium-term incremental revenue opportunities.

Among these are the resort's 5,000-person membership program and its 50-villa residence program, both of which are led by Ben, who drives service initiatives, loyalty programming, and ancillary revenues using a combination of strategic thinking, tactical initiatives, and strong business acumen. In addition to these other responsibilities, Ben has direct oversight of Grand Wailea's group and leisure sales, catering and events, and membership and residence ownership programs.

Before assuming his current role at Grand Wailea in 2021, Ben spent nearly two decades growing his hospitality career with a series of increasingly senior operational, sales, and commercial strategy roles at leading hotels across the United States. Ben holds a Bachelor's Degree in Tourism Management from Indiana University at Bloomington and completed the Hotel Management and Owners Relations certificate program at Cornell University.

2023 HSMAI TOP 25 HONOREES

Michael Sherwood



Michael J. Sherwood, CRME serves as the Vice President of Revenue Management Services at PTG Consulting, overseeing all revenue and distribution-related consulting services within the company's hospitality division, for which he played a key role to develop and launch in 2016. In his role, Michael provides comprehensive revenue management and distribution services including revenue-for-hire agreements, revenue management assessments, market feasibility and proformas, thorough multi-channel distribution audits, multi-level training programs, and various other revenue and distribution consulting projects.

In 2018, Michael introduced PTG Consulting Revenue Management Interactive Workshops, designed to impart core fundamentals and high-level strategic elements of revenue management to hotel in-house revenue teams. In addition, he has conducted revenue management and system training in multiple countries across North America, Europe, and Asia.

Michael earned his Revenue Management Certification through Cornell University in 2010, and has held the Certified Revenue Management Executive (CRME) designation from HSAMI since 2013.

Katlyn Svensen



Katlyn Svensen, Global Public Relations & Content Services Director, has worked for Travel South Dakota since 2011. She takes a proactive approach working with the local, regional, national and international media to share news about South Dakota to inspire travel to the state through providing unique and interesting story angles for new visitors to discover. From inspiring visits with viral celebrities like Tariq, "The Corn Kid," to building on relationships with media friends over the course of her career, she keeps South Dakota's tourism industry and partners at the core of her work.

Her personal mission is to story tell in a way that evokes a feeling of wanderlust. Her team has touchpoints not only with media, but serving the overall marketing plan, and strategizing in the international marketing and media space.

She resides in Pierre with her husband and stays busy raising two very active and talented girls. She enjoys taking the road less traveled, boating on Lake Oahe, ATV trail riding in the Black Hills, motorcycle riding, and DIY projects on their acreage. Generally, put her in the outdoors and she's all in.

Scott Taylor



Scott Taylor is Vice President, Global Sales Operations and Enablement for IHG's Global Sales Team. In his current role, Scott is responsible for both the strategic governance and tactical delivery of the B2B Marketing, B2B Tradeshows & Events, Sales Excellence, Sales Revenue Operations and Functional Sales Operations business units.

Since joining IHG in 2010, Scott has held various leadership positions in both Regional and Global Roles. In his nearly 14 years at IHG, Scott has developed a strong professional brand and is known for his ability to successfully deliver organizational initiatives, manage transformational change, and develop talent, helping both the organization and its people achieve their potential.

A 25-year veteran of the hospitality industry, Scott brings extensive on and off property experience to his role. Prior to joining IHG, Scott has enjoyed a cross-functional career in hospitality, having held positions in Meeting Planning, Group Sales, Catering Sales, Hospitality Training, Sales Automation, Sales Effectiveness, and Sales Operations.



Love Beverly Hills

The Board of Directors of the Beverly Hills Conference & Visitors Bureau congratulates their Chief Executive Officer, Julie Wagner, on being named one of the 2023 Top 25 Most Extraordinary Minds in Sales, Marketing and Revenue Optimization.



CONGRATULATIONS, JEFF!

To a true giant of the industry, **Jeff Senior**. Our heartfelt congratulations on your "Career Achievement in Hospitality Marketing" from HSMAI.

Your innovative mind and visionary leadership have not only shaped KSL Resorts, but the entire hospitality landscape. We feel privileged to have witnessed your journey firsthand.

May your retirement be filled with endless laughter; Harley and Airstream adventures; and well-deserved moments of relaxation with Donna.

2023 HSMIA TOP 25 HONOREES

Craig Trost



Travel Wisconsin Communications Director Craig Trost is an experienced communications and public policy professional dedicated to making Wisconsin the best state in the country to play, live and work. A native of Manitowoc, Wisconsin, Trost graduated from UW-Oshkosh with a degree in journalism. For two decades, Trost has spent his career in public service, working for former Governor Jim Doyle and leading strategic communications and public policy efforts for several state lawmakers. Since 2019, Trost has led Travel Wisconsin's award-winning PR program that includes increasing Wisconsin's earned and social media content creator footprints, pioneering a public relations Co-Op program and integrating public relations into all major marketing campaigns. Trost currently resides in Madison.

Julie Wagner



As CEO, Julie Wagner leads the Beverly Hills Conference & Visitors Bureau (BH-CVB) and guides the strategy, development, and implementation of the office's efforts in positioning Beverly Hills as a modern, glamorous, and world-class destination for those seeking the pinnacle of luxury. With more than 30 years of experience in hospitality marketing, Wagner directs BHCVB's global marketing strategy currently focusing on the United States, UK, Australia, Mexico and the Middle East. Wagner has established and continues to promote BHCVB's contemporary brand identity with the goal of using forward-thinking ideas to keep up with consumer and travel trends, and to help new audiences fall in love with Beverly Hills. With childhood memories in Beverly Hills, her heartfelt connection drives her highly-engaged marketing strategies for the City. Wagner's efforts have encouraged tourism and commerce by providing unparalleled experiences while supporting local businesses and fostering innovations that entice visitors to return.

Donovan White



Mr. Donovan White was appointed Director of Tourism in February 2018, bringing to the Jamaica Tourist Board (JTB) over 25 years' experience as a senior executive in marketing and business development. A strategist and business leader, he is responsible for promoting and further enhancing Jamaica's reputation as the premier destination in the global marketplace. He is keen on leveraging existing industry relationships with investors, hoteliers, visitors, and key stakeholders to help the JTB embrace the new global paradigm shifts in tourism.

Vanessa Williams



From South Korea to Beverly Hills, Vanessa Williams has traveled the globe, restoring and renovating luxury hotels. She has held the position of General Manager of The Vinoy Resort & Golf Club since early 2022. Given her immense experience in luxury hotel leadership and specialty in leading marketing campaigns, she was chosen to oversee the overall operations of the refined resort as it emerged from an extensive renovation.

Vanessa's hospitality career has spanned nearly three decades, including a role in the renovation, relaunch and repositioning of the Mandarin Oriental Hong Kong along with time at Raffles L'Ermitage Beverly Hills, Sandy Lane Barbados and Sukhothai Bangkok before joining Hilton to spearhead luxury expansion initiatives, including opening Waldorf Astoria Beijing and Conrad Seoul.

Directly before her time at The Vinoy, Vanessa was general manager of the Waldorf Astoria Beverly Hills, where she led her team to outperform luxury benchmarks, such as upholding the Forbes 5-Star rating for both the hotel and the spa.



Become a Member



Scan this QR Code to become an HSMAI member today.

If you need assistance or want more information, please see the registration table or any HSMAI Staff Member.

CAREER ACHIEVEMENT AWARDS

Winthrop W. Grice Award

The Winthrop W. Grice Award was established in 1989 to recognize those individuals who have made significant contributions to the advancement of the profession of public relations in the hospitality industry. The award was named in honor of its first recipient, W. W. "Bud" Grice, CHME, who served as the Senior Vice President of Marketing at Marriott. His legendary use of creative and innovative public relations methods helped insure the growth and development of Marriott into the global company that it is today.

Steve Bartolin
Peggy Bendel
Melanie Brandman
Marilyn Carlson Nelson
Aaron Cushman
Laura Davidson
Vivian Deuschl
Alice Diaz
Howard Feiertag
Nancy Jo Friedman
Terrence Gallagher
Mary Gendron
Mary Gostelow
Bunny Grossinger
Lou Hammond
Bjorn Hanson
Priscilla Hoye-Scott
Richard Kahn
Herbert Kelleher
Gordon Lambourne
Rene Mack
Yvonne Middleton
Florence Quinn
Virginia Sheridan
Morris Silver
Donald Trump
Mary Wagstaff
Geoffrey Weill
Karen Weiner Escalera
Stephen Wynn

Albert E. Koehl Award

The Albert E. Koehl Award was established in 1975 to recognize those individuals who have made significant contributions to the advancement of the profession of marketing in the hospitality industry. The award was named in honor of Albert E. Koehl, an early pioneer in hotel advertising who was a founder of Koehl, Landis & Landan, and the author of the first textbook on hotel advertising. The first recipient of the Koehl Award was H. Victor Grohmann, co-founder of Needham & Grohmann, who was involved in hotel and travel advertising for more than half a century.

George Aguel
Richard Branson
Melinda Bush
Eric Danziger
Roger Dow
Dorothy Dowling
Michael Eisner
Ed Fuller
Michael Gunn
Robert Hazard
Howard Heinsius
Sol Kerzner
David Kong
Gary Leopold
Eleanor Leslie
Michael Leven
Bill Marriott
Christopher Nassetta
Neil Ostergren
Lee Pillsbury
Clayton Reid
Harris Rosen
John Russell
Ian Schrager
Horst Schulze
Randy Smith
Joseph Smyth
Bob Stein
Barry Sternlicht
Gordon "Butch" Stewart
Peter Strebel
Barbara Talbott
Jonathan Tisch
Vincent Vanderpool-Wallace
Peter Warren
Peter Yesawich

WINTHROP W. GRICE AWARD HONOREE



Gina Stouffer

A born leader and an inveterate traveler, **Gina Stouffer** has spearheaded the growth of Lou Hammond Group since joining the firm in 1998. A 28-year public relations veteran, she has been instrumental in the development of the agency's award-winning team and vast collection of destination, hotel/resort and cruise accounts.

Beginning in LHG's New York office, Gina went on to establish an agency presence in Miami and Charleston and later laid the business development and team recruitment plans for the firm's expansion into Houston, Denver, Atlanta and Tampa. In her current capacity as president of the Charleston office, Gina oversees a broad portfolio of national and international accounts. An industry force, Gina is respected by clients, media and peers alike, transforming her professional contacts into long-lasting relationships.

A native of Little Rock, Arkansas, Gina graduated from Baylor University in Waco, Texas with a degree in history and political science. She first honed her public affairs skills as an intern in the Clinton White House in Washington, D.C. before joining Forte Hotels in New York.

She and her husband, Blake, along with their son, Sebastian (Baz) now call Charleston home. She is past president of Les Dames d'Escoffier's Charleston chapter and currently serves as an executive board member for the Charleston Library Society, the oldest cultural institution in the South.

ALBERT E. KOEHL AWARD HONOREE



Jeff Senior

Jeff Senior, MBA, is recently retired from his chief commercial officer role with KSL Resorts. Previously, he was executive vice president and chief marketing officer for Fairmont Raffles Hotels International. Senior has also held executive commercial positions with a number of global brands including Marriott International, Doubletree Hotels, Kimpton Group, and IHG. His responsibilities have spanned the globe, providing commercial guidance to a variety of hotels, resorts, and destinations, including owned, managed, asset managed, and franchise operations. His experience includes commercial guidance across the US, Canada, Western Europe, Middle East, Africa, Southeast Asia, India, and China.

He is an acknowledged industry expert, and has been featured on a variety of media including television on Fox Business, NBC, and on Chinese Television while supporting the state of California on a trade mission. He has been featured in publications including USA Today, Wall Street Journal, New York Times, a variety of consumer facing publications, and industry media and journals.

A proponent of lifelong learning, Senior holds a MBA from Pepperdine Graziadio Business School, a certificate in Consumer Marketing Strategy from Northwestern University, Kellogg School of Management, and a certificate in Customer Focused Innovation from Stanford University Graduate School of Business. Senior has been active in giving back to the travel industry, and has served in executive capacities across a variety of groups, including U.S. Travel Association; Visit California California State University Hospitality & Tourism Alliance Council; American Travel Marketing Association Executive Committee; and finally, with HSMAI as Global Chair, Americas Chair, Executive Committee and Board.

Senior's most recent venture is the creation of 5 Vines Travel Advisors, a boutique travel consultancy focused on assisting clients optimize commercial opportunities, where he is Principal and Owner.

THE PRESIDENT'S AWARDS

New this year, a President's Award for best of category was given in each entry category for small, medium and large budget campaigns, as well as Gold, Silver and Bronze awards.

Budget Ranges: Advertising, Digital, PR/Communications Divisions

Small: \$0 – \$25,000

Medium: \$26,000 – \$500,000

Large: \$501,000 – Above

Budget Ranges: Integrated Campaign Division

Small: \$0 – \$100,000

Medium: \$101,000 – \$750,000

Large: \$751,000 – Above

Allianz Partners USA

ENTRY: New "Pay-cation" Term Earns Dividends for Allianz with Solid Media Coverage

CATEGORY: Feature Placement Online or Print Trade Media

BUDGET RANGE: Small

AGENCY: FINN Partners

Allianz Partners USA

ENTRY: Media Shine Spotlight on Allianz's New "Pay-cation" Travel Trend

CATEGORY: Feature Placement Online or Print Consumer Media

BUDGET RANGE: Small

AGENCY: FINN Partners

Amelia Island Convention & Visitors Bureau

ENTRY: Swipe the snow and soak up the sun on Amelia Island

CATEGORY: Technology

BUDGET RANGE: Medium

Amelia Island Convention & Visitors Bureau

ENTRY: Shake and scroll your way to Amelia Island

CATEGORY: Innovation

BUDGET RANGE: Medium

Amelia Island Convention & Visitors Bureau

ENTRY: Amelia Island Destination Showcase

CATEGORY: Publisher Content

BUDGET RANGE: Medium

Apple Vacations

ENTRY: Today Show "Spring Fling" Series

CATEGORY: Broadcast Integration

BUDGET RANGE: Small

AGENCY: MMGY NJF

Atlantis Paradise Island

ENTRY: New Atlantis Website

CATEGORY: Web Site

BUDGET RANGE: Large

AGENCY: Logicbomb and GlueIQ

Atlantis Paradise Island

ENTRY: Atlantis Paradise Island Mobile App

CATEGORY: App

BUDGET RANGE: Medium

AGENCY: Phunware and GlueIQ

Atlantis The Royal

ENTRY: The Grand Reveal of

Atlantis The Royal in Dubai

CATEGORY: New Opening/Launch

BUDGET RANGE: Large

AGENCY: Quinn PR

Bardstown-Nelson County Tourist & Convention Commission

ENTRY: Visit Bardstown/Bardstown

Collection: Garden & Gun Feature

CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

BUDGET RANGE: Medium

AGENCY: TURNER

Best Western Hotels & Resorts

ENTRY: Best Western® Hotels & Resorts 2023 Netflix Video Advertising

CATEGORY: Innovation

BUDGET RANGE: Medium

AGENCY: Ideas Collide

Borgata Hotel Casino & Spa

ENTRY: Borgata Hotel Casino & Spa Remodels and Rebrands MGM Tower

CATEGORY: Re-Launch of Existing Property

BUDGET RANGE: Small

AGENCY: MMGY NJF

Camelback Resort

ENTRY: 60 Years of Camelback

CATEGORY: Video - Single Entry

BUDGET RANGE: Small

Canyon Ranch

ENTRY: Canyon Ranch Paid Media Campaign

CATEGORY: Social Media Campaign

BUDGET RANGE: Medium

AGENCY: FINE

City of La Quinta

ENTRY: Love La Quinta and Uncovering the Gems

CATEGORY: Reputation Management

BUDGET RANGE: Medium

AGENCY: Madden Media

Cragun's Resort on Gull Lake

ENTRY: From Discovery to Conversion: Amplifying Cragun's Resort on Gull Lake in the SERP

CATEGORY: Search Marketing Strategy

BUDGET RANGE: Medium

AGENCY: GCommerce Solutions

Destination Canada

ENTRY: Destination Canada
Specialist Sales Companion
CATEGORY: Business to Business
BUDGET RANGE: Medium
AGENCY: TravPRO Mobile

Destination Cleveland

ENTRY: The Land for Life Video Series
CATEGORY: Video Multiple Channels
BUDGET RANGE: Large
AGENCY: MMGY

Destin-Fort Walton Beach

ENTRY: Destination Stewardship
CATEGORY: Innovation
BUDGET RANGE: Large

Destin-Fort Walton Beach

ENTRY: Community Engagement
CATEGORY: Corporate Social Responsibility
BUDGET RANGE: Large

Discover Atlanta

ENTRY: 50 Fun Things to See & Do in Atlanta
CATEGORY: Business to Consumer
BUDGET RANGE: Small
AGENCY: Madden Media

Discover South Carolina

ENTRY: Greatness Grown Video Series
CATEGORY: Video Multiple Channels
BUDGET RANGE: Medium
AGENCY: SC Department of Parks,
Recreation & Tourism

Discover South Carolina

ENTRY: Live with Kelly and Ryan
CATEGORY: Broadcast Integration
BUDGET RANGE: Medium
AGENCY: SC Department of Parks,
Recreation & Tourism

Discover South Carolina

ENTRY: South Carolina's
Blockbuster Bucket List
CATEGORY: Influencer Marketing
BUDGET RANGE: Small
AGENCY: SC Department of Parks,
Recreation & Tourism

Discover South Carolina

ENTRY: Palmetto Porch Podcast
CATEGORY: Audio
BUDGET RANGE: Medium
AGENCY: SC Department of Parks,
Recreation & Tourism

Explore Minnesota Tourism

ENTRY: Explore Minnesota Tourism
Dream State Campaign - Diversity,
Equity and Inclusion
CATEGORY: Diversity, Equity,
Inclusion Marketing
BUDGET RANGE: Large
AGENCY: Adventure Creative

Fairmont Century Plaza

ENTRY: Fairmont Beyond
Limits - The Vertical Stage
CATEGORY: Special Event
BUDGET RANGE: Medium

Fairmont Hotels & Resorts

ENTRY: Fairmont Beyond Limits
CATEGORY: Experiential Marketing
BUDGET RANGE: Large

Fairmont Hotels & Resorts

ENTRY: Fairmont Beyond Limits
CATEGORY: Content Marketing
BUDGET RANGE: Large

Fairmont Orchid

ENTRY: Fairmont Beyond Limits -
Underwater Ballet
CATEGORY: Innovation
BUDGET RANGE: Medium

Grand Canyon West

ENTRY: Grand Canyon West - Mobile App
CATEGORY: App
BUDGET RANGE: Large
AGENCY: Madden Media

Hamilton Princess & Beach Club

ENTRY: Offline to Online at the Pink Palace
CATEGORY: Social Media/Social Networking
BUDGET RANGE: Small
AGENCY: Persephone Social

Hamilton Princess & Beach Club

ENTRY: Hamilton Princess Meets TikTok
CATEGORY: App
BUDGET RANGE: Small
AGENCY: Persephone Social

Heritage Corridor Destinations

ENTRY: The Great American Road Trip
CATEGORY: Innovation
BUDGET RANGE: Small

Hidden Pond-Kennebunkport Resort Collection

ENTRY: Hidden Pond x The Boston Globe
CATEGORY: Feature Placement Online or
Print - Consumer Magazine or Newspaper
BUDGET RANGE: Large

Hilton Worldwide

ENTRY: Hilton Worldwide - MEA
Regional Influencer Activation
CATEGORY: Influencer Marketing
BUDGET RANGE: Large

Hu. Hotel

ENTRY: Hu. Hotel: Improving
Profitability With A New Star Rating
CATEGORY: Search Marketing Strategy
BUDGET RANGE: Small
AGENCY: GCommerce Solutions

Huttopia N. America

ENTRY: Have you heard of
Huttopia? Creating a space for
"Approachable Glamping"
CATEGORY: Re-Launch of Existing Property
BUDGET RANGE: Medium
AGENCY: LDPR

IHG Hotels & Resorts

ENTRY: Kimpton introduces first-ever Stay
Human Creator Collective
CATEGORY: Influencer Marketing
BUDGET RANGE: Large
AGENCY: Allison Worldwide

THE PRESIDENT'S AWARDS

IHG Hotels & Resorts

ENTRY: Kimpton launches first-ever global Stay Human campaign & Creator Collective
CATEGORY: Innovation
BUDGET RANGE: Large
AGENCY: Allison Worldwide

IHG Hotels & Resorts

ENTRY: Kimpton Hotels & Restaurants launches first global Stay Human campaign
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Large
AGENCY: Allison Worldwide

Justice of the Pies

ENTRY: Chef Brand Building – Book launch, Netflix Series launch Support and Store Launch
CATEGORY: New Opening/Launch
BUDGET RANGE: Small
AGENCY: MMGY Wagstaff

Kimpton Seafire Resort + Spa

ENTRY: Launching The Caribbean's First Literary-Inspired Bar: Library by the Sea
CATEGORY: New Opening/Launch
BUDGET RANGE: Medium
AGENCY: TURNER

Lansdowne Resort

ENTRY: Lansdowne Resort Blog
CATEGORY: Publisher Content
BUDGET RANGE: Small
AGENCY: Dana Communications

Lindblad Expeditions

ENTRY: Lindblad Expedition 360 Sales Companion
CATEGORY: Business to Business
BUDGET RANGE: Small
AGENCY: TravPRO Mobile

Marriott International

ENTRY: Marriott International and Publicis Groupe: Innovative Brand Awareness Campaign Drives More Than Two
CATEGORY: Search Marketing Strategy
BUDGET RANGE: Large

Marriott International

ENTRY: Taking Meetings & Events a Step Beyond
CATEGORY: Business to Business
BUDGET RANGE: Large

Marriott International

ENTRY: Savour the Good Life with Le Meridien and Meredith Hayden
CATEGORY: Influencer Marketing
BUDGET RANGE: Medium

Marriott International

ENTRY: Utilizing hyper-targeted display affiliates to reach high intent customers during the post-COVID "revenge travel" period in 2022.
CATEGORY: Affiliate Marketing
BUDGET RANGE: Large

Marriott International, Inc.

ENTRY: W Hotels x "Pillow Talk"
CATEGORY: Influencer Marketing
BUDGET RANGE: Small

Marriott International, Inc.

ENTRY: W Hotels X "Pillow Talk"
CATEGORY: Influencer Marketing
BUDGET RANGE: Medium

Marriott International, Inc.

ENTRY: W Hotels "Vignettes"
CATEGORY: Creators, Multi-media, video, and short form
BUDGET RANGE: Medium

Martin County Office of Tourism & Marketing

ENTRY: Summer of Fun Giveaway
CATEGORY: Contest/Sweepstakes
BUDGET RANGE: Small

Miraval Resorts & Spas

ENTRY: Celebrating our Colleagues
CATEGORY: Content Marketing
BUDGET RANGE: Small
AGENCY: 20Two Studio

MMGY Global

ENTRY: Portrait of Travelers with Disabilities™: Mobility and Accessibility
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Small
AGENCY: MMGY Global

Mountain Lodge Telluride

ENTRY: Mountain Lodge Telluride | Website
CATEGORY: Web Site
BUDGET RANGE: Medium
AGENCY: Tambourine

Naples, Marco Island and the Everglades - Florida's Paradise Coast

ENTRY: Naples, Marco Island and the Everglades - Florida's Paradise Coast: If Only
CATEGORY: Print Collateral
BUDGET RANGE: Large
AGENCY: Paradise Advertising

Naples, Marco Island and the Everglades - Florida's Paradise Coast

ENTRY: Canada The Weather Network Campaign (Visit Florida Co-Op) - Contest/Sweepstake
CATEGORY: Contest/Sweepstakes
BUDGET RANGE: Medium
AGENCY: Paradise Advertising

Naples, Marco Island and the Everglades - Florida's Paradise Coast

ENTRY: Naples, Marco Island and the Everglades - Florida's Paradise Coast: ONLY Scent Card
CATEGORY: Print Collateral
BUDGET RANGE: Medium
AGENCY: Paradise Advertising

Naples, Marco Island and the Everglades - Florida's Paradise Coast

ENTRY: Naples, Marco Island and the Everglades - Florida's Paradise Coast: Partner Recovery Series
CATEGORY: Social Media Campaign
BUDGET RANGE: Small
AGENCY: Paradise Advertising

Newfoundland and Labrador Tourism

ENTRY: Newfoundland & Labrador MindSet

CATEGORY: Business to Consumer

BUDGET RANGE: Medium

AGENCY: Target

Ocean City Maryland Department of Tourism & Business Development

ENTRY: Ocean City Maryland's

Catch a Ride Program

CATEGORY: Experiential Marketing

BUDGET RANGE: Medium

AGENCY: BVK

OTO Development

ENTRY: Influencing an Effective Launch

CATEGORY: Influencer Marketing

BUDGET RANGE: Small

Park County Travel Council

ENTRY: Cody Yellowstone WILD Winter

Photography Workshop Activation

CATEGORY: Experiential Marketing

BUDGET RANGE: Small

AGENCY: VERB Interactive

Park Lane New York

ENTRY: 24/hour Caviar Hotline

CATEGORY: Innovation

BUDGET RANGE: Small

AGENCY: Rachel Harrison Communications

Pinehurst Resort

ENTRY: North & South Amateur

CATEGORY: Innovation

BUDGET RANGE: Small

Pinehurst Resort

ENTRY: U.S. Adaptive Open

CATEGORY: Video Multiple Channels

BUDGET RANGE: Small

Presidio Trust

ENTRY: Presidio Destination

Marketing Campaign

CATEGORY: Diversity, Equity,
Inclusion Marketing

BUDGET RANGE: Medium

AGENCY: Most Likely To

Remington Hospitality

ENTRY: Remington Hospitality Rebrand

CATEGORY: Feature Placement

Online or Print Trade Media

BUDGET RANGE: Medium

AGENCY: UpSpring

Sandals Resorts

ENTRY: Sandals Royal Curaçao -

Trade Campaign

CATEGORY: Group Sales/Travel Trade

BUDGET RANGE: Large

AGENCY: Hunter Hamersmith Advertising

Shangri-La Group

ENTRY: Find Your Shangri-La

CATEGORY: Brand Campaign

BUDGET RANGE: Large

Shangri-La Group

ENTRY: Find Your Shangri-La

CATEGORY: Video - Single Entry

BUDGET RANGE: Large

AGENCY: McCann Worldgroup SEA

Sonoma County Tourism

ENTRY: Life Opens Up: Sonoma County

Tourism TODAY Show Partnership

CATEGORY: Broadcast Integration

BUDGET RANGE: Large

AGENCY: Fahlgren Mortine

South Dakota Department of Tourism

ENTRY: The South Dakota Corn-Bassador

CATEGORY: PR Campaign Consumer

BUDGET RANGE: Small

AGENCY: Lou Hammond Group

St. Regis

ENTRY: Getting Ready with Christine

Baranski at St. Regis

CATEGORY: Publisher Content

BUDGET RANGE: Large

Sun Outdoors

ENTRY: Sun Outdoors: RV Cribs

CATEGORY: Connected TV/Streaming/Linear

BUDGET RANGE: Small

The Biltmore Hotel

ENTRY: The Critic - a branded short film

starring the Biltmore Hotel

CATEGORY: Video - Single Entry

BUDGET RANGE: Medium

AGENCY: Reel City Films

The Luxury Collection

ENTRY: Content Strategy

CATEGORY: Social Media/Social Networking

BUDGET RANGE: Medium

AGENCY: 71 West

The Ritz Carlton and Marriott Bonvoy

ENTRY: Mercedes-AMG PETRONAS F1

Team, The Ritz-Carlton and Marriott Bonvoy

CATEGORY: Special Event

BUDGET RANGE: Large

AGENCY: 160over90

The Tillary Hotel, Brooklyn

ENTRY: The Tillary Hotel, Brooklyn Website

CATEGORY: Web Site

BUDGET RANGE: Small

AGENCY: three&six

Tourism Australia

ENTRY: Come And Say G'Day

Campaign Launch

CATEGORY: PR Campaign Consumer

BUDGET RANGE: Large

AGENCY: TURNER

Tourism Corporation Bonaire

ENTRY: Earthonauts Campaign

CATEGORY: Corporate Social Responsibility

BUDGET RANGE: Medium

AGENCY: Dunn&Co.

Travel South Dakota

ENTRY: So Much South

Dakota, So Little Time

CATEGORY: Business to Consumer

BUDGET RANGE: Large

AGENCY: Karsh Hagan

THE PRESIDENT'S AWARDS

Travel South Dakota

ENTRY: So Much South Dakota, So Little Time
CATEGORY: Connected TV/Streaming/Linear
BUDGET RANGE: Large
AGENCY: Karsh Hagan

Visit Baltimore

ENTRY: Visit Baltimore CIAA Media FAM
CATEGORY: Special Event
BUDGET RANGE: Small
AGENCY: Development Counsellors International

Visit Buffalo Niagara

ENTRY: Buffalo, NY Recognized with Travel + Leisure Destination Feature
CATEGORY: Feature Placement Online or Print Consumer Media
BUDGET RANGE: Medium
AGENCY: Madden Media

Visit California

ENTRY: Amplifying Tribal Voices Through Visit Native California
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Medium
AGENCY: MMGY NJF

Visit Greater Palm Springs

ENTRY: An Oasis for All
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Small

Visit Honduras

ENTRY: Building Destination Awareness in the U.S. Market
CATEGORY: PR Campaign Consumer
BUDGET RANGE: Medium
AGENCY: PTG Consulting

Visit Lauderdale

ENTRY: Visit Lauderdale - Hidden In Plain Sight
CATEGORY: Influencer Marketing
BUDGET RANGE: Medium
AGENCY: Aqua

Visit Myrtle Beach

ENTRY: TikTok Launch and Growth
CATEGORY: Social Media/Social Networking
BUDGET RANGE: Large
AGENCY: MMGY

Visit Panama City Beach

ENTRY: Fun For All - Accessibility Initiative
CATEGORY: Corporate Social Responsibility
BUDGET RANGE: Small
AGENCY: Lou Hammond Group + Luckie & Company

Visit Philadelphia

ENTRY: Filter by Date Functionality for Picks of the Week
CATEGORY: Technology
BUDGET RANGE: Small

Visit Philadelphia

ENTRY: In Pursuit of A More Perfect, Kind and Respectful Union
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Medium

Visit Seattle

ENTRY: Visit Seattle Summit Launch
CATEGORY: Group Sales/Travel Trade
BUDGET RANGE: Medium
AGENCY: PB&

Visit Stockton

ENTRY: "Fantastic 4 Stockton" Campaign
CATEGORY: Reputation Management
BUDGET RANGE: Small

Visit Tampa Bay

ENTRY: High Impact with Hulu
CATEGORY: Connected TV/Streaming/Linear
BUDGET RANGE: Medium
AGENCY: FKQ

Visit Ventura

ENTRY: A Small-Town Story of a Big-Time Event: the Journey of X Games 2023 Coming to Ventura
CATEGORY: Brand Campaign
BUDGET RANGE: Medium

Wequassett Resort and Golf Club

ENTRY: Wequassett Resort and Golf Club x Robb Report
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
BUDGET RANGE: Small

West Hollywood Travel + Tourism

ENTRY: Creators of West Hollywood
CATEGORY: Creators, Multi-media, video, and short form
BUDGET RANGE: Large
AGENCY: Ballantines PR

West Virginia Department of Tourism

ENTRY: AllTrails Partnership
CATEGORY: Content Marketing
BUDGET RANGE: Medium
AGENCY: BVK

Wightlink

ENTRY: The Quest
CATEGORY: Television
BUDGET RANGE: Medium
AGENCY: MMGY

Wyndham Hotels & Resorts

ENTRY: BOLD by Wyndham Launch
CATEGORY: Diversity, Equity, Inclusion Marketing
BUDGET RANGE: Small

Xanterra Travel Collection (Grand Canyon South Rim)

ENTRY: Ain't That A Kick In The Head (who would have thunk it?)
CATEGORY: Creators, Multi-media, video, and short form
BUDGET RANGE: Small
AGENCY: Percepture

ZooTampa at Lowry Park

ENTRY: Unveiling the wonders of BUGTOPIA: ZOOTampa's captivating bug adventure
CATEGORY: Print Collateral
BUDGET RANGE: Small
AGENCY: Paradise Advertising

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SERIES

Global
Meeting & Incentive
Travel Exchange

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INFORMATION



Questex Travel

THE 2023 ADRIAN AWARDS

The 2023 Adrian Award Competition featured expanded categories in the divisions of Advertising; Digital; Public Relations/Communications; Integrated Campaigns; and Trending.

Advertising

- Brand Campaign
- Connected TV/Streaming/Linear
- Corporate Social Responsibility
- Diversity, Equity, Inclusion Marketing
- Group Sales/Travel Trade
- Influencer Marketing
- Innovation
- Print Collateral
- Television

Digital

- Affiliate Marketing
- App
- Audio
- Contest/Sweepstakes
- Creators, Multi-media, video, and short form
- Diversity, Equity, Inclusion Marketing
- Innovation
- Metaverse/Gaming/NFT
- Publisher Content
- Search Marketing Strategy
- Social Media Campaign
- Social Media/Social Networking
- Technology
- Video - Single Entry
- Video - Multiple Channels
- Virtual Reality
- Web Site

Integrated Campaign

- Broadcast Integration
- Business to Business
- Business to Consumer
- Content Marketing
- Diversity, Equity, Inclusion Marketing
- Experiential Marketing
- Influencer Marketing
- Innovation
- Reputation Management

Public Relations/Communications

- Diversity, Equity, Inclusion Marketing
- Feature Placement Online or Print Consumer
- Magazine/Newspaper
- Feature Placement Online or Print Consumer Media
- Feature Placement Online or Print Trade Media
- Influencer Marketing
- Innovation
- New Opening/Launch
- PR Campaign Consumer
- Re-Launch of Existing Property
- Special Event

Trending

- Artificial Intelligence (AI)
- Environmental, Social, Governance (ESG)

GOLD WINNERS

Apple Vacations

ENTRY: Today Show "Spring Fling" Series

CATEGORY: Broadcast Integration

AGENCY: MMGY NJF

Atlantis Paradise Island

ENTRY: New Atlantis Website

CATEGORY: Web Site

AGENCY: Logicbomb and GluelQ

Baha Mar

ENTRY: The Bahamas Culinary & Arts

Festival Presented by Baha Mar

CATEGORY: New Opening/Launch

AGENCY: MMGY Wagstaff

Bardstown-Nelson County Tourist & Convention Commission

ENTRY: The Bardstown Collection

CATEGORY: PR Campaign Consumer

AGENCY: TURNER

Bardstown-Nelson County Tourist & Convention Commission

ENTRY: Visit Bardstown/Bardstown

Collection: Garden & Gun Feature

CATEGORY: Feature Placement Online or

Print - Consumer Magazine or Newspaper

AGENCY: TURNER

British Virgin Islands Tourist Board & Film Commission

ENTRY: Going Beyond the Beaches with the British Virgin Islands

CATEGORY: Feature Placement Online or

Print - Consumer Magazine or Newspaper

AGENCY: MMGY NJF

Canyon Ranch

ENTRY: Canyon Ranch Paid Media Campaign

CATEGORY: Social Media Campaign

AGENCY: FINE

CheapCaribbean

ENTRY: TikTok Launch

CATEGORY: Social Media/Social Networking

AGENCY: MMGY Global

Colorado Tourism Office

ENTRY: The SLV is the Place to Be:

Driving Visitation to Colorado's Lesser-Known San Luis Valley Region

CATEGORY: PR Campaign Consumer

AGENCY: Handlebar PR

Courtyard Hotels and Marriott Bonvoy

ENTRY: "This is Where We Fan"

CATEGORY: Experiential Marketing

AGENCY: 160over90

Destination Canada

ENTRY: Destination Canada Specialist Sales Companion

CATEGORY: Business to Business

AGENCY: TravPRO Mobile

Destination Cleveland

ENTRY: The Land for Life Video Series

CATEGORY: Video Multiple Channels

AGENCY: MMGY

Destin-Fort Walton Beach

ENTRY: Destination Stewardship

CATEGORY: Innovation

Discover Newport

ENTRY: A New Generation of Glitz-and-Glamour Seekers Flock to One of America's Original Seaside Resort Towns, Newport, RI

CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

AGENCY: MMGY NJF

Discover The Palm Beaches

ENTRY: "The Golden Age of Travel"

Consumer Brand Activation

CATEGORY: Experiential Marketing

Fairmont Century Plaza

ENTRY: Fairmont Beyond Limits - The Vertical Stage

CATEGORY: Special Event

Fairmont Hotels & Resorts

ENTRY: Fairmont Beyond Limits

CATEGORY: Experiential Marketing

Fairmont Hotels & Resorts

ENTRY: Fairmont Beyond Limits

CATEGORY: Innovation

Fort Myers - Islands, Beaches and Neighborhoods

ENTRY: Shining a Light on Fort Myers'

Hurricane Recovery & Resilience

CATEGORY: Broadcast Integration

AGENCY: MMGY NJF

Fort Myers - Islands, Beaches and Neighborhoods

ENTRY: Nature's Resilience Following

Hurricane Ian on CBS Sunday Morning

CATEGORY: Broadcast Integration

AGENCY: MMGY NJF

Hamilton Princess & Beach Club

ENTRY: Offline to Online at the Pink Palace

CATEGORY: Social Media/Social

Networking

AGENCY: Persephone Social

Holland America Line

ENTRY: Holland America

Line 150th Anniversary

CATEGORY: PR Campaign Consumer

AGENCY: THE DECKER/ROYAL AGENCY

Huttopia N. America

ENTRY: Have you heard of Huttopia? Creating a space for "Approachable Glamping"

CATEGORY: Re-Launch of Existing Property

AGENCY: LDPR

IHG Hotels & Resorts

ENTRY: Kimpton introduces first-ever Stay Human Creator Collective

CATEGORY: Influencer Marketing

AGENCY: Allison Worldwide

IHG Hotels & Resorts

ENTRY: Kimpton launches first-ever global Stay Human campaign & Creator Collective

CATEGORY: Innovation

AGENCY: Allison Worldwide

THE 2023 ADRIAN AWARDS

GOLD WINNERS

Inclusive Collection, part of World of Hyatt

ENTRY: Vanderpump Rules X Dreams Natura Resort & Spa
CATEGORY: PR Campaign Consumer
AGENCY: rbb Communications

Justice of the Pies

ENTRY: Chef Brand Building – Book launch, Netflix Series launch Support and Store Launch
CATEGORY: New Opening/Launch
AGENCY: MMGY Wagstaff

Kimpton Seafire Resort + Spa

ENTRY: Launching The Caribbean's First Literary-Inspired Bar: Library by the Sea
CATEGORY: New Opening/Launch
AGENCY: TURNER

Lindblad Expeditions

ENTRY: Lindblad Expedition 360 Sales Companion
CATEGORY: Business to Business
AGENCY: TravPRO Mobile

Marriott Bonvoy & Marriott Hotels

ENTRY: “United. Near and Far.” - Marriott Bonvoy, Marriott Hotels and Manchester United
CATEGORY: Experiential Marketing
AGENCY: 160over90

Marriott International

ENTRY: Marriott International and Publicis
GROUPE: Innovative Brand Awareness Campaign Drives More Than Two
CATEGORY: Search Marketing Strategy

Marriott International

ENTRY: Special Delivery - Marriott Bonvoy (Mercedes-AMG Petronas Formula 1 team partnership)
CATEGORY: Social Media Campaign

Marriott International, Inc.

ENTRY: W Hotels x “Pillow Talk”
CATEGORY: Influencer Marketing

Marriott International, Inc.

ENTRY: W Hotels' Instagram
CATEGORY: Social Media/Social Networking

MMGY Global

ENTRY: Portrait of Travelers with Disabilities™: Mobility and Accessibility
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: MMGY Global

MSC Cruises

ENTRY: MSC Cruises AFAR Placement
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

MSC Cruises

ENTRY: MSC Cruises New York Times Placement
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Lou Hammond Group

Napa Valley Wine Train

ENTRY: Napa Valley Wine Train Social Media
CATEGORY: Social Media/Social Networking
AGENCY: VERB Interactive

Naviva, A Four Seasons Resort, Punta Mita, Mexico

ENTRY: The Point PR's New Opening Campaign for Naviva, A Four Seasons Resort, Punta Mita, Mexico
CATEGORY: New Opening/Launch
AGENCY: The Point PR

Newfoundland and Labrador Tourism

ENTRY: The Welcome Desk
CATEGORY: Video - Single Entry
AGENCY: Target

Ocean City Maryland Department of Tourism & Business Development

ENTRY: Ocean City Maryland's Catch a Ride Program
CATEGORY: Experiential Marketing
AGENCY: BVK

OTO Development

ENTRY: Influencing an Effective Launch
CATEGORY: Influencer Marketing

Park County Travel Council

ENTRY: Cody Yellowstone WILD Winter Photography Workshop Activation
CATEGORY: Experiential Marketing
AGENCY: VERB Interactive

Scandinavian Airlines

ENTRY: SAS Announces Reservations for First Electric Flight
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: MMGY Wagstaff

Shangri-La Group

ENTRY: Find Your Shangri-La
CATEGORY: Brand Campaign

Sonoma County Tourism

ENTRY: Life Opens Up: Sonoma County Tourism TODAY Show Partnership
CATEGORY: Broadcast Integration
AGENCY: Fahlgren Mortine

Sonoma County Tourism

ENTRY: Life Opens Up: Sonoma County Tourism Pause & Effect Public Relations Campaign
CATEGORY: PR Campaign Consumer
AGENCY: Fahlgren Mortine

South Dakota Department of Tourism

ENTRY: The South Dakota Corn-Bassador
CATEGORY: PR Campaign Consumer
AGENCY: Lou Hammond Group

Speigelworld

ENTRY: When the Circus Came to a Ghost Town
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: Rachel Harrison Communications

St. Regis Hotels

ENTRY: St. Regis - Italian Destination Campaign
CATEGORY: Social Media Campaign

The Bahamas Ministry of Tourism, Investments & Aviation

ENTRY: Bahamas 50th Anniversary of Independence
CATEGORY: Special Event
AGENCY: Weber Shandwick

The Biltmore Hotel

ENTRY: The Critic - a branded short film starring the Biltmore Hotel
CATEGORY: Video - Single Entry
AGENCY: Reel City Films

The Luxury Collection

ENTRY: Content Strategy
CATEGORY: Social Media/Social Networking
AGENCY: 71 West

The Luxury Collection

ENTRY: Inside the Collection
CATEGORY: Video Multiple Channels
AGENCY: Stept Studios & 71 West

Tourism Australia

ENTRY: Come And Say G'Day Campaign Launch
CATEGORY: PR Campaign Consumer
AGENCY: TURNER

Travel + Leisure Co.

ENTRY: The Moab Resort
CATEGORY: New Opening/Launch

Travel South Dakota

ENTRY: So Much South Dakota, So Little Time
CATEGORY: Business to Consumer
AGENCY: Karsh Hagan

Travel Wisconsin

ENTRY: Tasty Makers Campaign
CATEGORY: PR Campaign Consumer
AGENCY: TURNER

Travel Wisconsin

ENTRY: Ashlea Halpern's Conde Nast Traveler Article
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: TURNER

U.S. Virgin Islands Department of Tourism

ENTRY: The U.S. Virgin Islands' Everywhere Approach to Marketing
CATEGORY: Experiential Marketing
AGENCY: Miles Partnership

Utah Office of Tourism

ENTRY: Let's Talk Utah - Season 3
CATEGORY: Social Media Campaign
AGENCY: Sparkloft Media

Visit Baltimore

ENTRY: Visit Baltimore CIAA Media FAM
CATEGORY: Special Event
AGENCY: Development Counsellors International

Visit Buffalo Niagara

ENTRY: Buffalo, NY Recognized with Travel + Leisure Destination Feature
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Madden Media

Visit Carlsbad

ENTRY: Visit Carlsbad Connected TV Campaign
CATEGORY: Connected TV/Streaming/Linear
AGENCY: 62ABOVE

Visit Costa Rica

ENTRY: Costa Rica's WeWork Takeover
CATEGORY: PR Campaign Consumer
AGENCY: MMGY NJF

Visit Greater Palm Springs

ENTRY: The Ultimate Summer in Greater Palm Springs
CATEGORY: Social Media Campaign
AGENCY: Sonic Gods Media

Visit Honduras

ENTRY: Building Destination Awareness in the U.S. Market
CATEGORY: PR Campaign Consumer
AGENCY: PTG Consulting

Visit Lauderdale

ENTRY: Visit Lauderdale - Hidden In Plain Sight
CATEGORY: Influencer Marketing
AGENCY: Aqua

Visit Montana

ENTRY: Yellowstone National Park Flood Response Campaign
CATEGORY: Special Event
AGENCY: Hoffman York

Visit SLO CAL

ENTRY: Dylan Efron: Home Again
CATEGORY: Influencer Marketing
AGENCY: MMGY NJF

Visit Tampa Bay

ENTRY: High Impact with Hulu
CATEGORY: Connected TV/Streaming/Linear
AGENCY: FKQ

Visit Ventura

ENTRY: A Small-Town Story of a Big-Time
EVENT: the Journey of X Games 2023 Coming to Ventura
CATEGORY: Special Event

VisitGreenvilleSC

ENTRY: A Tyler Florence Homecoming
CATEGORY: Special Event
AGENCY: TK PR

VisitLEX

ENTRY: VisitLEX Presents: Horse Kicks
CATEGORY: PR Campaign Consumer
AGENCY: QUINN PR

THE 2023 ADRIAN AWARDS

GOLD WINNERS

Vrbo, an Expedia Group brand

ENTRY: Vrbo wows with its 2023

Vacation Homes of the Year

CATEGORY: PR Campaign Consumer

AGENCY: Expedia Group

Wequassett Resort and Golf Club

ENTRY: Wequassett Resort and Golf Club x Robb Report

CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

WorldMark by Wyndham

ENTRY: WorldMark by Wyndham

Planting Seeds

CATEGORY: PR Campaign Consumer

AGENCY: THE DECKER/ROYAL AGENCY

Wyndham Hotels & Resorts

ENTRY: Wyndham Rewards -

The Cubicle Caddie

CATEGORY: PR Campaign Consumer

Wyndham Hotels & Resorts

ENTRY: BOLD by Wyndham Launch

CATEGORY: Diversity, Equity, Inclusion Marketing

SILVER WINNERS

Allianz Partners USA

ENTRY: New "Pay-cation" Term

Earns Dividends for Allianz with

Solid Media Coverage

CATEGORY: Feature Placement

Online or Print Trade Media

AGENCY: FINN Partners

Allianz Partners USA

ENTRY: Media Shine Spotlight on Allianz's New "Pay-cation" Travel Trend

CATEGORY: Feature Placement Online or Print Consumer Media

AGENCY: FINN Partners

Amelia Island Convention & Visitors Bureau

ENTRY: Swipe the snow and soak up the sun on Amelia Island

CATEGORY: Technology

Arlington Convention & Visitors Bureau

ENTRY: Taylor Swift's Eras Tour - Leisure Media FAM Trip in Arlington, Texas

CATEGORY: Special Event

AGENCY: PETERMAYER

Atara Desert Color

ENTRY: Atara Desert Color Campaign

CATEGORY: Business to Consumer

AGENCY: Real Living Production

Atlantis The Royal

ENTRY: The Grand Reveal of

Atlantis The Royal in Dubai

CATEGORY: New Opening/Launch

AGENCY: Quinn PR

Barbados Tourism Marketing Inc.

ENTRY: BTMI Chefette x JetBlue Launch

CATEGORY: New Opening/Launch

Belize Tourism Board

ENTRY: Grab Life in Belize FPV

CATEGORY: Connected TV/Streaming/Linear

AGENCY: The Zimmerman Agency

Bermuda Tourism Authority

ENTRY: Lost Yet Found

Category: Business to Consumer

Agency: Proverb LLC

Best Western Hotels & Resorts

ENTRY: Best Western® Hotels & Resorts 2023 Adam Sandoval "The Great American Convoy" Motorcycle Tour Sponsorship

CATEGORY: Influencer Marketing

AGENCY: Ideas Collide

Bonjour Québec

ENTRY: Welcoming Americans

Back to Québec

CATEGORY: PR Campaign Consumer

AGENCY: SiPP Communications

Cambridge Beaches Resort & Spa

ENTRY: Cambridge Beaches Resort & Spa - Reimagining & Reopening

CATEGORY: PR Campaign Consumer

AGENCY: M18 PR

Camelback Resort

ENTRY: 60 Years of Camelback

CATEGORY: Video - Single Entry

Club Wyndham

ENTRY: Club Wyndham Take a Chef

CATEGORY: PR Campaign Consumer

AGENCY: THE DECKER/ROYAL AGENCY

Coulibri Ridge

ENTRY: Sustainable Caribbean

Luxury at Coulibri Ridge

CATEGORY: New Opening/Launch

AGENCY: PTG Consulting

Destin-Fort Walton Beach

ENTRY: Influencer Campaign

CATEGORY: Influencer Marketing

Discover Atlanta

ENTRY: 50 Fun Things to See & Do in Atlanta

CATEGORY: Business to Consumer

AGENCY: Madden Media

Discover Dominica Authority

ENTRY: Distinctly Dominica

CATEGORY: PR Campaign Consumer

AGENCY: Zapwater Communications, Inc.

Discover South Carolina

ENTRY: Greatness Grown Video Series

CATEGORY: Video Multiple Channels

AGENCY: SC Department of Parks, Recreation & Tourism

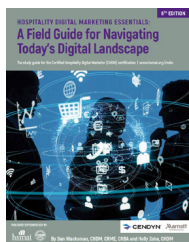
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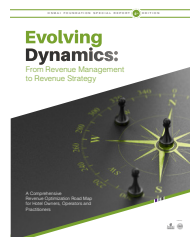
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THE 2023 ADRIAN AWARDS

SILVER WINNERS

Discover South Carolina

ENTRY: Live with Kelly and Ryan
CATEGORY: Broadcast Integration
AGENCY: SC Department of Parks, Recreation & Tourism

Discover South Carolina

ENTRY: South Carolina's Blockbuster Bucket List
CATEGORY: Influencer Marketing
AGENCY: SC Department of Parks, Recreation & Tourism

Discover The Palm Beaches

ENTRY: Condé Nast Traveler: How to Spend a Weekend in Palm Beach, Florida
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

Discover The Palm Beaches

ENTRY: Parade: Instagrammable America: The 21 Best West Palm Beach and Palm Beach Restaurants
CATEGORY: Feature Placement Online or Print Consumer Media

Expedia Group

ENTRY: Travel Trends
CATEGORY: PR Campaign Consumer

Fairmont Hotels & Resorts

ENTRY: Fairmont Beyond Limits
CATEGORY: Business to Consumer

Fairmont Hotels & Resorts

ENTRY: Fairmont Beyond Limits
CATEGORY: Content Marketing

Grand Canyon West

ENTRY: Grand Canyon West - Mobile App
CATEGORY: App
AGENCY: Madden Media

Heritage Corridor Destinations

ENTRY: The Great American Road Trip
CATEGORY: Innovation

Hidden Pond-Kennebunkport Resort Collection

ENTRY: Hidden Pond x Todd Snyder
CATEGORY: Experiential Marketing

Hidden Pond-Kennebunkport Resort Collection

ENTRY: Hidden Pond x The Boston Globe
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

Hilton Worldwide

ENTRY: Hilton Worldwide - MEA Regional Influencer Activation
CATEGORY: Influencer Marketing

IHG Hotels & Resorts

ENTRY: IHG Ignite
CATEGORY: Special Event
AGENCY: Elevations Exhibition and Design Limited; SNP

JW Marriott

ENTRY: Lily Kwong x JW Garden Singapore
CATEGORY: Social Media Campaign

Kessler Collection

ENTRY: The Next Original by Kessler
CATEGORY: Experiential Marketing

Korea Tourism Organization

ENTRY: Travel to Korea begins again.
CATEGORY: Brand Campaign
AGENCY: SOUBRIET BYRNE AND ASSOCIATES INC.

Lake Tahoe Visitors Authority

ENTRY: Visit Lake Tahoe Brand
CATEGORY: Brand Campaign
AGENCY: Noble Studios

Lansdowne Resort

ENTRY: Lansdowne Resort Blog
CATEGORY: Publisher Content
AGENCY: Dana Communications

Las Vegas Convention and Visitors Authority

ENTRY: Las Vegas Convention and Visitors Authority Website
CATEGORY: Web Site
AGENCY: Simpleview

Lightstone Group, Moxy NYC Hotels

ENTRY: The Launch of Moxy Lower East Side and Moxy Williamsburg
CATEGORY: New Opening/Launch
AGENCY: The Brandman Agency

Lindblad Expeditions

ENTRY: Lindblad Expeditions-National Geographic Kids Cruise Free Sale
CATEGORY: PR Campaign Consumer
AGENCY: THE DECKER/ROYAL AGENCY

London & Partners

ENTRY: Great British Tea Party Gives New Yorkers a Taste of Royalty
CATEGORY: Special Event
AGENCY: MMGY NJF

Marine & Lawn Hotels & Resorts

ENTRY: Teeing Up Success for New Golf-Centric Luxury Hotel Brand
CATEGORY: New Opening/Launch
AGENCY: LDPR

Marriott International

ENTRY: Marriott Bonvoy Moments 1-Point Drops
CATEGORY: Experiential Marketing
AGENCY: FIMI

Marriott International

ENTRY: Q1/Q2 2023 Global Promotion
CATEGORY: Business to Consumer

Marriott International, Inc.

ENTRY: W Hotels X "Pillow Talk"
CATEGORY: Influencer Marketing

Marriott International, Inc.

ENTRY: W Hotels x "Pillow Talk"(Kristen Kish)
CATEGORY: Video - Single Entry



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THE 2023 ADRIAN AWARDS

SILVER WINNERS

Marriott International, Inc.

ENTRY: W Hotels "Vignettes"

CATEGORY: Creators, Multi-media, video, and short form

Marriott International, Inc.

ENTRY: W Hotels x "Travel With Me"

CATEGORY: Influencer Marketing

Marriott International, Inc.

ENTRY: W Hotels Rebrand

CATEGORY: Social Media Campaign

Martin County Office of Tourism & Marketing

ENTRY: Treasure Coast Songwriters Festival

CATEGORY: Special Event

Mavsa Resort

ENTRY: Mavsa Moments: turning experiences into magical moments

CATEGORY: Business to Consumer

AGENCY: Pmweb

Miraval Resorts & Spas

ENTRY: Celebrating our Colleagues

CATEGORY: Content Marketing

AGENCY: 20Two Studio

Mountain Lodge Telluride

ENTRY: Mountain Lodge Telluride | Website

CATEGORY: Web Site

AGENCY: Tambourine

MSC Cruises

ENTRY: MSC Cruises Forbes Placement

CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

AGENCY: Lou Hammond Group

MSC Cruises

ENTRY: MSC Cruises Travel + Leisure Placement

CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

AGENCY: Lou Hammond Group

Naples, Marco Island and the Everglades - Florida's Paradise Coast

ENTRY: Naples, Marco Island and the Everglades - Florida's Paradise Coast: If Only

CATEGORY: Print Collateral

AGENCY: Paradise Advertising

Naples, Marco Island and the Everglades - Florida's Paradise Coast

ENTRY: Canada The Weather Network Campaign (Visit Florida Co-Op) - Contest/Sweepstake

CATEGORY: Contest/Sweepstakes

AGENCY: Paradise Advertising

Nebraska Tourism Commission

ENTRY: "Honestly, It's Not for Everyone" Summer Campaign 2023

CATEGORY: Business to Consumer

AGENCY: Miles Partnership

Newfoundland and Labrador Tourism

ENTRY: Newfoundland & Labrador MindSet

CATEGORY: Business to Consumer

AGENCY: Target

Omni PGA Frisco

ENTRY: Omni PGA Frisco Opening

CATEGORY: New Opening/Launch

AGENCY: Magrino

Pebble Beach Resorts

ENTRY: Spotighting Women in Turf for the U.S. Women's Open at Pebble Beach Resorts

CATEGORY: PR Campaign Consumer

AGENCY: Eric Mower + Associates

Pebble Beach Resorts

ENTRY: Beyond the Greens at Pebble Beach Resorts

CATEGORY: PR Campaign Consumer

AGENCY: Mower

Pinehurst Resort

ENTRY: North & South Amateur

CATEGORY: Innovation

Preidlhof

ENTRY: Introducing Preidlhof - Italian Wellness Resort Makes Successful U.S. Debut

CATEGORY: PR Campaign Consumer

AGENCY: Eric Mower + Associates

Red Roof Franchising, LLC

ENTRY: #PeopleStayFree - Red Roof TikTok

CATEGORY: Social Media/Social

Networking

Rhode Island Commerce Corporation

ENTRY: WaterFire Invitation

CATEGORY: Print Collateral

AGENCY: The Zimmerman Agency

Sandals Resorts

ENTRY: Sandals Resorts 40th Anniversary - Print Collateral Campaign

CATEGORY: Print Collateral

AGENCY: Hunter Hamersmith Advertising

Sandals Resorts

ENTRY: Sandals Resorts 40th Anniversary - Consumer Integrated Campaign

CATEGORY: Business to Consumer

AGENCY: Hunter Hamersmith Advertising

Sandals Resorts

ENTRY: Sandals Royal Curaçao - Print Collateral Campaign

CATEGORY: Print Collateral

AGENCY: Hunter Hamersmith Advertising

Santa Monica Travel & Toursim

ENTRY: Brighton City Friendship Pact & Activation

CATEGORY: Experiential Marketing

Shangri-La Group

ENTRY: Find Your Shangri-La

CATEGORY: Business to Consumer

Shangri-La Group

ENTRY: Find Your Shangri-La

CATEGORY: Video - Single Entry

AGENCY: McCann Worldgroup SEA



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THE 2023 ADRIAN AWARDS

SILVER WINNERS

SLS Baha Mar

ENTRY: Fashion Brand PatBO

Takes on SLS Baha Mar

CATEGORY: Influencer Marketing

AGENCY: MMGY Wagstaff

Space Coast Office of Tourism

ENTRY: Space Coast Office of

Tourism Cruise Campaign

CATEGORY: Business to Consumer

AGENCY: &Barr

Suzhou Municipal Bureau of Culture, Radio, Television and Tourism

ENTRY: Suzhou Welcomes International

Travelers Again in 2023

CATEGORY: Special Event

AGENCY: PTG Consulting

The Cayman Islands Department of Tourism (CIDOT)

ENTRY: The Cayman Islands Department of Tourism Shines on Cover of T+L November Issue

CATEGORY: Feature Placement

Online or Print Consumer Media

AGENCY: Coyne PR

The David Kempinski Tel Aviv

ENTRY: Launch of The David

Kempinski Tel Aviv

CATEGORY: New Opening/Launch

AGENCY: Xhibition PR

The Ritz Carlton and Marriott Bonvoy

ENTRY: Mercedes-AMG PETRONAS F1

Team, The Ritz-Carlton and Marriott Bonvoy

CATEGORY: Special Event

AGENCY: 160over90

The Ritz-Carlton

ENTRY: I am Ritz-Carlton

CATEGORY: Social Media Campaign

The Royal Hawaiian, a Luxury Collection Resort, Waikiki

ENTRY: Do You Dream in Pink?

CATEGORY: Social Media/Social

Networking

Tourism Authority of Thailand

ENTRY: Just When You Thought

You Knew Bangkok, Thailand's Most

Visited City Changes

CATEGORY: Feature Placement Online or

Print - Consumer Magazine or Newspaper

AGENCY: Rachel Harrison Communications

Tourism Corporation Bonaire

ENTRY: Earthonauts Campaign

CATEGORY: Corporate Social Responsibility

AGENCY: Dunn&Co.

Tourism Corporation Bonaire

ENTRY: Earthonauts Campaign

CATEGORY: Influencer Marketing

AGENCY: Dunn&Co.

Travel South Dakota

ENTRY: So Much South

Dakota, So Little Time

CATEGORY: Connected TV/Streaming/Linear

AGENCY: Karsh Hagan

Travel South USA

ENTRY: Taste the South

CATEGORY: Business to Consumer

AGENCY: Miles Partnership

Travel Wisconsin

ENTRY: Wisconsin In Color Campaign

CATEGORY: Social Media Campaign

AGENCY: TURNER

Uniworld Boutique River Cruises

ENTRY: Uniworld Departures Feature

CATEGORY: Feature Placement Online or

Print - Consumer Magazine or Newspaper

AGENCY: THE DECKER/ROYAL AGENCY

Virginia Beach Convention & Visitors Bureau

ENTRY: Go Find Your Happy in Virginia

Beach, Pharrell Williams-Style

CATEGORY: Feature Placement Online or Print Consumer Media

AGENCY: FINN Partners

Visit Alexandria

ENTRY: Visit Alexandria's "Best Kept Shh!"

Campaign Makes an Impact

CATEGORY: Brand Campaign

Visit California

ENTRY: Amplifying Tribal Voices

Through Visit Native California

CATEGORY: Diversity, Equity,

Inclusion Marketing

AGENCY: MMGY NJF

Visit Corpus Christi

ENTRY: Integrated Marketing and

Messaging Campaign: Overall Marketing

Budget \$1 Million - \$5 Million

CATEGORY: Business to Consumer

Visit Elizabeth City

ENTRY: Healing a Community

With Hot Cocoa

CATEGORY: PR Campaign Consumer

AGENCY: MMGY NJF

Visit Estes Park

ENTRY: Standing Up For Workforce

Housing & Childcare In Estes Park

CATEGORY: Environmental, Social,

Governance (ESG)

AGENCY: TURNER

Visit Finland

ENTRY: Visit Finland Happiness

Campaign: Find Your Inner Finn

CATEGORY: PR Campaign Consumer

AGENCY: Zapwater Communications, Inc.

Visit Glendale

ENTRY: Visit Glendale - Where

Champions are Crowned

CATEGORY: Experiential Marketing

AGENCY: Madden Media

Visit Irving

ENTRY: Southern Travelers Explore - #STE

CATEGORY: Special Event

Visit Lauderdale

ENTRY: Visit Lauderdale/ABC Television
"Good Morning America" Partnership
CATEGORY: Broadcast Integration
AGENCY: Aqua

Visit Myrtle Beach

ENTRY: TikTok Launch and Growth
CATEGORY: Social Media/Social
Networking
AGENCY: MMGY

Visit Myrtle Beach

ENTRY: Mitarry Best - As Created by AI
CATEGORY: Artificial Intelligence (AI)
AGENCY: MMGY

Visit Philadelphia

ENTRY: Filter by Date Functionality
for Picks of the Week
CATEGORY: Technology

Visit Philadelphia

ENTRY: Drag Queen Story Time TV Spot
CATEGORY: Diversity, Equity,
Inclusion Marketing

Visit Savannah

ENTRY: "Surprisingly Savannah"
Chicago Pop-Up
CATEGORY: Experiential Marketing
AGENCY: Engage & Resonate

Visit Savannah

ENTRY: Visit Savannah 2023 TV Spot
CATEGORY: Connected TV/Streaming/
Linear

Visit Seattle

ENTRY: Serving From The Northwest
CATEGORY: Experiential Marketing
AGENCY: PB&

Visit Seattle

ENTRY: Visit Seattle Meets
The Walking Dead
CATEGORY: Social Media Campaign
AGENCY: PB&

Visit Seattle

ENTRY: Visit Seattle Summit Launch
Category: Group Sales/Travel Trade
AGENCY: PB&

Visit St. Pete/Clearwater

ENTRY: Gulf to Bay Magazine
CATEGORY: Print Collateral
AGENCY: BVK

Visit St. Pete/Clearwater

ENTRY: Visit St. Pete/Clearwater
Paints the Town Pink as The Ultimate
Barbiecore Getaway
CATEGORY: PR Campaign Consumer
AGENCY: MMGY NJF

Visit Stockton

ENTRY: "Fantastic 4 Stockton" Campaign
CATEGORY: Reputation Management

Visit Tampa Bay

ENTRY: All are Welcome in Tampa Bay
CATEGORY: Reputation Management

Visit Tampa Bay

ENTRY: Love, Tradition, and Tourism: Visit
Tampa Bay's Reality Show Success
CATEGORY: Video - Single Entry

Visit Tampa Bay

ENTRY: Tampa-to-Tampa
CATEGORY: Special Event

Visit Ventura

ENTRY: A Small-Town Story of a Big-Time
Event: the Journey of X Games
2023 Coming to Ventura
CATEGORY: Brand Campaign

Visit GreenvilleSC

ENTRY: The Greenville, South Carolina Taco
Trail
CATEGORY: PR Campaign Consumer
AGENCY: TK PR

Washington Metropolitan Area Transit Authority

ENTRY: Metro Silver Line -
Connections Campaign
CATEGORY: Business to Consumer
AGENCY: WHITE64

Wequassett Resort and Golf Club

ENTRY: Wequassett Resort and
Golf Club x Isaac Boots
CATEGORY: PR Campaign Consumer

West Hollywood Travel + Tourism

ENTRY: Creators of West Hollywood
CATEGORY: Creators, Multi-media,
video, and short form
AGENCY: Ballantines PR

West Virginia Department of Tourism

ENTRY: AllTrails Partnership
CATEGORY: Content Marketing
AGENCY: BVK

Westchester County Tourism & Film

ENTRY: Westchester: Beyond the Everyday
CATEGORY: Influencer Marketing
AGENCY: Mower

Wightlink

ENTRY: The Quest
CATEGORY: Television
AGENCY: MMGY

Wisconsin Department of Tourism

ENTRY: Events Campaign
CATEGORY: Business to Consumer
AGENCY: Hiebing

Wyndham Hotels & Resorts

ENTRY: Days Inn by Wyndham -
Complimentary Mirror
CATEGORY: PR Campaign Consumer

Wyndham Hotels & Resorts

ENTRY: Super 8 by Wyndham -
Scents of the Open Road
CATEGORY: PR Campaign Consumer

THE 2023 ADRIAN AWARDS

SILVER WINNERS

Wyoming Office of Tourism

ENTRY: Modern Explorers - How Wyoming invited travelers to experience the last bastion of the West
CATEGORY: Brand Campaign
AGENCY: BVK

Xanterra Travel Collection (Grand Canyon South Rim)

ENTRY: Ain't That A Kick In The Head (who would have thunk it?)
CATEGORY: Creators, Multi-media, video, and short form
AGENCY: Perception

ZooTampa at Lowry Park

ENTRY: Unveiling the wonders of BUGTOPIA: ZOOTampa's captivating bug adventure
CATEGORY: Print Collateral
AGENCY: Paradise Advertising

Alaska Travel Industry Association

ENTRY: AKA Also Known As Alaska - Advertising Brand Campaign
CATEGORY: Brand Campaign
AGENCY: Miles Partnership

Amelia Island Convention & Visitors Bureau

ENTRY: Shake and scroll your way to Amelia Island
CATEGORY: Innovation

Amelia Island Convention & Visitors Bureau

ENTRY: Amelia Island Destination Showcase
CATEGORY: Publisher Content

Amelia Island Convention & Visitors Bureau

ENTRY: Amelia Island tops list of hidden gems of Florida
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

Amelia Island Convention & Visitors Bureau

ENTRY: Right Whale Festival Social Promotion
CATEGORY: Social Media/Social Networking

Amelia Island Convention & Visitors Bureau

ENTRY: It's an Island thing video vignettes
CATEGORY: Video Multiple Channels

Appellation

ENTRY: New Culinary-Focused Hotel Brand Becomes the Talk of the Industry with 1.5 Billion Media Impressions
CATEGORY: New Opening/Launch
AGENCY: QUINN PR

Arlington Convention & Visitors Bureau

ENTRY: Arlington's Taylor Swift Eras Tour Leisure FAM: Travel + Leisure Online Feature
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper
AGENCY: PETERMAYER

Associated Luxury Hotels International

ENTRY: Beyond the Meeting Room
CATEGORY: Content Marketing

Atlantica Hospitality International

ENTRY: Let's Atlantica: the loyalty program that connects brands from all over Brazil
CATEGORY: Innovation
AGENCY: Pmweb

Atlantis Paradise Island

ENTRY: Atlantis Content Marketing Strategy
CATEGORY: Content Marketing

Atlantis Paradise Island

ENTRY: Atlantis Paradise Island Mobile App
CATEGORY: App
AGENCY: Phunware and GlueIQ

Aurora Expeditions

ENTRY: Aurora Expeditions Launches New Purpose-Built Ship Honoring Women, The Sylvia Earle
CATEGORY: New Opening/Launch
AGENCY: MMGY NJF

Beacon Grand

ENTRY: Beacon Grand Brand Campaign
CATEGORY: Brand Campaign
AGENCY: FINE

Belize Tourism Board

ENTRY: Belize 'Reef with a Beef'
CATEGORY: Social Media Campaign
AGENCY: The Zimmerman Agency

Bermuda Tourism Authority

ENTRY: Lost Yet Found
CATEGORY: Brand Campaign
AGENCY: Proverb LLC

Bermuda Tourism Authority

ENTRY: Bermuda Tourism Authority Website - GoToBermuda.com
CATEGORY: Web Site
AGENCY: VERB Interactive

BRONZE WINNERS

1 Hotels/ SH Group

ENTRY: 1 Hotels Search Marketing Strategy
CATEGORY: Search Marketing Strategy
AGENCY: VERB Interactive

Accor Chicago

ENTRY: ACCOR CHICAGO: Reintroducing Fairmont Chicago, Sofitel Chicago and Swissôtel Chicago to the Windy City
CATEGORY: Re-Launch of Existing Property
AGENCY: Zapwater Communications, Inc.

Air Tahiti Nui

ENTRY: Air Tahiti Nui Celebrates a Decade of Marriage Equality at 40,000 Feet
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: Zapwater Communications, Inc.

Alabama Tourism Department

ENTRY: Campaign - Take It All In
CATEGORY: Business to Consumer
AGENCY: Intermark Group

Best Western Hotels & Resorts

ENTRY: Best Western® Hotels & Resorts
2023 Travel Zone Canada Subpage
CATEGORY: Web Site
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western® Hotels & Resorts
2023 Netflix Video Advertising
CATEGORY: Innovation
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western® Hotels & Resorts
2023 Stick Figure Video
CATEGORY: Video - Single Entry
AGENCY: Ideas Collide

Best Western Hotels & Resorts

ENTRY: Best Western® Hotels & Resorts
2022 Campaigns & 2023 Spring/Summer
Promo Pinterest Collections
CATEGORY: Social Media Campaign
AGENCY: Ideas Collide

Best Western® Hotels & Resorts

ENTRY: Best Western® Hotels & Resorts
2023 Spring & Summer Promo Campaigns
CATEGORY: Business to Consumer
AGENCY: Ideas Collide

Black Tomato

ENTRY: Black Tomato x 007 Debut
Trips for Serious Set-Jetties
CATEGORY: New Opening/Launch
AGENCY: Rachel Harrison Communications

Borgata Hotel Casino & Spa

ENTRY: Borgata Hotel Casino & Spa
Remodels and Rebrands MGM Tower
CATEGORY: Re-Launch of Existing Property
AGENCY: MMGY NJF

Brand USA

ENTRY: America's Wild, Presented by
Trailfinders and Brand USA
CATEGORY: Business to Consumer

Camelback Resort

ENTRY: 60 Years of Camelback
CATEGORY: Social Media Campaign

Canyon Ranch

ENTRY: Canyon Ranch
Social Media Campaign
CATEGORY: Social Media/Social
Networking
AGENCY: FINE

Cayman Islands Tourism

ENTRY: Cayman Islands Specialist
Sales Companion
CATEGORY: Business to Business
AGENCY: TravPRO Mobile

CheapCaribbean

ENTRY: Cosmic Caribbean
CATEGORY: Business to Consumer
AGENCY: MMGY Global

City of La Quinta

ENTRY: Love La Quinta and
Uncovering the Gems
CATEGORY: Reputation Management
AGENCY: Madden Media

City of San Luis Obispo

ENTRY: Visit San Luis Obispo Website
CATEGORY: Web Site
AGENCY: Noble Studios

City of San Luis Obispo

ENTRY: Visit San Luis Obispo Brand
CATEGORY: Brand Campaign
AGENCY: Noble Studios

City of Virginia Beach Convention & Visitors Bureau

ENTRY: New Premier Action Sports Event
Ramps Up Interest in Virginia Beach
CATEGORY: Feature Placement
Online or Print Trade Media
AGENCY: FINN Partners

Columbia County Tourist Development Council

ENTRY: Revitalizing the Columbia
County Tourism Brand
CATEGORY: Brand Campaign
AGENCY: Paradise Advertising

Concord Hospitality

ENTRY: One on One With
Concord Hospitality Enterprises
Company's Mark Laport
CATEGORY: Feature Placement
Online or Print Trade Media
AGENCY: MMGY NJF

Cragun's Resort on Gull Lake

ENTRY: From Discovery to
Conversion: Amplifying Cragun's
Resort on Gull Lake in the SERP
CATEGORY: Search Marketing Strategy
AGENCY: GCommerce Solutions

Destination Cleveland

ENTRY: One Destination. One Voice.
Co-Op Partner Direct Mail Campaign.
CATEGORY: Print Collateral
AGENCY: MMGY

Destination DC

ENTRY: Destination DC Station
Domination in Philly
CATEGORY: Innovation
AGENCY: MMGY

Destination Door County

ENTRY: Art in the Door
CATEGORY: Contest/Sweepstakes
AGENCY: Madden Media

Destination Door County

ENTRY: Destination Door County -
"Feelings" Campaign
CATEGORY: Brand Campaign
AGENCY: Madden Media

THE 2023 ADRIAN AWARDS

BRONZE WINNERS

Destination New South Wales

ENTRY: Sydney, Australia - A Beacon of Inclusivity at WorldPride 2023

CATEGORY: Diversity, Equity, Inclusion Marketing

AGENCY: The Culturist Group

Destin-Fort Walton Beach

ENTRY: Community Engagement

CATEGORY: Corporate Social Responsibility

Destin-Fort Walton Beach, Florida

ENTRY: Writer Tames Lionfish for Her Culinary Audience

CATEGORY: Feature Placement Online or Print Consumer Media

Discover South Carolina

ENTRY: Palmetto Porch Podcast

CATEGORY: Audio

AGENCY: SC Department of Parks, Recreation & Tourism

Discover South Carolina

ENTRY: Fodor's Travel: You're Going to the Wrong City in the Carolinas

CATEGORY: Feature Placement Online or Print Consumer Media

AGENCY: SC Department of Parks, Recreation & Tourism

Discover The Palm Beaches

ENTRY: Taste of The Palm Beaches

CATEGORY: Business to Consumer

Discover The Palm Beaches

ENTRY: Most Followed DMO on TikTok

CATEGORY: Social Media/Social Networking

Discover The Palm Beaches

ENTRY: Mermaid Creator Campaign

CATEGORY: Creators, Multi-media, video, and short form

Discover The Palm Beaches

ENTRY: Love The Palm Beaches Resident Campaign

CATEGORY: Social Media Campaign

Discover The Palm Beaches and The Cultural Council for Palm Beach County

ENTRY: The Palm Beaches in Bloom

CATEGORY: Special Event

Emeline

ENTRY: Emeline: Black Voices Spotlight with Marcus Amaker

CATEGORY: Diversity, Equity, Inclusion Marketing

Expedia Group

ENTRY: Expedia Group Launches Game-Changing New Rewards Program - One Key

CATEGORY: New Opening/Launch

Experience Kissimmee

ENTRY: ExperienceKissimmee.com Website Redesign

CATEGORY: Web Site

AGENCY: Miles Partnership

Explore Asheville

ENTRY: Always, Asheville Brand Campaign

CATEGORY: Brand Campaign

AGENCY: MMGY

Explore Minnesota Tourism

ENTRY: Explore Minnesota Tourism Dream State Campaign - Diversity, Equity and Inclusion

CATEGORY: Diversity, Equity, Inclusion Marketing

AGENCY: Adventure Creative

Explore Minnesota Tourism

ENTRY: Explore Minnesota Tourism Dream State Experiential Marketing

CATEGORY: Experiential Marketing

AGENCY: Adventure Creative

Fairmont Hotels & Resorts

ENTRY: Fairmont Beyond Limits

CATEGORY: Brand Campaign

Fairmont Orchid

ENTRY: Fairmont Beyond Limits - Underwater Ballet

CATEGORY: Innovation

Fairmont Orchid

ENTRY: Fairmont Orchid's SelvaRey Rum Bar

CATEGORY: New Opening/Launch

Fairmont Scottsdale Princess

ENTRY: Christmas at the Princess

CATEGORY: Social Media/Social Networking

AGENCY: BCV Social

Fort Myers - Islands, Beaches and Neighborhoods

ENTRY: The Knot Summer

Avalanche Display Unit

CATEGORY: Business to Consumer

AGENCY: MMGY

Frannie & The Fox

ENTRY: Frannie & The Fox

Italian Sensibilities Series

CATEGORY: Experiential Marketing

AGENCY: Emeline

Graduate Hotels

ENTRY: Graduate Hotels - Business Travelers & Midweek Offer

CATEGORY: Web Site

AGENCY: Screen Pilot LLC

Grand Geneva Resort & Spa

ENTRY: Grand Geneva Search

Marketing Success

CATEGORY: Search Marketing Strategy

AGENCY: Wallop Creative

Greater Miami Convention & Visitors Bureau

ENTRY: More than Beaches: Greater Miami and Miami Beach's Culinary Scene Heats Up

CATEGORY: PR Campaign Consumer

Hamilton Hotel

ENTRY: Hamilton Hotel 100th Anniversary

CATEGORY: Special Event



Congratulations

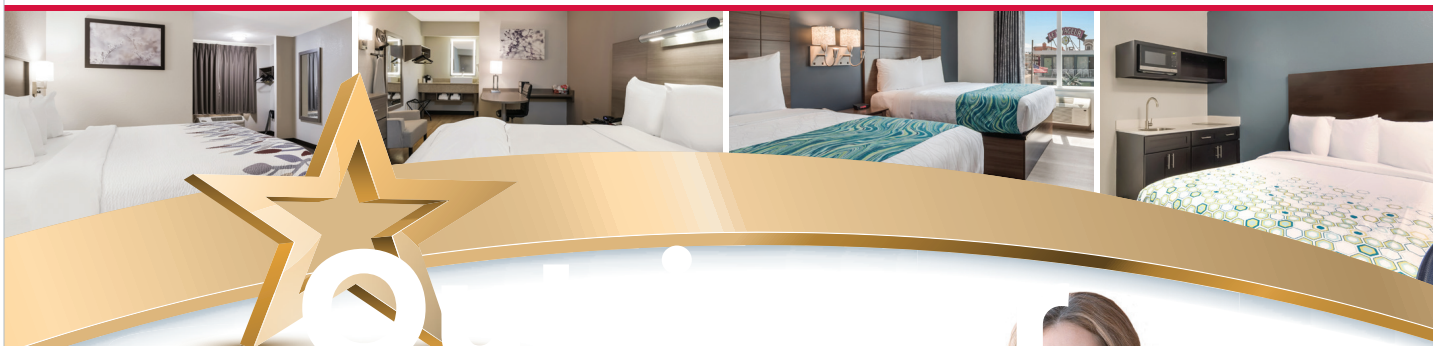
GINA STOUFFER

We are so proud to see your talents recognized
with the prestigious

WINTHROP W. GRICE AWARD

an inspiration to our company and clients
for **25+** years.

Bravo!



Congratulations, Lisa!

Hospitality Sales and Marketing Association
International Top 25 Extraordinary Minds



Lisa Jordan,
Senior Director Digital Marketing



THE 2023 ADRIAN AWARDS

BRONZE WINNERS

Hamilton Hotel

ENTRY: Bill Yosses Centennial Confectioner Residency x Hamilton Hotel
CATEGORY: Special Event

Hamilton Hotel

ENTRY: Hamilton Hotel x Vogue
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

Hamilton Princess & Beach Club

ENTRY: Hamilton Princess Meets TikTok
CATEGORY: App
AGENCY: Persephone Social

Hampton by Hilton

ENTRY: Hampton by Hilton - For The Stay
CATEGORY: Connected TV/Streaming/Linear
AGENCY: GSD&M

Hawks Cay Resort

ENTRY: Hawks Cay- OTT
CATEGORY: Connected TV/Streaming/Linear
AGENCY: Awestruck

Hidden Pond-Kennebunkport Resort Collection

ENTRY: Hidden Pond x Architectural Digest
CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

Hilton Head Island VCB

ENTRY: Travel + Leisure - Charmed by the Hilton Head Island Gullah Community
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Weber Shandwick

Hilton Worldwide

ENTRY: Waldorf Astoria Pedregal - Holiday Campaign
CATEGORY: Content Marketing

Hotel Barrière Fouquet's New York

ENTRY: Hotel Barrière Fouquet's New York - Opening Campaign
CATEGORY: New Opening/Launch
AGENCY: The Brandman Agency

Hotels.com, an Expedia Group brand

ENTRY: Hotels.com serves up the official Room Service Report
CATEGORY: PR Campaign Consumer
AGENCY: Expedia Group

HotelTonight

ENTRY: HotelTonight - For The Savvy Traveler
CATEGORY: Video - Single Entry
AGENCY: Our Man In Havana

Hu. Hotel

ENTRY: Hu. Hotel: Improving Profitability With A New Star Rating
CATEGORY: Search Marketing Strategy
AGENCY: GCommerce Solutions

IHG Hotels & Resorts

ENTRY: Kimpton Hotels & Restaurants launches first global Stay Human campaign
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: Allison Worldwide

IHG Hotels & Resorts

ENTRY: IHG Hotels & Resorts Showcases Luxury During the Cannes Film Festival
CATEGORY: New Opening/Launch
AGENCY: The Brandman Agency

Jamaica Tourist Board

ENTRY: How Stella Got Her Groove Back 25 Years Later
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Lou Hammond Group

Jamaica Tourist Board

ENTRY: 60 Years of Jamaican Music in 60 Songs
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: Lou Hammond Group

JW Marriott Orlando, Grande Lakes

ENTRY: JW Marriott Orlando, Grande Lakes Integrated Media Campaign
CATEGORY: Business to Consumer
AGENCY: Marriott Digital Services

JW Marriott Parq Vancouver

ENTRY: JW Marriott Parq Vancouver X Veuve Clicquot - Social Media Campaign
Dream Big Bright and Beautiful
CATEGORY: Social Media Campaign

Kempinski Hotel Cancun

ENTRY: Lady In Red
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: CIIC PR (Carolyn Izzo Integrated Communications)

Kennebunkport Resort Collection

ENTRY: Paint The Town Red
CATEGORY: Experiential Marketing

Kessler Collection

ENTRY: Grand Bohemian Lodge Greenville- Curated Spaces
CATEGORY: Content Marketing

Kimpton Surfcomber Hotel

ENTRY: Kimpton Surfcomber Hotel Becomes Your Home Away From Office
CATEGORY: Feature Placement Online or Print Consumer Media
AGENCY: TURNER

Kissel Uptown Oakland, Unbound Collection by Hyatt

ENTRY: Kissel Uptown Oakland, Unbound Collection by Hyatt
CATEGORY: Brand Campaign
AGENCY: Second Wave

Join Visit Savannah as we celebrate

BARBARA KARASEK

Barbara has been selected as one of **HSMIA's Top 25 Most Extraordinary Minds in Sales and Marketing!** Her global accomplishments during her 25-year career in sports and entertainment—especially over the past five years at Paradise—have been driven by her passion for making a positive impact within the communities she serves.

VISIT
SAVANNAH
EST. 1733



BARBARA KARASEK
CEO & Co-Owner
Paradise Advertising & Marketing, Inc.

WYNDHAM

HOTELS & RESORTS

Congratulations to all our **2023 Adrian Award winners.**

Vikram Pradhan

HSMIA Americas Top 25 Extraordinary Minds of 2023

Gold President's Award

BOLD by Wyndham Launch
*Diversity, Equity,
Inclusion Marketing*

Adrian Award Gold Winners

Wyndham Rewards
The Cubicle Caddie
PR Campaign Consumer

Adrian Award Silver Winners

Super 8 by Wyndham
Scents of the Open Road
PR Campaign - Consumer

Days Inn by Wyndham
Complimentary Mirror
PR Campaign - Consumer

Adrian Award Bronze Winners

ECHO Suites Brand Launch
Integrated Campaign - Innovation
Wyndham Rewards Everyone
*Integrated Campaign Business to
Consumer*

Ramada by Wyndham - Chief Eats
Officer

PR Campaign - Consumer

Microtel by Wyndham - Secrets Out
Digital - Video Multiple Channels

THE 2023 ADRIAN AWARDS

BRONZE WINNERS

KSL Resorts

ENTRY: Super Blooming Campaign

CATEGORY: Experiential Marketing

La Cantera Resort & Spa

ENTRY: Website Personalizations

Through First-Party Audience Segments

CATEGORY: Innovation

AGENCY: Screen Pilot LLC

LEGOLAND New York

ENTRY: LEGOLAND New York Resort

CATEGORY: Diversity, Equity,

Inclusion Marketing

AGENCY: QUINN PR

Maine Office of Tourism

ENTRY: Stewardship-Driven

Strategy & Brand Campaign

CATEGORY: Brand Campaign

AGENCY: Miles Partnership

Margaritaville Lake Conroe

ENTRY: Margaritaville - Paid

Media Integration of DBX

CATEGORY: Innovation

AGENCY: Screen Pilot LLC

Marriott

ENTRY: Sheraton Hotels & Resorts:

IRL TikTok Creator Event Series

CATEGORY: Creators, Multi-media,
video, and short form

Marriott International

ENTRY: Taking Meetings &

Events a Step Beyond

CATEGORY: Business to Business

Marriott International

ENTRY: Marriott Bonvoy & The

Washington Post Creative Group -
The Regeneration of Travel

CATEGORY: Publisher Content

AGENCY: The Washington Post
Creative Group

Marriott International

ENTRY: \$30K Dream Day Sweepstakes

CATEGORY: Contest/Sweepstakes

Marriott International

ENTRY: Savour the Good Life with Le

Meridien and Meredith Hayden

CATEGORY: Influencer Marketing

Marriott International

ENTRY: Utilizing hyper-targeted display
affiliates to reach high intent customers
during the post-COVID "revenge travel"
period in 2022.

CATEGORY: Affiliate Marketing

Marriott International

ENTRY: Love at First Site: Marriott

Bonvoy x Carats & Cake

CATEGORY: Publisher Content

Marriott International

ENTRY: Marriott Bonvoy Insiders

CATEGORY: Social Media/Social
Networking

Marriott International

ENTRY: "AI or Real" IG Stories

CATEGORY: Artificial Intelligence (AI)

Marriott International

ENTRY: About the Journey: Season 3

CATEGORY: Audio

Marriott International

ENTRY: Autograph Collection

Brand Film 'No Words'

CATEGORY: Video Multiple Channels

Marriott International / Moxy Hotels

ENTRY: Moxy Hotels Play 101

CATEGORY: Creators, Multi-media,
video, and short form

Marriott International, Inc.

ENTRY: W Hotels x "Pillow Talk"

CATEGORY: Brand Campaign

Marriott International, Inc.

ENTRY: W Hotels x "Local

Check-In" (Centerpeak)

CATEGORY: Video - Single Entry

Marriott International, Inc.

ENTRY: W Hotels x Cercle

Category: Content Marketing

Martin County Office of Tourism & Marketing

ENTRY: Explore Natural Martin

CATEGORY: Environmental, Social,
Governance (ESG)

Martin County Office of Tourism & Marketing

ENTRY: Mood for Martin

CATEGORY: Brand Campaign

Martin County Office of Tourism & Marketing

ENTRY: Summer of Fun Giveaway

CATEGORY: Contest/Sweepstakes

Martin County Office of Tourism & Marketing

ENTRY: Mood for Martin Direct Mailer

CATEGORY: Print Collateral

Minnesota Zoo

ENTRY: Minnesota Zoo Treetop

Trail Pre-Opening Campaign

CATEGORY: Business to Consumer

AGENCY: Adventure Creative

Miraval Resorts & Spas

ENTRY: Miraval Resorts & Spas

New Website Launch

CATEGORY: Web Site

AGENCY: 20Two Studio

MSC Cruises

ENTRY: MSC Cruises Travel Weekly

Placement - MSC Makes Eco-conscious
Statement With Euribia

CATEGORY: Feature Placement
Online or Print Trade Media

AGENCY: Lou Hammond Group



There's nothing artificial about this **intelligence.**

Hotels average a 3X to 6X increase in direct bookings with Screen Pilot's DBX marketing.

A leader in hospitality's digital marketing space since 2006, Screen Pilot is proud to be recognized as a 2023 HSMAI Adrian Award honoree and support this year's celebration.



Discover DBX at ScreenPilot.com

THE 2023 ADRIAN AWARDS

BRONZE WINNERS

MSC Cruises

ENTRY: MSC Cruises Forbes

Placement - How Iconic Actress Sophia Loren, The Ultimate Cruise Ship Godmother, Dazzles History

CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

AGENCY: Lou Hammond Group

MSC Cruises

ENTRY: MSC Cruises USA Today Placement

CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

AGENCY: Lou Hammond Group

MSC Cruises

ENTRY: MSC Seascope Naming Ceremony Coverage

CATEGORY: New Opening/Launch

AGENCY: Lou Hammond Group

Museum of Ice Cream

ENTRY: Museum of Ice Cream Has the Scoop on National Ice Cream Day

CATEGORY: Broadcast Integration

AGENCY: Rachel Harrison Communications

Naples, Marco Island and the Everglades - Florida's Paradise Coast

ENTRY: Naples, Marco Island and the Everglades - Florida's Paradise Coast: ONLY Scent Card

CATEGORY: Print Collateral

AGENCY: Paradise Advertising

Naples, Marco Island and the Everglades - Florida's Paradise Coast

ENTRY: Naples, Marco Island and the Everglades - Florida's Paradise Coast: ONLY Paradise Will Do

CATEGORY: Brand Campaign

AGENCY: Paradise Advertising

Naples, Marco Island and the Everglades - Florida's Paradise Coast

ENTRY: Naples, Marco Island and the Everglades - Florida's Paradise Coast: Partner Recovery Series

CATEGORY: Social Media Campaign

AGENCY: Paradise Advertising

Nassau Paradise Island Promotion Board

ENTRY: Nassau Paradise Island Website

CATEGORY: Web Site

AGENCY: VERB Interactive

Nassau Paradise Island Promotion Board

ENTRY: Nassau Paradise Island Social Media

CATEGORY: Social Media/Social

Networking

AGENCY: VERB Interactive

Nassau Paradise Island Promotion Board

ENTRY: Closer Than You Think

CATEGORY: Social Media Campaign

AGENCY: Plant Street Studios

Nassau Paradise Island Promotion Board

ENTRY: Storyteller's Campaign

CATEGORY: Social Media Campaign

AGENCY: Plant Street Studios

New Jersey Division of Travel & Tourism

ENTRY: New Jersey Division of Travel & Tourism Content Marketing

CATEGORY: Content Marketing

AGENCY: Dana Communications

New Jersey Division of Travel & Tourism

ENTRY: New Jersey Division of Travel & Tourism Outer Market Brand Activation

CATEGORY: Experiential Marketing

AGENCY: Dana Communications

Newfoundland and Labrador Tourism

ENTRY: Run Wild Newspaper Campaign

CATEGORY: Print Collateral

AGENCY: Target

Noble House Hotels

ENTRY: Enter Noble Hour

CATEGORY: Social Media Campaign

AGENCY: MMGY Wagstaff

Noble House Hotels

ENTRY: Enter Noble Hour

CATEGORY: Influencer Marketing

AGENCY: MMGY Wagstaff

NoMad London

ENTRY: We Can Resist Everything Except Temptation: Common Decency Launches at NoMad

CATEGORY: New Opening/Launch

AGENCY: Rachel Harrison Communications

Novotel Miami Brickell

ENTRY: Novotel Miami Brickell Increases Brand Recognition and Decreases OTA Dependency with Sojern

CATEGORY: Technology

AGENCY: Sojern

Ocean Casino Resort

ENTRY: Ocean Casino Resort HQ2 Nightclub & Beachclub Website Design & Development (Drupal)

CATEGORY: Web Site

AGENCY: Miles Partnership

Oceania Cruises

ENTRY: Launching Vista, Oceania Cruises' First New Ship in Over a Decade

CATEGORY: New Opening/Launch

AGENCY: MMGY NJF

Omni Hotels & Resorts

ENTRY: Experiences Matter Here.

CATEGORY: Brand Campaign

AGENCY: Stellabeen

OTO Development

ENTRY: A Merry Million Christmas
CATEGORY: Business to Consumer

OTO Development

ENTRY: Flavor Meets Influence
CATEGORY: Social Media/Social Networking

Park County Travel Council

ENTRY: Cody Yellowstone
WILD Campaign Video
CATEGORY: Video - Single Entry
AGENCY: VERB Interactive

Park County Travel Council

ENTRY: Cody Yellowstone WILD Integrated Campaign - Business to Consumer
CATEGORY: Business to Consumer
AGENCY: VERB Interactive

Park County Travel Council

ENTRY: Cody Yellowstone WILD Winter Photography Workshop
CATEGORY: Influencer Marketing
AGENCY: VERB Interactive

Park Hyatt Chicago

ENTRY: Park Hyatt Chicago, An Intimate Art-focused Property In Downtown Chicago
CATEGORY: Social Media Campaign
AGENCY: Lotus Marketing Inc.

Park Lane New York

ENTRY: 24/hour Caviar Hotline
CATEGORY: Innovation
AGENCY: Rachel Harrison Communications

Pebble Beach Resorts

ENTRY: Celebrating One of America's Oldest Golf Courses: Del Monte Golf Course Turns 125
CATEGORY: PR Campaign Consumer
AGENCY: Eric Mower + Associates

Pebble Beach Resorts

ENTRY: Driving demand for Pebble Beach Resorts Golf Around the World
CATEGORY: Feature Placement
Online or Print Consumer Media
AGENCY: Eric Mower + Associates

Pier House Resort and Spa

ENTRY: Milestone Inc helps Pier House Resort and Spa Increase Revenue from Organic Search by 66% and Bookings from Organic Search by 95% After New Website Launch
CATEGORY: Web Site
AGENCY: Milestone Inc.

Pinehurst Resort

ENTRY: Happens Here Brand Campaign
CATEGORY: Brand Campaign

Pinehurst Resort

ENTRY: Pinehurst in Print
CATEGORY: Print Collateral

Pinehurst Resort

ENTRY: U.S. Adaptive Open
CATEGORY: Video Multiple Channels

Port Aransas Tourism Bureau & Chamber of Commerce

ENTRY: Respect Our Island Home
CATEGORY: Environmental, Social, Governance (ESG)
AGENCY: Madden Media

Port Aransas Tourism Bureau and Chamber of Commerce

ENTRY: Salty Stories
CATEGORY: Brand Campaign
AGENCY: Madden Media

Preferred Hotels & Resorts

ENTRY: New Signature Campaign: Unforgettable Moments - Stay Where You're Preferred
CATEGORY: Business to Consumer

Preferred Travel Group

ENTRY: I Prefer Reintroduction
CATEGORY: Business to Consumer

Presidio Trust

ENTRY: Presidio Destination Marketing Campaign
CATEGORY: Diversity, Equity, Inclusion Marketing
AGENCY: Most Likely To

Pure Michigan

ENTRY: Keep It Fresh in Pure Michigan
CATEGORY: Business to Consumer
AGENCY: MMGY

Pure Michigan

ENTRY: Pure Michigan- I Am Detroit Summer
CATEGORY: Video - Single Entry
AGENCY: MMGY

R48 Hotel and Garden

ENTRY: Launch of R48 Hotel and Garden
CATEGORY: New Opening/Launch
AGENCY: Xhibition PR

Red Roof Franchising, LLC

ENTRY: Red Roof's Room in Your Heart Supports St. Jude Children's Research Hospital
CATEGORY: Business to Consumer

Red Roof Franchising, LLC

ENTRY: Red Roof Celebrates Its 50th Anniversary
CATEGORY: Special Event

Remington Hospitality

ENTRY: Remington Hospitality Rebrand
CATEGORY: Feature Placement
Online or Print Trade Media
AGENCY: UpSpring

Rhode Island Commerce Corporation

ENTRY: Stuffies from Rhode Island
CATEGORY: Experiential Marketing
AGENCY: The Zimmerman Agency

THE 2023 ADRIAN AWARDS

BRONZE WINNERS

Riverside Luxury Cruises

ENTRY: The Launch of Riverside
Luxury Cruises
CATEGORY: New Opening/Launch
AGENCY: The Brandman Agency

Royal Champagne Hotel & Spa

ENTRY: Royal Champagne
Robb Report Feature
CATEGORY: Feature Placement
Online or Print Consumer Media
AGENCY: THE DECKER/ROYAL AGENCY

San Francisco Travel & Fairmont Hotels & Resorts

ENTRY: San Francisco Cable Car Crawl
CATEGORY: Special Event

San Francisco Travel Association

ENTRY: sftravel.com
CATEGORY: Web Site

Sandals Resorts

ENTRY: Sandals Resorts 40th
Anniversary - Trade Campaign
CATEGORY: Group Sales/Travel Trade
AGENCY: Hunter Hamersmith Advertising

Sandals Resorts

ENTRY: Sandals Resorts 40th
Anniversary - Digital Video Campaign
CATEGORY: Video Multiple Channels
AGENCY: Hunter Hamersmith Advertising

Sandals Resorts

ENTRY: Sandals Royal Curaçao -
Trade Campaign
CATEGORY: Group Sales/Travel Trade
AGENCY: Hunter Hamersmith Advertising

Sandals Resorts

ENTRY: Sandals Royal Curaçao -
Digital Video Campaign
CATEGORY: Video Multiple Channels
AGENCY: Hunter Hamersmith Advertising

Sandals Resorts

ENTRY: Sandals Skip the Ring
CATEGORY: PR Campaign Consumer
AGENCY: THE DECKER/ROYAL AGENCY

Selina

ENTRY: A Better Way to Work,
Play & Stay for Digital Nomads
CATEGORY: PR Campaign Consumer
AGENCY: Mower

Sheraton Grand at Wild Horse Pass

ENTRY: Sheraton Grand at Wild Horse Pass,
An Arizona Desert Resort Staycation
CATEGORY: Content Marketing
AGENCY: Lotus Marketing Inc.

Silverado Resort

ENTRY: Silverado Resort Website
CATEGORY: Web Site
AGENCY: FINE

Sommerro

ENTRY: Sommerro Opens in Oslo as One
of the Best New Hotels in the World
CATEGORY: New Opening/Launch
AGENCY: PTG Consulting

Sonesta International Hotels Corporation

ENTRY: Sonesta Brand Campaign
CATEGORY: Innovation
AGENCY: Current Global

Sonesta International Hotels Corporation

ENTRY: Sonesta Brand Campaign
CATEGORY: Business to Consumer
AGENCY: Current Global

Sonoma County Tourism

ENTRY: Integrated Campaign:
Connect in the Open
CATEGORY: Business to Business
AGENCY: Miles Partnership

Sonoma County Tourism

ENTRY: Life Opens Up: Sonoma County
Tourism Pause & Effect Campaign
CATEGORY: Brand Campaign
AGENCY: Fahlgren Mortine

Sonoma County Tourism

ENTRY: Life Opens Up: Sonoma County
Tourism Pause & Effect Influencer Program
CATEGORY: Influencer Marketing
AGENCY: Fahlgren Mortine

South African Tourism

ENTRY: South African Tourism
Unlocks A Potent Growing Market-
The Black American Leisure Traveler
CATEGORY: Diversity, Equity,
Inclusion Marketing
AGENCY: MMGY Global

St. Regis

ENTRY: Getting Ready with
Christine Baranski at St. Regis
CATEGORY: Publisher Content

St. Regis Cap Cana

ENTRY: St. Regis Digital Lead Gen Campaign
CATEGORY: Business to Consumer
AGENCY: Real Living Production

Steamboat Springs Resort Company

ENTRY: "The Steamboat Way"
CATEGORY: Connected TV/Streaming/Linear
AGENCY: Fortnight Collective

Stein Eriksen Lodge

ENTRY: Hotel Guests Flock to Park
City To Relax "Up Here", Increasing
Summer Revenue by 683%
CATEGORY: Social Media Campaign
AGENCY: GCommerce Solutions

Sun Outdoors

ENTRY: Sun Outdoors: RV Kitchen
CATEGORY: Social Media/Social
Networking

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- Higher conversion rates
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Case Study

InterContinental Miami

\$2 million

in incremental revenue
in 6 months.

12

Deals

\$1.2M

Group Rooms
Revenue

\$800k

Group F&B
Revenue

No commissions. No term contracts. Just quality leads. Lots of them.

► Venueloccity.com

THE 2023 ADRIAN AWARDS

BRONZE WINNERS

Sun Outdoors

ENTRY: Sun Outdoors: RV Cribbs

CATEGORY: Connected TV/Streaming/
Linear

Sustainable SLO

ENTRY: Sustainable SLO

CATEGORY: Environmental, Social,
Governance (ESG)

AGENCY: Noble Studios

The Bahamas Ministry of Tourism

ENTRY: "Our Ocean, Our Future"

Immersive Experience

CATEGORY: Experiential Marketing

AGENCY: Tambourine

The Bahamas Ministry of Tourism

ENTRY: Welcome to Cat Island

CATEGORY: Content Marketing

AGENCY: Tambourine

The Kessler Collection

ENTRY: The Kessler Collection | The

Next Original Campaign

CATEGORY: Contest/Sweepstakes

AGENCY: Tambourine

The Lake House On Canandaigua

ENTRY: 3 PR Wins For 1 Stay: The Lake

House On Canandaigua In MSN

CATEGORY: Feature Placement Online or
Print - Consumer Magazine or Newspaper

AGENCY: Mower

The Luxury Collection

ENTRY: Laila Gohar Barware

Collection (Launch)

CATEGORY: Video - Single Entry

AGENCY: 71 West

The Luxury Collection

ENTRY: Laila Gohar Barware

Collection (Launch)

CATEGORY: Creators, Multi-media,
video, and short form

AGENCY: 71 West

The Luxury Collection

ENTRY: Hotel Stories & Experiences

CATEGORY: Video Multiple Channels

AGENCY: 71 West

The Luxury Collection

ENTRY: Hotel Stories & Experiences

CATEGORY: Social Media Campaign

AGENCY: 71 West

The Luxury Collection

ENTRY: Inside the Collection

CATEGORY: Video - Single Entry

AGENCY: Stept Studios & 71 West

The Luxury Collection

ENTRY: Inside the Collection

CATEGORY: Brand Campaign

AGENCY: Stept Studios & 71 West

The Mob Museum

ENTRY: All the Dirt. All in One Place. Video

CATEGORY: Video - Single Entry

The Ritz-Carlton

ENTRY: The Ritz-Carlton Cayman Cookout

CATEGORY: Special Event

The Tillary Hotel, Brooklyn

ENTRY: The Tillary Hotel, Brooklyn Website

CATEGORY: Web Site

AGENCY: three&six

The Vinoy Resort & Golf Club, Autograph Collection

ENTRY: (Re)Introducing The Vinoy

Resort & Golf Club

CATEGORY: Re-Launch of Existing Property

AGENCY: QUINN PR

Tourism Corporation Bonaire

ENTRY: Earthonauts Campaign

CATEGORY: Contest/Sweepstakes

AGENCY: Dunn&Co.

Travel Michigan - Michigan Economic Development Corporation

ENTRY: Pure Michigan Welcomes

New Faces to the Outdoors

CATEGORY: Video - Single Entry

AGENCY: FINN Partners

Travel Michigan - Michigan Economic Development Corporation

ENTRY: Cruising the Great

Lakes State in an EV

CATEGORY: Influencer Marketing

AGENCY: FINN Partners

Travel South Dakota

ENTRY: So Much South

Dakota, So Little Time

CATEGORY: Brand Campaign

AGENCY: Karsh Hagan

Travel South Dakota

ENTRY: So Much South

Dakota So Little Time

CATEGORY: Print Collateral

AGENCY: Karsh Hagan

TravPRO Mobile

ENTRY: TheSOURCE B2B Superapp

CATEGORY: App

Valencia Hotel Group

ENTRY: Where Luxury Meets

Comfort: A Stylish Site That Drives

Direct Bookings for Valencia Riverwalk

CATEGORY: Web Site

AGENCY: Vizergy

Virtuoso, Ltd.

ENTRY: Virtuoso Travel Week 2023

CATEGORY: Special Event

Visit Abu Dhabi

ENTRY: Abu Dhabi Expert Sales Companion

CATEGORY: Business to Business

AGENCY: TravPRO Mobile

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Borgata

British Virgin Islands

Tourist Board

CheapCaribbean

Destination Cleveland

Concord Hospitality

Destination DC

Discover Newport

Explore Asheville

Fort Myers - Islands,

Beaches and

Neighborhoods

Justice of the Pies

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Noble House Hotels

& Resorts

Oceania Cruises

Pure Michigan

Scandinavian Airlines

South African Tourism

Visit California

Visit Costa Rica

Visit Elizabeth City

Visit KC

Visit Myrtle Beach

Visit St. Pete/Clearwater

Visit SLO CAL



Global

THE 2023 ADRIAN AWARDS

BRONZE WINNERS

Visit Billings

ENTRY: Visit Billings - Approved by Dogs for Humans
CATEGORY: Business to Consumer
AGENCY: Sunshine & Bourbon

Visit Billings

ENTRY: Visit Billings - Outsiders
CATEGORY: Brand Campaign
AGENCY: Sunshine & Bourbon

Visit Billings / Southeast Montana Tourism

ENTRY: Southeast Montana Travel Provision Co.
CATEGORY: Business to Consumer
AGENCY: Sunshine & Bourbon

Visit Estes Park

ENTRY: Bringing Frozen Dead Guy Days Back to Life in Estes Park
CATEGORY: Special Event
AGENCY: TURNER

Visit Fort Worth

ENTRY: Fort Worth, TX: The Unexpected City
CATEGORY: PR Campaign Consumer
AGENCY: QUINN PR

Visit Frisco

ENTRY: Visit Frisco Takes Over Oklahoma City
CATEGORY: Business to Consumer
AGENCY: VERB Interactive

Visit Greater Palm Springs

ENTRY: An Oasis of Art
CATEGORY: Business to Consumer

Visit Greater Palm Springs

ENTRY: Art & Sol
CATEGORY: Video Multiple Channels
AGENCY: Part-Time Genius

Visit Greater Palm Springs

ENTRY: An Oasis for All
CATEGORY: Diversity, Equity, Inclusion Marketing

Visit Idaho

ENTRY: Expanding Travel Horizons: Idaho's Cultural Connections
CATEGORY: Corporate Social Responsibility
AGENCY: Madden Media

Visit Irving

ENTRY: SXSW
CATEGORY: Experiential Marketing

Visit Irving

ENTRY: Southern Travelers Explore - #STE
CATEGORY: PR Campaign Consumer

Visit KC

ENTRY: NFL Draft Campaign
CATEGORY: Brand Campaign
AGENCY: MMGY

Visit Lake Charles

ENTRY: JOY Campaign Activation
CATEGORY: Experiential Marketing
AGENCY: Miles Partnership

Visit Lauderdale

ENTRY: Group Sales/Travel Trade Campaign
CATEGORY: Group Sales/Travel Trade
AGENCY: Aqua

VISIT Milwaukee

ENTRY: VISIT Milwaukee Website
CATEGORY: Web Site
AGENCY: Simpleview

Visit Myrtle Beach

ENTRY: I Spy a Real-time Opportunity
CATEGORY: Social Media/Social Networking
AGENCY: MMGY

Visit Myrtle Beach

ENTRY: Beach With The Best 2023
CATEGORY: Brand Campaign
AGENCY: MMGY

Visit Myrtle Beach

ENTRY: Visit Myrtle Beach's Future-Focused, User-Personalized Website
CATEGORY: Web Site
AGENCY: Miles Partnership

Visit Orlando

ENTRY: Orlando Unbelievably Real New Global Brand
CATEGORY: Brand Campaign

Visit Orlando, Orlando Economic Partnership, City of Orlando

ENTRY: Unbelievably Real Mural Unveiling
CATEGORY: New Opening/Launch

Visit Panama City Beach

ENTRY: Fun For All - Accessibility Initiative
CATEGORY: Corporate Social Responsibility
AGENCY: Lou Hammond Group + Luckie & Company

Visit Philadelphia

ENTRY: In Pursuit of A More Perfect, Kind and Respectful Union
CATEGORY: Diversity, Equity, Inclusion Marketing

Visit Philadelphia

ENTRY: Visit Philadelphia:

Drag Queen Story Time

CATEGORY: Feature Placement Online or Print - Consumer Magazine or Newspaper

Visit Plano

ENTRY: Cooling Off a Cruel Texas Summer:

Indie Ice Cream Shops Rule in Plano, Texas

CATEGORY: Feature Placement

Online or Print Consumer Media

AGENCY: Tucker & Associates

Public Relations

Visit St. Pete/Clearwater

ENTRY: Visit St. Pete/Clearwater "The

Ultimate Cheat Meals of St. Pete" Social Video

CATEGORY: Video - Single Entry

AGENCY: Miles Partnership

Visit St. Pete/Clearwater

ENTRY: Visit St. Pete/Clearwater "Like a Local" Influencer campaign

CATEGORY: Influencer Marketing

AGENCY: BVK

Visit Tampa Bay

ENTRY: Arts in Tampa Bay x

Tampa Arts Alliance

CATEGORY: Video Multiple Channels

Visit Williamsburg

ENTRY: Visit Williamsburg NYC Media Event

CATEGORY: Special Event

Visit Williamsburg

ENTRY: Choose Your Pace

CATEGORY: Experiential Marketing

Visit Williamsburg

ENTRY: "Life. At Your Pace."

CATEGORY: Social Media/Social Networking

Visit GreenvilleSC

ENTRY: 10K in a Day

CATEGORY: Special Event

AGENCY: TK PR

Walton County Tourism Department

ENTRY: Walton County Tourism Digital

Cooperative Marketing Website

CATEGORY: Technology

AGENCY: Zehnder Communications

Walton County Tourism Department

ENTRY: Beach Safely in

South Walton, Florida

CATEGORY: Business to Consumer

AGENCY: Zehnder Communications

Walton County Tourism Department

ENTRY: Icons for Iconic Communities

CATEGORY: Print Collateral

AGENCY: Zehnder Communications

Wequassett Resort and Golf Club

ENTRY: Wequassett Resort

and Golf Club x Barbour

CATEGORY: PR Campaign Consumer

Wisconsin Department of Tourism

ENTRY: Wisconsin Tourism Brand Campaign

CATEGORY: Brand Campaign

AGENCY: Hiebing

Wyndham Hotels & Resorts

ENTRY: Microtel by Wyndham

"The Secret's Out"

CATEGORY: Video Multiple Channels

Wyndham Hotels & Resorts

ENTRY: Wyndham Rewards Everyone

CATEGORY: Business to Consumer

Wyndham Hotels & Resorts

ENTRY: Ramada by Wyndham -

Chief Eats Officer

CATEGORY: PR Campaign Consumer

Wyndham Hotels & Resorts

ENTRY: ECHO Suites Brand Launch

CATEGORY: Innovation

Yosemite Mariposa County Tourism Bureau

ENTRY: Yosemite Website

CATEGORY: Web Site

AGENCY: Noble Studios

ZooTampa at Lowry Park

ENTRY: Unveiling the wonders

of BUGTOPIA: ZooTampa's

captivating bug adventure

CATEGORY: Video - Single Entry

AGENCY: Paradise Advertising

ZooTampa at Lowry Park

ENTRY: ZooTampa connects people

and is dedicated to caring for and

protecting the world we share.

CATEGORY: Video - Single Entry

AGENCY: Paradise Advertising

THANK YOU JUDGES

GOLD, SILVER, BRONZE JUDGES

Julie Aschidamini

*VP of Marketing
Pacifica Hotels*

Karyl Leigh Barnes

*President
Development Counsellors
International*

Kelsey Beniasch

*Vice President
MMGY Wagstaff*

Ashley Bird

*Sr. Manager of Brand Development
Hyatt Hotels*

Christian Boerger

*VP, Revenue Strategy
Oxford Collection*

Whit Bones

*Communications and Marketing
Director
MMGY Global*

Andrea Braunstein

*Vice President & Director of Crisis
Communications
MMGY NJF*

Keith Brophy

*Professor
Virginia Tech*

Patrick Campbell

*Sr. Director, Advertising
BWH Hotel Group*

Janette Carter

*VP of Marketing
Visit Tampa Bay*

Carolyn Casanova-Gomez

*Director, Marketing & Comm
BCV Social*

Harvey Chipkin

*Freelance Writer
Harvey Chipkin*

Chanuttita Chitmanasak

*Regional Head of CRM and
Marketing Automation - Ea
Michelin*

Matthew Clyde

*President
Ideas Collide*

Jane Coloccia

*President and Chief Creative Officer
JC Communications, LLC*

Lindley Cotton

*President
GCommerce*

Laura Davidson

*CEO/Founder
Laura Davidson Public Relations*

Katie Davin

*Associate Professor
Johnson & Wales University*

Christina Davis

*VP of Media & Analytics
Tambourine*

Cathy Decker

*President
THE DECKER/ROYAL AGENCY*

Catherine Ed

*Director of Marketing
BWH Hotels / Best Western
Hotels & Resorts*

Kimberly Erwin

*Principal
Lotus Marketing*

Mark Fancourt

*Co-Founder Principal Consultant
TRAVHOTECH*

Mariano Faz

*Chief Executive Officer
Ace Hospitality Management*

Brenda Fields

*Founder
fields & company*

Katie Fontana

*PR Consultant & Brand Strategist
KF & Co.*

Julie Freeman

*EVP & Managing Director
MMGY NJF*

Terence Gallagher

*President, New York
Lou Hammond Group*

Mary Gendron

*Senior Vice President -
Managing Director
Mower*

Michael Goldrich

*Chief Advisor
Vivander Advisors*

Ben Hanley

Co-Founder
three&six

Brian Harniman

Head of Travel
FROM

Patrick Harrison

Chief Marketing Officer
Visit Tampa Bay

Jennifer Hill

VP, Commercial Strategy
Kalibri Labs

**Debbie Howarth, Ed.D,
PCM, CHDM**

Faculty Director for Business
Accreditation and Professor,
Department of Marketing
College of Business
Johnson & Wales University

Lynn Kaniper

Owner/President
Dana Communications

Savanna Kearney

Director of Customer Success
COHO

Josh Kelly

Managing Partner
FINE

Brian Klein

Senior Strategists
Cedar Fair Entertainment

Allison Laner

Director of Editorial Services
MMGY

Traci Large

Vice President
Intermountain Hotels

Nicole LaSpina

Senior Director, Brand Marketing
Wyndham Hotels & Resorts

Garrick Lee

Digital Marketing and
Ecommerce Manager
Turning Stone Enterprises

Flo Lugli

Principal
Navesink Advisory Group LLC

Taylor Lynn

Brand Marketing Manager
Hilton

Nicola Madden-Greig

Director of Marketing & Sales
Courtleigh Hospitality Group

Brian McClary

VP of Revenue Management
CoHo Services

Stacia Miele

Director of Marketing
Second Wave Marketing

Craig Mikes

ECD/Owner
Whiskey, Texas

Jake Moreland

Property Sales Manager
BWH Hotels

Raul Moronta

Chief Commercial Officer
Remington Hotels

John Moser

CMO
New York University

Anna Nastrini

Publicist
Imagine PR

Patricia Nugent

Senior Vice President -
Public Relations
Mower

Helene Okabe

Vice President of Feasibility
Concord Hospitality

Ali Pope

Founder
Pixel & Polish

Kaitlin Pulvino

Corp. Director Brand Marketing
Kessler Collection

Florence Quinn

President
QUINN

Rich Roberts

President
RDR PR LLC

Jessica Rodriguez

Senior Vice President
MMGY Wagstaff

THANK YOU JUDGES

GOLD, SILVER, BRONZE JUDGES

Ellen Rooney

Principal
Hotel Sales Consulting

Gabriele Sappok

President
Imagine PR

Dean Schmit

Founder
Base Camp Meta &
MetaSearchMarketing.com

Sine Scott

Executive Director, E-Commerce
Fairmont Hotels

Yohannes Semere

*Senior Director, Revenue
Management*
KSL Resorts

Jon Erik

Skaret Creative Lead
Visit Norway

Amanda Smith

eCommerce Manager
Aimbridge Hospitality

Stephanie Smith

Founder & Digital Matriarch
Cogwheel Marketing

Martin Stoll

CEO
Sparkloft Media

Gina Stouffer

President - Charleston
Lou Hammond Group

Cheryl Street

Marketing Director
Road to Success Marketing

Jim Struna

*Regional Dir of Revenue
Management*
independent consultant

Maresa Thompson

Executive Marketing Consultant
Dragonfly Strategists

Juliette Tiriolo

*Senior Director, Digital
Demand Generation*
Choice Hotels International

Rich Tuckwell-Skuda

CEO & Founder
The Anything Group LLC
(Anything Hotel)

Frank Vertolli

Co-founder & Managing Partner
Net Conversion

Amanda Voss

VP of Sales
MGM Resorts International

Rachel Watroba

Marketing Director
ADCOTO Hospitality Marketing

Rudy Webb

President
Paradise Advertising & Marketing

Matt White

CEO
WHITE

Monty White

*Director of Marketing
Communications*
Visit Irving

Michelle Woodley

President
Preferred Travel Group

Deirdre Yack

*Area Director of Sales
and Marketing*
Ace Hotels

PLATINUM JUDGES

Terence Gallagher

President
Lou Hammond Group

Leora Halpern-Lanz

Assistant Dean Academic Affairs
Boston University School of
Hospitality Administration

Taryn Proctor

Senior Account Executive, Travel
Google

Sine Scott

*Executive Director, E-commerce &
Digital, North & Central America*
Accor Hotels

Mark Thompson

*Senior Vice President,
Tourism & Operations*
Visit Dallas



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Screen Pilot is an award-winning marketing agency and consulting firm specializing in the development of full-spectrum, digital brand experiences. Our tech-forward strategies drive profitability for hotel, resort, and travel brands around the world.

When we launched in 2006, we dedicated ourselves to helping hotel and resort teams fully realize the marketing potential of the internet and emerging digital technologies. As technology matured, so did Screen Pilot. We became innovators in the fields of search engine optimization (SEO), pay-per-click digital advertising, social media management and content marketing for the hospitality sphere.

Today, Screen Pilot is among the top digital marketing consultant firms for the hospitality industry thanks in large part to the development of our Digital Brand Experience (DBX) marketing program. Personalizing the consumer journey is at the core of our commitment to being a leader in hospitality digital marketing and fostering a digital brand revolution for hotels and resorts worldwide.

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Tambourine is an award-winning digital marketing firm driving demand, revenue, and brand awareness for the hospitality world since 1994. The company continues to shake up the industry with custom-integrated marketing solutions for hotels, resorts, and destinations worldwide. Tambourine's emergence as the market leader for both branded and independent hotels is a testament to its core values: putting customer service center stage, setting the standards for hotel website design, and making performance digital marketing easier and more profitable for its valued partners. Visit tambourine.com for more information.



VERB is a conversion focused marketing and technology company serving leading global brands in the travel and hospitality industry. We believe measurement matters. We generate results.

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Ideas Collide builds custom marketing solutions, serving a diverse range of national and global brands with a focus on hospitality and destination marketing. Ideas Collide is proud to have received over 200 Adrian Awards over the last 10 years, including multiple Platinum-awarded initiatives.

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