### GOLD DIGITAL MARKETING 2015 ADRIAN AWARDS

**Alaska Airlines**  
**ENTRY:** Weekend Wanderer  
**CATEGORY:** Social Media/Social Networking  
**AGENCY:** Sparkloft Media

**Amelia Island Convention & Visitors Bureau**  
**ENTRY:** UK & Canada Southern Elegance Campaign  
**CATEGORY:** Web Ad Series  
**AGENCY:** Paradise Advertising and Marketing Inc.

**AmericInn Hotels and Suites**  
**ENTRY:** The Great AmericInn Adventure  
**CATEGORY:** Contest/Sweepstakes  
**AGENCY:** AmericInn Hotels—Corporate Marketing Team

**AMResorts**  
**ENTRY:** #DreamersWin  
**CATEGORY:** Social Media Campaign

**AMResorts**  
**ENTRY:** Breathless Resorts & Spas “Evolution of the Bikini” Social Media Campaign  
**CATEGORY:** Social Media Campaign

**AMResorts**  
**ENTRY:** Breathless Resorts & Spas “Evolution of the Bikini” Viral Video  
**CATEGORY:** Video

**AMResorts**  
**ENTRY:** Dreams Las Mareas Costa Rica Resort HD Commercial  
**CATEGORY:** Video

**Atlantis Bahamas Resort**  
**ENTRY:** Atlantis Display Web Ad Shopper Remarketing 2015  
**CATEGORY:** Web Ad Series  
**AGENCY:** Net Conversion

**Azamara Club Cruises®**  
**ENTRY:** Azamara Club Cruises®—Social Media Campaign  
**CATEGORY:** Social Media Campaign  
**AGENCY:** VERB Interactive

**Baymont Inn & Suites**  
**ENTRY:** Baymont Home Team Hospitality Contest  
**CATEGORY:** Contest/Sweepstakes

**Best Western International**  
**ENTRY:** North American Developer Website  
**CATEGORY:** Web Site  
**AGENCY:** CP Travel

**Best Western International**  
**ENTRY:** Project Runway Campaign  
**CATEGORY:** Social Media/Social Networking  
**AGENCY:** Ideas Collide Marketing Communications, Initiative and Allison+Partners

**Best Western International**  
**ENTRY:** Project Runway Campaign  
**CATEGORY:** Social Media Campaign  
**AGENCY:** Ideas Collide Marketing Communications

**Best Western International**  
**ENTRY:** Route 66 Scavenger Hunt Contest  
**CATEGORY:** Contest/Sweepstakes  
**AGENCY:** Ideas Collide Marketing Communications

**Best Western International**  
**ENTRY:** Stylish Travel Tips with Nick Verreos  
**CATEGORY:** Video  
**AGENCY:** Ideas Collide Marketing Communications

**BHG—Brazilian Hospitality Group**  
**ENTRY:** #obomdeviajar  
**CATEGORY:** Web Site  
**AGENCY:** Pmweb

**BHG—Brazilian Hospitality Group**  
**ENTRY:** #obomdeviajar  
**CATEGORY:** Mobile Marketing  
**AGENCY:** Pmweb

**BHG—Brazilian Hospitality Group**  
**ENTRY:** #obomdeviajar  
**CATEGORY:** Website User Experience  
**AGENCY:** Pmweb

**BHG—Brazilian Hospitality Group**  
**ENTRY:** Relationship First  
**CATEGORY:** E-mail Series  
**AGENCY:** Pmweb
### 2015 ADRIAN AWARDS

<table>
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<tr>
<th>Entry</th>
<th>Website/Category</th>
<th>Agency</th>
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<td><strong>Cabot Links</strong>&lt;br&gt;ENTRY: Cabot Links Website Entry&lt;br&gt;CATEGORY: Web Site&lt;br&gt;AGENCY: VERB Interactive</td>
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<td><strong>Caribe Royale</strong>&lt;br&gt;ENTRY: The Best of Caribe ‘Royale Fun’ Photo Competition&lt;br&gt;CATEGORY: Contest/Sweepstakes&lt;br&gt;AGENCY: Flip.to</td>
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<td><strong>CheapCaribbean.com</strong>&lt;br&gt;ENTRY: CheapCaribbean’s Short Shorts&lt;br&gt;CATEGORY: Webcast Series&lt;br&gt;AGENCY: MMGY Global</td>
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<tr>
<td><strong>Cheyenne Mountain Resort and Country</strong>&lt;br&gt;ENTRY: Cheyenne Mountain Resort Web Site&lt;br&gt;CATEGORY: Web Site&lt;br&gt;AGENCY: Interactive Sites, Inc.</td>
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<td><strong>Corsair Miami</strong>&lt;br&gt;ENTRY: Corsair Miami and Turnberry Isle Miami&lt;br&gt;CATEGORY: Video&lt;br&gt;AGENCY: BCV</td>
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<td><strong>Crystal Cruises</strong>&lt;br&gt;ENTRY: Crystal Cruises: The Next Chapter&lt;br&gt;CATEGORY: Web Site&lt;br&gt;AGENCY: VML West</td>
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<td><strong>Deep Water Cay</strong>&lt;br&gt;ENTRY: “Close To Heaven” Video&lt;br&gt;CATEGORY: Video&lt;br&gt;AGENCY: John Fareed Hospitality Consulting, LLC</td>
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<td><strong>Destination DC</strong>&lt;br&gt;ENTRY: DCcool.com&lt;br&gt;CATEGORY: Web Site</td>
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<td><strong>Downtown Grand Casino + Hotel</strong>&lt;br&gt;ENTRY: Downtown Grand Website Entry&lt;br&gt;CATEGORY: Web Site&lt;br&gt;AGENCY: VERB Interactive</td>
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<td><strong>Embassy Suites by Hilton</strong>&lt;br&gt;ENTRY: Embassy Suites by Hilton Father’s Day Campaign&lt;br&gt;CATEGORY: Social Media Campaign&lt;br&gt;AGENCY: Y&amp;R Chicago</td>
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<td><strong>Experience Grand Rapids</strong>&lt;br&gt;ENTRY: Experience Grand Rapids&lt;br&gt;CATEGORY: Web Site&lt;br&gt;AGENCY: Simpleview</td>
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<td><strong>Fort Lauderdale Marriott Pompano Beach Resort &amp; Spa</strong>&lt;br&gt;ENTRY: I Do Redo at Marriott Pompano Beach&lt;br&gt;CATEGORY: Contest/Sweepstakes&lt;br&gt;AGENCY: Eric Mower + Associates</td>
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<td><strong>Four Seasons Hotels and Resorts</strong>&lt;br&gt;ENTRY: China by Four Seasons Quiz&lt;br&gt;CATEGORY: Game&lt;br&gt;AGENCY: CP Travel</td>
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<td><strong>FRHI Hotels &amp; Resorts</strong>&lt;br&gt;ENTRY: #RafflesSaveTheDate Social Media Event&lt;br&gt;CATEGORY: Social Media/Social Networking</td>
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<td><strong>FRHI Hotels &amp; Resorts</strong>&lt;br&gt;ENTRY: FAIRMONT UNFORGETTABLE MOMENTS SUMMER&lt;br&gt;CATEGORY: Integrated Market Campaign for Consumers (B2C)</td>
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<td><strong>FRHI Hotels &amp; Resorts</strong>&lt;br&gt;ENTRY: FAIRMONTMOMENTS.COM COMMUNITY BLOG&lt;br&gt;CATEGORY: Blog</td>
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<td><strong>FRHI Hotels &amp; Resorts—Americas Region</strong>&lt;br&gt;ENTRY: F-Scapes Leisure Campaign&lt;br&gt;CATEGORY: Integrated Market Campaign for Consumers (B2C)&lt;br&gt;AGENCY: Fuse</td>
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<td><strong>Greater Miami Convention &amp; Visitors Bureau</strong>&lt;br&gt;ENTRY: Hyper-Targeting Miami Neighborhoods With Facebook’s Local Awareness Ads&lt;br&gt;CATEGORY: Mapping &amp; Location Marketing&lt;br&gt;AGENCY: Current</td>
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<td><strong>Halekulani Corporation</strong>&lt;br&gt;ENTRY: Waikiki Parc&lt;br&gt;CATEGORY: Web Site&lt;br&gt;AGENCY: 300FeetOut</td>
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<td><strong>Hilton Head Island-Bluffton Chamber of Commerce</strong>&lt;br&gt;ENTRY: Hilton Head Island (Island Compass App)—In-House Guest Capture Campaign&lt;br&gt;CATEGORY: In-House Guest Capture Campaign&lt;br&gt;AGENCY: VERB Interactive</td>
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<td><strong>Hilton Worldwide</strong>&lt;br&gt;ENTRY: Hilton Mom Voyage Website&lt;br&gt;CATEGORY: Web Site</td>
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<td><strong>Hilton Worldwide</strong>&lt;br&gt;ENTRY: Hilton Our Stage, Your Story—Digital Spot&lt;br&gt;CATEGORY: Video</td>
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<td><strong>Hotel del Coronado</strong>&lt;br&gt;ENTRY: Hotel Del Coronado Web Ad Series&lt;br&gt;CATEGORY: Web Ad Series&lt;br&gt;AGENCY: Cendyn/ONE</td>
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<td><strong>Hotel Pennsylvania</strong>&lt;br&gt;ENTRY: Hotel Pennsylvania “Selfie in the City” Campaign&lt;br&gt;CATEGORY: Integrated Market Campaign for Consumers (B2C)&lt;br&gt;AGENCY: HeBS Digital</td>
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<td><strong>Hotel Wellington</strong>&lt;br&gt;ENTRY: HotelWellington.com&lt;br&gt;CATEGORY: Web Site&lt;br&gt;AGENCY: TravelClick</td>
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<td><strong>Intercity Hotels</strong>&lt;br&gt;ENTRY: The right message the right guest the right time&lt;br&gt;CATEGORY: E-mail Series&lt;br&gt;AGENCY: Pmweb</td>
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<td><strong>Irving Convention and Visitors Bureau</strong>&lt;br&gt;ENTRY: Irving Convention Center InstaMeet&lt;br&gt;CATEGORY: Social Media/Social Networking</td>
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Irving Convention and Visitors Bureau
ENTRY: Irving Convention Center InstaMeet
CATEGORY: Social Media Campaign

Irving Convention and Visitors Bureau
ENTRY: Irving CVB Instagram Takeover
CATEGORY: Social Media/Social Networking

Irving Convention and Visitors Bureau
ENTRY: Irving, Texas Google Pin
CATEGORY: Social Media Campaign

La Fonda on the Plaza
ENTRY: La Fonda on the Plaza Website
CATEGORY: Web Site
AGENCY: HeBS Digital

Langham Hospitality Group
ENTRY: Langham Hotels & Resorts Website
CATEGORY: Web Site
AGENCY: POSSIBLE

Las Vegas Convention and Visitors Authority
ENTRY: Krewellavator
CATEGORY: Video
AGENCY: R&R Partners

Loews Chicago Hotel
ENTRY: Loews Chicago Check-in Campaign
CATEGORY: Contest/Sweepstakes

Loews Hotels
ENTRY: Loews Hotels Travel For Real
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Catch New York

Macerich Corporation
ENTRY: Tysons Corner Center Grand Finale Summer Concert Series Kick-off
CATEGORY: Social Media/Social Networking
AGENCY: WHITE

Mahekal Beach Resort
ENTRY: Mahekal Beach Resort Website
CATEGORY: Web Site
AGENCY: HeBS Digital

Maine Office of Tourism
ENTRY: The Maine Thing Quarterly
CATEGORY: Web Site
AGENCY: BVK

Marcus Hotels & Resorts—Pfister Hotel
ENTRY: Pfister Hotel Augmented Reality App
CATEGORY: App User Experience
AGENCY: Marcus Technologies

Marriott Hotels
ENTRY: Marriott Hotels Reddit Campaign
CATEGORY: Social Media/Social Networking
AGENCY: Marriott Creative + Content Marketing

Marriott International
ENTRY: #LoveTravels Multicultural
CATEGORY: Social Media Campaign
AGENCY: LatinWorks

Marriott International
ENTRY: 1 Millionth Mobile Check-in Guest
CATEGORY: Mobile Campaign

Marriott International
ENTRY: 1 Millionth Mobile Check-in—Marriott
CATEGORY: Contest/Sweepstakes

Marriott International
ENTRY: Book Direct Campaign
CATEGORY: Web Ad Series
AGENCY: Marriott Creative + Content Marketing

Marriott International
ENTRY: Love Travels Website
CATEGORY: Web Site
AGENCY: Marriott Creative + Content Marketing

Marriott International
ENTRY: Marriott Enterprise Audience Segmentation Strategy
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: MEC, BCM

Marriott International
ENTRY: Marriott Traveler Site
CATEGORY: Web Site

Marriott International
ENTRY: The Elevator Pitch—Courtyard by Marriott’s Young Entrepreneur Challenge in India
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Publicis Hong Kong, MEC Hong Kong

Marriott International
ENTRY: Tripping with Sonia Gill
CATEGORY: Webcast Series

MasterCard
ENTRY: Future Cities—Skift + MasterCard
CATEGORY: Integrated Market Campaign for GDS and Travel Agents (B2B)
AGENCY: Skift

Meet Hawaii and Travel Industry Partnerships
ENTRY: Let Hawaii Happen...and Opportunity Unfolds
CATEGORY: Integrated Market Campaign for GDS and Travel Agents (B2B)
AGENCY: Dana Communications

Missouri Division of Tourism
ENTRY: Missouri Road Trip Radio on Pandora
CATEGORY: Web Ad Series
AGENCY: H&L Partners

Naples, Marco Island, Everglades CVB
ENTRY: Discover your Paradise—Web Series Ads
CATEGORY: Web Ad Series
AGENCY: Paradise Advertising and Marketing Inc.
Nassau Paradise Island Promotion Board
ENTRY: Nassau Paradise Island Integrated Marketing Campaign
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Net Conversion

Netherlands Board of Tourism & Conventions
ENTRY: “#VanGogh2015” Campaign
CATEGORY: Social Media/Social Networking
AGENCY: Expedia Media Solutions

Netherlands Board of Tourism & Conventions
ENTRY: “#VanGogh2015” Campaign
CATEGORY: Social Media Campaign
AGENCY: Expedia Media Solutions

New Mexico Tourism Department
ENTRY: New Mexico True Digital
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: MMGY Global

New York Hilton Midtown
ENTRY: New York Hilton Midtown
CATEGORY: Contest/Sweepstakes
AGENCY: BCV

Newfoundland and Labrador Tourism
ENTRY: ‘What’s in a Name’ Contest
CATEGORY: Contest/Sweepstakes
AGENCY: Target

Novotel New York Times Square
ENTRY: “Two Experiences, One Hotel.” Video
CATEGORY: Video
AGENCY: John Fareed Hospitality Consulting, LLC

Omni Hotels & Resorts
ENTRY: Art of Water Honey Program
CATEGORY: Video

San Francisco Travel Association
ENTRY: Redesign of www-sanfrancisco.travel
CATEGORY: Web Site
AGENCY: Code + Theory

Saujana Hotels & Resorts
ENTRY: Saujana Hotels & Resorts
CATEGORY: Web Site
AGENCY: TravelClick

sbe
ENTRY: The sbe Collection Blog
CATEGORY: Blog

South Dakota Department of Tourism
ENTRY: South Dakota Department of Tourism “The Great 8”
CATEGORY: Social Media/Social Networking
AGENCY: MMGY Global

South Dakota Department of Tourism
ENTRY: TravelSouthDakota.com
CATEGORY: Web Site
AGENCY: MMGY Global

Space Florida
ENTRY: “We Are Go”
CATEGORY: Social Media/Social Networking
AGENCY: Paradise Advertising and Marketing Inc.

St. Louis Convention & Visitors Commission
ENTRY: ST. LOUIS IS THE STOP FOR NONSTOP FUN
CATEGORY: Contest/Sweepstakes

Terranea Resort
ENTRY: TerraneaLife
CATEGORY: Web Site

The Albatroz Hotel
ENTRY: The Albatroz Hotel Web Site
CATEGORY: Web Site
AGENCY: GuestCentric

The Beverly Hilton
ENTRY: The Beverly Hilton #Sweet60 Campaign
CATEGORY: Contest/Sweepstakes
AGENCY: Murphy O’Brien Public Relations

The Luxe Manor
ENTRY: The Luxe Manor
CATEGORY: Web Site
AGENCY: TravelClick

The Otesaga Resort Hotel
ENTRY: The Otesaga Resort Hotel Facebook Page
CATEGORY: Social Media/Social Networking
AGENCY: BCV

The Phoenician
ENTRY: Winter 2014 Integrated Marketing Campaign
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Commit Agency

The Ritz-Carlton, Laguna Niguel
ENTRY: The Ritz-Carlton, Laguna Niguel Facebook Page
CATEGORY: Social Media/Social Networking
AGENCY: BCV

The Ternary
ENTRY: The Ternary
CATEGORY: Web Site
AGENCY: TravelClick

The Venetian
ENTRY: Brand Site Improvements
CATEGORY: Website User Experience

Top10
ENTRY: Top10 Hotels
CATEGORY: App User Experience

Travel Manitoba
ENTRY: Roadside Madness
CATEGORY: Social Media/Social Networking

Triumph Hotels
ENTRY: Triumph Hotels Cyber Monday Campaign
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: HeBS Digital
Utah Office of Tourism, Film, and Global Branding
ENTRY: Utah Office of Tourism—Explore Your Own Backyard In-State Co-Op
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Ad+genuity Marketing Solutions, Inc.

Virgin Hotels Chicago
ENTRY: #QuickyWithRicky
CATEGORY: Social Media/Social Networking
AGENCY: Zapwater Communications, Inc.

Virgin Hotels
ENTRY: Digital Marketing Campaign
CATEGORY: Social Media Campaign

Visit Bucks County
ENTRY: VisitBucksCounty.com
CATEGORY: Web Site

Visit California
ENTRY: AwesomenessTV—First Times with Jenn & Jack
CATEGORY: Webcast Series
AGENCY: Development Counsellors International

Visit Florida
ENTRY: VISIT Florida Renames Winter as Bragging Season
CATEGORY: Social Media Campaign

Visit Houston
ENTRY: No Place I’d Rather Be—Houston
CATEGORY: Video

Visit Park City
ENTRY: Visit Park City Meetings & Convention Campaign
CATEGORY: Group Intermediary Series
AGENCY: Digital Edge

Visit Philadelphia
ENTRY: Surprise and Delight
CATEGORY: Social Media/Social Networking

Visit Santa Barbara
ENTRY: #BrightenYourDay
CATEGORY: Social Media Campaign
AGENCY: Sparkloft Media

Visit Savannah
ENTRY: “Savannah Hauntings” Facebook Video Series
CATEGORY: Webcast Series

Visit Britain
ENTRY: “Find Your Storybook” Campaign
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Expedia Media Solutions

Wisconsin Department of Tourism
ENTRY: Travel Wisconsin’s #BragBadge Social Listening Campaign
CATEGORY: Social Media/Social Networking
AGENCY: Laughlin Constable

Wyndham Hotel Group
ENTRY: Wyndham Rewards App Launch
CATEGORY: Loyalty

Wyndham Hotel Group
ENTRY: Wyndham Rewards—You’ve Earned This
CATEGORY: Loyalty Program—Consumer
AGENCY: PI&C

ABOUT HSMAI
The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners, and is the industry’s leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue.
AmaWaterways
ENTRY: AmaWaterwaysTravelPulseTV On Location
CATEGORY: Webcast Series
AGENCY: travAlliancemedia

Amelia Island CVB
ENTRY: AmeliaIsland.com
CATEGORY: Web Site
AGENCY: SilverTech

AMResorts
ENTRY: Houston-Costa Rica Flight Promo
CATEGORY: Search Marketing Strategy

AMResorts
ENTRY: Unlimited Appreciation Campaign
CATEGORY: Loyalty Program-Member

Aruba Tourism Authority
ENTRY: The Happiness Builder
CATEGORY: Website User Experience
AGENCY: The Concept Farm

Atlantis Bahamas Resort
ENTRY: Atlantis Bahamas Mobile Search 2015
CATEGORY: Mobile Marketing
AGENCY: Net Conversion

AVE
ENTRY: AVE Comedy Night
CATEGORY: Loyalty Series

Azamara Club Cruises®
ENTRY: Azamara Club Cruises® Blog Category
CATEGORY: Blog
AGENCY: VERB Interactive

Beach Village at The Del
ENTRY: Beach Village at The Del Web Ad Series
CATEGORY: Web Ad Series
AGENCY: Cendyn/ONE

Best Western International
ENTRY: #Roadtrippin’ With Campaign
CATEGORY: Social Media Campaign
AGENCY: Ideas Collide Marketing Communications and Initiative

Best Western International
ENTRY: 24Things in 24 Hours: Oklahoma Video
CATEGORY: Video
AGENCY: Ideas Collide Marketing Communications

Best Western International
ENTRY: BestWestern Alive! App
CATEGORY: App User Experience
AGENCY: Ideas Collide Marketing Communications

Best Western International
ENTRY: Dreaming of Summer Campaign
CATEGORY: Social Media Campaign
AGENCY: Ideas Collide Marketing Communications

Best Western International
ENTRY: Hotel Development Website Redesign
CATEGORY: Web Site
AGENCY: ISM/CP

Best Western International
ENTRY: Mom Me-Time Campaign
CATEGORY: Loyalty
AGENCY: Ideas Collide Marketing Communications

Best Western International
ENTRY: While Mom’s Away Video
CATEGORY: Multimedia (podcasts, video,)
AGENCY: Ideas Collide Marketing Communications

Canopy by Hilton
ENTRY: Canopy by You
CATEGORY: Location Based Demographically Targeted Campaign
AGENCY: BCV

CheapCaribbean.com
ENTRY: Cheap Caribbean Digital ReBrand
CATEGORY: Location Based Demographically Targeted Campaign
AGENCY: PMG

Corpus Christi Convention & Visitors Bureau
ENTRY: Visit Corpus Christi Website Redesign
CATEGORY: Web Site
AGENCY: BarkleyREI

Denihan Hospitality Group
ENTRY: The Surrey Hotel Website—Privately New York
CATEGORY: Web Site
AGENCY: MME

Eaglewood Resort & Spa
ENTRY: Eaglewood Resort & Spa Website
CATEGORY: Web Site
AGENCY: Interactive Sites, Inc.

Embassy Suites by Hilton
ENTRY: Embassy Suites by Hilton Family Travel Hacks
CATEGORY: Blog
AGENCY: Y&R Chicago

Enchantment Group
ENTRY: Enchantment Resort Website
CATEGORY: Web Site
AGENCY: Interactive Sites, Inc.

Fontainebleau Miami Beach
ENTRY: Fontainebleau Miami Website Redesign
CATEGORY: Web Site
AGENCY: Sabre Hospitality Solutions

Gran Hotel Son Net
ENTRY: Gran Hotel Son Net Website
CATEGORY: Web Site
AGENCY: GuestCentric
Greater Miami CVB
ENTRY: It’s So Miami: People + Places Videos
CATEGORY: Multimedia (Video, Flash, Animation) Series
AGENCY: TURKEL Brands

Hampton by Hilton
ENTRY: Hampton by Hilton Uncovers and Inspires a New Type of Traveler: The “Seekender”
CATEGORY: Social Media Campaign
AGENCY: Hilton Hotels Corporation

Harbor Hotéis
ENTRY: A Costumer-Centric Website
CATEGORY: Website User Experience
AGENCY: Pmweb

Hershey Harrisburg Regional Visitors Bureau
ENTRY: Hershey Harrisburg Regional Visitors Bureau
CATEGORY: Web Site
AGENCY: Simpleview

Hilton Head Island-Bluffton Chamber of Commerce
ENTRY: Hilton Head Island (Island Compass)—Integrated Campaign for Consumer
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: VERB Interactive

Hilton Head Island-Bluffton Chamber of Commerce
ENTRY: Hilton Head Island (Island Compass)—Mapping and Location Marketing
CATEGORY: Mapping & Location Marketing
AGENCY: VERB Interactive

Hilton Head Island-Bluffton Chamber of Commerce
ENTRY: Hilton Head Island Social Media Campaign (My Island Time)
CATEGORY: Social Media Campaign
AGENCY: VERB Interactive

Hilton Worldwide
ENTRY: City of Curio
CATEGORY: Social Media/Social Networking

Hilton Worldwide
ENTRY: Curio 30 second Video Spot
CATEGORY: Video

Hilton Worldwide
ENTRY: Hampton Framing Memories
CATEGORY: Social Media/Social Networking
AGENCY: GSD&M

Hilton Worldwide
CATEGORY: Loyalty Program-Consumer

Hilton Worldwide
ENTRY: Hilton@PLAY—Periscope of Nick Jonas Concert
CATEGORY: Social Media/Social Networking

Hilton Worldwide
ENTRY: Homewood Black Family Reunion
CATEGORY: Social Media/Social Networking
AGENCY: Burrell

Hilton Worldwide
ENTRY: Homewood Macy’s Thanksgiving
CATEGORY: Social Media/Social Networking
AGENCY: iCrossing

Hilton Worldwide
ENTRY: Fresh New Way Campaign
CATEGORY: Social Media Campaign

Hong Kong Tourism Board
ENTRY: Turbocharging Travelzoo
CATEGORY: Integrated Market Campaign for Consumers (B2C)

Hotel Covell
ENTRY: Hotel Covell Web Site
CATEGORY: Web Site
AGENCY: GuestCentric

Hotel Éclat Beijing
ENTRY: Hotel Éclat Beijing
CATEGORY: Web Site
AGENCY: TravelClick

Hotel Plaza Athenee
ENTRY: Hotel Plaza Athénée
CATEGORY: Web Site
AGENCY: HeBS Digital

Hotel Wales
ENTRY: HotelWales Website
CATEGORY: Web Site
AGENCY: HeBS Digital

Hurtigruten
ENTRY: Hurtigruten: Destination Antarctica
CATEGORY: Web Ad Series
AGENCY: LOS & CO AS

Irving Convention and Visitors Bureau
ENTRY: AT&T Byron Nelson
CATEGORY: Social Media Campaign

Irving Convention and Visitors Bureau
ENTRY: Irving Convention Center InstaMeet
CATEGORY: Contest/Sweepstakes
Irving Convention and Visitors Bureau
ENTRY: Irving, Texas CVB Website
CATEGORY: Web Site
AGENCY: Maloney Strategic Communications

Irving Convention and Visitors Bureau
ENTRY: Irving, Texas CVB Website
CATEGORY: Website User Experience

JC Resorts
ENTRY: Surf and Sand Resort Launches New Website
CATEGORY: Web Site
AGENCY: GCommerce Solutions

Jetwing Hotels Ltd
ENTRY: Jetwing Hotels PPC Campaign
CATEGORY: Search Marketing Strategy
AGENCY: eMarketingEye

JW Marriott
ENTRY: Two Bellmen
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Marriott Creative + Content Marketing

Ka’anapali Beach Hotel
ENTRY: Ka’Anapali Beach Hotel Website
CATEGORY: Web Site
AGENCY: Sabre Hospitality Solutions

Marcus Hotels & Resorts
ENTRY: Hotel Phillips
CATEGORY: Web Site
AGENCY: Marcus Technologies

Marcus Restaurant Group
ENTRY: Straight to Your Plate Video Series
CATEGORY: Multimedia (Video, Flash, Animation) Series
AGENCY: Z2

Marriott International
ENTRY: #LoveTravels Multicultural
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: LatinWorks

Marriott International
ENTRY: #LoveTravels Multicultural
CATEGORY: Video
AGENCY: LatinWorks

Marriott International
ENTRY: Marriott + GoPro
CATEGORY: Social Media Campaign
AGENCY: Nobox Marketing LLC

Marriott International Caribbean and Latin America
ENTRY: Los 30 de Marriott Rewards
CATEGORY: Loyalty
AGENCY: Nobox Marketing LLC

Massachusetts Office of Travel & Tourism (MOTT)
ENTRY: #NoSummerRegrets Campaign
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: CP Travel

Mekong Tourism Coordinating Office (MTCO)
ENTRY: MekongTourism.org
CATEGORY: Web Site

Mercure Hotel Brisbane
ENTRY: Mercure Hotel Brisbane
CATEGORY: Web Site
AGENCY: TravelClick

Nassau Paradise Island Promotion Board
ENTRY: Nassau Paradise Island Promotion Board—Social Media
CATEGORY: Social Media Campaign
AGENCY: VERB Interactive

Nassau Paradise Island Promotion Board
ENTRY: Nassau Paradise Island Promotion Board—Web Ad Series
CATEGORY: Web Ad Series
AGENCY: VERB Interactive

Newfoundland and Labrador Tourism
ENTRY: Whale Week
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Target

Nickelodeon Suites Resort
ENTRY: Nickelodeon Suites Resort Email Retargeting
CATEGORY: Email
AGENCY: HeBS Digital

Novotel Clarke Quay
ENTRY: Novotel Clarke Quay
CATEGORY: Web Site
AGENCY: TravelClick

Ojai Visitors Bureau
ENTRY: Ojai Visitors Bureau Website
CATEGORY: Web Site
AGENCY: Sabre Hospitality Solutions

Oklahoma City CVB
ENTRY: Oklahoma City Convention & Visitors Bureau
CATEGORY: Web Site
AGENCY: Simpleview

Omni Hotels & Resorts
ENTRY: Omni Offers Courtesy Mobile Hold Option
CATEGORY: Mobile Marketing

Hospitality Sales & Marketing Association International
Orlando Magic
ENTRY: Orlando Magic—International Tourism Initiative
CATEGORY: Mapping & Location Marketing
AGENCY: Net Conversion

Orlando Magic
ENTRY: Orlando Magic Geo and Demo Tourist Marketing
CATEGORY: Location Based Demographically Targeted Campaign
AGENCY: Net Conversion

Palace Resorts
ENTRY: ThePalaceDifference.com
CATEGORY: Web Site
AGENCY: Dana Communications

Palmetto Dunes
ENTRY: Palmetto Dunes Website
CATEGORY: Web Site
AGENCY: Sabre Hospitality Solutions

Perdido Beach Resort
ENTRY: Perdido Beach Resort Website
CATEGORY: Web Site
AGENCY: HeBS Digital

Pink Shell Resort & Marina
ENTRY: Pink Shell Resort & Marina Website Redesign
CATEGORY: Web Site
AGENCY: Standing Dog LLC

Portola Hotel & Spa
ENTRY: Portola Hotel & Spa Website
CATEGORY: Web Site
AGENCY: HeBS Digital

Red Lion Hotels
ENTRY: Red Lion Hotels Website
CATEGORY: Web Site
AGENCY: HeBS Digital

Renaissance Chicago Downtown Hotel
ENTRY: Renaissance Chicago Downtown Hotel #RenChiRefresh
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: BCV

Solvang Conference and Visitors Bureau
ENTRY: Solvang Website Design & Development
CATEGORY: Web Site
AGENCY: Tempest Interactive Media

Space Florida
ENTRY: “We Are Go” Pre-roll
CATEGORY: Web Ad
AGENCY: Paradise Advertising and Marketing Inc.

Starwood
ENTRY: SPG Weddings Social Media
CATEGORY: Social Media Campaign
AGENCY: BCV

Terranea Resort
ENTRY: TravelTuesday
CATEGORY: Social Media Campaign

The Beaches of Fort Myers & Sanibel
ENTRY: Song & Chance 2 Campaign
CATEGORY: Social Media Campaign
AGENCY: MMGY Global

The Enchantment Group
ENTRY: Enchantment Resort PPC
CATEGORY: Search Marketing Strategy
AGENCY: Screen Pilot

The Garland Hotel
ENTRY: The Garland website
CATEGORY: Web Site
AGENCY: Strausberg Group

The Lucerne Hotel
ENTRY: The Lucerne Hotel
CATEGORY: Web Site
AGENCY: HeBS Digital

The May Fair Hotel
ENTRY: The May Fair Hotel
CATEGORY: Web Site
AGENCY: TravelClick

The New Incholm Hotel & Suites
ENTRY: The New Incholm Hotel & Suites
CATEGORY: Web Site
AGENCY: TravelClick

The Newport Group
ENTRY: Newport Beachside Resort and Hotel
CATEGORY: Web Site
AGENCY: Lodging Interactive

The Resort at Pedregal
ENTRY: The Resort at Pedregal
CATEGORY: Web Site
AGENCY: HeBS Digital

The Ritz-Carlton Resorts of Naples
ENTRY: The Ritz-Carlton Spa, Naples
CATEGORY: Social Media Campaign
AGENCY: Pandemic Labs

The Sukhothai Bangkok
ENTRY: The Sukhothai Bangkok
CATEGORY: Web Site
AGENCY: TravelClick

The Umstead Hotel and Spa
ENTRY: The Umstead Website
CATEGORY: Web Site
AGENCY: Sabre Hospitality Solutions

The Vagabond Hotel
ENTRY: The Vagabond Hotel
CATEGORY: Web Site
AGENCY: TravelClick

Vila Monte Farm House
ENTRY: Vila Monte Farm House Website
CATEGORY: Web Site
AGENCY: GuestCentric
Visit Flanders
ENTRY: Flanders Insider Sales Companion
CATEGORY: Mobile Marketing
AGENCY: TravPRO Mobile

VisitNorway
ENTRY: DreamJobbing—VisitNorway
CATEGORY: Integrated Market Campaign for Consumers (B2C)

Willows Lodge
ENTRY: Willows Lodge Web Site
CATEGORY: Web Site
AGENCY: Interactive Sites, Inc.

Windward Management
ENTRY: PriceCheck—driving direct bookings
CATEGORY: Website User Experience
AGENCY: Triptease

Wyndham Grand Jupiter
ENTRY: Wyndham Grand Jupiter
CATEGORY: Web Site
AGENCY: Milestone Internet Marketing, Inc.

WHERE WOULD YOU LIKE TO BE?

OVER 40 PROPERTIES FROM COAST TO COAST
DESTINATIONHOTELS.COM
Asheville Convention & Visitors Bureau
ENTRY: The Science Behind Fall Color
CATEGORY: Website User Experience

Atlantis
ENTRY: Atlantis YouTube Takeover Video
CATEGORY: Web Ad
AGENCY: GoConvergence

Atlantis Paradise Island, Bahamas
ENTRY: Atlantis Bahamas 2015 Integrated Media Campaign
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Net Conversion

Azamara Club Cruises®
ENTRY: Azamara Club Cruises® Website Entry
CATEGORY: Web Site
AGENCY: VERB Interactive

Best Western International
ENTRY: Embrace or Escape Winter Video Series
CATEGORY: Multimedia (Video, Flash, Animation) Series
AGENCY: Ideas Collide Marketing Communications

Best Western International
ENTRY: Route 66 Scavenger Hunt
CATEGORY: Game
AGENCY: Ideas Collide Marketing Communications

BHG—Brazilian Hospitality Group
ENTRY: Spotify: Music Experience
CATEGORY: Email
AGENCY: Pmweb

Branson/Lakes Area Convention and Visitor Bureau
ENTRY: Branson CVB Cross-Channel Videos
CATEGORY: Video
AGENCY: Miles

Choice Hotels International
ENTRY: Yelp “Travel Together”
CATEGORY: Social Media Campaign
AGENCY: Havas Media and McCann New York

City of Michigan City
ENTRY: #myMichiganCity Loyalty
CATEGORY: Loyalty
AGENCY: The Grossbauer Group

Denihan Hospitality Group
ENTRY: Where’s the best skyline in NYC?
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: MME

Destination Hotels
ENTRY: DestinationHotels.com Website Redesign
CATEGORY: Web Site
AGENCY: MMGY Global

Embassy Suites by Hilton
ENTRY: Embassy Suites by Hilton Mother’s Day Campaign
CATEGORY: Social Media Campaign
AGENCY: Y&R Chicago

Hilton Head Island-Bluffton Chamber of Commerce
ENTRY: Hilton Head Island (Island Compass App)—App User Experience
CATEGORY: App User Experience
AGENCY: VERB Interactive

Hilton Head Island-Bluffton Chamber of Commerce
ENTRY: Hilton Head Island (Island Compass App)—Mobile Campaign
CATEGORY: Mobile Campaign
AGENCY: VERB Interactive

Hilton Worldwide
ENTRY: Hilton—Digital Hospitality Video
CATEGORY: Video

Hilton Worldwide
ENTRY: Hilton & Mashable – PLAY Harder Series
CATEGORY: Web Ad Series

Hilton Worldwide
ENTRY: Hilton GRAMMYs 2015 Activation
CATEGORY: Integrated Market Campaign for Consumers (B2C)
Hilton Worldwide
ENTRY: Hilton Hotels & Resorts: March Matchup
CATEGORY: Social Media/Social Networking
AGENCY: Catch NewYork

Hilton Worldwide
ENTRY: Hilton Worldwide Flips RLSA on Its Head for Major Budget Savings and Incremental Bookings
CATEGORY: Search Marketing Strategy
AGENCY: iProspect

Hilton Worldwide
ENTRY: Homewood About Us Page
CATEGORY: Website User Experience

Hilton Worldwide
ENTRY: Homewood Macy's Thanksgiving
CATEGORY: Contest/Sweepstakes
AGENCY: iCrossing

Hilton Worldwide
ENTRY: Taste of Waldorf Astoria
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: HL Group

Hong Kong Tourism Board
ENTRY: Esquire Presents “Eat Like a Man” in Hong Kong Video Series
CATEGORY: Multimedia (Video, Flash, Animation) Series

Hotel Lundia
ENTRY: Hotel Lundia
CATEGORY: Web Site
AGENCY: TravelClick

Ibis Melbourne
ENTRY: Ibis Melbourne
CATEGORY: Web Site
AGENCY: TravelClick

Las Vegas Convention and Visitors Authority
ENTRY: March Madness/Kiss Cam
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: R&R Partners

Loews Hotels
ENTRY: Travel For Real
CATEGORY: Web Ad Series
AGENCY: eMarketingEye

Mahekal Beach Resort
ENTRY: Cyber Monday Campaign Hotel Mahekal
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: HeBS Digital

MAIN & SKY
ENTRY: MAIN & SKY
CATEGORY: Web Site
AGENCY: TravelClick

Marriott Hotels
ENTRY: French Kiss
CATEGORY: Video
AGENCY: Marriott Creative + Content Marketing

Meet Hawaii and Travel Industry Partnerships
ENTRY: Let Hawaii Happen... and Opportunity Unfolds
CATEGORY: E-mail Series
AGENCY: Dana Communications

Meet Hawaii and Travel Industry Partnerships
ENTRY: Let Hawaii Happen... and Opportunity Unfolds
CATEGORY: Web Ad Series
AGENCY: Dana Communications

Minor Hotel Group
ENTRY: Anantara Siam Bangkok Hotel: The New Heartbeat of Bangkok
CATEGORY: Search Marketing Strategy
AGENCY: eMarketingEye

Minor Hotel Group
ENTRY: Anantara Hotels Resorts & Spas—Maximizing SEO & PPC Profitability
CATEGORY: Search Marketing Strategy
AGENCY: eMarketingEye

Nptune
ENTRY: Nptune—Local Search Platform
CATEGORY: Mapping & Location Marketing
AGENCY: Milestone Internet Marketing, Inc.

New Jersey Travel & Tourism
ENTRY: NJT&T We’re For You
CATEGORY: Web Ad Series
AGENCY: Dana Communications

Oaks Hotels & Resorts
ENTRY: Oaks Hotels & Resorts PPC Campaign
CATEGORY: Search Marketing Strategy
AGENCY: eMarketingEye

Orlando Magic
ENTRY: Orlando Magic—Integrated Brazil Strategy
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: Net Conversion

Polish National Tourist Office
ENTRY: Poland TravelPulseTV On Location
CATEGORY: Webcast Series
AGENCY: travAlliancemedia

Qbic Hotels
ENTRY: Qbic Hotels
CATEGORY: Web Site
AGENCY: UP Hotel Agency

Red Lion Hotels
ENTRY: Red Lion Hotels Spring Multichannel Campaign
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: HeBS Digital

Remington Hotels
ENTRY: The Melrose Georgetown
CATEGORY: Web Site
AGENCY: Milestone Internet Marketing, Inc.
Sanctuary Camelback Mountain Resort & Spa
ENTRY: “Redefining Luxury” Web Site
CATEGORY: Web Site
AGENCY: John Fareed Hospitality Consulting, LLC

Shenandoah Valley Battlefields Foundation
ENTRY: Shenandoah Valley Battlefields Foundation Website
CATEGORY: Web Site
AGENCY: WHITE

Sonoma County Tourism
ENTRY: Sonoma Email Program—Responsive Redesign
CATEGORY: E-mail Series
AGENCY: Miles

South Dakota Department of Tourism
ENTRY: South Dakota “Along For The Ride” Video Series
CATEGORY: Multimedia (Video, Flash, Animation) Series
AGENCY: MMGY Global

Space Florida
ENTRY: “We Are Go” Landing Page
CATEGORY: Web Site
AGENCY: Paradise Advertising and Marketing Inc.

Stonewall Resort
ENTRY: Stonewall Resort Website
CATEGORY: Web Site
AGENCY: Interactive Sites, Inc.

Terranea Resort
ENTRY: Mobile Website
CATEGORY: Mobile Marketing

The Carolina Inn
ENTRY: The Carolina Inn Website
CATEGORY: Web Site
AGENCY: Sabre Hospitality Solutions

The Colonnade Hotel
ENTRY: The Colonnade Hotel Roof Top Pool Campaign – Elevate Your Summer
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: HeBS Digital

The Estes Park Resort
ENTRY: The Estes Park Resort “Summers You Remember” Sweepstakes
CATEGORY: Contest/Sweepstakes
AGENCY: HeBS Digital

The Fullerton Hotel Singapore
ENTRY: The Fullerton Hotel Singapore PPC
CATEGORY: Search Marketing Strategy
AGENCY: eMarketingEye

The London West Hollywood
ENTRY: The London West Hollywood Web Site
CATEGORY: Web Site
AGENCY: TravelClick

The Venetian
ENTRY: Breakfast Offer Campaign
CATEGORY: E-mail Series

The Whitehall Hotel
ENTRY: The Whitehall Hotel Chicago Website
CATEGORY: Web Site
AGENCY: HeBS Digital

Visit Bakersfield
ENTRY: Bakersfield Website Design & Development
CATEGORY: Web Site
AGENCY: Tempest Interactive Media

Visit Bucks County
ENTRY: Making Moments: Video Storyteller Series
CATEGORY: Multimedia (podcasts, video)

Visit Fairfax
ENTRY: Visit Fairfax Story Tellers Campaign
CATEGORY: Integrated Market Campaign for Consumers (B2C)
AGENCY: WHITE

Visit KC
ENTRY: Visit KC Website
CATEGORY: Web Site
AGENCY: MMGY Global

Visit North Carolina
ENTRY: Mary Chesnut Project | Civil War 150
CATEGORY: Social Media Campaign
AGENCY: Luquire George Andrews

Visit Santa Barbara
ENTRY: #SBstory: Made in Santa Barbara
CATEGORY: Multimedia (Video, Flash, Animation) Series
AGENCY: Sparkloft Media

Wisconsin Department of Tourism
ENTRY: TravelWisconsin.com Cities & Regions
CATEGORY: Website User Experience
AGENCY: Ascedia

Wyndham Cleveland
ENTRY: Wyndham Cleveland
CATEGORY: Web Site
AGENCY: Sabre Hospitality Solutions

Wyndham Hotel Group
ENTRY: The Shelborne Wyndham Grand South Beach
CATEGORY: Web Site
AGENCY: Sabre Hospitality Solutions
Amelia Island Convention & Visitors Bureau
ENTRY: Chicago Train Takeover
CATEGORY: SIGNAGE—Outdoor/Transit
AGENCY: Paradise Advertising and Marketing Inc.

American Express
ENTRY: 2015 Escape Magazine
CATEGORY: MAGAZINE OR NEWSPAPER—Consumer
AGENCY: CP Travel

AMResorts
ENTRY: Breathless Punta Cana Resort & Spa Rack Brochure
CATEGORY: BROCHURE—Travel Trade

AMResorts
ENTRY: Breathless Resorts & Spas Re-Positioning
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade

Aruba Tourism Authority
ENTRY: One Happy Selfie
CATEGORY: Signage—Outdoor/Transient
AGENCY: The Concept Farm

Atlantis
ENTRY: Atlantis 20th Anniversary Long Form Infomercial
CATEGORY: TELEVISION—Consumer
AGENCY: GoConvergence

Audubon Nature Institute
ENTRY: Audubon Nature Institute—Brand Spot
CATEGORY: TELEVISION—Consumer
AGENCY: Peter A Mayer Advertising

Audubon Nature Institute
ENTRY: Audubon Nature Institute—Tourist Booster Campaign
CATEGORY:LOYALTY PROGRAM—Consumer Marketing
AGENCY: Peter A Mayer Advertising

Best Western International
ENTRY: 2014 Fall Promotion Radio
CATEGORY: RADIO—Consumer
AGENCY: CP Travel

Best Western International
ENTRY: Best Western Avalon App In-Property Engagement
CATEGORY: IN PROPERTY/IN FLIGHT—Consumer, Group Sales or Travel Trade
AGENCY: Ideas Collide Marketing Communications

Best Western International
ENTRY: Mom Me-Time Campaign
CATEGORY: CONTEST/SWEEPSTAKES—Consumer/Group Sales/Travel Trade
AGENCY: Ideas Collide Marketing Communications and Allison+Partners

Best Western International
ENTRY: Project Runway Campaign
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade
AGENCY: Ideas Collide Marketing Communications, Initiative and Allison+Partners

Best Western International
ENTRY: Vib Concept Video
CATEGORY: DVD/CD/VIDEO Consumer/Group Sales/Travel Trade
AGENCY: Bridges—Chicago and Allison+Partners

Booking.com
ENTRY: Booking Hero
CATEGORY: TELEVISION—Consumer
AGENCY: Wieden+Kennedy Amsterdam

Booking.com
ENTRY: Booking Now
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Wieden+Kennedy Amsterdam

Brand USA
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Miles

Choice Hotels International
ENTRY: “Stay or Go” Campaign
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: McCann New York

Clackamas County Tourism & Cultural Affairs
ENTRY: 100 Ways to Play—Austin & Vancouver Out of Home
CATEGORY: Signage—Outdoor/Transient
AGENCY: Borders Perrin Norrander

Embassy Suites by Hilton
ENTRY: Embassy Suites by Hilton “Yeah, It’s Pretty Great” Campaign
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Y&R Chicago

Embassy Suites by Hilton
ENTRY: Embassy Suites by Hilton Radio
CATEGORY: RADIO—Consumer
AGENCY: Y&R Chicago

Exclusive Resorts
ENTRY: CURATED Magazine
CATEGORY: MAGAZINE OR NEWSPAPER—Travel Trade
AGENCY: TAG Media

Greater Miami CVB
ENTRY: It’s So Miami: People + Places Integrated Campaign
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: TURKEL Brands
Hilton Worldwide
ENTRY: Hampton We Go Together
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade
AGENCY: GSD&M

Hilton Worldwide
ENTRY: Hilton—Brand Positioning
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade

Hilton Worldwide
ENTRY: Hilton—Digital Hospitality Video
CATEGORY: IN PROPERTY/IN FLIGHT—Consumer, Group Sales or Travel Trade

Hilton Worldwide
ENTRY: Hilton & PopSugar—Find Your Happy Series Launch
CATEGORY: RADIO—Consumer

Hilton Worldwide
ENTRY: Hilton Our Stage, Your Story—Print
CATEGORY: MAGAZINE OR NEWSPAPER—Consumer

Hilton Worldwide
ENTRY: Hilton Our Stage, Your Story—Radio
CATEGORY: RADIO—Consumer

Hilton Worldwide—Homewood Suites
ENTRY: Homewood Suites—Stay in Your Groove Commercial
CATEGORY: TELEVISION—Consumer
AGENCY: Van Winkle Pearce

Kennedy Space Center Visitor Complex
ENTRY: Kennedy Space Center—Always Exploring Campaign
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade
AGENCY: Peter A Mayer Advertising

Langham Hospitality Group
ENTRY: Langham Hotels & Resorts—The Art of The Stay Campaign
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: AR New York

Las Vegas Convention and Visitors Authority
ENTRY: “Boy Shorts”—LGBT PRIDE OOH
CATEGORY: SIGNAGE—Outdoor/Transit
AGENCY: R&R Partners

Las Vegas Convention and Visitors Authority
ENTRY: “Who Cares” LGBT Radio
CATEGORY: RADIO—Consumer
AGENCY: R&R Partners

Las Vegas Convention and Visitors Authority
ENTRY: Las Vegas Super Bowl Ad
CATEGORY: MAGAZINE OR NEWSPAPER—Consumer
AGENCY: R&R Partners

Las Vegas Convention and Visitors Authority
ENTRY: The Secret TV spot
CATEGORY: TELEVISION—Consumer
AGENCY: R&R Partners

Loews Hotels
ENTRY: Loews Hotels Travel For Real
CATEGORY: PRINT MEDIA—Consumer
AGENCY: Catch New York

Loews Hotels
ENTRY: Loews Hotels Travel For Real
CATEGORY: SIGNAGE—Outdoor/Transient
AGENCY: Catch New York

Loews Hotels
ENTRY: Loews Hotels Travel For Real
CATEGORY: MAGAZINE OR NEWSPAPER—Consumer
AGENCY: Catch New York

Lufthansa Airlines USA
ENTRY: Lufthansas Taste of America
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: MMGY Global

Maine Office of Tourism
ENTRY: The Maine Thing Brand Campaign
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: BVK

Marriott International
ENTRY: Millionth Mobile Check-in Campaign
CATEGORY: CONTEST/SWEEPSTAKES—Consumer/Group Sales/Travel Trade

Michigan Economic Development Corporation
ENTRY: Pure Michigan Integration with Good Morning America
CATEGORY: TELEVISION—Consumer
AGENCY: McCann Erickson

Naples, Marco Island, Everglades CVB
ENTRY: Discover your Paradise—Chicago real time temp boards
CATEGORY: SIGNAGE—Outdoor/Transit
AGENCY: Paradise Advertising and Marketing Inc.

Naples, Marco Island, Everglades CVB
ENTRY: Discover your Paradise—New York Motion Boards
CATEGORY: SIGNAGE—Outdoor/Transit
AGENCY: Paradise Advertising and Marketing Inc.

Naples, Marco Island, Everglades CVB
ENTRY: Fantasy—TV Spot
CATEGORY: TELEVISION—Consumer
AGENCY: Paradise Advertising and Marketing Inc.

Newfoundland and Labrador Tourism
ENTRY: Creative and Colourful Places
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Target

Omni Hotels & Resorts
ENTRY: Escapes
CATEGORY: MAGAZINE OR NEWSPAPER—Consumer
Omni Hotels & Resorts
ENTRY: Saveur Cover Wrap Campaign
CATEGORY: DIRECT MAIL—Consumer

San Antonio Convention & Visitors Bureau
ENTRY: Missions World Heritage
CATEGORY: PRINT MEDIA—Consumer
AGENCY: Proof Advertising

San Antonio Convention & Visitors Bureau
ENTRY: World Heritage Launch Ad
CATEGORY: MAGAZINE OR NEWSPAPER—Consumer
AGENCY: Proof Advertising

SAS Scandinavian Airlines
ENTRY: SAS COMFY CHALLENGE
CATEGORY: SIGNAGE—Outdoor/Transit
AGENCY: LOS & CO AS

St. Louis Convention & Visitors Commission
ENTRY: St. Louis Civic Pride
CATEGORY: TELEVISION—Consumer

St. Louis Convention & Visitors Commission
ENTRY: St. Louis IS THE STOP FOR NONSTOP FUN
CATEGORY: TELEVISION—Consumer

The Beaches of Fort Myers & Sanibel
ENTRY: Interrupted Radio
CATEGORY: RADIO—Consumer
AGENCY: MMGY Global

The Modern Honolulu
ENTRY: The Modern Honolulu—Hawaii. Next.—Brand Campaign
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade
AGENCY: Miles

Tourism Victoria
ENTRY: Victoria, the Idea Capital Video Sales Brochure
CATEGORY: BROCHURE—Group Sales/Meetings

Visit Santa Barbara
ENTRY: Brighten Your Day
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: MMGY Global

Visit Tampa Bay
ENTRY: Bay Crafted Campaign 2015
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: PP+K

Visit Tampa Bay
ENTRY: Winter’s Obituary
CATEGORY: MAGAZINE OR NEWSPAPER—Consumer
AGENCY: PP+K

VisitGreenvilleSC
ENTRY: “Discover Our Main Streets” Commercial
CATEGORY: TELEVISION—Consumer

VisitGreenvilleSC
ENTRY: “People Have Been Talking About Us” Commercial
CATEGORY: TELEVISION—Consumer

VisitGreenvilleSC
ENTRY: “We’re Changing the Color of Love” Valentine’s Day Chocolate Mailer
CATEGORY: DIRECT MAIL—Group Sales/Meetings

VisitGreenvilleSC
ENTRY: “What Does Happiness Feel Like to You?” Entertainment Radio Advertisement
CATEGORY: RADIO—Consumer

VisitGreenvilleSC
ENTRY: “Yeah, THAT Greenville” Brand Leisure Marketing Campaign
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade

VisitGreenvilleSC
ENTRY: Custom Euphoria Site Visit Invitation
CATEGORY: PRINT MEDIA—Group Sales/Meetings

VSA Partners
ENTRY: A Million Details
CATEGORY: PRINT MEDIA—Group Sales/Meetings
AGENCY: Hyatt

Wisconsin Department of Tourism
ENTRY: Camp Wisconsin Outdoor—It Covers the Whole State
CATEGORY: Signage—Outdoor/Transient
AGENCY: Laughlin Constable

Wyndham Hotel Group
ENTRY: Wyndham Rewards—You’ve Earned This
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade
AGENCY: PI&C

Wyndham Hotel Group
ENTRY: Wyndham Rewards—You’ve Earned This
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: PI&C
Adams & Knight
ENTRY: Connecticut, still revolutionary
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Adams & Knight

Americas Best Value Inn
ENTRY: Texting
CATEGORY: RADIO-Consumer
AGENCY: JCF Marketing, Inc.

Asheville Convention & Visitors Bureau
ENTRY: Asheville—Discovery, Inside and Out
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade
AGENCY: Peter A Mayer Advertising

Atlantis
ENTRY: Atlantis Amazing Trailer Commercial
CATEGORY: TELEVISION—Consumer
AGENCY: GoConvergence

Atlantis
ENTRY: Atlantis DVD Mailer
CATEGORY: DVD/CD/VIDEO—Consumer/Group Sales/Travel Trade
AGENCY: GoConvergence

Atlantis
ENTRY: Atlantis Rising :60 Brand Commercial
CATEGORY: TELEVISION—Consumer
AGENCY: GoConvergence

Belmond (UK) Limited
ENTRY: Belmond Advertising Campaign
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade

Best Western International
ENTRY: 2015 Spring Promotion Radio
CATEGORY: RADIO-Consumer
AGENCY: CP Travel

Booking.com
ENTRY: Booking Summer
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Wieden+Kennedy Amsterdam

CheapCaribbean.com
ENTRY: CheapCaribbean.com Re-Positioning
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade
AGENCY: MMGY Global

Choice Hotels International
ENTRY: 2015 Comfort In-Hotel Collateral Rebranding
CATEGORY: IN PROPERTY/IN FLIGHT—Consumer, Group Sales or Travel Trade
AGENCY: McCann New York

Choice Hotels International
ENTRY: 2015 Comfort Rebranding
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade
AGENCY: McCann New York

Clackamas County Tourism & Cultural Affairs
ENTRY: 100 Ways to Play—Austin Campaign
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Borders Perrin Norrander

Clackamas County Tourism & Cultural Affairs
ENTRY: 100 Ways to Play—Oregon Trail Covered Wagon Pedicabs
CATEGORY: SPECIAL ADVERTISTING SECTION
AGENCY: Borders Perrin Norrander

Clackamas County Tourism & Cultural Affairs
ENTRY: Oregon’s Mt. Hood Territory 2015 Travel Planner
CATEGORY: BROCHURE—Consumer
AGENCY: Borders Perrin Norrander

Delaware North—The Gideon Putnam
ENTRY: Gideon Putnam Brand Repositioning
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade
AGENCY: MMGY Global

Denihan Hospitality Group
ENTRY: James Brand Print Campaign
CATEGORY: PRINT MEDIA—Consumer
AGENCY: MME

Discover The Palm Beaches
ENTRY: “Unplug & Reconnect”
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade

Exclusive Resorts
ENTRY: Vacations, Redefined
CATEGORY: BROCHURE—Travel Trade

Grand Junction Visitor & Convention Bureau
ENTRY: Grand Junction—Spice Up Your Next Meeting
CATEGORY: DIRECT MAIL—Group Sales/Meetings
AGENCY: Hill Aevium Marketing & Advertising

Greater Omaha Chamber
ENTRY: Omaha: We Don’t Coast
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade
AGENCY: In Collaboration with 16 Local Agencies

Hawaii Visitors & Convention Bureau
ENTRY: Let Hawaii Happen—Print
CATEGORY: PRINT MEDIA—Consumer
AGENCY: MVNP

Hilton Worldwide
ENTRY: Curio Ads
CATEGORY: MAGAZINE OR NEWSPAPER—Consumer
Hilton Worldwide
ENTRY: Hilton—Be@PLAY 30 sec. Spot
CATEGORY: TELEVISION—Consumer

Hilton Worldwide
ENTRY: Hilton@PLAY Launch & Be@PLAY
CATEGORY: COMPLETE CAMPAIGN
(to include Positioning)—Consumer/Group Sales/Travel Trade

Hong Kong Tourism Board
ENTRY: Virtuoso 2014 Marketing Blitz
CATEGORY: COMPLETE CAMPAIGN
(to include Positioning)—Consumer/Group Sales/Travel Trade

Hyatt Zilara & Hyatt Ziva All Inclusive Resorts
ENTRY: The Evolution of All-Inclusive: Introducing Hyatt Zilara & Hyatt Ziva
CATEGORY: COMPLETE CAMPAIGN
(to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Playa Hotels & Resorts

Innovation Norway
ENTRY: Disney Frozen: Powered by Norway
CATEGORY: COMPLETE CAMPAIGN
(to include Positioning)—Consumer/Group Sales/Travel Trade

Interval International
ENTRY: STK Interval Sales Tool Kit Ad
CATEGORY: MAGAZINE OR NEWSPAPER—Travel Trade

Lake County, Illinois Convention & Visitors Bureau
ENTRY: Lake County, Illinois CVB—Visit Lake County
CATEGORY: SIGNAGE—Outdoor/Transit
AGENCY: Davis Harrison Dion

Loews Hotels
ENTRY: Travel For Real
CATEGORY: COMPLETE CAMPAIGN
(to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Catch New York

Luray Caverns
ENTRY: Luray Caverns Drip (Nature Springs a Leak)—TV Spot
CATEGORY: TELEVISION—Consumer
AGENCY: WHITE

Marriott International
ENTRY: Marriott + GoPro
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade
AGENCY: Nobox Marketing LLC

Marriott International
ENTRY: The Elevator Pitch—Courtyard by Marriott’s Young Entrepreneur Challenge in India
CATEGORY: COMPLETE CAMPAIGN
(to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Publicis Hong Kong, MEC Hong Kong

Marriott Rewards
ENTRY: Marriott Rewards Platinum Premier Gift Package
CATEGORY: DIRECT MAIL—Consumer
AGENCY: Marriott Creative + Content Marketing

Meet Hawaii and Travel Industry Partnerships
ENTRY: Let Hawaii Happen…and Opportunity Unfolds
CATEGORY: PRINT MEDIA—Travel Trade
AGENCY: Dana Communications

Mohegan Sun
ENTRY: Mohegan Sun Full of Life Campaign
CATEGORY: COMPLETE CAMPAIGN
(to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: TAXI INC

Mohegan Sun
ENTRY: Mohegan Sun Interactive Bus Shelters
CATEGORY: Signage—Outdoor/Transient
AGENCY: TAXI INC

Naples, Marco Island, Everglades CVB
ENTRY: A Taste of Paradise—Video
CATEGORY: TELEVISION—Consumer
AGENCY: Paradise Advertising and Marketing Inc.

Naples, Marco Island, Everglades CVB
ENTRY: Discover—TV Spot
CATEGORY: TELEVISION—Consumer
AGENCY: Paradise Advertising and Marketing Inc.

New Jersey Travel & Tourism
ENTRY: NJT&T We’re For You
CATEGORY: COMPLETE CAMPAIGN
(to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Dana Communications

Ocala/Marion County Visitors and Convention Bureau
ENTRY: “Do You Love” Campaign
CATEGORY: COMPLETE CAMPAIGN
(to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: evok advertising

Palace Resorts
ENTRY: Moon Palace Jamaica Grande Campaign
CATEGORY: COMPLETE CAMPAIGN
(to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: CP Travel

Pocono Mountains Visitors Bureau
ENTRY: Pocono Mountain Visitors Bureau Waterpark Resorts Summer TV Co-op Campaign
CATEGORY: TELEVISION—Consumer
Residence Inn
ENTRY: Residence Inn Storybug Video
CATEGORY: DVD/CD/VIDEO Consumer/Group Sales/Travel Trade
AGENCY: Marriott Creative + Content Marketing

SCPRT
ENTRY: South Carolina Discover Campaign
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade

Space Florida
ENTRY: “We Are Go”
CATEGORY: SIGNAGE—Outdoor/Transit
AGENCY: Paradise Advertising and Marketing Inc.

St. Louis Convention & Visitors Commission
ENTRY: St. Louis Civic Pride
CATEGORY: TELEVISION—Consumer

The Beaches of Fort Myers & Sanibel
ENTRY: Shell Guide Magazine Insert
CATEGORY: MAGAZINE OR NEWSPAPER—Consumer
AGENCY: MMGY Global

The Biltmore Company
ENTRY: Biltmore—Timeless Campaign
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: The Richards Group

The Venetian
ENTRY: Sales Brochures (Sands Expo; Group, Leisure, EDS, and Hospitality)
CATEGORY: BROCHURE—Group Sales/Meetings

The Venetian
ENTRY: Top Spin Celebrity Ping Pong Charity Event
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: The Venetian, DREX Agency

Visit Houston
ENTRY: My Gay Houston Campaign
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade

Visit North Carolina
ENTRY: Visit North Carolina Print Campaign
CATEGORY: PRINT MEDIA—Consumer
AGENCY: Luquire George Andrews

Visit St. Petersburg/Clearwater
ENTRY: Florida’s Natural Beaches
CATEGORY: CONTEST/SWEEPSTAKES—Consumer/Group Sales/Travel Trade
AGENCY: BVK

Visit Tampa Bay
ENTRY: Sounds of Summer
CATEGORY: RADIO—Consumer
AGENCY: PP+K

Visit Greenville SC
ENTRY: “Where is THAT?” Leisure Marketing Ad Campaign
CATEGORY: PRINT MEDIA—Consumer

Wynndham Hotel Group
ENTRY: Wyndham Rewards—you’ve Earned This
CATEGORY: LOYALTY PROGRAM—Consumer Marketing
AGENCY: PI&C
Best Western International
ENTRY: 2014 Fall Promotion Campaign
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: CP Travel

Best Western International
ENTRY: Knock Out Punch Ad
CATEGORY: MAGAZINE OR NEWSPAPER—Travel Trade
AGENCY: Ideas Collide Marketing Communications

Brand USA
ENTRY: Discover America: Flavours of the USA Culinary Guide
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Miles

Dubai Corporation of Tourism & Commerce Marketing and Emirates
ENTRY: “Travel Yourself Interesting” Campaign
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade
AGENCY: Expedia Media Solutions

Emerald Coast Convention & Visitors Bureau
ENTRY: Emerald Coasting Brand Campaign
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Peter A Mayer Advertising

Grand Junction Visitor & Convention Bureau
ENTRY: Grand Junction—Dramatically Different
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade
AGENCY: Hill Aevium Marketing & Advertising

Greater Miami CVB
ENTRY: It’s So Miami: People + Places Print
CATEGORY: PRINT MEDIA—Consumer
AGENCY: TURKEL Brands

Hawaii Visitors & Convention Bureau
ENTRY: Let Hawaii Happen—TV
CATEGORY: TELEVISION—Consumer
AGENCY: MVNP

Hilton Worldwide
ENTRY: Hampton We Go Together
CATEGORY: TELEVISION—Consumer

Hilton Worldwide
ENTRY: Hilton—KDM Radio Spots
CATEGORY: RADIO—Consumer

Horseshoe Bay Resort
ENTRY: Depressed Boat Syndrome
CATEGORY: TELEVISION—Consumer
AGENCY: Hack Studios

Loews Hotels
ENTRY: Loews Hotels Travel For Real
CATEGORY: PRINT MEDIA—Group Sales/Meetings
AGENCY: Catch New York

Luray Caverns
ENTRY: Luray Caverns Imagination Game—TV
CATEGORY: TELEVISION—Consumer
AGENCY: WHITE

Maine Office of Tourism
ENTRY: The Maine Thing TV
CATEGORY: TELEVISION—Consumer
AGENCY: BVK

Nassau Paradise Island Promotion Board
ENTRY: Nassau Paradise Island Better Non-Globe Brand Commercial
CATEGORY: TELEVISION—Consumer
AGENCY: GoConvergence

Nassau Paradise Island Promotion Board
ENTRY: Nassau Paradise Island Promotion Video
CATEGORY: TELEVISION—Consumer
AGENCY: GoConvergence

Nassau Paradise Island Promotion Board
ENTRY: Nassau Paradise Island Top 10 Reasons Long Form Infomercial
CATEGORY: TELEVISION—Consumer
AGENCY: GoConvergence

Outrigger Resorts
ENTRY: Outrigger Resorts—Consumer Brochure
CATEGORY: BROCHURE—Consumer

Renaissance Hotels
ENTRY: Renaissance Hotels, The Navigator Live
CATEGORY: TELEVISION—Consumer
AGENCY: Anomaly, LLC

SAS Scandinavian Airlines
ENTRY: SAS COMFY CHALLENGE
CATEGORY: SPECIAL ADVERTISING SECTION
AGENCY: LOS & CO AS

Seminole County Convention and Visitors Bureau
ENTRY: Top 7 Reasons to Visit Seminole County Video
CATEGORY: DVD/CD/VIDEO Consumer/Group Sales/Travel Trade
AGENCY: Paradise Advertising and Marketing Inc.

Sonesta Hotels and Resorts
ENTRY: Stay New. Stay Sonesta
CATEGORY: REPOSITIONING—Consumer/Group Sales/Travel Trade
AGENCY: Point B Communications
The Beaches of Fort Myers & Sanibel
ENTRY: Chicago Public Art Promotion
CATEGORY: Signage—Outdoor/Transient
AGENCY: MMGY Global

The National WWII Museum
ENTRY: National WWII Museum—Road to Berlin
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Peter A Mayer Advertising

The Venetian
ENTRY: The Palazzo Suite Campaign—“Every Key Unlocks A Suite”
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: The Venetian, AR New York, Crossmedia

Utah Office of Tourism, Film & Global Branding
ENTRY: Find Your Greatest
CATEGORY: COMPLETE CAMPAIGN (to include Positioning)—Consumer/Group Sales/Travel Trade
AGENCY: Struck

Visit St. Petersburg/Clearwater
ENTRY: Winter Blows
CATEGORY: Signage—Outdoor/Transient
AGENCY: BVK

VisitGreenvilleSC
ENTRY: “Now We’re Blushing” Accolades Commercial
CATEGORY: TELEVISION—Consumer

CHDM Program

The CHDM certification is focused toward those who want to maximize online revenue through lead generation, customer engagement and loyalty, online brand awareness and product exposure, as well as those who desire to become more proficient in the myriad key digital areas as the importance of this field is rapidly growing in the hospitality industry. The program is designed for hospitality sales and marketing and revenue management professionals who are interested in expanding their current role; executives seeking to understand digital marketing; and digital marketers looking to understand the hospitality industry. Get more information and download an application at www.hsmaicertifications.org.
GOLD PUBLIC RELATIONS

3RD HOME
ENTRY: 3RD HOME—Minneapolis Star Tribune
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: MMGY Global

Abercrombie & Kent
ENTRY: Next Chapter for Abercrombie & Kent: SAFARI book launch
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Laura Davidson Public Relations

Abilene Convention & Visitors Bureau
ENTRY: Deep in the Heart: A National Valentine to Abilene, Texas
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Tucker & Associates

AMResorts
ENTRY: New Resort “Proposes” to Soon-To-Be-Weds with Unique Offer Tied to Engagement Season
CATEGORY: NEW OPENING/LAUNCH
AGENCY: rbb Communications

AMResorts
ENTRY: New Resort “Proposes” to Soon-To-Be-Weds with Unique Offer Tied to Engagement Season
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: rbb Communications

Anguilla Tourist Board
ENTRY: Anguilla Regatta
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Cheryl Andrews Marketing Communications

Antoine’s
ENTRY: Antoine’s Restaurant Celebrates 175th Anniversary
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Peter A Mayer Advertising

Aqua Expeditions
ENTRY: Aqua Mekong Launch Campaign
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Geoffrey Weill Associates

Ashford Castle
ENTRY: The Rebirth of Ashford Castle, Bloomberg Pursuits
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Geoffrey Weill Associates

Auberge Resorts
ENTRY: Malliouhana, An Auberge Resort Opening Campaign
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Murphy O’Brien Public Relations

Azamara Club Cruises
ENTRY: Azamara 3DI Launch
CATEGORY: SPECIAL EVENT
AGENCY: Current

Belcampo, Inc.
ENTRY: Belcampo—San Francisco Chronicle
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Baltz & Company

Belle Mont Farm
ENTRY: Unexpected Caribbean: Belle Mont Farm on Kittitian Hill Makes Headlines in its Opening Year
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Laura Davidson Public Relations

Best Western Hotels & Resorts
ENTRY: Bangkok Post
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Allison + Partners

Best Western Hotels & Resorts
ENTRY: Business and Leisure Travel Summits
CATEGORY: SPECIAL EVENT
AGENCY: Allison + Partners

Best Western Hotels & Resorts
ENTRY: Fox Business: Best Western Launches Vibrant Hotel for Millennials
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Allison + Partners

Best Western Hotels & Resorts
ENTRY: Global News
CATEGORY: FEATURE PLACEMENT PRINT—Trade Publication
AGENCY: Allison + Partners

Best Western Hotels & Resorts
ENTRY: Hotel Management—David Kong
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Allison + Partners

Best Western Hotels & Resorts
ENTRY: Loyalty Program – Member
CATEGORY: LOYALTY PROGRAM—MEMBER
AGENCY: Allison + Partners

BurgerFi
ENTRY: ABC World News—Insomniac Kitchen—National Hamburger Day
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Finn Partners
### Casa Madrona Hotel & Spa
**ENTRY:** Inside the Suite for Tech’s Elite, Where Tech Moguls Meet  
**CATEGORY:** FEATURE PLACEMENT TELEVISION  
**AGENCY:** J Public Relations

### Chile Tourism Board
**ENTRY:** The New York Times—Stargazing the Elqui Valley  
**CATEGORY:** FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper  
**AGENCY:** Development Counsellors International

### Choice Hotels International
**ENTRY:** Steve Harvey Foundation—Choice Privileges Donation Program  
**CATEGORY:** COMMUNITY SERVICE/SOCIAL RESPONSIBILITY

### Collier County (Naples, Marco Island, Everglades CVB)
**ENTRY:** Naples, Marco Island, Everglades CVB—Rhapsody  
**CATEGORY:** FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper  
**AGENCY:** Lou Hammond & Associates Inc

### Condado Vanderbilt
**ENTRY:** Prepping Red Carpet for Renewed Historic Condado Vanderbilt Hotel  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** Nancy J. Friedman Public Relations

### Corkbuzz
**ENTRY:** Corkbuzz Charlotte Launch Savors Over 19 Million Media Impressions  
**CATEGORY:** NEW OPENING/LAUNCH  
**AGENCY:** Quinn

### Cox & Kings, The Americas
**ENTRY:** Columbia’s Unexpected Wonders  
**CATEGORY:** FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper  
**AGENCY:** DDPR

### Del Frisco’s Restaurant Group
**ENTRY:** All-Female Sommelier Team Elevates NYC Steak House Wine Program  
**CATEGORY:** MARKETING PROGRAM—Consumer  
**AGENCY:** Quinn

### Destination NSW
**ENTRY:** Savannah in Sydney; NBC Today Show Anchor Traces Her Australian Roots  
**CATEGORY:** FEATURE PLACEMENT TELEVISION  
**AGENCY:** Laura Davidson PR

### Discover The Palm Beaches
**ENTRY:** The New York Times 36 Hours In Palm Beach  
**CATEGORY:** FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper  
**AGENCY:** Development Counsellors International

### Elbow Beach Bermuda
**ENTRY:** Elbow Beach/Bermuda Tourism Authority—New York Times  
**CATEGORY:** FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper  
**AGENCY:** Lou Hammond & Associates Inc

### Empire State Development, I LOVE NEW YORK
**ENTRY:** Repositioning the Catskills—Catskills Regional Campaign  
**CATEGORY:** MARKETING PROGRAM—Consumer  
**AGENCY:** Finn Partners

### Extended Stay America
**ENTRY:** Extended Stay America Provides Cancer Patients with Hope  
**CATEGORY:** PARTNERSHIP WITH MAJOR BRAND (national or local)  
**AGENCY:** The Zimmerman Agency

### Fideicomiso de Turismo de Puerto Vallarta
**ENTRY:** Puerto Vallarta Hosts NATJA Conference  
**CATEGORY:** SPECIAL EVENT  
**AGENCY:** LATITUDE

### Flytographer
**ENTRY:** Driving Business Through Media Relations for Flytographer  
**CATEGORY:** NEW OPENING/ LAUNCH  
**AGENCY:** Hawkins International PR

### FRHI Hotels & Resorts
**ENTRY:** FRHI Hotels & Resorts Executive Playbooks  
**CATEGORY:** PRESS KIT

### Grand Canyon Railway
**ENTRY:** The Not-So-Little Engine That Could—And Did, And Does  
**CATEGORY:** MARKETING PROGRAM—Consumer  
**AGENCY:** Percepture

### Grande Lakes Orlando
**ENTRY:** Highball & Harvest raises the bar on hotel, and Orlando, dining  
**CATEGORY:** MARKETING PROGRAM—Consumer  
**AGENCY:** Laura Davidson Public Relations

### Greater Fort Lauderdale Convention & Visitors Bureau
**ENTRY:** Celebrating Love is Love Marriage Equality  
**CATEGORY:** MARKETING PROGRAM—Consumer  
**AGENCY:** Finn Partners
Greater Fort Lauderdale Convention & Visitors Bureau
ENTRY: Celebrating Love is Love Marriage Equality
CATEGORY: SPECIAL EVENT
AGENCY: Finn Partners

Greater Fort Lauderdale Convention & Visitors Bureau
ENTRY: Celebrating Love is Love Marriage Equality
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Finn Partners

Greater Miami Convention & Visitors Bureau
ENTRY: Miami Beach Centennial
CATEGORY: SPECIAL EVENT
AGENCY: Current

Greyhound Lines, Inc.
ENTRY: Greyhound’s 100th Anniversary
CATEGORY: SPECIAL EVENT
AGENCY: Edelman

Groupe Germain Hôtels / Le Massif de Charlevoix
ENTRY: Le Massif de Charlevoix—Toronto Star
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Lou Hammond & Associates Inc

Hampshire Hotels Management LLC
ENTRY: Dream Downtown Sneaker Concierge Launch
CATEGORY: NEW OPENING/LAUNCH
AGENCY: MAGRINO

Hilton Hotels Corporation
ENTRY: Hampton by Hilton Uncovers and Inspires a New Type of Traveler: The “Seekender”
CATEGORY: MARKETING PROGRAM—Consumer

Hilton Worldwide
ENTRY: “Pretty Great” Placement in Parenting for #PrettyGreat Family Travel Hacks
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Ketchum

Hilton Worldwide
ENTRY: Curio Impresses Media with Revamped Online Press Room
CATEGORY: MEDIA CENTER—Online Press Room
AGENCY: Ketchum

Hilton Worldwide
ENTRY: DoubleTree by Hilton Takes Chocolate Chip Cookie Day Global
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: Ketchum

Hilton Worldwide
ENTRY: DoubleTree by Hilton Takes Chocolate Chip Cookie Day Global
CATEGORY: SPECIAL EVENT
AGENCY: Ketchum

Hilton Worldwide
ENTRY: From the Hotel that Invented the Waldorf Salad, A New Signature Dish
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: HL Group

Hilton Worldwide
ENTRY: Hampton by Hilton_Entrepreneur
CATEGORY: FEATURE PLACEMENT PRINT—Trade Publication
AGENCY: Finn Partners

Hilton Worldwide
ENTRY: Hilton Transforms Smartphones Into a “Remote Control” for Hotel Guests
CATEGORY: PUBLIC AFFAIRS/PSA’s
AGENCY: Edelman

Hilton Worldwide
ENTRY: Hilton Pride Month Media—LGBT
CATEGORY: MARKETING PROGRAM—Consumer

Hilton Worldwide
ENTRY: Homewood Makes its Mark on the Magic City
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Ketchum

Hilton Worldwide
ENTRY: Look, Mom ... #PrettyGreat Family Travel Hacks!
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Ketchum

Hilton Worldwide
ENTRY: Mom 2.0 Hackathon
CATEGORY: SPECIAL EVENT
AGENCY: Ketchum

Hilton Worldwide
ENTRY: Test Drive Your Dream Cars with Top Drivers and the Waldorf Astoria
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: HL Group

Hilton Worldwide
ENTRY: Want to Drive a Ferrari? Head to Waldorf Astoria
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: HL Group

Hirsch Bedner Associates
ENTRY: Boutique Design Cover Story
CATEGORY: FEATURE PLACEMENT PRINT—Trade Publication
AGENCY: Murphy O’Brien Public Relations

Horseshoe Bay Resort
ENTRY: Balloons over Horseshoe Bay Resort
CATEGORY: SPECIAL EVENT
Hostelling International USA
ENTRY: White House Travel Bloggers Summit
CATEGORY: SPECIAL EVENT

Hotel Vermont
ENTRY: Launching Hotel Vermont’s Beer Concierge Program
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Hawkins International PR

HWW—Hilton Garden Inn
ENTRY: Grassroots Sales Blitz
CATEGORY: EMPLOYEE PROGRAM

IHG
ENTRY: AAHOA Lodging Business Cover Story (July 2015)
CATEGORY: FEATURE PLACEMENT PRINT—Trade Publication

Jamestown Rediscovery Foundation
ENTRY: CBS Evening News features Historic Jamestowne discovery and programming
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Mfa, Ltd.

JW Marriott Hotels & Resorts
ENTRY: JW Marriott Venice Resort & Spa Launch
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Baltz & Company

Kensington Tours
ENTRY: Kensington Tours’ Explorers in Residence Program
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: The Brandman Agency

Kimpton Hotels & Restaurants
ENTRY: Kimpton Hotels & Restaurants: #AdoreThySelfie Campaign
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Allison+Partners

Kimpton Hotels & Restaurants
ENTRY: Launch of The Goodland, a Kimpton Hotel
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Castillo & Ruig Communications

L’Auberge de Sedona
ENTRY: L’Apothecary Spa Launch at L’Auberge de Sedona
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: J Public Relations

LEGOLAND Florida Resort
ENTRY: Everything Is Awesome: Grand Opening of LEGOLAND Hotel
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Dalton Agency

Marriott International
ENTRY: Fairfield Inn & Suites “National Amazing Month”
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: MMGY Global

Marriott International
ENTRY: Marriott Hotels Becomes First To Offer Netflix On Guest Room Televisions
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: GREY New York

Marriott International
ENTRY: Marriott Hotels Becomes First To Offer Netflix On Guest Room Televisions
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: GREY New York

Merlin Entertainments
ENTRY: Grand Opening of Merlin Entertainments’ Attractions on I-Drive 360
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Dalton Agency

Mission Point Resort
ENTRY: “Garden Tool a Great Lakes Resort Horticulturist Keeps Close at Hand”
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: J Public Relations

Moxy Hotels
ENTRY: Moxy Hotels US announcement at the American Lodging and Investment Summit
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Marriott International, Ballantines PR, MKTG Inc.

New Mexico Tourism Department
ENTRY: A Picture is Worth a Thousand Birds
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Tucker & Associates

Israel Ministry of Tourism
ENTRY: Israel Ministry of Tourism—A Rare World
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Geoffrey Weill Associates

Island Ministry of Tourism
ENTRY: Israel Ministry of Tourism—Ultra Travel Feature
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Geoffrey Weill Associates

LEGOLAND Florida Resort
ENTRY: Everything Is Awesome: Grand Opening of LEGOLAND Hotel
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Dalton Agency

Merlin Entertainments
ENTRY: Grand Opening of Merlin Entertainments’ Attractions on I-Drive 360
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Dalton Agency

Mission Point Resort
ENTRY: “Garden Tool a Great Lakes Resort Horticulturist Keeps Close at Hand”
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: J Public Relations

Moxy Hotels
ENTRY: Moxy Hotels US announcement at the American Lodging and Investment Summit
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Marriott International, Ballantines PR, MKTG Inc.

New Mexico Tourism Department
ENTRY: A Picture is Worth a Thousand Birds
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Tucker & Associates
New York’s Hotel Pennsylvania
ENTRY: NYHP Caters to the Westminster Dog Show Participants with ‘Five Paw’ Service
CATEGORY: SPECIAL EVENT
AGENCY: LMA Communications Inc.

Newport Harbor Corporation
ENTRY: Castle Hill Inn Clambake Feature
CATEGORY: FEATURE PLACEMENT
ONLINE—Consumer Media
AGENCY: MAGRINO

Nomadic Expeditions
ENTRY: Departures Feature for Nomadic Expeditions
CATEGORY: FEATURE PLACEMENT
PRINT—Consumer Magazine or Newspaper
AGENCY: Carolyn Izzo Integrated Communications (CIIC)

Omni Hotels & Resorts
ENTRY: Omni Does National Lemonade Day
CATEGORY: EMPLOYEE PROGRAM

Omni Hotels & Resorts
ENTRY: Pegasus Flies Again at Omni Dallas Hotel
CATEGORY: SPECIAL EVENT
AGENCY: LDWWgroup

Peru’s Ministry of Foreign Trade and Tourism (MINCETUR)
ENTRY: Washington Post—Smithsonian Folklife Festival Placement
CATEGORY: FEATURE PLACEMENT
PRINT—Consumer Magazine or Newspaper
AGENCY: Development Counsellors International

Phulay Bay, a Ritz-Carlton Reserve
ENTRY: Phulay Bay, a Ritz-Carlton Reserve
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Parasol

Pier A Harbor House
ENTRY: Making the Wall Street Journal his Oyster for Pier A’s Danny McDonald
CATEGORY: FEATURE PLACEMENT
PRINT—Consumer Magazine or Newspaper
AGENCY: Nancy J. Friedman Public Relations

Post Hotel & Spa
ENTRY: Literary Luxury in Lake Louise
CATEGORY: FEATURE PLACEMENT
PRINT—Consumer Magazine or Newspaper
AGENCY: Hawkins International PR

Prestige Cruise Holdings, Inc.
ENTRY: Regent Seven Seas Cruises—Pre-launch Campaign
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Lou Hammond & Associates Inc

Red Mountain Resort
ENTRY: Red Mountain Resort—Shelter Dog Walks Campaign
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Lou Hammond & Associates Inc

Renaissance Aruba Resort & Casino
ENTRY: RENAISSANCE ARUBA RESORT & CASINO—“National Pink Flamingo Day Wedding” Campaign
CATEGORY: LOYALTY PROGRAM—MEMBER
AGENCY: MMGY Global

Riviera Nayarit Convention & Visitors Bureau
ENTRY: Riviera Nayarit in Ocean Magazine
CATEGORY: FEATURE PLACEMENT
PRINT—Consumer Magazine or Newspaper
AGENCY: Finn Partners

Robin Malpass & Associates
ENTRY: Paducah Kentucky Convention & Visitors Bureau—Creative City Campaign
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Lou Hammond & Associates Inc

Royal Caribbean International
ENTRY: New York Times—“Luxury Liner Logistics”
CATEGORY: FEATURE PLACEMENT
PRINT—Consumer Magazine or Newspaper
AGENCY: Weber Shandwick

Royal Caribbean International
ENTRY: Quantum of the Seas Launch
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Weber Shandwick

Royal Caribbean International
ENTRY: The New Yorker—“The Cruise Ship of the Future”
CATEGORY: FEATURE PLACEMENT
ONLINE—Consumer Media
AGENCY: Weber Shandwick

Sea Island
ENTRY: Sea Island “Preps” with Vineyard Vines to Win New Conversions
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: Nancy J. Friedman Public Relations

SH Group
ENTRY: All That Glitters
CATEGORY: FEATURE PLACEMENT
PRINT—Consumer Magazine or Newspaper
AGENCY: HL Group
The Resort at Paws Up
ENTRY: ABC Nightline News Goes Glamping
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Laura Davidson Public Relations

The Westin New York Grand Central Hotel
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: JMCPR

Tourism New Zealand
ENTRY: Gear Patrol, Lands Afar, New Zealand Travel Guide
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: DQMPR

Tourism Victoria
ENTRY: Victoria Beyond Words Partnership with Baggins Shoes
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

U.S. Coast Guard Community Festival
ENTRY: Coast Guard Community Festival Campaign
CATEGORY: SPECIAL EVENT
AGENCY: Suasion Communications Group

VeraVia at Park Hyatt Aviara
ENTRY: The New York Times Feature Print Placement for VeraVia
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Castillo & Ruig Communications

Virgin Hotels Chicago
ENTRY: Welcome to Hotel Branson
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Zapwater Communications, Inc.

THOR, Inc.
ENTRY: THOR Advantage
CATEGORY: NEWSLETTER—Print or eNewsletter

Visit California
ENTRY: Backpacker Magazine—Editor’s Choice Awards 2015
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Development Counsellors International

Visit Huntington Beach
ENTRY: Epic Big Board Campaign
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Development Counsellors International
Visit Huntington Beach
ENTRY: Hurley Brand Partnership—Epic Big Board Campaign
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: Development Counsellors International

Visit South Walton
ENTRY: 900 Shops Chicago Takeover
CATEGORY: SPECIAL EVENT

Visit St. Pete/Clearwater
ENTRY: First-Ever Grouper Week
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Paradise Advertising and Marketing Inc.

Visit St. Pete/Clearwater
ENTRY: Survivor “FAM” Tour
CATEGORY: SPECIAL EVENT
AGENCY: Paradise Advertising and Marketing Inc.

Visit Williamsburg
ENTRY: ‘No Garden, No Table, You Died’: Williamsburg: The Original Farm-to-Table Destination
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Percepture

VisitGreenvilleSC
ENTRY: THAT Party 2015
CATEGORY: SPECIAL EVENT

VisitScotland
ENTRY: Hungry Men of America: Have you met Scotland? Let us introduce you...
CATEGORY: FEATURE PLACEMENT
AGENCY: Laura Davidson Public Relations

VisitScotland
ENTRY: Kitty Pleasure: Outlander (STARZTV) Inspires Travel to Scotland
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: Laura Davidson Public Relations

W Fort Lauderdale
ENTRY: Love is Love
CATEGORY: SPECIAL EVENT
AGENCY: Diamond Public Relations

Walt Disney World Swan and Dolphin Hotel
ENTRY: 2014 Walt Disney World Swan and Dolphin Food & Wine Classic
CATEGORY: SPECIAL EVENT
AGENCY: TJM Communications, Inc.

Westin Hotels & Resorts
ENTRY: “Run With a View” brings Westin Hotels & Resorts to the forefront on National Running Day
CATEGORY: SPECIAL EVENT

Wyndham Hotel Group
ENTRY: Super 8 Celebrates 40 Years
CATEGORY: SPECIAL EVENT
AGENCY: Coyne PR

Wyndham Hotel Group
ENTRY: Taste Makers – Dolce Chefs Learn New Ways to Wow Meeting Attendees (Meetings and Conventions)
CATEGORY: FEATURE PLACEMENT PRINT—Trade Publication
AGENCY: MMGY Global

Zicasso
ENTRY: Game of Thrones Tours, Zicasso
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: DQMPR
21c Museum Hotels
ENTRY: Country Living—Al Fresco on the Farm
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Baltz & Company

Aman
ENTRY: AmanTokyo debuts as first city-center Aman
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Laura Davidson Public Relations

Antoine’s
ENTRY: Antoine’s 175th Anniversary Featured in Parade Magazine
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Peter A Mayer Advertising

Autograph Collection Hotels
ENTRY: Autograph Collection Hotels’ Individualists Campaign
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: Marriott International, Autograph Collection Hotels, Ballantines PR

Azamara Club Cruises
ENTRY: Conde Nast Traveler: Through the Drake Passage
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Current

Benchmark Hospitality International
ENTRY: Benchmark Hospitality’s Top 10 Meeting Trends
CATEGORY: MARKETING PROGRAM—Trade
AGENCY: Ken Ellens Communications

Best Western Hotels & Resorts
ENTRY: Best Western and Disney Channel Teen Beach 2
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: Allison + Partners

City of Lexington, NC
ENTRY: City of Lexington, NC—Wall Street Journal
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Lou Hammond & Associates Inc

Commune Hotels + Resorts
ENTRY: tommie Hotels—Fast Company Co.DESIGN
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Baltz & Company

Cox & Kings, The Americas
ENTRY: Cox & Kings—Off The Beaten Path Luxury
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: DDPR

Cox & Kings, The Americas
ENTRY: Cox & Kings Targets Travel Industry Professionals
CATEGORY: MARKETING PROGRAM—Trade
AGENCY: DDPR

CroisiEurope
ENTRY: CroisiEurope
CATEGORY: RE-LAUNCH OF EXISTING PRODUCT
AGENCY: DQMPR

Cunard
ENTRY: CUNARD: 175th Anniversary Celebrations
CATEGORY: SPECIAL EVENT
AGENCY: MGA Media Group

Discover The Palm Beaches
ENTRY: Washington Post—At a South Florida hospital; heroes for the half-shell
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Development Counsellors International

Best Western Hotels & Resorts
ENTRY: CNN Money: Best Western Targets Millennials
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Allison + Partners

Best Western Hotels & Resorts
ENTRY: Ctrip
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: Allison + Partners

Best Western Hotels & Resorts
ENTRY: Harley-Davidson Partnership
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: Allison + Partners

Best Western Hotels & Resorts
ENTRY: InsideBW Newscasts and Podcasts
CATEGORY: EMPLOYEE PROGRAM
AGENCY: Allison + Partners

Best Western Hotels & Resorts
ENTRY: Loyalty Program—Consumer—Best Western Rewards
CATEGORY: LOYALTY PROGRAM—MEMBER
AGENCY: Allison + Partners

Broadway Inbound
ENTRY: The Broadway Collection Launches #BwayChats Live
CATEGORY: SPECIAL EVENT
AGENCY: Imagine Communications

Camelback Lodge & Aquatopia Indoor Waterpark
ENTRY: Camelback Lodge & Aquatopia Indoor Waterpark New Opening / Launch Campaign
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Lou Hammond & Associates Inc / Savvy Owl Marketing & PR, LLC
Embassy Suites by Hilton
ENTRY: Embassy Suites by Hilton
Family-Focus Team Member Program
CATEGORY: EMPLOYEE PROGRAM
AGENCY: Sullivan Branding

Fontainebleau Miami Beach
ENTRY: Fontainebleau Miami Beach & The Weather Channel
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: MAGRINO

FRHI Hotels & Resorts
ENTRY: Fairmont Hotels & Resorts Pollinator Program
CATEGORY: MARKETING PROGRAM—Consumer

FRHI Hotels & Resorts
ENTRY: Raffles Istanbul Opening
CATEGORY: NEW OPENING/ LAUNCH

Furnace Creek Resort
ENTRY: 'Til Golf In Death Valley Do Us Part
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Percepture

Generator
ENTRY: From 0 to 1.6 Billion in 9 Months: Launching Generator Paris
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: Nancy J. Friedman Public Relations

Grand Fiesta Americana Coral Beach Cancun
ENTRY: New Coral KidZ Club Caters To Gen Z
CATEGORY: SPECIAL EVENT
AGENCY: DDPR

Great Wolf Resorts, Inc.
ENTRY: 1,665% Increase for “Gingerbread for a Cause”
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Quinn

Greater Miami Convention & Visitors Bureau
ENTRY: The TODAY Show: Miami Beach 100 Trivia Segment
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Current

Harrah's Resort Southern California
ENTRY: Dive Dayclub Launch
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

Hawaii Food & Wine Festival
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Baltz & Company

Hilton Worldwide
ENTRY: DoubleTree by Hilton—Hotel Management
CATEGORY: FEATURE PLACEMENT PRINT—Trade Publication
AGENCY: Finn Partners

Hilton Worldwide
ENTRY: Hilton Worldwide with Edelman: Hilton Hotels & Resorts Sets the Stage for Danny Collins
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media

Hilton Worldwide
ENTRY: Hilton Worldwide_Hotel Business
CATEGORY: FEATURE PLACEMENT PRINT—Trade Publication
AGENCY: Finn Partners

Hilton Worldwide
ENTRY: Hilton Worldwide—Smart Meetings
CATEGORY: FEATURE PLACEMENT PRINT—Trade Publication
AGENCY: Finn Partners

Hilton Worldwide
ENTRY: Taste of Waldorf Astoria
CATEGORY: SPECIAL EVENT
AGENCY: HL Group

Hilton Worldwide
ENTRY: Taste of Waldorf Astoria
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: HL Group

Hilton Worldwide
ENTRY: The Hot List
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: HL Group

Hilton Worldwide
ENTRY: Waldorf Astoria Amsterdam
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: HL Group
2015 ADRIAN AWARDS

Hilton Worldwide Global Headquarters
ENTRY: USA Today—"Hilton introduces new lifestyle brand"
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: MAGRINO

Intrepid Travel
ENTRY: Intrepid Travel—Rallying for Nepal
CATEGORY: COMMUNITY SERVICE/SOCIAL RESPONSIBILITY
AGENCY: MMGY Global

Jamestown Rediscovery Foundation
ENTRY: Historic Jamestowne discovery announcement with Smithsonian's American Museum of Natural History dominates headlines and drives visitation
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: Magrino

Library Hotel Collection
ENTRY: Aria Hotel Budapest Debuts with 1.4 Billion Impressions and Just Getting Started
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: Quinn

Los Cabos Tourism Board
ENTRY: A Better Than Ever '36 Hours' in Los Cabos
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Carolyn Izzo Integrated Communications

Los Cabos Tourism Board
ENTRY: A Taste of Cabo for Richard Sandoval
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: Carolyn Izzo Integrated Communications

Mission Hill Family Estate
ENTRY: Cool Hunting features Mission Hill Family Estate winery in British Columbia
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Weber Shandwick

Mission Hill Family Estate
ENTRY: The Michigan Mission: A Sportsman’s Quest for 5 Species in 72 Hours
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Weber Shandwick

Moxy Hotels
ENTRY: Moxy Hotels Launches "DO NOT DISTURB" YouTube Series with Taryn Southern
CATEGORY: SPECIAL EVENT
AGENCY: Weber Shandwick

New Mexico Tourism Department
ENTRY: On the Mountain and On the Town
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Tucker & Associates

HomeAway
ENTRY: HomeAway: Prince EA "Working to Live or Living to Work?"
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Google, Inc.

Hotel Del Coronado
ENTRY: Hotel Del Coronado’s "Del Beach"
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: i.d.e.a.

IHG
ENTRY: EVEN® Hotels Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH

IHG
ENTRY: Even® Hotels
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

IHG
ENTRY: EVEN® Hotels
Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

IHG
ENTRY: EVEN® Hotels
Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

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Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

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Celebration of Wellness
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Celebration of Wellness
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Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

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Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

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Celebration of Wellness
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Celebration of Wellness
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Celebration of Wellness
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Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

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Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

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Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

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Celebration of Wellness
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AGENCY: i.d.e.a.

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Celebration of Wellness
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AGENCY: i.d.e.a.

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Celebration of Wellness
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AGENCY: i.d.e.a.

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Celebration of Wellness
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AGENCY: i.d.e.a.

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Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
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Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

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Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

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Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

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Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

IHG
ENTRY: EVEN® Hotels
Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

IHG
ENTRY: EVEN® Hotels
Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.

IHG
ENTRY: EVEN® Hotels
Celebration of Wellness
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: i.d.e.a.
NH Hotel Group
ENTRY: NH Collection Eurobuilding Property Launch
CATEGORY: NEW OPENING/LAUNCH
AGENCY: MMGY Global

Ocean House
ENTRY: PR Means Business: Tapping the Philadelphia Market for the Ocean House
CATEGORY: FEATURE PLACEMENT
PRINT—Consumer Magazine or Newspaper
AGENCY: Laura Davidson Public Relations

Omni Hotels & Resorts
ENTRY: Cheryl Forberg and Omni's Wellness Campaign
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: LDWWgroup

Omni Hotels & Resorts
ENTRY: The Art of Water Creates Buzz at Omni Hotels & Resorts
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: LDWWgroup, Murphy O'Brien, Markit 360, Lou Hammond, Zimmerman, Hawkins, and Brandman

Ontario Tourism Marketing Partnership Corporation
ENTRY: Travel + Leisure—"A Toast to the Good Life"
CATEGORY: FEATURE PLACEMENT
PRINT—Consumer Magazine or Newspaper
AGENCY: Weber Shandwick

Panama City Beach Convention & Visitors Bureau
ENTRY: Panama City Beach Convention & Visitors Bureau—Chicago Tribune
CATEGORY: FEATURE PLACEMENT
PRINT—Consumer Magazine or Newspaper
AGENCY: Lou Hammond & Associates Inc

Paramount Air Service
ENTRY: Paramount Air Service 70th Anniversary Campaign
CATEGORY: SPECIAL EVENT
AGENCY: Suasion Communications Group

Pier A Harbor House
ENTRY: Pier A Harbor House, Beacon of Change for Lower Manhattan
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Nancy J. Friedman Public Relations

PGA National Resort & Spa
Salutes
The HSMAI Adrian Awards Gala
South Florida’s newly redesigned resort, meeting and spa destination celebrates and honors the inspiration and leadership of our industry’s creative and forethinking minds.

We thank them for their vision and for their mentoring, especially our very own David Fine, Senior Vice President, Sales, Marketing & Revenue Development.

PGA National Resort & Spa
400 Avenue of the Champions, Palm Beach Gardens, FL 33418
561.627.2000 • PGAResort.com
Red Mountain Resort
ENTRY: Red Mountain Resort—The Doctors on CBS
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Lou Hammond & Associates Inc

Renaissance Hotels
ENTRY: Renaissance Hotels’ Fourth Annual Global Day of Discovery
CATEGORY: SPECIAL EVENT
AGENCY: Marriott International, Anomaly, Ballantines PR

Riviera Nayarit Convention & Visitors Bureau
ENTRY: Riviera Nayarit in Los Angeles Times
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Finn Partners

Riviera Nayarit CVB
ENTRY: Mexico’s Next Hot Destination: Exploring Riviera Nayarit
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Finn Partners

Sea Island
ENTRY: Southern Hospitality Meets English Tradition: Downton Abbey’s Epic Return to Sea Island
CATEGORY: SPECIAL EVENT
AGENCY: Nancy J. Friedman Public Relations

South Dakota Department of Tourism
ENTRY: A Presidential Invite for Minnesotans to Visit The Mount Rushmore State
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: MMGY Global

Terranea Resort
ENTRY: A Taste of Terranea – Defining California Coastal Cuisine
CATEGORY: NEW OPENING/LAUNCH
AGENCY: MMGY Global

The Beaches of Fort Myer & Sanibel
ENTRY: The Beaches of Fort Myer & Sanibel Island Hopper Songwriter Fest
CATEGORY: LOYALTY PROGRAM—CONSUMER
AGENCY: MMGY Global

The Chequit
ENTRY: A Love Letter To The Chequit
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: DDPR

The Godfrey Hotel Chicago
ENTRY: QG Woodford Reserve Derby Event
CATEGORY: SPECIAL EVENT
AGENCY: Wagstaff Worldwide

The Milestone Hotel, Red Carnation
ENTRY: CBS Watch—The Milestone Hotel, London
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Geoffrey Weill Associates

The Westin New York Grand Central Hotel
ENTRY: Veggies with a View: Westin NY Grand Central Goes Locavore
CATEGORY: SPECIAL EVENT
AGENCY: JMCPR

Tourism Authority of Thailand
ENTRY: Tourism Authority of Thailand—Esquire Network “The Getaway in Thailand”
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Lou Hammond & Associates Inc

Tourism New Zealand
ENTRY: “Cinematic Gold” National Geographic Traveler
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: DQMPR

Town of Vail
ENTRY: Leveraging Llamas to Score Destination Coverage
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: Malen Yantis Public Relations

Virgin Hotels Chicago
ENTRY: Virgin Hotel Chicago: Virgin Launches First Hotel in the World
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Zapwater Communications, Inc.

Visit California
ENTRY: AAA Journeys—The Sonoma Scene
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Development Counsellors International

Visit California
ENTRY: Alaska Airlines Magazine—Exploring California
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Development Counsellors International

Visit California
ENTRY: Philly.com—Treasures of California’s Central Coast along Highway 1
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Development Counsellors International

Visit California
ENTRY: Rock The Park—CW Network
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Development Counsellors International
Visit Loudoun
ENTRY: Epicuren Virginia 2014
CATEGORY: SPECIAL EVENT

Washington Metropolitan Area Transit Authority
ENTRY: WMATA Silver Saturdays
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: WHITE

Westgate River Ranch
ENTRY: Westgate River Ranch—Miami Herald Feature Story
CATEGORY: FEATURE PLACEMENT
PRINT—Consumer Magazine or Newspaper
AGENCY: TJM Communications, Inc.

XOJET
ENTRY: XOJET Soars to New Heights in 2015 with Over 1.5 Billion Impressions
CATEGORY: RE-LAUNCH OF EXISTING PRODUCT
AGENCY: Quinn
AC Hotels by Marriott
ENTRY: AC Hotel Miami Beach Grand Opening
CATEGORY: SPECIAL EVENT
AGENCY: Marriott International, Ballantines PR, RBB PR

Allianz Global Assistance
ENTRY: Allianz Global Assistance Vacation Confidence Index 2015
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Finn Partners

AMResorts
ENTRY: AMResorts Turns the Guilt Trip into a Moms Escape Opportunity by Reimaging the Traditional FAM trip
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: rbb Communications

Angama Mara
ENTRY: Angama Mara Travel+Leisure exclusive
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Geoffrey Weill Associates

Antoine’s
ENTRY: Antoine’s 175th Anniversary Cooking Segment on ABC’s “Good Morning America”
CATEGORY: FEATURE PLACEMENT TELEVISION
AGENCY: Peter A Mayer Advertising

Ashford Castle
ENTRY: The Restoration and Rebirth of Ashford Castle, Ireland, Campaign
CATEGORY: RE-LAUNCH OF EXISTING PRODUCT
AGENCY: Geoffrey Weill Associates

Best Western Hotels & Resorts
ENTRY: Best Western and LifetimeTV’s Project Runway
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: Allston + Partners

Best Western Hotels & Resorts
ENTRY: Hotel Business
CATEGORY: FEATURE PLACEMENT PRINT—Trade Publication
AGENCY: Allston + Partners

Best Western Hotels & Resorts
ENTRY: HOY Los Angeles
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Allston + Partners

Curacao Tourism Board
ENTRY: New York Daily News: A Tropical Dutch Treat
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Diamond Public Relations

Discover The Palm Beaches
ENTRY: Business Events Incentive Promotion
CATEGORY: MARKETING PROGRAM—Trade
AGENCY: Development Counsellors International

FRHI Hotels & Resorts
ENTRY: Fairmont Hotels & Resorts Cadillac Partnership Launch
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)

Generator
ENTRY: Generator Hostels First in the Pool in New York Daily News
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Nancy J. Friedman Public Relations

Greater Miami Convention & Visitors Bureau
ENTRY: Conde Nast Traveler: Best Places to Eat in Miami
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: Current

Hilton Worldwide
ENTRY: Curio by Hilton Brand Launch at NYU Conference
CATEGORY: NEW OPENING/ LAUNCH
AGENCY: Finn Partners

Hilton Worldwide
ENTRY: Hilton—Danny Collins
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Finn Partners

Hilton Worldwide
ENTRY: Hilton Garden Inn_Travel Weekly
CATEGORY: FEATURE PLACEMENT ONLINE—Trade Media
AGENCY: Finn Partners

Hilton Worldwide
ENTRY: Home2 Hits 50
CATEGORY: FEATURE PLACEMENT PRINT—Trade Publication

Hilton Worldwide
ENTRY: Home2 Suites by Hilton “50 Acts of Kindness” Campaign
CATEGORY: COMMUNITY SERVICE/SOCIAL RESPONSIBILITY

Hilton Worldwide
ENTRY: Homewood Suites by Hilton “Makes a Travel Moment”
CATEGORY: MARKETING PROGRAM—Consumer

Generator
ENTRY: Generator Hostels First in the Pool in New York Daily News
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Nancy J. Friedman Public Relations
Hilton Worldwide
ENTRY: Rooms at the Top
CATEGORY: FEATURE PLACEMENT
PRINT—Trade Publication
AGENCY: HL Group

Hilton Worldwide
ENTRY: Waldorf Astoria Tops off Culinary Initiative with Social Videos
CATEGORY: FEATURE PLACEMENT
ONLINE—Trade Media
AGENCY: HL Group

Hilton Worldwide Global Headquarters
ENTRY: Canopy by Hilton: New Opening / Launch
CATEGORY: NEW OPENING/LAUNCH
AGENCY: MAGRINO

Hilton Worldwide Global Headquarters
ENTRY: Conde Nast Traveler Online, “What to Expect from Hilton’s New Canopy Hotel Brand”
CATEGORY: FEATURE PLACEMENT
ONLINE—Consumer Media
AGENCY: MAGRINO

Hilton Worldwide Global Headquarters
ENTRY: Travel Pulse – “Q&A: Inside the Making of Hilton’s Canopy Lifestyle Brand”
CATEGORY: FEATURE PLACEMENT
ONLINE—Trade Media
AGENCY: MAGRINO

Jumeirah Hotels & Resorts
ENTRY: Jumeirah Exec Takes on Ebola, DubaiTravel on Bloomberg TV
CATEGORY: FEATURE PLACEMENT
TELEVISION
AGENCY: J Public Relations

JW Marriott Hotels & Resorts
ENTRY: JW Marriott Venice—Forbes.com
CATEGORY: FEATURE PLACEMENT
ONLINE—Consumer Media
AGENCY: Baltz & Company

KLM Royal Dutch Airlines
ENTRY: KLM Pop Up
CATEGORY: SPECIAL EVENT
AGENCY: Finn Partners

La Compagnie
ENTRY: All-Business Class Airline La Compagnie Featured on Bloomberg TV
CATEGORY: FEATURE PLACEMENT
TELEVISION
AGENCY: Hawkins International PR

Los Cabos Tourism Board
ENTRY: A Better Than Ever ‘36 Hours’ in Los Cabos
CATEGORY: FEATURE PLACEMENT
ONLINE—Consumer Media
AGENCY: Carolyn Izzo Integrated Communications

Market New Haven
ENTRY: Market New Haven Boston Globe
CATEGORY: FEATURE PLACEMENT
PRINT—Consumer Magazine or Newspaper
AGENCY: Lou Hammond & Associates Inc

Marriott International
ENTRY: Marriott + GoPro
CATEGORY: PARTNERSHIP WITH MAJOR BRAND (national or local)
AGENCY: Nobox Marketing LLC

Mexico City Tourism Promotion Fund (Fondo Mixto de Promoción Turística del Distrito Federal)
ENTRY: Mexico City Culinary Tourism Campaign
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Weber Shandwick

New Mexico Tourism Department
ENTRY: Five Reasons To Visit Southern New Mexico
CATEGORY: FEATURE PLACEMENT
ONLINE—Consumer Media
AGENCY: Tucker & Associates

NewmanPR
ENTRY: Florida Keys: Canadian Key Lime Pie Food Truck
CATEGORY: SPECIAL EVENT
AGENCY: LMA Communications Inc.

Outrigger Resorts
ENTRY: Hawaiian Music Resonates at Outrigger
CATEGORY: FEATURE PLACEMENT
ONLINE—Consumer Media
AGENCY: LMA Communications Inc.

Phulay Bay, a Ritz-Carlton Reserve
ENTRY: Phulay Bay, a Ritz-Carlton Reserve in The New York Times
CATEGORY: FEATURE PLACEMENT
PRINT—Consumer Magazine or Newspaper
AGENCY: Parasol

Providence Warwick Convention and Visitors Bureau
ENTRY: Providence Tourism Council—Marie Claire
CATEGORY: FEATURE PLACEMENT
PRINT—Consumer Magazine or Newspaper
AGENCY: Lou Hammond & Associates Inc
Red Roof Inn
ENTRY: Red Roof Go More Go Better Campaign
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: H+K Strategies

Sanctuary on Camelback Mountain
ENTRY: The Wall Street Journal Dives into Sanctuary
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Eric Mower + Associates

St. Kitts Marriott Resort & The Royal Beach Casino
ENTRY: St. Kitts Marriott Resort & The Royal Beach Casino—New York Daily News
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: Diamond Public Relations

The Resort at Pedregal
CATEGORY: FEATURE PLACEMENT ONLINE—Consumer Media
AGENCY: J Public Relations

Tourism New Zealand
ENTRY: 100% Middle-earth, 100% Pure New Zealand
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: DQMPR

Tourism New Zealand
ENTRY: Doing New Zealand Right!
CATEGORY: FEATURE PLACEMENT PRINT—Consumer Magazine or Newspaper
AGENCY: DQMPR

Turtle Bay Resort
ENTRY: Turtle Bay Resort in American Spa
CATEGORY: FEATURE PLACEMENT PRINT—Trade Publication
AGENCY: TLC PR

W Retreat & Spa—Vieques Island
ENTRY: Yoga Collaboration Stretches 707 Million National Media Impressions
CATEGORY: MARKETING PROGRAM—Consumer
AGENCY: Quinn

Wild Walk at The Wild Center
ENTRY: A Wildly Successful Launch for Wild Walk
CATEGORY: NEW OPENING/LAUNCH
AGENCY: Nancy J. Friedman Public Relations