



2017 HSMAI Gold Adria Award Winners Advertising Winners

Client: AMResorts

Entry Title: Make A Secret Campaign 2017

Client: Best Western Hotels & Resorts

Agency: Ideas Collide & Initiative

Entry Title: Best Western's 2017 Disney Summer In-Property Campaign

Client: Best Western Hotels & Resorts

Agency: Ideas Collide

Entry Title: Go. Get. Rewarded. with Best Western Rewards

Client: Hilton

Agency: GreenLight

Entry Title: Hilton Honors - Music Happens Here

Client: HMSHost

Entry Title: #HMSHostLove

Client: Jet Linx Aviation

Entry Title: SOAR Magazine

Client: Maine Office of Tourism

Entry Title: L.L.Bean Strategic Brand Partnership

Client: Marriott International

Entry Title: Marriott International You Are Here Campaign

Client: Marriott International APAC

Agency: WE Marketing Group and MEC

Entry Title: Sheraton's Go Beyond Ride Hailing Campaign

Client: Mohonk Mountain House

Entry Title: A Magical Winter Wonderland

Client: Newfoundland and Labrador Tourism

Agency: Target

Entry Title: Off the Beaten Path - Geo-Targeted Campaign

Client: OTO Development

Entry Title: AC Hotel Spartanburg "Where Architecture Meets The Arts"

Client: Pinehurst Resort

Entry Title: Putter Boy Magazine

Client: Princess Cruises

Agency: MMGY Global

Entry Title: Circle Magazine | February 2017

Client: Santa Monica Travel & Tourism

Entry Title: Santa Monica at SkyLounge London

Client: Space Florida

Agency: Paradise Advertising & Marketing

Entry Title: Vacationaut Kit

Client: Space Florida

Agency: Paradise Advertising & Marketing

Entry Title: Vacationaut: USA Today Print Ad

Client: Space Florida

Agency: Paradise Advertising & Marketing

Entry Title: Vacationaut: Great American Eclipse Radio

Client: Space Florida

Agency: Paradise Advertising & Marketing

Entry Title: Vacationaut Campaign

Client: The Beaches of Fort Myers & Sanibel

Agency: MMGY Global
Entry Title: Summer Shellcation Print Campaign

Client: The Beaches of Fort Myers & Sanibel
Agency: MMGY Global
Entry Title: Islandology Campaign

Client: The Venetian Las Vegas
Entry Title: The Dorsey Ad

Client: Visit Bucks County
Entry Title: Photo Walk Series

Client: Visit Lake County
Entry Title: Visit Lake County

Client: Visit Seattle
Agency: PB&
Entry Title: VISITSEATTLE.tv

Client: Visit Seattle
Agency: PB&
Entry Title: #seattleproud

Client: Visit Seattle
Agency: PB&
Entry Title: Project 5x5

Client: Visit St. Pete/Clearwater
Agency: BVK
Entry Title: Feel It Campaign

Client: VisitBritain and Expedia Media Solutions
Agency: Expedia Media Solutions
Entry Title: The Only Place You Need to Go

Client: VisitGreenvilleSC
Entry Title: Happy G Basketball Door Hangers

Client: VisitGreenvilleSC

Entry Title: 2017 Group Sales Print Ad Series

Client: White Lodging

Entry Title: White Lodging Brand Anthem Video

2017 HSMAI Gold Adrian Award Winners

Digital Marketing Winners

Client: Amelia Island
Agency: Paradise Advertising & Marketing
Entry Title: Destination Dysfunction Video

Client: Amelia Island
Agency: Paradise Advertising & Marketing
Entry Title: Destination Dysfunction USAToday.com Gravity Unit

Client: Arlo Hotels
Agency: HeBS Digital
Entry Title: The New Arlo Hotels Brand Captures 2,900 New Emails

Client: Aruba Tourism Authority
Agency: Concept Farm
Entry Title: Aruba : 360 Map of Happiness

Client: Aruba Tourism Authority
Agency: Concept Farm
Entry Title: Aruba : 360 Map of Happiness

Client: Aruba Tourism Authority
Agency: Concept Farm
Entry Title: Aruba : Happy People Read Sad Tweets

Client: Aruba Tourism Authority
Agency: Concept Farm
Entry Title: Aruba : Happy People Read Sad Tweets

Client: Belvedere Hotel
Agency: HeBS Digital
Entry Title: Private Closed Group Results in 2,414% ROI in 3-months for Belvedere Hotel

Client: Benchmark Resorts & Hotels
Entry Title: The Inn at Virginia Tech

Client: BENCHMARK, A Global Hospitality Company
Entry Title: Wanderlust Lifestyle Travel Guide

Client: BENCHMARK®, a global hospitality company
Agency: Screen Pilot
Entry Title: Garden of the Gods Resort - Website UX Testing Drives Incremental Conversions

Client: Bermuda Tourism Authority
Agency: MMGY Global
Entry Title: Bermuda Tourism Authority | Out Here Video Series

Client: Best Western Hotels & Resorts
Agency: Ideas Collide
Entry Title: Best Western's You Must Be Trippin'

Client: Best Western Hotels & Resorts
Agency: Ideas Collide
Entry Title: Best Western's Micro-Influencer Content Strategy

Client: Best Western Hotels & Resorts
Agency: Ideas Collide
Entry Title: Best Western's Micro-Influencer Content Strategy

Client: Best Western Hotels & Resorts
Agency: Ideas Collide
Entry Title: Best Western's "Where Will \$10 Take You?" Series

Client: Best Western Hotels & Resorts
Agency: Ideas Collide & Initiative
Entry Title: Best Western's 2017 Summer Promotion

Client: Best Western Hotels & Resorts
Agency: Ideas Collide & Initiative
Entry Title: Best Western's "Low Rate Guarantee" Promotion

Client: Best Western Hotels & Resorts
Entry Title: The New Bestwestern.com

Client: Best Western Hotels & Resorts
Agency: Ideas Collide & Initiative
Entry Title: Best Western's "Low Rate Guarantee" Promotion

Client: Best Western Hotels & Resorts
Agency: Ideas Collide
Entry Title: Best Western's Smilebration: Spin for Smiles

Client: Best Western Hotels & Resorts
Agency: Ideas Collide
Entry Title: Best Western's Smilebration: Spin for Smiles

Client: Best Western Hotels & Resorts
Agency: Ideas Collide
Entry Title: Best Western's Smilebration: Spin for Smiles

Client: Best Western Hotels & Resorts
Entry Title: The New Bestwestern.com

Client: Best Western Hotels & Resorts
Agency: Ideas Collide & Initiative
Entry Title: Best Western's 2017 Disney Summer In-Property Campaign

Client: Best Western Hotels & Resorts
Agency: Ideas Collide
Entry Title: Best Western's Smilebration Campaign

Client: Best Western Hotels & Resorts
Agency: Ideas Collide & Initiative
Entry Title: Best Western's 2017 Disney Summer Snapchat Campaign

Client: Best Western Hotels & Resorts
Agency: Ideas Collide
Entry Title: Best Western's "How to Spend Your Points" Videos

Client: BHG
Agency: Pmweb
Entry Title: O Bom de Viajar New Website

Client: BHG
Agency: Pmweb
Entry Title: BHG O Bom de Viajar

Client: Brand USA
Entry Title: Panorama for Facebook

Client: Choice Hotels International
Agency: Havas Media
Entry Title: Choice Hotels TripAdvisor Road Trip

Client: Crown Hotels
Agency: TravelClick
Entry Title: Crown Hotels

Client: CVC
Agency: Pmweb
Entry Title: CVC Conversion Rate Optimiation

Client: Destination DC
Agency: MMGY Global
Entry Title: Washington.org Custom User Experience

Client: Destination Niagara USA
Agency: Tempest
Entry Title: Website Design & Development

Client: Experience Kissimmee
Agency: VERB Interactive
Entry Title: Experience Kissimmee Web Site

Client: Experience Kissimmee
Agency: VERB Interactive
Entry Title: Experience Kissimmee Social Media/Social Networking

Client: Explore St. Louis
Entry Title: STL.Live

Client: Explore St. Louis
Entry Title: STL Winter Classic Campaign

Client: Explore St. Louis
Entry Title: STL.Live

Client: Fairmont Hotels & Resorts (AccorHotels)
Agency: Lucidia
Entry Title: An Unforgettable Fairmont Safari - Video Series

Client: Fairmont Hotels & Resorts (AccorHotels)
Agency: Lucidia
Entry Title: Canada 150 Integrated Campaign

Client: Fondo Mixto de Promoción Turística
Agency: Weber Shandwick
Entry Title: Thrillist: Through The Eyes Mexico City

Client: Fort Worth Convention & Visitors Bureau
Entry Title: 2017 Annual Meeting Video "Things to Do"

Client: Four Seasons Hotel New York Downtown
Agency: Connelly Partners
Entry Title: Four Seasons Hotel New York Downtown Opening Campaign

Client: Four Seasons Resort Maui at Wailea
Agency: Connelly Partners
Entry Title: Four Seasons Resort Maui at Wailea Relaunch Campaign

Client: GMCVB
Agency: VML
Entry Title: Found In Miami

Client: GMCVB
Agency: VML
Entry Title: Found In Miami

Client: Grand Velas Hotels & Resorts
Agency: Milestone Inc.
Entry Title: Grand Velas Los Cabos

Client: Greater Williamsburg Chamber & Tourism Alliance
Agency: Luckie & Co.
Entry Title: Funologist Campaign

Client: Hawaii Visitors and Convention Bureau
Agency: MVNP
Entry Title: #LetHawaiiHappen - A Day With a Local

Client: Hilton
Agency: GreenLight
Entry Title: Hilton Honors - Music Happens Here

Client: Hilton
Agency: HZDG
Entry Title: Hilton Honors App - Dynamic Content Campaign

Client: Hilton
Agency: GSD&M
Entry Title: Post it. Win it. BRING IT.

Client: Hilton Head Island-Bluffton Visitor & Convention Bureau
Agency: VERB Interactive
Entry Title: Hilton Head Island Bachelorette Campaign

Client: Hilton Sandestin Beach Golf Resort & Spa
Entry Title: Hilton Sandestin Beach Golf Resort & Spa's Website

Client: Hotel del Coronado
Entry Title: Website Conversion Optimization

Client: Hotel Tybee
Agency: Flip.to
Entry Title: Hotel Tybee Advocacy Campaign

Client: Hotel ZaZa
Agency: HeBS Digital
Entry Title: A \$104,423+ Difference in Revenue YOY Following Hotel ZaZa's Website Redesign

Client: Intercity Hotels
Agency: Pmweb
Entry Title: Less is more - Email Re-design

Client: Irving Convention and Visitors Bureau
Agency: DHD Films
Entry Title: Visit Irving Sizzle Reels

Client: Irving Convention and Visitors Bureau
Entry Title: Social Mosaic

Client: La Fonda on the Plaza
Agency: HeBS Digital
Entry Title: 2,507% ROI By Investing in Abandonment Tools for La Fonda on the Plaza

Client: LATAM
Agency: Pmweb
Entry Title: LATAM Golden Selling Window

Client: Lexington Hotel New York City
Agency: Wpromote
Entry Title: Lexington Hotel New York City - Website Redesign

Client: Louisville Convention & Visitors Bureau
Agency: Tempest
Entry Title: Bourbon Country

Client: Louisville Convention & Visitors Bureau
Agency: Tempest
Entry Title: OTA Takeover Campaign

Client: Marigot Bay Resort & Marina, by Capella
Agency: Journey
Entry Title: Marigot Bay Resort & Marina by Capella

Client: Marriott International
Entry Title: M Live Shines During Great American Eclipse

Client: Marriott International
Entry Title: Courtyard Father's Day

Client: Marriott International
Entry Title: Marriott Hotels Travel Brilliantly

Client: Marriott International
Entry Title: Marriott International You Are Here Campaign

Client: Marriott International
Entry Title: Marriott International You Are Here Campaign

Client: Marriott International APAC
Agency: WE Marketing Group and MEC
Entry Title: Sheraton's Go Beyond Ride Hailing Campaign

Client: Marriott International APAC
Agency: WE Marketing Group and MEC
Entry Title: Sheraton's Go Beyond Ride Hailing Campaign

Client: Marriott International APAC
Agency: WE Marketing Group and MEC
Entry Title: Sheraton's Go Beyond Ride Hailing Campaign

Client: Marriott International APAC
Agency: WE Marketing Group and MEC
Entry Title: Sheraton's Go Beyond Ride Hailing Campaign

Client: Mohegan Sun
Entry Title: Mohegan Sun & Barrett-Jackson Northeast Auction

Client: Nassau Paradise Island Promotion Board
Agency: VERB Interactive
Entry Title: Nassau Paradise Island Website UX

Client: New Mexico Tourism Department
Agency: Simpleview
Entry Title: New Mexico True

Client: Newfoundland and Labrador Tourism
Agency: Target
Entry Title: Off the Beaten Path

Client: Newfoundland and Labrador Tourism
Agency: Target
Entry Title: Off the Beaten Path Video Series

Client: Newfoundland and Labrador Tourism
Agency: Target
Entry Title: ExplorersWanted.ca

Client: NFL/Bay Ferries Limited
Agency: VERB Interactive
Entry Title: NFL/Bay Ferries Limited—Booking Engine

Client: Orlando Magic
Agency: Net Conversion
Entry Title: NBA Orlando Magic 2016-17 Season International Tourism

Client: OTO Development
Entry Title: AC Hotel Spartanburg, "Construction Worker for a Day"

Client: Palace Resorts
Agency: Ariadna Communications Group
Entry Title: Websites Reinvention - Palace Resorts

Client: Pinehurst Resort
Agency: TriMark Digital
Entry Title: Timeless Campaign

Client: PROMPERU
Agency: TravPRO Mobile
Entry Title: Peru Travel Agent Training Program & Sales Companion

Client: Rio Quente Resorts
Agency: Pmweb
Entry Title: Rio Quente Resorts Experience the unforgettable

Client: Rittenhouse Hotel
Agency: HeBS Digital
Entry Title: A 34% Increase In Conversion Rate for Rittenhouse Hotel's Website Redesign

Client: RLH Corporation
Agency: HeBS Digital
Entry Title: RLH Corporation Achieves 2,286% ROI through Website Relaunch and Integration

Client: Row NYC
Agency: Travel Tripper
Entry Title: Real-Time SEM Ads for ROW NYC

Client: San Francisco Travel
Agency: MMGY Global
Entry Title: Always Welcome Campaign

Client: Sea Island Resort
Agency: VERB Interactive
Entry Title: Sea Island Web Site

Client: Sea Palms Resort and Conference Center
Agency: TravelClick
Entry Title: Sea Palms Resort and Conference Center

Client: South Dakota Department of Tourism
Agency: MMGY Global
Entry Title: Travel South Dakota | Good Times, Great Places Social Media

Client: Space Florida
Agency: Paradise Advertising & Marketing
Entry Title: Vacationaut Email Series

Client: Terranea Resort
Entry Title: #TravelTuesday at Terranea

Client: The Beaches of Fort Myers & Sanibel
Agency: MMGY Global
Entry Title: National Seashell Day Social Media + PR Campaign

Client: The Beaches of Fort Myers & Sanibel
Agency: MMGY Global
Entry Title: FortMyers-Sanibel.com Website Redesign

Client: The Hawai'i Tourism Authority and Expedia Media Solutions
Agency: Expedia Media Solutions
Entry Title: Discover Your Aloha

Client: The Maven
Agency: HeBS Digital
Entry Title: A 1,040% ROI for a Newly Built Hotel In Denver

Client: The Ocean House
Agency: Laura Davidson Public Relations
Entry Title: The Ocean House's Secret Garden

Client: The Resort at Pedregal
Agency: HeBS Digital
Entry Title: A 5,138% ROAS for The Resort at Pedregal's "Celebrate Summer"
Campaign

Client: The Ritz-Carlton Hotel Company
Entry Title: 80 Stays Around The World

Client: The Sandman Hotel
Agency: HeBS Digital
Entry Title: 55% Increase in Revenue Following the Sandman Hotel's Website
Redesign

Client: The Somerset on Grace Bay
Agency: MP&A Digital & Advertising
Entry Title: The Somerset on Grace Bay - Website

Client: The Watergate Hotel
Agency: HeBS Digital
Entry Title: The Watergate Hotel Achieves an 82% Increase in Revenue.

Client: Tourism Victoria
Agency: VERB Interactive
Entry Title: Tourism Victoria Web Site

Client: Travel Oregon
Agency: Sparkloft Media
Entry Title: Tiny Foods

Client: Travel Oregon
Agency: Sparkloft Media
Entry Title: Moments of Zen

Client: Triumph Hotels
Agency: Travel Tripper
Entry Title: Triumph Hotels 3rd Anniversary Sale Campaign

Client: Utah Office of Tourism, Film and Global Branding
Agency: Struck
Entry Title: Utah Office of Tourism Winter Digital Campaign

Client: Visit Anaheim
Entry Title: Visit Anaheim Leverages Pokémon Go Craze to Showcase the Destination

Client: Visit California
Agency: TravPRO Mobile
Entry Title: Visit California STAR Sales Companion

Client: Visit Philadelphia
Entry Title: Social Media Geo-targeting for the 2016 DNC

Client: Visit Stockton
Agency: Tempest
Entry Title: Website Design & Development

Client: Waldorf Astoria Beverly Hills
Agency: [D³] Design, Delivery + Development
Entry Title: Waldorf Astoria Beverly Hills - Live Unforgettable

Client: Waldorf Astoria Hotels & Resorts
Agency: BCV
Entry Title: Taste of Waldorf Astoria Social Media Campaign

Client: Wyndham Hotel Group
Entry Title: Super 8 “See You On The Road” Campaign

Client: Wyndham Rewards
Entry Title: Wyndham Rewards + Six Flags Social Media

Client: Xanterra Parks & Resorts / Grand Canyon National Park Lodges
Agency: Percepture
Entry Title: The Sure Footed Mule Named Tator Tot

2017 HSMAI Gold Adrian Award Winners

Integrated Marketing Campaign Winners

Client: BENCHMARK, A Global Hospitality Company
Entry Title: Experiential & Transformational Marketing Campaign

Client: Best Western Hotels & Resorts
Agency: Ideas Collide & Initiative
Entry Title: Best Western's "Go. Get. Glam." Project Runway Campaign

Client: Branson CVB
Agency: Haygood Productions
Entry Title: #NotYourGrandmasBranson Video

Client: Discover The Palm Beaches
Agency: &Barr
Entry Title: Friends Trust Friends

Client: Fort Worth Convention & Visitors Bureau
Entry Title: Canada 150 Campaign

Client: Harrah's Resort Southern California
Agency: i.d.e.a.
Entry Title: Funner, California

Client: Hilton
Entry Title: Hilton's California Road Trip

Client: HMSHost
Entry Title: Eat Well. Travel Further.

Client: Hong Kong Tourism Board
Entry Title: Cruise Planners' Passenger Acquisition Test

Client: Immanuel Wilderness Lodge | Namibia
Agency: rainmaker digital | Namibia
Entry Title: The 5 Stages of Success

Client: InterContinental Hotels & Resorts
Agency: Hawkins International PR
Entry Title: Stories of the InterContinental Life Campaign

Client: Lansdowne Resort and Spa
Entry Title: The Good Life Campaign

Client: Loews Hotels
Entry Title: Loews Hotels: "A Wonderful Place to Wander" Campaign

Client: Marriott International
Entry Title: Marriott Rewards Reaches Niche Audience with Spartan Races

Client: Marriott International - Canadian Region
Entry Title: Marriott International Canada 150th Campaign

Client: San Francisco Travel Association
Entry Title: San Francisco Travel Summer of Love Campaign

Client: Visit Austin
Entry Title: Austin Summer Road Tour

Client: Visit Syracuse
Agency: Break the Ice Media
Entry Title: Official Home of Winter

2017 HSMAI Gold Adrian Award Winners

Public Relations Winners

Client: 21c Museum Hotels
Agency: Baltz & Company
Entry Title: 21c Museum Hotels - Surface (Nov 2016)

Client: Aman
Agency: Laura Davidson PR
Entry Title: Shining A Light on Shima: Aman Debuts Amanemu

Client: Barbados Tourism Marketing Inc
Agency: The Brandman Agency
Entry Title: Barbados Tourism Marketing Inc., Cover + Feature Spread "Back to Barbados" in Conde Nast Traveler Caribbean Issue, January 2017

Client: Bermuda Tourism Authority
Agency: TURNER
Entry Title: Kathie Lee & Hoda Have A Bermudafull Day(s)

Client: Best Western Hotels & Resorts
Entry Title: Best Western Virtual Reality Experience

Client: Contiki
Agency: Decker Royal
Entry Title: Contiki #NoRegrets Campaign

Client: Courtyard by Marriott
Agency: Catalyst PR
Entry Title: Courtyard Super Bowl Sleepover Contest

Client: Crystal Cruises
Agency: Finn Partners
Entry Title: Crystal's Brand Expansion into an Armada of Luxury Products

Client: Discover The Palm Beaches
Entry Title: "State of Diving: The Palm Beaches" - Sport Diver (DTPB)

Client: Efendi Hotel
Agency: Xhibition PR
Entry Title: Efendi Hotel - Washington Post feature

Client: Extended Stay America
Agency: The Zimmerman Agency
Entry Title: 3rd Annual Hotel Keys of Hope Cancer Survivors Reunion

Client: Fairmont Hotels & Resorts (AccorHotels)
Agency: Lucidia
Entry Title: Great Canadian Railway Adventure

Client: Fenimore Art Museum
Agency: MMGY Global
Entry Title: A Personal View of Andrew Wyeth

Client: Finger Lakes Tourism Promotion Agency
Agency: Quinn
Entry Title: Finger Lakes Region Goes Beyond Wine as a Tourism Hot Spot with \$3 Billion in Revenue

Client: Finger Lakes Tourism Promotion Agency
Agency: Quinn
Entry Title: 10 Pages in Condé Nast Traveler Dedicated to the Finger Lakes

Client: Finpro Oy - Visit Finland
Agency: Zapwater Communications, Inc.
Entry Title: Finland Finnish's at the Top

Client: Fondo Mixto de Promoción Turística
Agency: Weber Shandwick
Entry Title: Hemispheres: Three Perfect Days in Mexico City (Cover Story)

Client: Great Wolf Lodge
Agency: Quinn
Entry Title: Newly Launched Wine Down Service Raises \$57K+ in Incremental Revenue in 3 Months

Client: Greater Fort Lauderdale
Agency: Finn Partners
Entry Title: Destination Inclusion: Greater Fort Lauderdale's Transgender Marketing Campaign

Client: Greater Miami Convention & Visitors Bureau
Agency: Current Marketing
Entry Title: Miami and the Beaches Zika Crisis Communications Campaign

Client: Hilton
Entry Title: Go Hilton: Giving Team Members the World

Client: Hilton Garden Inn
Agency: Ketchum
Entry Title: Hilton Garden Inn: Taking "Simple Things" to a Refreshing New Level

Client: Hilton Head Island-Bluffton Chamber of Commerce
Agency: Weber Shandwick
Entry Title: Hilton Head Island: The Weather Channel

Client: Hilton Worldwide Luxury Brands
Agency: Magrino
Entry Title: Conrad Dublin - Condé Nast Traveler Online

Client: Hilton Worldwide Luxury Brands
Agency: Magrino
Entry Title: Canopy by Hilton Reykjavik City Centre - New York Post Online

Client: Homewood Suites and Home2 Suites by Hilton
Agency: rbb Communications
Entry Title: Homewood Suites and Home2 Suites by Hilton Challenge Men to be Travel MANagers

Client: Hotel Metropole Monte Carlo
Agency: Quinn
Entry Title: 147+ Million Media Impressions for Underwater Weddings

Client: Hyatt Hotels
Entry Title: New World of Hyatt Loyalty Program Launches A World of Understanding

Client: IHG
Agency: Weber Shandwick
Entry Title: Holiday Inn Influencer Program

Client: Intrepid Travel
Agency: MMGY Global
Entry Title: Intrepid Travel | Defining Responsible Tourism Leadership

Client: Jamaica Tourist Board
Agency: Finn Partners
Entry Title: Feel the Vibe Jamaica

Client: JW Marriott Hotels & Resorts
Agency: Baltz & Company
Entry Title: JW Marriott Hotels & Resorts - Forbes.com "Poise & Grace"

Client: La Fonda on the Plaza
Agency: Tucker & Associates
Entry Title: Sip, Play, Stay: La Fonda is the First (and Last) Stop on Santa Fe's Margarita Trail

Client: Los Cabos Tourism Board
Agency: MMGY Global
Entry Title: "City Guides: Baja, Fish Tacos Were Just the Beginning" - bon appetit

Client: Lufthansa Airlines
Agency: Xhibition PR
Entry Title: Lufthansa #InspiredBy on Fodors.com

Client: Margaritaville Holdings
Entry Title: Easy, Breezy, Boozy and Lucrative - Margaritaville Showcases Evolution in New York Times Business Section

Client: Margaritaville Holdings
Agency: Hemsworth Communications
Entry Title: Margaritaville Holdings and Minto Communities Partnership

Client: Marriott Hotels
Agency: Catalyst PR
Entry Title: Marriott Hotels and TED Partnership

Client: Marriott International
Entry Title: Marriott International x Coachella - "Marriott's Pop-Up Hotel Experience at Coachella"

Client: Marriott International
Entry Title: Marriott International x Coachella - "Marriott's Pop-Up Hotel Experience at Coachella"

Client: Marriott International
Agency: Laura Davidson Public Relations
Entry Title: FINDING PUPS THEIR FUR-EVER HOMES: RESIDENCE INN LAUNCHES DOG DAYS OF SUMMER PROGRAM

Client: Marriott International
Agency: Grey New York
Entry Title: Marriott Rewards | 6 Days, 7 Nights

Client: Marriott International - The Americas
Entry Title: Shark Week & Marriott International Hotels in D.C., NYC and Newport

Client: Mexico City Tourism Board
Agency: Weber Shandwick
Entry Title: From Humble to Haute: Changing Perceptions of Mexico City

Client: Miraval Arizona Resort & Spa
Agency: NIKE COMMUNICATIONS
Entry Title: Miraval Resort & Spa Men's Health

Client: Mohonk Mountain House
Agency: Nike Communications
Entry Title: Farm-To-Table Rebirth

Client: National Tourism Office of Serbia
Agency: Zapwater Communications, Inc.
Entry Title: Balkan Blogger Bash: Influencing Tourists Perception of Serbia

Client: Nekupe
Agency: Murphy O'Brien PR
Entry Title: Nicaragua's Most Luxurious New Resort, Nekupe, Has a Social Mission

Client: NY Hotel Pennsylvania
Agency: LMA Communications Inc.
Entry Title: NY Hotel Pennsylvania Caters To The Westminster Dog Show With Their Five-Paw Service

Client: NYLO Hotel
Agency: Lion & Lamb Communications
Entry Title: NYLO Holiday Pop Up: A Midwinter Night's Dream

Client: Omni Hotels & Resorts
Agency: Bullfrog & Baum
Entry Title: Polling for Cocktails

Client: Paris Perfect
Agency: WEILL
Entry Title: Paris Perfect in Apartment Therapy

Client: Pebble Beach Company
Agency: Eric Mower + Associates
Entry Title: Forbes feature on Pebble Beach Resorts

Client: Riviera Nayarit Convention and Visitors Bureau
Agency: Finn Partners
Entry Title: Western Living - Coasting North

Client: Rosewood Mayakoba
Agency: Baltz & Company
Entry Title: Rosewood Mayakoba - Centro Educativo K'iin Beh on AFAR Online

Client: Royal Caribbean International
Agency: Weber Shandwick
Entry Title: TOTAL ECLIPSE CRUISE - TIME.COM EXCLUSIVE

Client: Royal Caribbean International
Agency: Weber Shandwick
Entry Title: ECLIPSING THE ECLIPSE

Client: Salt Hotels
Agency: D&D PR
Entry Title: Salt School - Learning By Heart

Client: Sanctuary on Camelback Mountain Resort & Spa
Agency: Eric Mower + Associates
Entry Title: The Inaugural Nirvana Culinary Festival

Client: Sandals Resorts
Agency: Decker Royal
Entry Title: Over-the-Water Takes Sandals Resorts Out of the Box

Client: Scout Hotel & Resort Management
Agency: Eric Mower + Associates
Entry Title: Girls' Getaway: Harbor View Hotel on Martha's Vineyard

Client: Singita
Agency: Imagine Communications
Entry Title: A Blind Man's Trip Will Change the Way You Think About Safaris

Client: South Dakota Department of Tourism
Agency: MMGY Global
Entry Title: South Dakota | CBS Evening News Segment

Client: Ted Turner Expeditions
Agency: WEILL
Entry Title: Ted Turner Expeditions in Virtuoso Life

Client: Ted Turner Expeditions
Agency: WEILL
Entry Title: Ted Turner Expeditions in Modern Luxury

Client: The Ritz-Carlton Yacht Collection
Agency: The Brandman Agency
Entry Title: The Ritz-Carlton Yacht Collection - Exclusive

Client: The Venetian and The Palazzo
Entry Title: The Dorsey Launch PR Campaign

Client: Tourism Northern Territory
Agency: MMGY Global
Entry Title: Northern Territory | Vogue "How to Traverse the Top End, Australia's Last Frontier"

Client: Travel Michigan
Agency: Weber Shandwick
Entry Title: DISCOVERING THE UNDISCOVERED IN PURE MICHIGAN

Client: Travel Portland
Agency: Laura Davidson Public Relations
Entry Title: Beyond Portlandia -- A Deep Dive into the Movers, Shakers and Makers Molding America's Coolest City

Client: Turkey Ministry of Culture and Tourism
Agency: Finn Partners
Entry Title: Ministry of Culture and Tourism of Turkey: NewYorkTimes.com's Top 52 Places

Client: Utah Office of Tourism
Agency: TURNER PR
Entry Title: Showcasing Utah's Open Roads: Utah Full Throttle with Kawasaki

Client: Ventura Visitors & Convention Bureau
Entry Title: Pit-Stop Serenades Celebrate Awesome Moms

Client: Visit Anaheim
Entry Title: Visit Anaheim Wins Over National Travel Writer

Client: Visit California
Entry Title: California Restaurant Month

Client: Visit Finland
Agency: Zapwater Communications, Inc.
Entry Title: The Bachelor Finds Love in Finland

Client: Visit Huntington Beach
Agency: Development Counsellors International
Entry Title: The Steve Harvey Show - Feature Placement Television

Client: Visit Myrtle Beach
Agency: Fahlgren Mortine
Entry Title: Visit Myrtle Beach Promotes Inclusivity as Autism-Friendly Travel Destination

Client: Visit Philadelphia
Entry Title: Revolutionary: A Pop-Up Street Art Exhibition

Client: Visit Salt Lake
Entry Title: There's Nothing To Do in Salt Lake

Client: Visit Tampa Bay
Entry Title: Beer Blogger's Conference in Tampa Bay

Client: VisitScotland
Agency: Laura Davidson Public Relations
Entry Title: A Match Made in Editorial Heaven- Condé Nast Traveler Swipes Right For Scotland

Client: Waldorf Astoria Hotels & Resorts
Agency: Magrino PR
Entry Title: Taste of Waldorf Astoria - Waldorf Astoria Hotels & Resorts

Client: Waldorf Astoria Hotels & Resorts
Agency: Magrino PR
Entry Title: Best Consumer Placement for Bloomberg Pursuits featuring John Vanderslice, Global Head of Luxury & Lifestyle Brands

Client: Westgate River Ranch Resort & Rodeo
Agency: TJM Communications, Inc.
Entry Title: Launch of Luxe Teepees at Westgate River Ranch Resort & Rodeo

Client: Westin Hotels & Resorts
Agency: Mfa Marketing & Public Relations
Entry Title: Westin x Peloton Partnership

Client: Windstar Cruises
Agency: Windstar PR and Percepture
Entry Title: Honeymoon Do-Over

Client: Wisconsin Department of Tourism
Entry Title: Travel Wisconsin's Frank Lloyd Wright Trail

Client: Xanterra Parks & Resorts / Grand Canyon National Park Lodges
Agency: Percepture
Entry Title: LIVE BIG. Oprah's "Soul Expanding" Adventure to Grand Canyon National Park

Client: Xanterra Parks & Resorts / Grand Canyon National Park Lodges
Agency: Percepture
Entry Title: Al's Grand Gesture: The Summer of Yes

Client: Xanterra Parks & Resorts / Grand Canyon National Park Lodges
Agency: Percepture
Entry Title: The Sure Footed Mule Named Tator Tot