

2009 HSMAI Gold Adrian Award Winners

Advertising Division

Client: Abercrombie & Kent Residence Club

Agency: ISM

Winning Entry: Discovery Kit

Client: American Express Travel

Agency: ISM

Winning Entry: American Express Travel - Destination Collection: Asia

Client: Best Western International, Inc.

Agency: ISM

Winning Entry: Best Western Summer Promotion

Client: Choice Hotels International

Winning Entry: Comfort Suites "Explore the Space" Sweepstakes

Client: Choice Hotels International

Winning Entry: Comfort Suites Golf Getaway Sweepstakes

Client: Denihan Hospitality Group

Agency: MME

Winning Entry: My Affinia

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Agency: MME

Winning Entry: My Affinia

Client: Embassy Suites Hotels

Agency: BBDO Atlanta

Winning Entry: Embassy Suites Smart Summer Promotion

Client: Fairmont Raffles Hotels International

Agency: West Productions

Winning Entry: Fairmont President's Club

Client: Hampton Hotels

Agency: Draftfcb

Winning Entry: An Easier Way to Score

Client: Homewood Suites

Winning Entry: Homewood Suites by Hilton 2009 Business Travel Campaign

Client: Hotel Victor

Agency: Taglairino Advertising Group

Winning Entry: Hotel Victor Brochure

Client: Kimpton Hotels & Restaurants
Agency: Vis-a-Vis Creative Concepts
Winning Entry: Kimpton Hotels & Restaurants eBrochure

Client: Kimpton Hotels & Restaurants
Agency: Vis-a-Vis Creative Concepts
Winning Entry: Hotel Triton Do Not Disturb Sign

Client: Las Vegas Convention and Visitors Authority
Agency: R&R Partners
Winning Entry: Vegas Bound

Client: Lindblad Expeditions
Winning Entry: Tonic of Wildness Book Mailing

Client: Maine Office of Tourism
Agency: Swardlick Marketing Group
Winning Entry: "Summertime Was Made For Maine"

Client: Marriott International
Agency: McGarry Bowen
Winning Entry: Space Light Inspiration Campaign

Client: Marriott International
Agency: McGarry Bowen
Winning Entry: Courtyard It's a New Stay Campaign Phase 2

Client: Millennium Bostonian Hotel
Agency: Dana Communications
Winning Entry: Millennium Bostonian Martini Mailing

Client: Missouri Division of Tourism
Agency: Hoffman | Lewis
Winning Entry: "Stay Close" Advertising Campaign

Client: Panama City Beach Convention & Visitor's Bureau
Agency: Ypartnership
Winning Entry: "Heroes of Summer" Print Campaign

Client: RockResorts
Winning Entry: Luxury Travel Advisor Gatefold

Client: San Diego Zoo
Agency: M&C Saatchi
Winning Entry: San Diego Zoo's Elephant Odyssey

Client: Terranea Resort
Agency: Rabuck Stranger
Winning Entry: Terranea Resort Leisure Ad

Client: Texas Office of the Governor, Economic Development and Tourism
Agency: TM Advertising
Winning Entry: Texas Moments TV

Client: Texas Office of the Governor, Economic Development and Tourism
Agency: TM Advertising
Winning Entry: Texas Moments Print

Client: The Broadmoor
Agency: Vladimir Jones
Winning Entry: Broadmoor Guarantee

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Agency: Vladimir Jones
Winning Entry: Broadmoor Guarantee

Client: The Colonial Williamsburg Foundation
Agency: Arnold DC
Winning Entry: Colonial Williamsburg "Cannonball" Print Ad

Client: Tourism Marketing Division
Agency: Target
Winning Entry: Find Yourself

Client: Tourism Marketing Division
Agency: Target
Winning Entry: Architecture

Client: Tourism Marketing Division
Agency: Target
Winning Entry: Gros Morne

Client: Tourism Marketing Division
Agency: Target
Winning Entry: Vikings

Client: Tourism Queensland
Agency: CumminsNitro
Winning Entry: Tourism Queensland's The Best Job in the World

Client: Travel Impressions, Ltd.
Winning Entry: Delta Vacations Raymond Weil Campaign

Client: Visit London
Winning Entry: See The World - Visit London

Public Relations Division

Client: Aqua Expeditions
Agency: Geoffrey Weill Associates
Winning Entry: Aqua Expeditions Launch

Client: Audubon Nature Institute
Agency: Deveney Communication
Winning Entry: Opening of the Audubon Insectarium

Client: Best Western International
Winning Entry: Best Western-World Vision Partnership

Client: Branding Greenland
Agency: M Booth & Associates
Winning Entry: Going to the Dogs

Client: Celebrity Cruises
Agency: Emanate
Winning Entry: Celebrity Solstice Sets Sail: Celebrity Cruises
Navigates Rolling Reveal Strategy to Launch New Ship!

Client: Charleston Area Convention & Visitor's Bureau
Agency: Lou Hammond
Winning Entry: Charleston CVB Culinary Scene

Client: Circle Line Sightseeing Cruises
Agency: Quinn & Co.
Winning Entry: Once Around the Island with Gay Talese and Circle Line Sightseeing Cruises

Client: Dalu Design
Agency: Laura Davidson Public Relations
Winning Entry: The Launching of Star Island, The Bahamas

Client: Denihan Hospitality Group
Agency: Redpoint Marketing PR, Inc.
Winning Entry: DHG National Real Estate Investor Cover Feature

Client: Dubai Tourism And Commerce Marketing - North America
Agency: Development Counsellors International
Winning Entry: Dubai: Seamlessly Meshing The Old and The New

Client: Dubai Tourism and Commerce Marketing North America
Agency: Development Counsellors International
Winning Entry: Dubai: Exploring the Middle Eastern Culture

Client: Elite Island Resorts
Agency: The Pomerantz Group
Winning Entry: CNBC EXCLUSIVE LAUNCHES INNOVATIVE RESORT GROUP STOCK SWAP

Client: Elite Island Resorts
Agency: The Pomerantz Group
Winning Entry: Swap Stocks For A Week At The Beach:
The New York Times Front Page Business Story

Client: EPIC Hotel
Agency: M. Silver Associates
Winning Entry: EPIC Page Turner

Client: Fontainebleau Miami Beach
Agency: Weber Shandwick
Winning Entry: The Rebirth of an Icon

Client: Grande Lakes Orlando
Agency: Laura Davidson Public Relations
Winning Entry: Fore the Love of Golf

Client: Greater Williamsburg Chamber & Tourism Alliance
Agency: Development Counsellors International
Winning Entry: Greater Williamsburg: The Nation's Top Family Travel Destination

Client: Homewood Suites
Winning Entry: Homewood Suites Duck River Documentary

Client: Homewood Suites
Winning Entry: Homewood Suites Simple Moments Promotion

Client: Hotel Missoni
Agency: MMG Mardiks
Winning Entry: Hotel Missoni

Client: Hotel Sax Chicago
Agency: Zapwater Communications, Inc.
Winning Entry: Hotel Sax: Turning Everyday Joes into J-Los

Client: Hotel Sax Chicago
Agency: Zapwater Communications, Inc.
Winning Entry: Introducing The Hotel Sax Chicago

Client: International Expeditions
Agency: Spring, O'Brien
Winning Entry: International Expeditions: Welcome to the Jungle

Client: Las Vegas Convention and Visitors Authority
Agency: RR Partners
Winning Entry: World's Largest Pool Party

Client: May Fair Hotel
Agency: MMG Mardiks
Winning Entry: "Affordable London"

Client: Mazatlán Hotel Association
Agency: Ypartnership
Winning Entry: Mazatlán Travel+Leisure Placement

Client: Ministry of Tourism Quebec
Agency: DQ Marketing & Public Relations
Winning Entry: Quebec City 400th Anniversary

Client: Molori Private Retreats
Agency: The Brandman Agency
Winning Entry: Molori Safari Lodge Lands the Cover of Robb Report

Client: Moroccan National Tourist Office
Agency: Spring, O'Brien
Winning Entry: Morocco Takes It West Coast USA

Client: Moroccan National Tourist Office
Agency: Spring, O'Brien
Winning Entry: Richard Bangs' Adventures with Purpose "Quest for the Kasbah:Morocco"

Client: MTM Luxury Lodging, L.L.C.
Agency: Nancy J. Friedman Public Relations
Winning Entry: Jailhouse Rock

Client: Native Hawaiian Hospitality Association
Agency: Loomis ISC
Winning Entry: Ola Hawaii

Client: New Orleans Museum of Art
Agency: Deveney Communication
Winning Entry: Catalyzing a Cultural Renaissance: Femme, Femme, Femme

Client: New York's Hotel Pennsylvania
Agency: LMA Communications Inc.
Winning Entry: NY Hotel Pennsylvania Gets Five Paw Rating from Westminster Dog Show

Client: Omni Hotels
Agency: Weber Shandwick
Winning Entry: OMNI HOTELS: MEETINGS' INITIATIVES

Client: Orient-Express Trains & Cruises
Agency: Geoffrey Weill Associates
Winning Entry: Orient-Express trains & Cruises - Neil Patrick Harris - CBS Watch

Client: Pennsylvania Tourism Office
Agency: Tierney
Winning Entry: Zipping through Fall Foliage

Client: Royal Caribbean International
Agency: Weber Shandwick Worldwide
Winning Entry: Online 'Oasis'

Client: San Antonio Convention & Visitors Bureau
Agency: Edelman
Winning Entry: San Antonio Convention & Visitors Bureau
Featured on TODAY Show Takes a Vacation

Client: Sarasota and Her Islands CVB
Agency: MMG Mardiks
Winning Entry: Sarasota's Circus Heritage

Client: St Louis Convention & Visitors Association
Agency: St Louis Convention & Visitors Association
Winning Entry: 2009 All-Star Game

Client: TBA Global
Winning Entry: Keep America Meeting

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Client: The Kahala Hotel & Resort
Agency: Morris Visitor Publications
Winning Entry: The Kahala magazine

Client: The Queen Mary
Winning Entry: Maersk Captain rescued from Somali pirates
Receives Royal Welcome Aboard the Queen Mary

Client: Tourism Queensland
Agency: Quinn & Co.
Winning Entry: Reuters Exclusive Triggers Global Digital and Traditional Media Rave
For Tourism Queensland's Best Job In The World

Client: Tourism Queensland
Agency: Quinn & Co.
Winning Entry: ABC-TV's "World News Tonight" Spotlights Best Job In The World

Client: Tourism Queensland
Agency: CumminsNitro
Winning Entry: Tourism Queensland's Best Job in the World

Client: Tourism Queensland
Agency: CumminsNitro
Winning Entry: Tourism Queensland's Best Job in the World - Yahoo Front Page

Client: Tourism Queensland
Agency: CumminsNitro
Winning Entry: Tourism Queensland's Best Job in the World - National Public Radio (NPR)

Client: Tourism Queensland
Agency: CumminsNitro
Winning Entry: Tourism Queensland's Best Job in the World

Client: Tourism Victoria
Agency: Laura Davidson Public Relations
Winning Entry: "No Reservations" about Melbourne, Australia

Client: VisitScotland
Agency: Laura Davidson Public Relations
Winning Entry: WILL PADDLE FOR WHISKY:
SEA KAYAKING FROM DISTILLERY TO DISTILLERY IN SCOTLAND

Web Marketing Division

Client: Albuquerque Convention & Visitors Bureau
Winning Entry: Albuquerque CVB Holiday Video "Life of a Brown Paper Bag"

Client: Ascott International Management (2001) Pte Ltd
Agency: eMarketingEye
Winning Entry: Search Marketing Campaign for Ascott International

Client: Austin Convention & Visitors Bureau
Agency: Kolar Advertising & Marketing
Winning Entry: AustinTexas.org Website and Marketing Support

Client: Bahamas Ministry of Tourism
Agency: Weber Shandwick
Winning Entry: Bahama Fridays

Client: Best Western International, Inc.
Agency: ISM
Winning Entry: Best Western Business Plus

Client: Best Western International, Inc.
Agency: ISM
Winning Entry: Best Western and Weather Channel

Client: Best Western International, Inc.
Agency: ISM
Winning Entry: Best Western's Countdown to Savings

Client: Choice Hotels International
Agency: Arnold DC
Winning Entry: Sleep Inn "Monk" Campaign

Client: Colorado Tourism Office
Agency: MMG Worldwide
Winning Entry: Colorado Tourism - Accessibility Banner Ad

Client: Dolce Hotels and Resorts
Winning Entry: Facebook contest: Play, Pick and Pack

Client: Fairmont Raffles Hotels International
Agency: iCrossing
Winning Entry: Fairmont's SMS Submission

Client: Fairmont Raffles Hotels International
Agency: West Productions
Winning Entry: Fairmont's Ultimate Golf Packages

Client: Joie de Vivre Hotels
Winning Entry: Explore California Passport Sweepstakes

Client: Lee County Visitor & Convention Bureau
Agency: BVK
Winning Entry: Calusa Blueway Web Site

Client: Loudoun Convention & Visitors Association
Agency: Jennifer Barbee, Inc.
Winning Entry: Loudoun Convention & Visitors Association
Summer Campaign Video Integrated Ad

Client: Marriott International
Agency: McGarry Bowen
Winning Entry: Space Light Inspiration Banners

Client: MeetingMatrix International, Inc.
Agency: VisionaryFX
Winning Entry: MeetingMatrix Was There!

Client: Missouri Division of Tourism
Agency: Hoffman|Lewis
Winning Entry: Stay Close - Synched banners

Client: Missouri Division of Tourism
Agency: Hoffman|Lewis
Winning Entry: VisitMO.com/Ideas website

Client: Morgans Hotel Group
Agency: ZAAZ
Winning Entry: Morgans Hotel Group

Client: Oklahoma Tourism & Recreation Department
Agency: Miles Media
Winning Entry: Oklahoma Tourism & Recreation Department's eMail Marketing Program

Client: Performance Media Group
Winning Entry: Virtual Home-Based Expo

Client: The Broadmoor
Agency: Vladimir Jones
Winning Entry: Broadmoor Guarantee

Client: The Broadmoor
Agency: Vladimir Jones
Winning Entry: Broadmoor Guarantee

Client: The Trump Organization
Agency: Cendyn
Winning Entry: Trump Corporate Website

Client: Tourism Marketing Division
Agency: Target
Winning Entry: Hiker

Client: Tourism Queensland
Agency: CumminsNitro
Winning Entry: Tourism Queensland's Best Job in the World

Client: Tourism Queensland
Agency: Cummins Nitro
Winning Entry: Tourism Queensland's Best Job in the World

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Agency: CumminsNitro
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Agency: CumminsNitro
Winning Entry: Tourism Queensland's Best Job in the World

Client: Tourism Queensland
Winning Entry: Tourism Queensland's Best Job in the World - Monster Digital Campaign

Client: Villa Magna
Agency: TravelCLICK
Winning Entry: Villa Magna

Client: Wyndham Worldwide
Agency: Berlin Cameron
Winning Entry: Integrated Marketing Campaign