

2011 HSMAI Gold Adrian Award Winners

Advertising Winners

Client: Amelia Island Tourist Development Council
Agency: Paradise Advertising & Marketing, Inc.
Entry Title: Amelia Island Visitor Guide

Client: Emirates
Agency: ISM
Entry Title: Emirates A380 Sky Full of Choices

Client: Extraordinary Journeys Africa
Agency: DQMPR
Entry Title: EJ Africa: Falling in Love with East Africa

Client: Hilton Head Island-Bluffton Chamber of Commerce
Agency: Ogilvy Atlanta
Entry Title: Losing It Hilton Head

Client: Hilton Worldwide
Agency: Publicis
Entry Title: Hilton HHonors

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Agency: Publicis
Entry Title: Hilton HHonors

Client: Hotel Nikko San Francisco
Agency: R&R Partners
Entry Title: Food & Beverage Ad: California Cuisine with Asian Influence

Client: Las Vegas Convention and Visitors Authority
Agency: R&R Partners
Entry Title: Life is Short. Summer is Shorter. Campaign

Client: Las Vegas Convention and Visitors Authority
Agency: R&R Partners
Entry Title: My Turn

Client: Lindblad Expeditions
Agency: Lindblad Expeditions
Entry Title: Mission Spectacular: An Expedition Into Wonder

Client: Lindblad Expeditions
Agency: Lindblad Expeditions
Entry Title: Galapagos 360 Video

Client: Ojai Valley Inn & Spa
Agency: LMA Communications Inc.
Entry Title: Ojai Valley Inn & Spa Collateral Brochure

Client: Mohegan Sun
Agency: Outthink
Entry Title: Mohegan Sun Hotel Sales Brochure

Client: Norwegian Cruise Line
Agency: R&R Partners
Entry Title: Partners First Campaign

Client: Pegasus Solutions
Agency: Pegasus Solutions
Entry Title: Pegasus in the News at HITEC 2011

Client: Philadelphia Convention & Visitors Bureau
Agency: Philadelphia Convention & Visitors Bureau
Entry Title: World Premiere of Pennsylvania Convention Center Expansion

Client: Skytop Lodge
Agency: Anson-Stoner
Entry Title: Skytop Lodge "Banner Campaign"

Client: Sonoma County Tourism Bureau
Agency: Sonoma County Tourism Bureau
Entry Title: Speak Sonoma

Client: Newfoundland & Labrador Tourism
Agency: Target
Entry Title: 2011 Find Yourself Campaign

Client: Newfoundland & Labrador Tourism
Agency: Target
Entry Title: 2011 Find Yourself FSI's

Client: Newfoundland & Labrador Tourism
Agency: Target
Entry Title: 2011 Find Yourself TV

Client: The Queen Mary
Agency: Ypartnership
Entry Title: Queen Mary Sea Evil Campaign

Client: The Queen Mary
Agency: Ypartnership
Entry Title: The Queen Mary Sales Brochure

Client: TravelShark
Agency: TravelShark
Entry Title: TravelShark Re-Positioning Campaign

Client: VA Enterprises
Agency: Anson-Stoner
Entry Title: Peter Island Resort & Spa "Villa Bubbly Box"

Client: Windjammer Landing Villa Beach Resort
Agency: Anson-Stoner
Entry Title: Windjammer Landing "Wedding" Ad

Client: Rosen Hotels & Resorts
Agency: Engauge
Entry Title: Rosen Hotels & Resorts Synergy Sales Kit

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Digital Marketing Winners

Client: AMResorts
Agency: AMResorts
Entry Title: AMRMeetings.com

Client: Auberge du Soleil
Agency: FINE Design Group
Entry Title: Auberge du Soleil Web and Mobile Sites

Client: Best Western International
Agency: Ideas Collide
Entry Title: Travel Faceoff

Client: Best Western International
Agency: Ideas Collide
Entry Title: Best Western Canada Travel Social Microsite

Client: Destination Hotels
Agency: Sabre Hospitality Solutions
Entry Title: Stowe Mountain Lodge

Client: DoubleTree by Hilton
Agency: DoubleTree by Hilton
Entry Title: DoubleTree by Hilton Cookie CAREavan

Client: Explore Minnesota Tourism
Agency: BarkleyREI
Entry Title: Explore Minnesota

Client: Hershey Entertainment & Resorts
Agency: Hershey Entertainment & Resorts
Entry Title: 2012 Hersheypark Teaser Campaign

Client: HKHotels
Agency: HKHotels
Entry Title: HKHotels TripAdvisor success with Sparkling Sunshine method

Client: Missouri Tourism
Agency: Hoffman Lewis
Entry Title: Missouri Tourism Facebook "Likes" Campaign

Client: InterContinental Hotels Group
Agency: InterContinental Hotels Group
Entry Title: "Check it Free" Promotion

Client: InterContinental Hotels Group
Agency: InterContinental Hotels Group
Entry Title: IHG Launches "50FreeFriday"

Client: InterContinental Hotels Group
Agency: InterContinental Hotels Group
Entry Title: InterContinental Concierge Insider Guides iPad app

Client: Interval International
Agency: Interval International
Entry Title: Interval's 35th Anniversary Video Clip

Client: Jetwing Hotels Ltd
Agency: eMarketingEye
Entry Title: Jetwing Hotels Social Media Campaign

Client: Jumeirah Group
Agency: Jumeirah Group
Entry Title: Well-structured & personalised email fleet for outstanding results

Client: Las Vegas Convention and Visitors Authority
Agency: R&R Partners
Entry Title: VisitLasVegas.com Redesign

Client: Namibia Tourism Board
Agency: MMG Worldwide
Entry Title: Namibia Website

Client: Mohegan Sun
Agency: People Ideas & Culture
Entry Title: Mohegan Sun Shine Maker

Client: Montana Office of Tourism
Agency: MercuryCSC
Entry Title: Montanans Speak to Nothing and Influence Travelers

Client: Montana Office of Tourism
Agency: MercuryCSC
Entry Title: Get Lost (in Montana)

Client: Ocean Sky Hotel and Resort
Agency: VIZERGY
Entry Title: Ocean Sky Hotel and Resort

Client: Palm Beach County Convention and Visitors Bureau
Agency: Palm Beach County Convention and Visitors Bureau
Entry Title: 1909 Founders Package

Client: Pocono Mountains Visitors Bureau
Agency: Masterminds
Entry Title: Greater Outdoors Giveaway Facebook Photo Contest

Client: Rand McNally
Agency: Weber Shandwick
Entry Title: America, Start Your Engines! Rand McNally Launches Best of the Road Contest

Client: Residence Inn Times Square
Agency: CCM
Entry Title: Walk NYC App

Client: Rosewood Hotels & Resorts
Agency: Interactive Sites
Entry Title: Rosewood Hotels & Resorts - Property Sites (18)

Client: Royal Plaza on Scotts
Agency: Royal Plaza on Scotts
Entry Title: Leveraging the Viral Effect of Social Media to Reach the World

Client: S&L Hospitality
Agency: S&L Hospitality
Entry Title: KeyLime Cove Retargeting Campaign

Client: Destination Resorts Vail
Agency: Sabre Hospitality Solutions
Entry Title: Destination Resorts Vail

Client: Sky Hotels and Resorts
Agency: VIZERGY
Entry Title: Lake Buena Vista Resort Village and Spa

Client: Tourism Vancouver
Agency: smashLAB inc
Entry Title: InsideVancouver.ca

Client: St. Kitts Tourism Authority
Agency: Tambourine
Entry Title: St. Kitts Website

Client: St. Louis Convention & Visitor Commission
Agency: St. Louis Convention & Visitor Commission
Entry Title: The Meeting Guru

Client: Starwood Hotels & Resorts
Agency: Starwood Hotels & Resorts
Entry Title: Westin For A Better You

Client: Starwood Hotels & Resorts
Agency: Starwood Hotels & Resorts
Entry Title: Love Your Family / Winnie the Pooh - Resort Family Package

Client: Starwood Hotels & Resorts
Agency: Starwood Hotels & Resorts
Entry Title: Westin For A Better You Campaign

Client: Newfoundland and Labrador Tourism
Agency: Target
Entry Title: 2011 Find Yourself Online

Client: Newfoundland and Labrador Tourism
Agency: Target
Entry Title: 48 Half Hours

Client: Newfoundland and Labrador Tourism
Agency: Target
Entry Title: NewfoundlandLabrador.com

Client: The Residence Hotels (Tunis-Mauritius-Zanzibar-Maldives)
Agency: TravelClick, Inc
Entry Title: The Residence (Mauritius, Tunisia, Zanzibar) - Website

Client: The Ritz London
Agency: TravelClick, Inc
Entry Title: The Ritz London Website

Client: SeaWorld Parks & Entertainment
Agency: travalliance
Entry Title: SeaWorld Parks & Entertainment Spacialist

Client: Agent@Home Expo
Agency: travalliance
Entry Title: Agent@Home Expo

Client: Virginia Tourism Corporation
Agency: Virginia Tourism Corporation
Entry Title: Virginia is for Lovers - My Virginia Memory

Client: Visit Jacksonville
Agency: Tempest Interactive Media
Entry Title: VisitJacksonville.com

Client: Visit Orlando
Agency: simpleview, inc.
Entry Title: VisitOrlando.com

Client: Windjammer Landing Villa Beach Resort
Agency: Anson-Stoner
Entry Title: Windjammer Landing Website

Client: Wyndham Hotel Group
Agency: Wyndham Hotel Group
Entry Title: Why I Deserve a Summer Vacation Contest

Client: Greater Philadelphia Tourism Marketing Corporation
Agency: Greater Philadelphia Tourism Marketing Corporation
Entry Title: Philly360°® - African-American Marketing Program

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Public Relations Winners

Client: Aqua Expeditions
Agency: Geoffrey Weill Associates
Entry Title: Aqua Expeditions - Food & Wine

Client: Arredondo, Wigginton & Associates
Agency: LDPR
Entry Title: It's Time To Dwell on Melbourne

Client: Benchmark Hospitality International
Agency: Ken Ellens Communications
Entry Title: Top 10 Meeting Trends for 2011, Benchmark Hospitality International

Client: Best Western International
Agency: Allison & Partners
Entry Title: Best Western Lodging Cover Story

Client: Canadian Tourism Commission
Agency: Weber Shandwick
Entry Title: Bonjour Montreal: Kathie Lee & Hoda Take Canada

Client: Conrad Maldives Rangali Island
Agency: Quinn & Co.
Entry Title: Conrad Maldives Turns First Underwater Restaurant into Underwater Bedroom

Client: Cunard Line
Agency: GolinHarris
Entry Title: "A Grand Celebration at Sea:" Cunard Line's Inaugural Rose Parade Float

Client: Cunard Line
Agency: GolinHarris
Entry Title: A Royal Media Moment: CNN Coverage of Queen Elizabeth's Royal Naming Ceremony

Client: Denihan Hospitality Group
Agency: Quinn & Co.
Entry Title: Inside Out Suite at Affinia Chicago

Client: Denihan Hospitality Group
Agency: Quinn & Co.
Entry Title: Outdoor Space at Affinia Hotels

Client: Destination Quebec
Agency: DQMPR
Entry Title: "Tapping Flavors of a Quebec Sugar Shack" , The New York Times

Client: Park City Chamber / Bureau
Agency: Development Counsellors International
Entry Title: Park City: Mountain Magic - Travel + Leisure

Client: Embassy Suites Hotels
Agency: Emanate
Entry Title: Embassy Suites Builds a Social Media Community by Hijacking Online Fandom

Client: Embassy Suites Hotels
Agency: cs2 advertising
Entry Title: Daily Huddle Program

Client: Finger Lakes Visitors Connection
Agency: Quinn & Co.
Entry Title: Finger Lakes Tourism Promotional Agencies 2010-11 Campaign

Client: Gansevoort Hotel Group
Agency: Nancy J. Friedman Public Relations, Inc.
Entry Title: Cover Worth A Thousand Words

Client: Greater Fort Lauderdale Convention & Visitors Bureau
Agency: M. Silver Associates Inc.
Entry Title: "Defrost Your Swimsuit"

Client: Red Roof Inn
Agency: Hill & Knowlton
Entry Title: Red Roof Inn Pets Promotion

Client: Red Roof Inn
Agency: Hill & Knowlton
Entry Title: Red Roof Inn Summer Coupon Book Press Kit

Client: Hilton Worldwide
Agency: Edelman
Entry Title: Hilton HHonors Great Getaway Flash Mob and Flash Sales

Client: Hilton Worldwide
Agency: Edelman
Entry Title: Hilton HHonors Great Getaway Flash Mob and Flash Sales

Client: Holliday Companies
Agency: Lou Hammond & Associates
Entry Title: Holliday Companies - Iron Chef

Client: Homewood Suites by Hilton
Agency: Homewood Suites by Hilton
Entry Title: Books for Kids Library Openings

Client: Homewood Suites by Hilton
Agency: Homewood Suites by Hilton
Entry Title: 84th Annual Macy's Thanksgiving Day Parade Sponsorship

Client: Hotel Missoni
Agency: MMG Mardiks
Entry Title: Best of Hotel Missoni

Client: InterContinental Hotels Group
Agency: InterContinental Hotels Group
Entry Title: Reinventing an American Icon: Holiday Inn

Client: InterContinental Hotels Group
Agency: InterContinental Hotels Group
Entry Title: Hotel Indigo Embraces the Neighborhood: "Locals Know Best"

Client: Rani Resorts
Agency: Imagine Communications
Entry Title: Rani Resorts

Client: Insight Cuba
Agency: Spring O'Brien
Entry Title: Insight Cuba Launches Legal Travel to Cuba

Client: Jumby Bay, A Rosewood Resort
Agency: Hawkins International PR
Entry Title: Jumby Bay Relaunch Featured in Town & Country

Client: Kerzner International
Agency: LDPR
Entry Title: CRUSH

Client: Kerzner International
Agency: Kerzner International
Entry Title: One&Only Ocean Club Launches Physique57® Fitness Retreats

Client: New York's Hotel Pennsylvania
Agency: LMA Communications Inc.
Entry Title: New York's Hotel Pennsylvania - The World's Most Popular Hotel for Westminster Dogs

Client: Louisiana Office of Tourism
Agency: Deveney Communication
Entry Title: Louisiana Tourism's Response to The BP Oil Spill: Reversing the tide for tourism

Client: Louisiana State Museum
Agency: Peter A Mayer Adv
Entry Title: Living with Hurricanes: Katrina and Beyond

Client: Louisiana State Museum
Agency: Peter A Mayer Adv
Entry Title: With \$7.5M exhibit, Katrina tragedy finds place in history - USATODAY.com

Client: Louisiana State Museum
Agency: Peter A Mayer Adv
Entry Title: Tales of Katrina told through La. museum exhibit - Associated Press

Client: Mandarin Oriental Hotel Group
Agency: Lou Hammond & Associates
Entry Title: MOLON - Dinner by Heston Blumenthal Opening

Client: The Sanderling Resort and Spa
Agency: Murphy O'Brien Public Relations
Entry Title: The Sanderling Resort and Spa Invites Guests to "Meet Your Meat"

Client: New Orleans Convention & Visitors Bureau
Agency: Weber Shandwick
Entry Title: Chicago Sun-Times

Client: Omni Hotels & Resorts
Agency: Hawkins International PR
Entry Title: Historic Omni Mount Washington Resort Makes Front Page of New York Times Travel Section

Client: Panama City Beach Convention & Visitors Bureau
Agency: Lou Hammond & Associates
Entry Title: Panama City Beach CVB - Television Feature Placement

Client: Pure Solutions
Agency: M. Silver Associates Inc.
Entry Title: Pure Solutions' Partnership with Hyatt to Launch Hyatt Respire Rooms

Client: Royal Caribbean International
Agency: Weber Shandwick
Entry Title: Cruisin' with Kathie Lee & Hoda on Allure of the Seas

Client: S&L Hospitality
Agency: S&L Hospitality
Entry Title: KeyLime Cove/Great America Partnership

Client: San Juan Marriott Resort & Stellaris Casino
Agency: Diamond Public Relations
Entry Title: Vloggers in Paradise

Client: Sonoma County Tourism Bureau
Agency: Sonoma County Tourism Bureau
Entry Title: Tourism Pays for Sonoma County

Client: Starwood Hotels & Resorts
Agency: Starwood Hotels & Resorts
Entry Title: Royal Wedding Breakfast at The King Edward Toronto

Client: The American School of Floral Design
Agency: Zapwater Communications, Inc.
Entry Title: Flower Power: Kathie Lee vs. Hoda

Client: The Breakers Palm Beach
Agency: Bonnie Reuben Communications
Entry Title: The Breakers Palm Beach - Press Kit

Client: The Cosmopolitan of Las Vegas
Agency: Susan Magrino Agency
Entry Title: The Cosmopolitan of Las Vegas Grand Opening

Client: The Greenbrier
Agency: Geoffrey Weill Associates
Entry Title: The Greenbrier in Travel+Leisure

Client: The Plaza Hotel
Agency: Susan Magrino Agency
Entry Title: The Eloise Suite by Besty Johnson at The Plaza Hotel

Client: The Resort at Paws Up
Agency: Laura Davidson Public Relations
Entry Title: Give me s'more! Glamorous camping isn't your ordinary travel trend

Client: The Ritz-Carlton, Laguna Niguel
Agency: The Ritz-Carlton, Laguna Niguel
Entry Title: The Ritz-Carlton Luxury Meetings Forum

Client: The Waldorf=Astoria
Agency: Quinn & Co.
Entry Title: World's Only True Presidential Suite Goes Live

Client: Tourisme Montréal
Agency: Laura Davidson Public Relations
Entry Title: Montréal will bring out the be(a)st in you!

Client: Travel Guard
Agency: MMG Mardiks
Entry Title: Travel Guard North America

Client: Trump International Hotel & Tower New York
Agency: Middleton & Gendron
Entry Title: Trump Royal Wedding Experience

Client: Trump SoHo New York
Agency: LDPR
Entry Title: The Hippest One-Year-Old in NY - Trump SoHo New York

Client: Turkish Culture and Tourist Office
Agency: M. Silver Associates Inc.
Entry Title: Turkish Culture and Tourist Office "All Around Istanbul..." in "ForbesLife Magazine", March, 2011

Client: Uncharted Africa Safari co.
Agency: Imagine Communications
Entry Title: Ralph Bousfiled, Uncharted Africa Safari co.

Client: United States Virgin Islands Department of Tourism
Agency: M Booth
Entry Title: Secret Sites - Locals Only USVI

Client: United States Virgin Islands Department of Tourism
Agency: M Booth
Entry Title: WCVB-TV ABC: Boston's Channel 5 "Chronicles" - Chronicles of St. John, USVI

Client: VA Enterprises
Agency: Anson-Stoner
Entry Title: Peter Island Resort & Spa "Sports Illustrated"

Client: VISIT FLORIDA
Agency: VISIT FLORIDA
Entry Title: The Great VISIT FLORIDA Beach Walk

Client: Wagstaff Worldwide
Agency: Wagstaff Worldwide
Entry Title: Craigie On Main / Bon Appétit

Client: Wagstaff Worldwide
Agency: Wagstaff Worldwide
Entry Title: LYFE Kitchen / Chicago Tribune

Client: Omni Hotels & Resorts
Agency: Weber Shandwick
Entry Title: Omni Hotels & Resorts and the Global Hotel Alliance

Client: Bahamas Ministry of Tourism
Agency: Weber Shandwick
Entry Title: ABC News Now: Harbour Island, Bahamas

Client: Wildcatter Ranch & Resort
Agency: Tucker & Associates
Entry Title: Wildcatter Ranch & Resort - Wounded Warrior Project Odyssey

Client: YOTEL
Agency: DKC
Entry Title: YOTEL New York at Times Square West Opening

Client: Greater Philadelphia Tourism Marketing Corporation
Agency: Greater Philadelphia Tourism Marketing Corporation
Entry Title: The President's House: Freedom and Slavery in the Making of a New Nation

Client: Pinehurst Resort
Agency: Conover Tuttle Pace
Entry Title: Restoring the Spirit of Pinehurst