

# 2010 HSMIA Gold Adrian Award Winners

## Advertising Division

**Client:** Audubon Nature Institute  
**Agency:** Peter A. Mayer Advertising  
**Entry Title:** Audubon Nature Institute

**Client:** Barbados Tourism Authority  
**Agency:** MMG Worldwide  
**Entry Title:** Barbados "Long Live Life" Campaign

**Client:** Best Western International  
**Agency:** Gotham Inc.  
**Entry Title:** Best Western Seeing Double Summer 2010 Promotion Campaign

**Client:** Best Western International  
**Agency:** Best Western International  
**Entry Title:** Best Western Status Match ... No Catch

**Client:** The National WWII Museum  
**Agency:** Peter A. Mayer Advertising  
**Entry Title:** The National WWII Museum- Complete Campaign

**Client:** Colorado Tourism Office  
**Agency:** MMG Worldwide  
**Entry Title:** In A Land Called Colorado Advertising Campaign

**Client:** Crystal Cruises  
**Agency:** M&C Saatchi  
**Entry Title:** Crystal Cruises 20th Anniversary

**Client:** Curacao Tourism Board  
**Agency:** M&C Saatchi  
**Entry Title:** Curacao, The Hidden Treasure of the Caribbean

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

**Client:** Newfoundland and Labrador Tourism  
**Agency:** Target  
**Entry Title:** Find Yourself Campaign

**Client:** Fairmont Bermuda  
**Agency:** Anson-Stoner  
**Entry Title:** Fairmont Bermuda "Tea & Cakes" DM Piece

Client: Florida Repertory Theatre  
Agency: NOISE Inc.  
Entry Title: High Flying 12th Season - Florida Repertory Theatre

Client: Four Seasons Hotel Beirut  
Agency: ISM  
Entry Title: Four Seasons Hotel Beirut

Client: Hampton Hotels  
Agency: Draftfcb-Chicago  
Entry Title: An Easier Way to Score

Client: Hampton Hotels  
Agency: Draftfcb-Chicago  
Entry Title: Consumer, Group Sales or Travel Trade

Client: Hawaii Visitors & Convention Bureau  
Agency: MVNP  
Entry Title: Perfect Moments in the Islands of Hawaii

Client: Hotels.com  
Agency: Y&R Chicago  
Entry Title: Hotels.com WelcomeRewards

Client: Hotels.com  
Agency: Y&R Chicago  
Entry Title: Hotels.com Welcomerewards

Client: Hurtigruten ASA  
Agency: LOS & CO  
Entry Title: Winter Campaign - Series

Client: Hurtigruten ASA  
Agency: LOS & CO  
Entry Title: Do not postpone your dream - campaign consumer

Client: InterContinental Hotels Group  
Agency: Digitas  
Entry Title: Priority Club Rewards - Our BIGGEST Free Nights Offer

Client: InterContinental Hotels Group  
Agency: Digitas, McCann, Ogilvy  
Entry Title: Hit It Big

Client: Irving Texas CVB  
Agency: Maloney Strategic Communications  
Entry Title: Irving TX Group Sales Direct Mail Series

**Client:** Lindblad Expeditions  
**Agency:** Lindblad Expeditions  
**Entry Title:** Antarctica Guide

**Client:** Missouri Division of Tourism  
**Agency:** Hoffman|Lewis  
**Entry Title:** Less Vacation Complete Campaign

**Client:** Missouri Division of Tourism  
**Agency:** Hoffman|Lewis  
**Entry Title:** Fishing

**Client:** Missouri Division of Tourism  
**Agency:** Hoffman|Lewis  
**Entry Title:** Skiing TV

**Client:** Montana Office of Tourism  
**Agency:** MercuryCSC  
**Entry Title:** Montana: There's Nothing Here

**Client:** Naples, Marco Island, Everglades CVB  
**Agency:** Paradise  
**Entry Title:** Honeymoon/Romantic Getaway Promotion

**Client:** Naples, Marco Island, Everglades CVB  
**Agency:** Paradise  
**Entry Title:** Summer Fun Guide

**Client:** Norwegian Cruise Line  
**Agency:** GSD&M Idea City  
**Entry Title:** Epic Chapter Reveals

**Client:** Norwegian Cruise Line  
**Agency:** GSD&M Idea City  
**Entry Title:** Epic Mini Brochures

**Client:** Palomar Philadelphia, a Kimpton Hotel  
**Agency:** Vis-a-vis Creative Concepts  
**Entry Title:** Palomar Philadelphia Bookmarks

**Client:** Peter Island Resort & Spa  
**Agency:** Anson-Stoner  
**Entry Title:** Peter Island Resort & Spa's "Aroma Therapy" Promotion

**Client:** Peter Island Resort & Spa  
**Agency:** Anson-Stoner  
**Entry Title:** Peter Island Resort & Spa "Hammock" DM Piece

**Client:** Red Lion Hotels  
**Agency:** Red Lion Hotels  
**Entry Title:** FREEdom of Summer

**Client:** San Diego Convention & Visitors Bureau  
**Agency:** MeringCarson  
**Entry Title:** Happy Happens Spring 2009 Brand Launch Campaign

**Client:** Sandals Resorts  
**Agency:** Hunter-Hamersmith Advertising  
**Entry Title:** The Sandals Difference Print & Web Campaign

**Client:** Sandals Resorts  
**Agency:** Hunter-Hamersmith Advertising  
**Entry Title:** Sandals Emerald Bay Launch Campaign

**Client:** South Carolina Dept. of Parks, Recreation & Tourism  
**Agency:** the bounce agency  
**Entry Title:** South Carolina Made for Vacation

**Client:** St Louis Convention & Visitors Association  
**Agency:** Hoffman-Lewis Advertising  
**Entry Title:** Kidnapped Chicagoan - Contest

**Client:** St Louis Convention & Visitors Association  
**Agency:** St Louis Convention & Visitors Association  
**Entry Title:** ASAE/BABW - Tradeshow Marketing

**Client:** STA Travel  
**Agency:** STA Travel  
**Entry Title:** STA Travel World Traveler Internship

**Client:** The Beaches of Fort Myers & Sanibel  
**Agency:** BVK  
**Entry Title:** Florida's Unspoiled Island Sanctuary

**Client:** The Broadmoor  
**Agency:** Vladimir Jones  
**Entry Title:** Forever

**Client:** The New York Helmsley Hotel  
**Agency:** Agency212, LLC  
**Entry Title:** The Most New York Address in New York

**Client:** Travel Tripper  
**Agency:** Suburb Studio  
**Entry Title:** Travel Tripper HITEC 2010 Campaign

**Client:** Tucker's Point Hotel & Spa  
**Agency:** Boyd Tamney Cross Marketing, Inc.  
**Entry Title:** Tucker's Point Collateral Suite

**Client:** Virginia Beach Convention & Visitors Bureau  
**Agency:** BCF  
**Entry Title:** Virginia Beach Live the Life Adventures Campaign

**Client:** VISIT FLORIDA  
**Agency:** DDB  
**Entry Title:** Your FLORIDA Side

**Client:** Visit London  
**Agency:** Visit London  
**Entry Title:** Only In London

**Client:** Visit St. Pete/Clearwater  
**Agency:** BVK  
**Entry Title:** Heroes Meetings Campaign

**Client:** Visit St. Pete/Clearwater  
**Agency:** BVK  
**Entry Title:** Wide Open Complete Oil Recovery Campaign

**Client:** Wyndham Hotels and Resorts  
**Agency:** Wyse Advertising  
**Entry Title:** We Know You

**Client:** Yosemite/Mariposa County Tourism Bureau  
**Agency:** ASTONE  
**Entry Title:** Yosemite/Mariposa County Destination Vacation Planner

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## Digital Marketing Division

**Client:** AMResorts  
**Agency:** AMResorts  
**Entry Title:** Dreams Riviera Cancun Resort & Spa Ultimate Beach Party Promotion

**Client:** Aramark Parks and Destinations  
**Agency:** RTP Interactive  
**Entry Title:** Aramark Parks & Destinations

**Client:** Banff Lake Louise Tourism  
**Agency:** Dragon Trail  
**Entry Title:** Banff Lake Louise Tourism China Online Marketing Program

**Client:** Best Western International  
**Agency:** Ideas Collide Marketing Communications  
**Entry Title:** Best Western: Facebook/Twitter Travel Trivia Tuesday

**Client:** Best Western International  
**Agency:** Ideas Collide Marketing Communications and Allison & Partners  
**Entry Title:** Best Western: Choose the Next App iPhone Application Contest/Sweepstakes

**Client:** Charlestowne Hotels  
**Agency:** VIZERGY  
**Entry Title:** Restoration on King

**Client:** Eldorado Hotel Casino & Silver Legacy Resort Casino  
**Agency:** Hospitality eBusiness Strategies  
**Entry Title:** Club Eldorado 60 Day Free Room and Show Giveaway

**Client:** Fairmont Hotels & Resorts  
**Agency:** Lucidia Ltd.  
**Entry Title:** EveryonesAnOriginal.com Online Community website

**Client:** Four Seasons Hotels and Resorts  
**Agency:** Acronym Media  
**Entry Title:** Here Comes the Bride: Finding the Right Audience for Four Seasons Weddings

**Client:** Interval International  
**Agency:** Interval International-Creative Services  
**Entry Title:** Finders Keepers

**Client:** Irving Texas CVB  
**Agency:** Maloney Strategic Communications  
**Entry Title:** Irving TX Cowboys Contest Campaign

**Client:** Joie de Vivre Hotels  
**Agency:** Joie de Vivre Hotels  
**Entry Title:** Road Trippin' California

**Client:** Kansas City Convention & Visitors Association  
**Agency:** BarkleyREI  
**Entry Title:** VisitKC - Change Your Perspective

**Client:** Kerzner International Resorts, Inc.  
**Agency:** Rokkan  
**Entry Title:** Atlantis.com Redesign

**Client:** Millennium Hotels and Resorts  
**Agency:** Dana Communications  
**Entry Title:** Muriel Makeover Campaign

**Client:** Monterey County Convention and Visitors Bureau  
**Agency:** One to One Interactive  
**Entry Title:** SeeMonterey.com

**Client:** Mountain Vista Getaways  
**Agency:** VIZERGY  
**Entry Title:** Mountain Vista Getaways

**Client:** Naples, Marco Island, Everglades CVB  
**Agency:** Paradise  
**Entry Title:** Paradise Coast e-scapes

**Client:** New Hampshire Division of Travel & Tourism Development  
**Agency:** Rumbletree  
**Entry Title:** NH Dream Vacation Scavenger Hunt Promotion

**Client:** New Mexico Tourism Dept.  
**Agency:** M&C Saatchi  
**Entry Title:** New Mexico Tourism Day of Enchantment

**Client:** Orlando/Orange County Convention & Visitors Bureau Inc.  
**Agency:** Orlando/Orange County Convention & Visitors Bureau Inc.  
**Entry Title:** 67 Days of Smiles

**Client:** Oxford Hotel Bend  
**Agency:** VIZERGY  
**Entry Title:** Oxford Hotel Bend

**Client:** Pocono Mountains Visitors Bureau  
**Agency:** MMG Worldwide  
**Entry Title:** PMVB Summer Coop

**Client:** Princess Cruises  
**Agency:** Ignited  
**Entry Title:** Escape Completely Moments

**Client:** Rocky Gap Lodge and Golf Resort  
**Agency:** Milestone Internet Marketing, Inc.  
**Entry Title:** Rocky Gap Lodge and Golf Resort Website

**Client:** San Antonio Convention & Visitors Bureau  
**Agency:** Miles Media  
**Entry Title:** San Antonio Leisure e-newsletter

**Client:** St Louis Convention & Visitors Association  
**Agency:** Hoffman-Lewis Advertising  
**Entry Title:** Kidnapped Chicagoan - website

**Client:** St Louis Convention & Visitors Association  
**Agency:** Hoffman-Lewis Advertsing  
**Entry Title:** Kidnapped Chicagoan - Social Media Campaign

**Client:** St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau  
**Agency:** Ypartnership  
**Entry Title:** Our History is Not the Same Old Story

**Client:** Thai Airways USA  
**Agency:** Saeshe  
**Entry Title:** Senses

**Client:** The Beaches of Fort Myers & Sanibel  
**Agency:** BVK  
**Entry Title:** Rich Media Campaign

**Client:** The Miramar Group  
**Agency:** Isobar Hong Kong  
**Entry Title:** The Mira Hotel

**Client:** The Napa Valley Destination Council  
**Agency:** Ypartnership  
**Entry Title:** VisitMobile Napa Valley

**Client:** The Reefs Hotel & Club  
**Agency:** Madigan Pratt & Associates  
**Entry Title:** The Reefs Show Your Love Contest

**Client:** Tucker's Point Hotel & Spa  
**Agency:** Boyd Tamney Cross Marketing, Inc.  
**Entry Title:** Tucker's Point Web Site



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## Public Relations Division

**Client:** Abercrombie & Kent  
**Agency:** Laura Davidson Public Relations  
**Entry Title:** Taking It To Extremes with Abercrombie & Kent

**Client:** Air France  
**Agency:** Ruder Finn, Inc.  
**Entry Title:** Air France A380 Launch

**Client:** American Hotel & Lodging Association  
**Agency:** American Hotel & Lodging Association  
**Entry Title:** The Joe McInerney Challenge

**Client:** Best Western International  
**Agency:** Allison & Partners  
**Entry Title:** Best Western/Michael Waltrip Racing Fan Swap

**Client:** Canadian Tourism Commission  
**Agency:** Weber Shandwick  
**Entry Title:** Matt Lauer

**Client:** Cape May County Department of Tourism  
**Agency:** Cape May County Department of Tourism  
**Entry Title:** Celebrating 40 years of Canadian Loyalty

**Client:** Charleston Grill at The Charleston Place  
**Agency:** The Brandman Agency  
**Entry Title:** Charleston Place Hotel

**Client:** Colorado Tourism Office  
**Agency:** MMG Mardiks  
**Entry Title:** Colorado Snow at First Sight

**Client:** Cruise Lines International Association  
**Agency:** M. Silver Associates Inc.  
**Entry Title:** CLIA Turns 35 in Travel Agent, May 10, 2010

**Client:** DPEC Partners  
**Agency:** Geoffrey Weill Associates  
**Entry Title:** Algodon Mansion - Buenos Aires

**Client:** Embassy Suites Hotels  
**Agency:** Emanate  
**Entry Title:** Building Brand Affinity Among Freshly-Minted Business Travelers

**Client:** Gansevoort Hotel Group  
**Agency:** Nancy J. Friedman Public Relations  
**Entry Title:** Posh on Park: Gansevoort Park Avenue Opens with a Bang in NYC

**Client:** Geoffrey Weill Associates  
**Agency:** Geoffrey Weill Associates  
**Entry Title:** Aqua Expeditions - National Geographic Traveler

**Client:** Great Wolf Resorts  
**Agency:** Fleishman-Hillard  
**Entry Title:** Great Wolf Resorts Honored as First National Hotel Chain to have All U.S. Properties Green Seal-Certified

**Client:** Greater Fort Lauderdale Convention & Visitors Bureau  
**Agency:** M. Silver Associates Inc.  
**Entry Title:** Sunny in the City Tour Brings Sunshine to Manhattan in the Dead of Winter

**Client:** Greater Philadelphia Tourism Marketing Corp.  
**Agency:** Greater Philadelphia Tourism Marketing Corp.  
**Entry Title:** With Love, Philadelphia XOXO®

**Client:** Hampton Hotels, Hilton Worldwide  
**Agency:** Cohn & Wolfe  
**Entry Title:** Hampton Hotels: Save-A-Landmark

**Client:** Hilton Garden Inn  
**Agency:** Emanate  
**Entry Title:** Hilton Garden Inn Big Day Brigade

**Client:** Hilton Hotels Brand  
**Entry Title:** Hilton Brand Takes Off With Up In The Air Film Partnership

**Client:** Hong Kong Tourism Board  
**Agency:** Spring O'Brien & Co.  
**Entry Title:** Richard Bangs Adventures with Purpose - Hong Kong: Quest for the Dragon

**Client:** InterContinental Hotels Group (IHG)  
**Agency:** Weber Shandwick  
**Entry Title:** Holiday Inn Stacks a Full House The Holiday Inn Key Card Hotel

**Client:** InterContinental Hotels Group (IHG)  
**Agency:** Weber Shandwick  
**Entry Title:** IHG's Luckiest Loser Competition

**Client:** Irving Texas CVB  
**Agency:** Tucker and Associates  
**Entry Title:** Irving TX Online Placement - Implosion

**Client:** Irving Texas CVB  
**Agency:** Tucker and Associates  
**Entry Title:** Irving TX Feature Print - Implosion

**Client:** Kerzner International Resorts, Inc.  
**Agency:** Kerzner International Resorts, Inc.  
**Entry Title:** Atlantis, Paradise Island, Bahamas - Justin Bieber Twitter Contest

**Client:** Lindblad Expeditions  
**Agency:** Lindblad Expeditions  
**Entry Title:** Jeopardy! Explores the World with Lindblad Expeditions

**Client:** Ministry of Tourism, Province of Quebec  
**Agency:** DQMPR  
**Entry Title:** Mont Tremblant - Continental new service

**Client:** Moroccan National Tourist Office  
**Agency:** Spring O'Brien & Co.  
**Entry Title:** Morocco Makes the Majors

**Client:** Nicaragua Tourism Board  
**Agency:** Murphy O'Brien Public Relations  
**Entry Title:** Making Nicaragua a Household Word

**Client:** New Orleans Convention & Visitors Bureau  
**Agency:** Weber Shandwick  
**Entry Title:** Who Dat? It s NBC TODAY in NEW ORLEANS

**Client:** New York State Historical Association  
**Agency:** Nancy J. Friedman Public Relations  
**Entry Title:** Art s Original Ladies Man Finds a Home in Cooperstown: Fenimore Art Museum Debuts John Singer Sargent Exhibit

**Client:** Oceania Cruises  
**Agency:** Lou Hammond  
**Entry Title:** Oceania Cruses - Marina Road Show & Pre-Launch

**Client:** Offshore Sailing School  
**Agency:** Redpoint Marketing PR, Inc.  
**Entry Title:** Offshore Sailing School - New York Times

**Client:** Omni Hotels & Resorts  
**Agency:** Weber Shandwick  
**Entry Title:** Omni Hotels & Resorts Launches 72-Hour Sale

**Client:** Panama City Beach Convention & Visitors Bureau  
**Agency:** Lou Hammond  
**Entry Title:** Panama City Beach CVB - Airport Opening

**Client:** Panama City Beach Convention & Visitors Bureau  
**Agency:** Lou Hammond  
**Entry Title:** Panama City Beach CVB - Miami Herald Placement

**Client:** Park City Chamber of Commerce/Visitors Bureau  
**Agency:** Development Counsellors International  
**Entry Title:** Park City: Ski Country's Newest Place to Party Food & Wine

**Client:** Planters Inn  
**Agency:** Lou Hammond  
**Entry Title:** Holliday Companies - CBS Early Show "Chef on a Shoestring"

**Client:** Planters Inn  
**Agency:** Lou Hammond  
**Entry Title:** Holliday Companies - Charleston Magazine

**Client:** Quebec Ministry of Tourism  
**Agency:** DQMPR  
**Entry Title:** CBS The Early Show in Quebec City

**Client:** Red Roof Inns  
**Agency:** Hill & Knowlton  
**Entry Title:** Fox Business "Happy Hour" Spring Travel

**Client:** Regent Hotels & Resorts  
**Agency:** MMG Mardiks  
**Entry Title:** Feature Placement Print- Trade Magazine

**Client:** Royal Caribbean International  
**Agency:** Weber Shandwick Worldwide  
**Entry Title:** GMA's Biggest Getaway

**Client:** Royal Caribbean International  
**Agency:** Weber Shandwick Worldwide  
**Entry Title:** Launching Royal Caribbean International's Oasis of the Seas

**Client:** Singapore Airlines  
**Agency:** Weber Shandwick  
**Entry Title:** Does Airline Food Always Have to Suck?

**Client:** SouthAfrican Tourism  
**Agency:** Portfolio Marketing Group  
**Entry Title:** South African Tourism's Diski Dance Campaign

**Client:** Spiaggia  
**Agency:** Quinn & Co.  
**Entry Title:** Spiaggia Chef Tony Mantuano as Cheftestant on Top Chef Masters Season 2

**Client:** St. Vincent and the Grenadines  
**Agency:** Spring O'Brien & Co.  
**Entry Title:** St. Vincent and the Grenadines on Good Morning America

**Client:** Starwood Hotels & Resorts  
**Agency:** Nancy J. Friedman Public Relations  
**Entry Title:** Let Them Eat Cake: Westin's Heavenly Edible Bed

**Client:** The Gleneagles Hotel  
**Agency:** Strategic Vision  
**Entry Title:** The Gleneagles Hotel in Scotland - Cover Story in Incentive Magazine

**Client:** The Jamaica Tourist Board  
**Agency:** Ruder Finn  
**Entry Title:** Jamaica's New Tourism Spiel: Beaches and Reggae and Jews

**Client:** The Jane Hotel  
**Agency:** Nancy J. Friedman Public Relations  
**Entry Title:** Little Hotel Makes a Big Splash

**Client:** The Jane Hotel  
**Agency:** Nancy J. Friedman Public Relations  
**Entry Title:** Sleep Tight New York: Front Page News

**Client:** The National World War II Museum  
**Agency:** Peter A. Mayer Advertising  
**Entry Title:** The National World War II Museum "Experience the Victory" PR Campaign Launch Feature by AP

**Client:** The National World War II Museum  
**Agency:** Peter A. Mayer Public Relations/Sandy Hillman Communications  
**Entry Title:** The National World War II Museum "Experience the Victory" Expansion Grand Opening PR Campaign

**Client:** The Resort at Paws Up  
**Agency:** Laura Davidson Public Relations  
**Entry Title:** Building on the Trend: "Glamping" at The Resort at Paws Up

**Client:** The Ritz-Carlton Resorts of Naples  
**Agency:** Laura Davidson Public Relations  
**Entry Title:** LESSONS IN NATURE MAKE THE PERFECT FAMILY EDU-VACATION

**Client:** Tourism New South Wales  
**Agency:** Lou Hammond  
**Entry Title:** Crave Sydney US - Breakfast on the Bridge

**Client:** Tourism Queensland  
**Agency:** Quinn & Co.  
**Entry Title:** Securing a TODAY Show Placement for the Winner of Tourism Queensland's Best Job in the World Campaign

**Client:** Tourism Victoria  
**Agency:** Laura Davidson Public Relations  
**Entry Title:** Creating An Edible Icon: Making Melbourne Australia s Food and Wine Capital

**Client:** Travel Guard  
**Agency:** MMG Mardiks  
**Entry Title:** World's Unluckiest Traveler Launch

**Client:** Virginia Beach CVB  
**Agency:** BCF  
**Entry Title:** Restless Planet Opening at the Virginia Aquarium & Marine Science Center

**Client:** VisitScotland  
**Agency:** Laura Davidson Public Relations  
**Entry Title:** Tartan Day 2010: Same Tartan Day, New Spin on Scotland

**Client:** Zambezi Queen  
**Agency:** Imagine Global Communications  
**Entry Title:** Zambezi Queen