



HSMAI SPECIAL REPORT

# Hospitality Advertising, Digital Marketing, and Public Relations

*Best Practices and Insights From HSMAI's  
2019 Adrian Awards Winners*

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*By Robert A. Gilbert, CHME, CHBA, President and CEO, Hospitality Sales & Marketing Association International (HSMAI)*

Every year, HSMAI's Adrian Awards program honors creativity and innovation in hospitality advertising, digital marketing, and public relations. When we recognized the winners of the 2019 Adrians at the Adrian Awards Dinner Reception and Gala in New York City on Jan. 21, 2020, we had no idea that would be the only time we would gather our community together in person this year.

But COVID-19 had other plans for both HSMAI as an organization and hospitality as an industry. And now more than ever, we find inspiration in the advertising, digital marketing, and public relations campaigns that stood apart.

To that end, this Special Report — presented with the support of HSMAI's 2020 Organizational Member companies — offer profiles of the 24 campaigns that won Platinum honors as part of the 2019 Adrians. I hope you'll find their ideas and examples valuable as we work together to steer hotel sales, marketing, and revenue optimization into and through recovery.

To learn more about these and other Adrians winners, visit [adrianawards.hsm.ai](https://adrianawards.hsm.ai).



### ABOUT HSMAI

Hospitality Sales & Marketing Association International (HSMAI) is the hospitality industry's leading advocate for intelligent, sustainable hotel revenue growth. HSMAI provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as HSMAI's Revenue Optimization Conference, Digital Marketing Strategy Conference, Sales Leader Forum, and Adrian Awards. HSMAI offers organizational and individual membership, with more than 7,000 members in four global regions — the Americas, Asia Pacific, Europe, and the Middle East. — [hsm.ai](https://hsm.ai)

# New Visitor Guide With AR Technology

## BACKGROUND

The campaign grew out of the need for Amelia Island to redesign its visitor guide in order to maintain and expand its base of travelers. Augmented reality (AR) technology offered a unique opportunity to reimagine the visitor guide and broaden Amelia Island's appeal across multiple platforms.

## CAMPAIGN

The campaign combined a traditional print visitor guide with a new mobile app — using AR in both to deepen consumer engagement and diversify the consumer experience. The print guide used AR technology to welcome travelers to Amelia Island, making use of 360-degree photos to showcase some of the destination's "hidden treasures," while the app offered video, animation, and 3D content, including location-specific AR allowing travelers to digitally explore the island.

## RESULTS

More than 28,600 copies of the print guide have been distributed and the mobile app has been downloaded more than 750 times. The first month of promotion achieved more than 3.5 million impressions, leading to more than 250 arrivals and generating nearly \$250,000 for Amelia Island.

AMELIA ISLAND  
COME MAKE MEMORIES®

# Going ‘Local’ in Grand Central

## BACKGROUND

Needing to expand beyond its aging blue-collar core markets, the Aruba Tourism Authority launched a campaign in New York City’s Grand Central Station to drive visitors from the Eastern Seaboard. The goal was to increase visitation and spend and carve out differentiation for Aruba in the Caribbean.

## CAMPAIGN

Featuring authenticity as Aruba’s dynamic, the campaign included the installation of 150 posters featuring real Aruba locals, their stories, and authentic Aruba experiences. The campaign also promoted a sweepstakes giving people a chance to win a trip to Aruba by uploading an Instagram photo with one of the posters. Social media, email, and travel media and influencers were also leveraged to saturate the market with the positive message.

## RESULTS

The campaign achieved more than 10 million out-of-home (OOH) impressions, with more than 500 sweepstakes entries, uploads, and comments. Nearly 30 influencers and 34 media outlets covered the campaign. Instagram stories were viewed more than 106,000 times, with 71,700 engagements. All of this led to 4 million impressions of the campaign. New York and overall Northeast visitation to Aruba increased more than 5 percent in 2019, along with overall U.S. visitation, RevPAR, and on-island spend.



# Disney Summer Partnership

## BACKGROUND

Best Western and Disney partnered up to cross-promote Disney's *Toy Story 4* and establish Best Western as a trusted, kid-friendly partner for families on summer vacation, drive hotel reservations during the summer season, and foster positive brand association with strong storytelling to differentiate Best Western.

## CAMPAIGN

The campaign cobranded *Toy Story 4* as the movie of the summer and Best Western as the place to stay that summer, leveraging characters from the movie to create attractive consumer experiences across multiple platforms. The campaign also promoted value, showcasing a Best Western \$20 gift card offer and highlighting the twin goals of seeing the movie and booking at [bestwestern.com](https://bestwestern.com).

## RESULTS

The campaign's display media were responsible for 69 percent of reservations on [bestwestern.com](https://bestwestern.com), while cobranded social media posts generated more than 10.7 million impressions and 54,000 engagements, and YouTube videos delivered more than 2.1 million views. Additionally, *Toy Story 4* grossed more than \$100 million in its first weekend.





# Have We Met Yet?

## BACKGROUND

Following Hurricane Maria in 2017, Discover Puerto Rico launched a campaign to combat inaccurate consumer perception of its tourism industry, highlight the island destination's recovery, and drive visits and bookings. The organization also wanted to increase meetings and conventions business as well as long-term awareness of Puerto Rico as a travel destination.

## CAMPAIGN

After conducting more than 4,100 consumer interviews in U.S. and international markets to determine its competitive position, key messaging, and target audience, Discover Puerto Rico created "Have We Met Yet?" to serve as a warm greeting and invitation that doubled as an introduction — or reintroduction — to Puerto Rico. The campaign aimed to separate the destination from its Caribbean competitors by highlighting the depth and passion of Puerto Rican arts and culture, gastronomy, and natural attractions.

## RESULTS

Consumers exposed to "Have We Met Yet?" spent more than \$66 million in tracked hotel bookings in the three months following launch — and paid an average daily rate that was 11 percent higher than ADR for all hotel visitors during that period. After the campaign launched, 71 percent of meeting planners rated Puerto Rico as a desirable location for a meeting, leading to a 41-percent increase in meeting bookings and a 34-percent increase in room nights.



# Place of Stories

## BACKGROUND

NL Tourism wanted to increase travel to Newfoundland and Labrador and deepen traveler engagement by marketing both original NL stories and NL as a place where new stories are made.

## CAMPAIGN

The campaign began with a 90-second “A Tangled Tale” TV ad showcasing NL’s natural storytelling ability that segued into a multimedia campaign, including national newspaper stories, social media, and paid display, with collaboration with Air Canada on fares. TallTrueandTangled.com served as a repository for original NL multimedia stories that attracted customers, with a section called “The Story Exchange” offering a way for travelers to create and share their own original NL stories.

## RESULTS

“A Tangled Tale” attracted nearly 700,000 views on YouTube, becoming the most-viewed spot in NL Tourism’s history. Social media engagement climbed for seven months straight, with a 47-percent YOY increase. Travelers created nearly 1,300 tales on “The Story Exchange,” mobile geo-creative generated a click-through rate six times the industry average, and the entire campaign generated 367,000 referrals.





# Stellar Dining Series

## BACKGROUND

Using its Michelin-starred dining experiences, Ritz-Carlton set out to make culinary excellence the differentiating factor between the brand and its comp set and establish its hotels as gourmet destinations.

## CAMPAIGN

Targeting global travelers, editors, and influencers with the need for new experiences, Ritz-Carlton invited guests on rare culinary journeys throughout the world. Michelin-starred chefs prepared unique dining experiences for those in attendance to drive awareness and amplify the culinary excellence on display at Ritz-Carlton properties. These events were combined with curated social media story series, OTVs, digital banners, and apps as part of a multifaceted advertising campaign.

## RESULTS

Fifty luxury dining sessions over two weeks brought in a total F&B revenue of \$500,000, a 57-percent increase from the previous year. Media attendance at Stellar Dining events drove 170 news articles, including rave reviews from Michelin Guide, *Condé Nast Traveler*, and *GQ*, which led to nearly 750 million PR impressions, while social media generated an additional 3 million engagements.



# Local All-Star Xander Bogaerts

## BACKGROUND

The Aruba Tourism Authority launched an Adrian Award-winning campaign in Grand Central Station in New York City to increase visitation and spend by sharing the authentic local stories of Arubans, then expanded the campaign to Boston to promote All-Star Boston Red Sox shortstop and Aruba native Xander Bogaerts' story.

## CAMPAIGN

Bogaerts gave Bostonians an insider's guide to his Aruba, with a website showing what he loves about the island country, including places he loves to travel there. He also featured in a sweepstakes to send Red Sox fans to Aruba and visited them there. The campaign worked with the Red Sox as well as local sports outlets to spread the message, with digital video, banners, social media, and TV also playing a prominent role.

## RESULTS

The campaign's paid digital video view rate was 87 percent above benchmark, with a clickthrough rate 200 percent above benchmark. More than 80,000 entries were received for the sweepstakes compared to the average sweepstakes entry rate of 5,000. Instagram stories from the event were viewed more than 106,000 times, with nearly 72,000 engagements. Visitation from Boston and the Northeast was up, as were overall U.S. visitation, 2019 RevPAR, and on-island spend.



# Today's Secret

## BACKGROUND

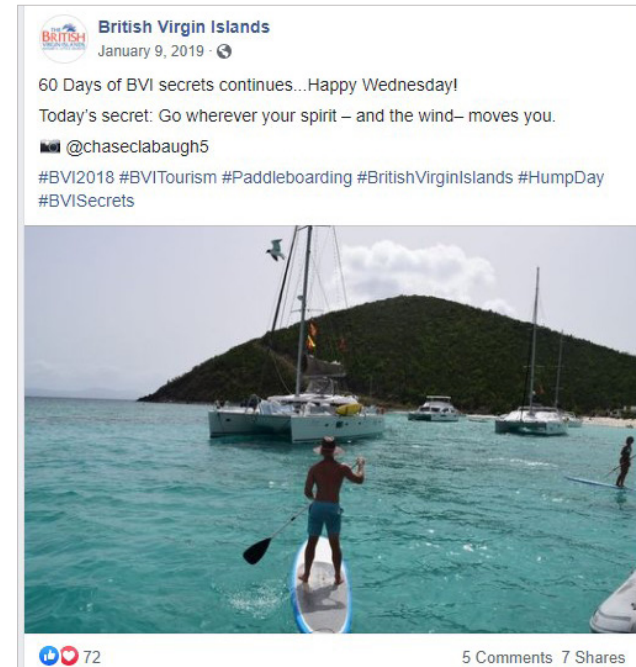
After the 2017 hurricane season destroyed 50 percent of the British Virgin Islands' hotel stock, BVI Tourism sought to project a more resonant message than "open for business." The "Today's Secret" campaign would drive audience engagement — and an uptick in bookings — through BVI Tourism websites.

## CAMPAIGN

The campaign built on BVI's iconic slogan "Nature's Little Secrets," communicating images of BVI secrets that would boost engagement. Secrets were tips from BVI insiders that focused on events and locations visitors may not otherwise know about. "60 Days of Secrets" capitalized on the typical traveler making plans 60-plus days out from their scheduled trip by revealing BVI secrets one day at a time across a variety of media platforms. Digital ad buys and social investments reached previous travelers as well as new visitors.

## RESULTS

Overnight guest numbers recovered to 65 percent of BVI's record-breaking performance in 2016, with 20 million media impressions. Site visitation and sessions increased by 238 percent and 227 percent, respectively, YOY.



# Canine Ambassadors

## BACKGROUND

Fairmont partnered with Great Big Story, a global media company specializing in cinematic storytelling, to share the rich history and unforgettable stories that unfold at Fairmont properties and to raise awareness of the Fairmont brand throughout the United States. The goal was to generate at least 2 million social media impressions and increase U.S.-based web traffic to the Fairmont Chateau Lake Louise and the Fairmont Banff Springs by 5 percent by the end of the year.

## CAMPAIGN

Fairmont and Great Big Story created a micro-documentary featuring Marcus, a canine ambassador at Fairmont Chateau Lake Louise, who narrates the video and takes guests on a sweeping tour of the two hotels — showing off mountain vistas, glacier lakes, luxurious accommodations, and closeups of the cuddly pup himself. The video was shared on YouTube, Facebook, Great Big Story's networks, and in-room channels in Fairmont properties.

## RESULTS

Sixty-seven percent of viewers watched the video for 30 seconds or more and 39 percent watched until it was 95 percent complete. The video earned more than 2.5 million social media impressions, exceeding the goal by 25 percent. U.S.-based visits to the Fairmont Chateau Lake Louise rose by 10 percent and Fairmont Banff Springs by 41 percent. Additionally, Fairmont Banff Springs saw an 18-percent increase in bookings.





# Social Media Launch Campaign for Marriott Bonvoy

## BACKGROUND

After Marriott International acquired Starwood Hotels & Resorts, the company wanted to promote awareness of its new Marriott Bonvoy loyalty program and drive preference among members and nonmembers through a social media campaign.

## CAMPAIGN

The campaign began with a consolidation strategy that seamlessly combined numerous social media pages and relaunched a streamlined social presence across multiple platforms. With a global and regional approach, the campaign promoted real-time member engagement with its strategic partners and utilized a variety of experiences to deepen consumer engagement. The campaign culminated with live content during the Academy Awards, an Instagram story with Billie Eilish at Coachella, and a live performance by Darius Rucker at the opening of the Gaylord Rockies Resort & Convention Center.

## RESULTS

The social media campaign generated more than 313 million impressions and reached 65 million consumers, with a 95-percent positive reaction rate. Billie Eilish's Instagram story was the most viewed loyalty Instagram story ever, and organic traffic to the Marriott Bonvoy Instagram account increased by more than 400 percent. Additionally, the campaign achieved more than 90-percent awareness among Bonvoy members and 40-percent awareness among nonmembers, a significant increase from the time of the launch.



# RedRoofLUVSPets

## BACKGROUND

Red Roof learned through market research that many pet owners travel with their pets and that the company's "pets stay free" policy both retained loyal customers and attracted new pet travelers. As a result, Red Roof launched the "RedRoofLUVSPets" campaign to promote awareness of its pets policy and engage new pet travelers.

## CAMPAIGN

"RedRoofLUVSPets" optimized its message across multiple platforms, tailoring it to the platform instead of relying on a one-size-fits-all approach. The campaign featured a takeover of Red Roof's Instagram by dog mascot "Mac," with each daily post contributing to a larger "grid" photo at the end of the campaign. Additionally, Red Roof created a "Pet Moms" Facebook video for Mother's Day, offered pet travelers 15 percent off during the month of May, and highlighted monthly pet charities through targeted ad spending.

## RESULTS

The campaign led to a 91-percent increase in Instagram engagement, a nearly 3-percent increase in Instagram followers, and a 16-percent increase in Facebook engagement. Additionally, month-over-month pet traveler revenue increased more than 20 times.





# #JOURNEYSAFE

## BACKGROUND

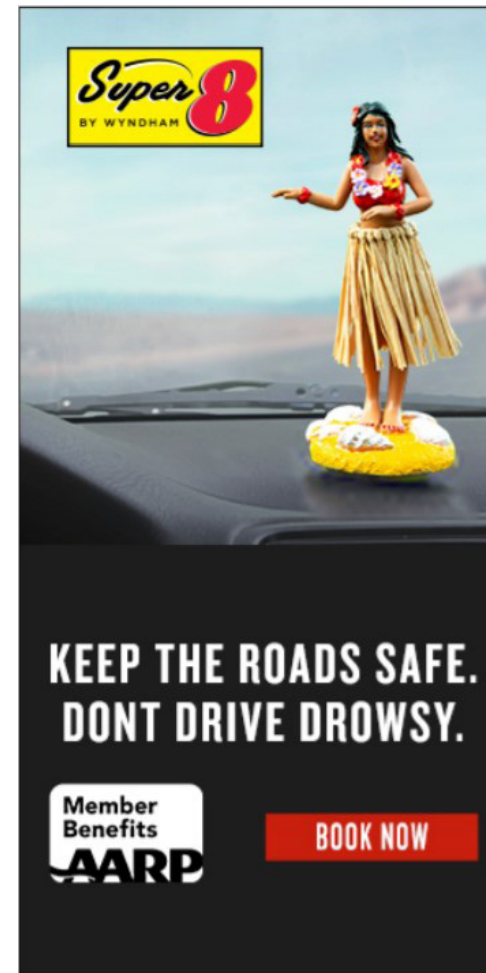
Super 8 wanted to launch a safety awareness campaign that would deepen its emotional connection with guests — especially Millennial and Gen Z travelers looking for a brand that stands for something — as well as drive brand engagement. The goal was to highlight the dangers of drowsy driving and bring consumers to a Super 8 for rest and refuel.

## CAMPAIGN

The campaign kicked off with a media event in New York City during National Sleep Awareness month that featured a celebrity spokesperson and a sleep expert. Further campaign activity took place across the spring and summer using digital video, social media, email, and website tactics as well as partnering with Waze on mobile devices to drive travelers to Super 8 locations.

## RESULTS

The campaign saw 110 million earned-media impressions, more than 6.4 million digital video impressions, more than 1 million video views, and 20,000 engagements on social media, with more than 49,000 Waze navigations to Super 8 locations. All results exceeded partner benchmarks.



# Carbon Cutback

## BACKGROUND

United Airlines wanted to conduct “Flight for the Planet,” the most ecofriendly flight in history, to demonstrate key actions the airline industry could take to cut carbon emissions — with United’s goal to cut its own emissions by 50 percent by 2050. United needed an attention-grabbing campaign to draw attention to the flight and deepen customers’ interest in its carbon-cutting goal.

## CAMPAIGN

The campaign began with United dropping all C’s, O’s, and 2’s from its tweets. This generated initial interest that was sustained by the flight itself, which included real-time Instagram stories, in-feed content, and influencer takeover of United’s social media channels. All the content originated from the flight itself and engaged users despite their not being physically onboard.

## RESULTS

The campaign resulted in more than 100 million organic social media impressions across multiple platforms, with a 1,000-percent increase in Twitter replies, a 661-percent increase in profile clicks, and a 492-percent increase in visits to the United blog — all in just 24 hours.



# Family Style

## BACKGROUND

In 2019, immigration was a hot-button issue and Seattle was in the spotlight as a “sanctuary city.” The city saw the opportunity to promote immigrant chefs and businesses and reorient the narrative around Seattle and what it has to offer. The target audience included “aviculturists” — travelers looking for nontraditional destinations that offer a wide variety of authentic, deep experiences steeped in local traditions.

## CAMPAIGN

Visit Seattle partnered with Vice Media to create a series of web ads showcasing Seattle immigrant chefs and cuisines, going beyond a simple “best places to eat” model by focusing on the stories of the immigrants — and how the city both supported and was enriched by them.

## RESULTS

The campaign generated more than 6.5 million views and more than 10 million minutes of watch time, with engagement rates nearly 3.5 times greater than benchmark. Among people exposed to the campaign, Seattle’s favorability, affinity, and visit intent rose, with nearly 80 percent of those who engaged saying they would tell others about the content, a significant increase over typical engagement norms.



# #VoteWithNoRegrets

## BACKGROUND

Contiki wanted to build on its once-in-a-lifetime travel experiences for young people and boost engagement with its #NOREGRETSS slogan. It aimed to leverage its joie de vivre philosophy and reputation among young people to increase voting and participation in the 2018 midterm election cycle. The target audience included 18-to-35-year-olds with a propensity to travel.

## CAMPAIGN

Contiki's campaign used the slogan #VoteWithNoRegrets as its focal point, encouraging young people to vote with the same enthusiasm with which they travel. The brand offered a chance for a free trip to destinations such as Cambodia, Portugal, and New Zealand in exchange for posting an "I Voted" selfie and following/tagging Contiki on Instagram. Contiki's strategy relied on the company's prior research on young travelers as well as amplification from media coverage of the 2018 midterm elections.

## RESULTS

The campaign generated more than 2,300 social posts hashtracking #VoteWithNoRegrets, 2 million social media impressions, and 4 billion editorial/digital impressions, with 63 stories across Millennial titles and traditional media and travel publications. Instagram interactions tripled on launch day, and positive gains included 2,500 new Instagram followers and 12,500 profile visits.



Rov's Peak in Wanaka, New Zealand. | MATTHEW MICAH WRIGHT/ONLY PLANET IMAGES/GETTY IMAGES



# Travel + Leisure Cover

## BACKGROUND

After the 2017 hurricane season, Discover Dominica wanted to attract new customers and push back against the narrative of a devastated nation. The campaign's plan was to attract media attention, especially *Travel + Leisure* magazine, with an eye toward securing a cover piece.

## CAMPAIGN

Discover Dominica first reached out to *Departures* magazine, offering the publication the opportunity to visit Dominica and see the impact of Hurricane Maria and how Dominica was rebounding. The visit included tours of new developments, voluntourism activities, and meetings with Dominicans who had been affected by Maria.

## RESULTS

*Departures* published a four-page print article on Maria's impact in June 2018 — telling a story of resilience and pride, of an island coming back from devastation. This led to *Travel + Leisure* agreeing to cover the island several months later, resulting in a cover story in the magazine's April 2019 issue, with a print circulation of nearly 1 million, an estimated 2.9 million impressions, and more than 3.1 million unique monthly views online.

## This Caribbean Island Beloved by Adventure Seekers Is Inviting Travelers to Help with Hurricane Recovery Efforts

With the help of community-minded hotels and visitors eager to give back, Dominica is making a rapid recovery from Hurricane Maria.

BY GINA DECAPRIO VERCESI | MARCH 22, 2019



Villas at Secret Bay, a luxury resort on the island of Dominica with access to a secluded beach. PHOTO: NOE DEWITT

# Cookies in Space

## BACKGROUND

DoubleTree by Hilton aimed to showcase the brand's commitment to hospitality and innovation with this campaign. The brand would be the first to bake food in space, on the International Space Station. This would dovetail with messaging about Hilton's one-hundredth anniversary, demonstrating the brand's long history as well as its continued cutting-edge development: DoubleTree's iconic warm-cookie welcome is a guarantee, even in space.

## CAMPAIGN

Following the announcement, Hilton paired with a former NASA astronaut, put on an interactive media event in NYC, and secured impressions in global media markets. The brand also developed a space-themed cookie-recipe book to generate enthusiasm, partnered with Scholastic to inspire students, and engaged employees with internal marketing.

## RESULTS

The campaign resulted in nearly 3.7 billion impressions, 12 times the initial goal of the campaign, in addition to meeting or exceeding each of the targets in national and local media placements, as well as event attendees. The campaign drove a 422-percent week-over-week increase in conversation for the brand, with a 10-point bump in positive sentiment. Additionally, Hilton captured 99 percent of conversation relating to "cookies" and "hotels" on the target date.





# Breaking Through the Rainbow

## BACKGROUND

The James wanted a multitier LGBT Pride campaign that would drive attention to and interest in the hotel and showcase it as having “the most pride in New York City,” with the end goal of selling out all tickets to the main event and all hotel rooms during WorldPride weekend (June 28–30, 2019).

## CAMPAIGN

The campaign began by partnering with the Stonewall Community Foundation to create an art exhibit in the hotel lobby on prominent LGBT figures and sites. The main event of the campaign was “Love & Lipliner,” during which high-profile drag stars gave drag makeovers to attendees, with makeup tutorials and drag performances for those not taking part in the makeovers. All ticket proceeds for the event went to Stonewall.

## RESULTS

Hotel RevPAR increased by a 50-percent YOY average during WorldPride weekend, with more than 160 million impressions across print, online, digital, and social media — including coverage in media outlets such as *Forbes*, *Travel + Leisure*, and *The Boston Globe*. Other June weekends also saw an uptick in RevPAR, with a corresponding decrease for comparable hotels throughout June.



# Bonvoy Global Launch

## BACKGROUND

When Marriott acquired Starwood Hotels & Resorts, the company decided to relaunch its Marriott Rewards program as Marriott Bonvoy. The merger demanded a new image, a new strategy, and a new experience that could inspire, excite, and retain Marriott loyalists as well as Starwood Preferred Guest members and win over the general public.

## CAMPAIGN

Marriott debuted a major ad during the Oscars broadcast, taking advantage of the fact that the audience is significantly more likely to spend money on leisure travel than the general public, and leveraged global partners Manchester United, Coachella, and South Beach Food and Wine Festival to create unique in-person experiences. Additionally, the campaign used social media, TV, and online platforms to create a holistic global marketing experience that attracted and retained the target audience for Bonvoy.

## RESULTS

The Oscars ad captured the attention of nearly 30 million live viewers and went on to generate nearly 800 million household impressions worldwide. Total PR impressions across all platforms totaled more than 3.4 billion, with an 83-percent positive or neutral sentiment. The campaign also generated a 17-percent increase in nonmember awareness of Bonvoy, with a 7.5-percent increase in enrollment.

*INTRODUCING*

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BONVOY™**



# Owning an Entire News Cycle

## BACKGROUND

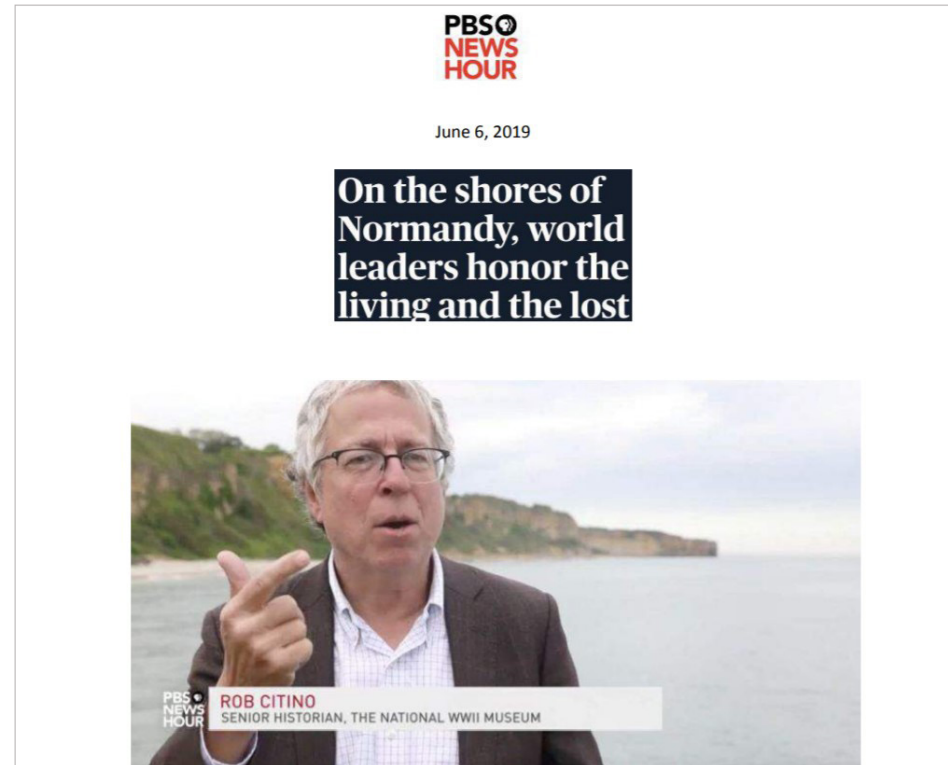
The National WWII Museum sought to generate impactful media coverage around the 75th anniversary of D-Day on June 6, 2019, that featured the museum prominently. The goal was to increase awareness of the museum, establish its credibility as the primary resource for World War II knowledge, and increase visitation, especially among people with less knowledge of the war.

## CAMPAIGN

The museum's senior historian met with journalists from prominent news magazines to gain a sense of how best to drive media and audience engagement. The museum planned 50 interviews in New Orleans and Normandy with WWII veterans and launched two historical cruises through Western Europe that culminated in a morning Omaha Beach arrival for the special D-Day commemoration events. Soldiers who hadn't been to Normandy since D-Day were brought on the cruises along with historians and media. In New Orleans, events with historians and veterans kicked off at the 6:30 a.m. start time of the D-Day landings.

## RESULTS

The campaign achieved 1.3 billion media impressions, an ad equivalency of more than \$46.4 million, and 132 national broadcast segments, including a two-hour CBS News Special Report. Additionally, the museum achieved a front-page, above-the-fold story in *The New York Times*, a record-breaking 480,000 website visitors in June, and a 37-percent increase in online donations.



# Pure Sounds of Michigan

## BACKGROUND

With the “Pure Sounds of Michigan” campaign, Pure Michigan’s intent was to put the target audience in a “Michigan state of mind” while on vacation, increase trip planning to Michigan, and highlight some classic Michigan experiences.

## CAMPAIGN

Pure Michigan created an album to showcase the natural beauty of the state of Michigan, featuring local musicians and underscoring links between nature and art. The campaign included social media, a dedicated website for the album, media placements, and a Pure Sounds of Michigan music festival to showcase the talent of Michigan musicians and attract the target audience.

## RESULTS

The album ended up at #9 on *Billboard*’s New Age chart and has been streamed and/or downloaded more than 88,000 times on Spotify and Soundcloud. The paid campaign on Soundcloud, Pandora, and Spotify delivered a CTR 40 percent higher than industry average for audio CTR, while the music festival drew more than 100,000 attendees and 225 members of the media.





# Up, Up, and Away

## BACKGROUND

The main goal of “Up, Up, and Away” was to support the redevelopment of the TWA terminal at New York City’s John F. Kennedy International Airport into a new hotel. The strategy included securing a broad range of earned top-tier media coverage to raise awareness, build a brand identity for TWA Hotel, and drive bookings to the property from across the world.

## CAMPAIGN

Over 18 months, the PR team laid out clear milestone goals and used targeted exclusives to engage and attract high-profile media outlets and journalists. TWA Hotel is a unique experience that combines its namesake airline’s midcentury design feel and history with a novel guest stay. One of the most impressive features about the campaign was that it did not use “pay for play” but rather involved and engaged media outlets large and small, from national news to niche trade publications.

## RESULTS

The campaign notched 1,260 stories in 42 countries, with more than 5 billion impressions. Media outlets that featured the campaign included NBC Nightly News, CBS Sunday Morning, *The Wall Street Journal*, *The New York Times*, CNN, Fox, *Condé Nast Traveler*, and Business Insider, with cover stories in *Metro*, *Hotel Business*, and *Hotel Design* magazines.



# #CAREolinas

## BACKGROUND

When Hurricane Florence was projected to hit the North and South Carolina coast in September 2018, Visit NC and Discover SC partnered to create the #CAREolinas campaign to build resilience and unity in the face of the storm. The target audience included residents of both states as well as visitors living in close proximity or having an emotional connection to the Carolinas.

## CAMPAIGN

The campaign used a drawing of NC and SC hugging to community the message “We share more than a state line.” That grew into a website where visitors could donate to relief efforts and partnerships with local businesses and celebrities, a Facebook group that coordinated disaster relief, and an official t-shirt and wine created to raise money for disaster relief.

## RESULTS

T-shirt and wine sales alone raised nearly \$137,000. The website saw more than 34,000 visitors, and there were more than 94,000 engagements with the #CAREolinas hashtag around the world. Additionally, the positive images of unity and support disseminated by the campaign pushed back against stories of damage and destruction featured in other news coverage.





# The Comeback Kid: Dundee

## BACKGROUND

Compared to Edinburgh or Glasgow, Dundee is not a typical Scottish tourist destination. But the acquisition of a new branch of London's Victoria and Albert Museum (V&A) provided an opportunity for Dundee to drive additional tourism from the North American market and position the city as a creative, edgy urban hub.

## CAMPAIGN

The city of Dundee and the University of Dundee pursued the V&A with a campaign that showcased the diversity and creativity of Dundee and its inhabitants, with a particular focus on the story of Dundee and its worthiness for "discovery" by the North American market. The campaign partnered with Norwegian Airways to host journalists for a press trip about the V&A.

## RESULTS

The campaign generated 146 million impressions across North America and more than a hundred pieces of coverage in outlets such as *Time*, *The Wall Street Journal*, *Afar*, *Travel + Leisure*, and *Vogue*. North American market growth is up 20 percent, and Dundee's tourism industry has seen a £16-million increase in 12 months

PRIVATE  
**Clubs**



## V&A Unveils Scottish Museum

Riverfront attraction honors Dundee's design legacy

BY GINA DECAPRIO VERCESI — Winter 2019

THIS REPORT IS PRESENTED WITH THE SUPPORT OF HSMAI'S 2020 ORGANIZATIONAL MEMBER COMPANIES:

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### Ruby Members

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GitGo  
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Google  
Host Hotels  
IDeaS Revenue Solutions

Kessler Collection  
Marcus Hotels & Resorts  
Marketo,  
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Master Connection  
Associates  
MMGY Global  
NextGuest  
Nor1  
OTA Insight  
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