



TRAVEL SALES + STRATEGY

HSMIA Honors PHG Consulting with Two Gold Adrian Awards as Agency of Record for Suzhou Tourism
Recognized for Leading Consumer Marketing Program and Feature Trade Article

NEW YORK, N.Y. (February 22, 2017) – Yesterday, the Hospitality Sales & Marketing Association International ([HSMIA](#)) honored [PHG Consulting](#) with two Gold Adrian Awards within the public relations category for its work on behalf of its client, Suzhou Tourism. The awards were given for ‘Feature Placement Print – Trade Publication’ and ‘Marketing Program – Consumer’ at the 60th annual Adrian Awards, the largest and most prestigious global travel marketing competition.

“PHG Consulting is ecstatic to receive such prominent recognition for our team’s efforts on behalf of its work for Suzhou Tourism,” said Ken Mastrandrea, Chief Operating Officer, PHG Consulting. “As a premier global resource offering sales representation and consultation to the travel and hospitality industries, recognition by our peers speaks volume to the work we do and how we are able to drive positive, impactful results for our clients worldwide.”

Currently in the third-year of activation with Suzhou Tourism, PHG Consulting has a strong track record of producing successes on behalf of the destination. The Gold-winning marketing program was a yearlong comprehensive brand awareness campaign that included marketing, education, development, and integrated public relations and social media efforts designed to build product offerings, influence arrivals, increase length of stay and traveler spend, and create destination awareness. In conjunction with the overall marketing campaign, the Gold award for feature trade placement illustrates the success of the program, as working with journalists to endorse the destination through thoughtful editorial was a tactic used to educate consumers and travel professionals.

The HSMIA Adrian Awards Gala was held at the New York Marriott Marquis on February 21, 2017 and was attended by more than 1,000 hospitality, travel, and tourism marketing executives. The Gala celebrated award-winning work, including the HSMIA Top 25 Extraordinary Minds in Hospitality Sales, Marketing and Revenue Optimization. Winning entries are viewable in the winner’s gallery at [AdrianAwards.com](#).

About PHG Consulting

A division of [Preferred Hospitality Group](#), [PHG Consulting](#) is a uniquely positioned global resource offering sales representation and consultation to the travel and hospitality industries. PHG Consulting brings competitive advantage and hospitality-related technology and distribution solutions to cruise lines, riverboat companies, destination management companies, tourism boards, and airlines. With sales professionals working in nearly 35 offices worldwide, PHG Consulting connects global clients to local markets. PHG Consulting’s portfolio of services includes web and email marketing, inspiring print materials, regional marketing programs, public relations, and promotions targeting strategic partners and a database of more than 1.5 million frequent travelers. For more information, visit [www.PHGConsulting.com](#).

About HSMIA

The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as [HSMAI ROCET](#), [Adrian Awards](#), and [Revenue Optimization Conference](#). HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at www.hsmi.org, www.facebook.com/hsmaj, www.twitter.com/hsmaj and www.youtube.com/hsmaj1.

MEDIA CONTACT:

Robert Einhorn

reinhorn@phgconsulting.com

Tel: +1 646 465 9780