



FOR IMMEDIATE RELEASE

HSMAI TO HONOR PHG CONSULTING AND PREFERRED HOTELS & RESORTS WITH SEVEN ADRIAN AWARDS FOR OUTSTANDING TRAVEL MARKETING

*Award Winners to be Celebrated at the HSMAI Adrian Awards Gala
January 22, 2019, in New York City*

NEW YORK, N.Y. (November 28, 2018) - The Hospitality Sales & Marketing Association International ([HSMAI](#)) will honor PHG Consulting with six Adrian Awards for public relations and digital marketing excellence in the 62nd annual Adrian Awards, the largest and most prestigious global travel marketing competition. The acknowledgements include two Bronze awards, three Silver awards, and one Gold award. Preferred Hotels & Resorts, PHG Consulting's sister company, will be honored with a Silver award for its public relations work.

PHG Consulting, a global leader in crafting creative marketing solutions for the travel and hospitality industries, was acknowledged for its work on behalf of the tourism boards of El Salvador; Guadalajara; Suzhou, China; Nanjing, China; Uganda; and Durban, South Africa. The Gold award will go to Durban Tourism for a feature placement on [ElleDecor.com](#) entitled "The South Africa City You've Been Overlooking." To secure this in-depth travel guide covering the city's emerging creative scene, PHG Consulting focused on uncovering Durban's lesser-known arts, cultural, and culinary attractions to effectively position it as a city that is inherently unique and just as worthy of consideration as perennial favorite Cape Town and historically significant Johannesburg. Preferred Hotels & Resorts, the world's largest independent hotel brand, secured its Silver award for a feature placement in the print edition of [Hotel Management](#), which tells the story of the brand's leadership under CEO Lindsey Ueberroth during its milestone 50th anniversary year.

"With a commitment to champion both emerging travel destinations and independent hotels alike, we are very proud to receive this prestigious recognition for our excellence in integrated media relations and marketing programs," said Ken Mastrandrea, Chief Operating Officer of PHG Consulting and Preferred Hotels & Resorts. "These awards are a true testament to the aspirational work we do on behalf of our clients, both internal and external."

"The Adrian Awards celebrate travel marketing innovators whose awesome creativity and hard work are integral not only to the success of their companies, but to the continued growth of the hospitality industry as a whole," said Robert A. Gilbert, CHME, CHBA, president and CEO of HSMAI. "HSMAI will be proud to recognize these award winners and their outstanding campaigns at the Adrian Awards Gala."

PHG Consulting and Preferred Hotels & Resorts will be honored during the HSMAI Adrian Awards Gala on January 22, 2019 at the New York Marriott Marquis. Attended by nearly 1,000 hospitality, travel, and tourism marketing executives, this elegant affair is a must-attend industry event. The Adrian Awards Dinner Reception & Gala, recognized as a Top 100 Event in

New York City by BizBash, will celebrate award-winning work and the people behind it, lifetime achievement, and the HSMAI Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization.

Winning entries will be viewable in the winners' gallery on the Adrian Awards website. Visit www.AdrianAwards.com for more information on the event and competition and to view the Adrian Awards Winners' Gallery.

About HSMAI

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 a membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at www.hsmai.org, www.facebook.com/hsmai, www.twitter.com/hsmai and www.youtube.com/hsmai1.

About PHG Consulting

A division of [Preferred Hospitality Group](#), PHG Consulting offers a vast portfolio of consulting services that brings organizations through the complete marketing process, while providing them with unparalleled access to travel trade decision makers, media, and consumers around the world. PHG Consulting specializes in crafting intelligent, integrated campaigns that drive strategic results to increase revenue and visitor awareness and connect global clients to key source markets. Visit PHGConsulting.com to learn more.

About Preferred Hotels & Resorts

Preferred Hotels & Resorts is the world's largest independent hotel brand, representing more than 700 distinctive hotels, resorts, residences, and unique hotel groups across 85 countries. Through its five global collections, Preferred Hotels & Resorts connects discerning travelers to the singular luxury hospitality experience that meets their life and style preferences for each occasion. Every property within the portfolio maintains the high quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. The I Prefer™ hotel rewards program, Preferred ResidencesSM, Preferred PrideSM, and Preferred Golf™ offer valuable benefits for travelers seeking a unique experience. For more information, visit PreferredHotels.com.

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