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**HSMAI TO HONOR PHG CONSULTING WITH TWO GOLD ADRIAN AWARDS  
FOR OUTSTANDING TRAVEL MARKETING**

*Award Winners to be Celebrated at the HSMAI Adrian Awards Gala  
Tuesday, January 21, 2020, at New York Marriott Marquis*

NEW YORK, N.Y. (November 25, 2019) – The Hospitality Sales & Marketing Association International ([HSMAI](#)) will honor [PHG Consulting](#) with two Gold Adrian Awards for public relations excellence for its winning entries in the 63<sup>rd</sup> annual Adrian Awards, the largest and most prestigious global travel marketing competition.

“We pride ourselves on executing best-in-class destination marketing programs, and we are honored to receive two Gold Adrian Awards from HSMAI as a result of our work,” said Ken Mastrandrea, Chief Operating Officer of PHG Consulting. “These award-winning media placements are just a few examples of the outstanding results we deliver to our clients worldwide.”

The winning entries were submitted in the Feature Print Placement category for work on behalf of the Guadalajara Convention and Visitors Bureau and the Uganda Tourism Board. For Guadalajara, PHG Consulting sought to broaden the city’s allure beyond its iconic cultural offerings of mariachi, tequila, and charrería. To accomplish this, the agency enlisted *HERE*, the editorial brand for Away luggage, to tell the story of the city’s dynamic contemporary arts scene through the eyes of its rising creative class. The PR efforts resulted in a 10-page print feature entitled “[Gravitating to Guadalajara](#),” a print Q&A with Guadalajara-based frame maker Enrique Cabrales, and [five online articles](#). The coverage spotlights Guadalajara as a destination that remains true to its identity while joining the ranks as a cultural hotspot for creatives and curious travelers.

On behalf of the Uganda Tourism Board, PHG Consulting was focused on conveying in-depth stories about the destination’s conservation efforts. To do so, the agency tapped California-based freelance writer Norma Meyer, who had previously visited the destination to cover its signature Gorilla Tracking activity, to return for the more in-depth Gorilla Habituation experience alongside the Gorilla Doctors wildlife veterinary team. A regular travel features contributor to *Marin Magazine*, Norma required a regionally relevant hook, and PHG Consulting outlined the Gorilla Doctors’ beginnings at the University of California, Davis to help Norma successfully place the story. The resulting 6-page feature entitled

[“Uganda”](#) showcased the Gorilla Habituation Experience through captivating photography and compelling first-person narrative, providing readers in the San Francisco Bay area the resources they need to plan the trip for themselves.

“The Adrian Awards honor innovative travel marketing campaigns that lead the future of hospitality marketing, setting the standard for creativity and flawless execution,” said Robert A. Gilbert, CHME, CHBA, president and CEO of HSMAI. “HSMAI is proud to recognize these award winners and celebrate their remarkable campaigns and the people behind them at the Adrian Awards Gala.”

PHG Consulting will be honored during the HSMAI Adrian Awards Gala on January 21, 2020 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](http://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 and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as the Marketing Strategy Conference, Adrian Awards, and HSMAI ROC. Founded in 1927, HSMAI is a membership organization comprising more than 5,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at [hsm.ai.org](http://hsm.ai.org), [HSMAI Facebook](#), [HSMAI Twitter](#), and [HSMAI YouTube](#).

### **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. Backed by more than 50 years of experience, 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 [www.PHGConsulting.com](http://www.PHGConsulting.com) to learn more.