

Sept. 16 Entry Deadline For HSMAI's Adrian Awards And Top 25 Quickly Approaches

Written by Australian Business

MCLEAN, Va., Sept. 12, 2013 /PRNewswire/ -- The Hospitality Sales and Marketing Association International ([HSMAI](#)) today reiterated the final call for entries is Sept. 16 for the 57th annual [Adrian Awards](#) , the world's largest and most prestigious travel marketing competition, as well as nominations for the Top 25 Most Extraordinary Minds in Sales & Marketing.

Adrian Awards are awarded in Advertising, Digital Marketing and Public Relations to recognize excellence in the hospitality, travel and tourism industries. All entries are eligible to win at Bronze, Silver and Gold levels. Platinum winners are selected from the field of Gold winners, and the highest distinction – "Best of Show" – is granted to the top Platinum winners.

HSMAI is also still accepting nominations for the 11th annual list of the [Top 25 Most Extraordinary Minds in Sales & Marketing](#) , which honors leaders in sales and marketing of hospitality, travel and tourism organizations for their accomplishments in the preceding 18 months.

Additional awards include:

- American Express Loyalty Award – for demonstrating creativity for the loyalty concept,

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clarity of outreach and sustainability of the concept beyond an advertised campaign

- Leader in Sustainable Tourism Award, presented with *National Geographic Traveler* – for exemplary leadership and innovation in preserving and communicating an authentic sense of place through a wisely-managed tourism program
- TravelClick eMarketer of the Year – recognizing the best integrated eMarketing program in the hotel industry

The Adrian Awards Dinner Reception & Gala will be held Feb. 24, 2014, at the New York Marriott Marquis where 2013 winners will be honored, including special recognition for Gold winners during the Gold Gallery Dinner Reception co-sponsored by Expedia Media Solutions.

For more information on the Adrian Awards competition, contact Ellen Wilson at ewilson@hsm.ai.org, email

adrianawards@hsm.ai.org

, visit

<http://www.adrianawards.com>

, or follow Adrian Awards news on Twitter at

www.twitter.com/adrianawards

. For information on becoming an Adrian Awards partner, contact Emi Haverkamp

at 703-506-3297 or

ehaverkamp@hsm.ai.org

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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's MEET](#), [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

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