NEWS RELEASE

# HSMAI Honors Brand USA with Three Awards in 57th Annual Adrian Awards Competition

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The Hospitality Sales & Marketing Association International (HSMAI) recognized Brand USA with two Gold and a Silver Adrian Award for advertising and digital marketing excellence for its winning entries in the 57th annual Adrian Awards, the largest and most prestigious travel marketing competition globally.

This year's contest attracted more than 1,200 entries from around the world, with entries judged by top executives from all sectors of the industry. On Feb. 24, HSMAI paid tribute to Brand USA during the annual HSMAI Adrian Awards Gala, a black-tie affair attended by more than 1,000 hospitality, travel and tourism-marketing executives at the New York Marriott Marquis.

"As the advertising, public relations and digital marketing realms are constantly evolving, the bar is continuously set higher annually in regard to the Adrian Awards submissions we receive," said Fran Brasseux, HSMAI executive vice president. "This year, we saw outstanding entries in all categories and in particular an ability to implement integrated campaigns that garnered powerful results across multiple channels."

Brand USA the public-private partnership responsible for promoting the United States as a premier travel destination was recognized with three of the 2013 Adrian Awards, including: ?

- Gold in Advertising (Travel Trade Brochure) for the Discover America Inspiration Guide ?
- Silver in Advertising (DVD/CD/VIDEO Consumer/Group Sales/Travel Trade) for the organization's In-language Content Program ?
- Gold in Digital Marketing (Web Ad) for the Google Engagement Ads that create a beautiful interactive travel guide

"We're honored to have been the recipient of three Adrian awards. It speaks to the value we're creating as the nation's first destination marketing organization," said Chris Thompson, President and CEO of Brand USA. "Brand USA's marketing and advertising campaigns are paying off, and according to the recent Oxford Economics study, have generated 1.1 million incremental visitors to the United States, equating to a marketing ROI of 47:1."

HSMAI also honored lifetime achievement in travel and hospitality marketing, as well as the "Top 25 Most Extraordinary Minds in Sales and Marketing." Brand USA's Vice President of Partner Engagement Amir Eylon was named to HSMAI's Top 25 Most Extraordinary Minds. This award honors the best sales and marketing professionals in the hospitality, travel and tourism industries. All winning entries are accessible in the Adrian Awards Winners Gallery online at www.adrianawards.com.

This is the second year Brand USA has been recognized at the Adrian Awards. For 2012, the organization received a Gold in Advertising (Signage) and a Silver in Advertising (Complete Campaign). Brand USA CEO and President Christopher Thompson has won the Top 25 Most Extraordinary Minds in Sales and Marketing designation twice – in 2009 as the CEO of VISIT FLORIDA and in 2012 as the President and CEO of Brand USA. He is one of the few industry leaders to have achieved this designation more than once. Visit www.AdrianAwards.com for more information on the event and competition.

**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 www.hsmai.org, www.facebook.com/hsmai, www.twitter.com/hsmai and www.youtube.com/hsmai1.

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**About Brand USA**
Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.