NEWS RELEASE

HSMAI recognizes Brand USA's marketing campaigns as best-in-class with eight Adrian Awards and names chief marketing officer as a top marketer

NEW YORK - January 22, 2020

The six gold and two silver Adrian Awards were presented to Brand USA president and CEO and chief marketing officer on Tuesday, Jan. 21, 2020, in New York City

Brand USA's innovative marketing campaigns and new video streaming network were recognized by the Hospitality Sales & Marketing Association International (HSMAI) for excellence in digital and integrated marketing at the 63rd HSMAI Adrian Awards dinner in New York City. The awards, which celebrate those who are making the future of hospitality and marketing even brighter, include six gold and two silver awards that were awarded to Brand USA. In addition, Brand USA's Chief Marketing Officer Tom Garzilli, was named as one of HSMAI's Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization.

"Within our mission we create and produce best-in-class marketing campaigns and platforms which help our partners promote their destinations internationally," said Brand USA President and CEO, Christopher L. Thompson. "This recognition by HSMAI of Brand USA's collective efforts is proof we are achieving at aspirational levels. And, I'm thrilled to see the man behind the team, Tom Garzilli, recognized by his peers for his vision and leadership."

"While I am humbled by and appreciative of the recognition alongside this group of creative and dynamic leaders, I am most proud to see Brand USA's campaigns honored," said Garzilli. "Receiving so many industry awards is confirmation of the work our team is doing to provide our partners with innovative marketing solutions which showcase the entirety of the United States to the world."

Brand USA received the following Adrian Awards:

United Stories (in partnership with Marriott International and United Airlines)

- Gold – Digital Innovation
- Gold – Digital Marketing, Global
- Gold – Digital Marketing, Social Media Campaign
- Gold – Digital Marketing, Integrated Marketing Campaign for Consumers (B2C)
- Silver – Integrated Marketing Campaign for Consumers

Hear The Music, Experience The USA

- Gold – Integrated Marketing Campaign for Consumers

GoUSA TV

- Gold – Digital Innovation

Sound Travels (in partnership with Expedia)

“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.”

Additional information about Brand USA’s award-winning initiatives:

United Stories
The United Stories campaign is the embodiment of our “many voices” strategy and deploys a roving content creation lab to create engaging travel stories to inspire travelers. The campaign is an open invitation to visit the USA and encourages audiences to meet real people and uncover local perspectives via immersive content that brings both iconic and undiscovered destinations to life.

Hear The Music, Experience The USA
Hear The Music, Experience The USA uses music as a cultural lens to promote U.S. destinations to international travelers. Each city, state and region has a different musical sound, which is influenced by its culture. This campaign invites the world to discover the people and places behind the USA’s rich music history.

GoUSA TV
A first-of-its-kind connected TV network, GoUSA TV is the definitive source to find real, authentic, and on-demand video content about travel experiences in the USA. The network offers entertaining travel videos curated across a wide variety of topics - the great outdoors, road trips, culinary, and culture - which are distributed across a variety of viewing platforms.

Sound Travels
In partnership with Brand USA Expedia Media Solutions’ first 3D audio campaign, Sound Travels, features an interactive content hub that brings the vibrancy and diversity of the U.S. to life through immersive 3D audio experiences. The program allows travelers to experience the unique sound of destinations and activities through America before they book a trip.

Additional information about the event and to view the Adrian Awards Winners’ Gallery visit www.AdrianAwards.com.

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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 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 hsmai.org, HSMAI Facebook, HSMAI Twitter, and HSMAI YouTube.

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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.