



**HSMAI HONORS PHG CONSULTING WITH THREE BRONZE ADRIAN AWARDS FOR
OUTSTANDING TRAVEL MARKETING**

Award winners will be celebrated at an in-person event on Wednesday, March 30

New York, NY (February 28, 2022) – The Hospitality Sales & Marketing Association International ([HSMAI](#)) has honored [PHG Consulting's](#) excellence in travel marketing with three bronze Adrian Awards as part of the 65th annual Adrian Awards, the largest and most prestigious global travel marketing competition. HSMAI designed the 2021 Adrian Awards to reflect the current travel landscape with a focus on Recovery Marketing, Recovery Campaign Evolution, Technology Innovation, and Corporate Social Responsibility, in addition to dozens of other traditional categories.

PHG Consulting, a global leader in crafting creative, impactful marketing solutions for the travel and hospitality industries, received awards for its public relations and social media marketing work on behalf of the tourism boards of Puerto Vallarta, Honduras, and Guadalajara. Puerto Vallarta's winning entry was a TravelPulse feature entitled "[Puerto Vallarta Poised For Strong Recovery](#)" that highlighted the destination's key messages and educated the travel trade on its Travel Agent Academy Specialist Program. The team representing the Honduras Institute of Tourism was recognized for transforming the destination's image after it was included on Fodor's 2018 "No List" of places not to visit. The winning Fodor's article, "[Read this and we promise you'll want to travel to one of the least-visited countries in Central America,](#)" positioned Honduras as a top destination for adventure with plenty to see and do across various regions. For Guadalajara, PHG Consulting's engaging culinary themed social media campaign targeted Millennials by appealing to their tastebuds through a series of videos produced by two celebrity chefs, [Dennis Prescott](#) and [Pati Jinich](#).

"The pandemic was the greatest challenge ever faced by the global travel industry, and we are happy to be recognized for the work we delivered for our clients during that time," said Caroline Klein, Chief Communications Officer of PHG Consulting. "Our team's innovative approach to our clients' nuanced situations and strong industry relationships allow us to continually reach the right audiences at the right time and, through engaging storytelling, show

them why the destinations we represent are truly best-in-class, must-experience options for future travels.”

“The HSMAI Adrian Awards recognize important work done by the industry to empower recovery in 2021,” said Robert A. Gilbert, CHME, CHBA, president and CEO of HSMAI.

“Hospitality and tourism professionals continued to face evolving challenges that required innovation and ingenuity. HSMAI is proud to recognize the extraordinary efforts of hospitality sales, marketing, and revenue optimization leaders with Adrian Awards. By recognizing incredible work, we will share the best practices that will continue to drive recovery.”

PHG Consulting will be honored on March 30, 2022, at The Boca Raton resort in Boca Raton, Florida, during the HSMAI Adrian Awards celebration, recognizing best practices, innovation, and community. Annually attended by leading hospitality, travel, and tourism marketing executives, the Adrian Awards virtual celebration honors award-winning work and the people behind it with Lifetime Achievement Awards, HSMAI Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization Awards, and more.

Winning entries will be viewable in the winners’ gallery on the Adrian Awards website following the March 30 celebration. 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 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.

About PHG Consulting

A division of Preferred Hotel Group – the family-owned company that manages and operates other global travel and hospitality brands including [Preferred Hotels & Resorts](#), [Beyond Green](#), [Historic Hotels of America](#), [Historic Hotels Worldwide](#), and [Beyond Green Travel](#) – 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 www.PHGConsulting.com to learn more.

FOR IMMEDIATE RELEASE

Ashley Norman

anorman@phgconsulting.com