



Preferred Travel Group Celebrates Top Honors at HSMAI Adrian Awards, Highlighting Leadership and Marketing Excellence

Industry Awards Honor Michelle Woodley, President of Preferred Travel Group, with Career Achievement Award; Jennifer Munro, VP of Loyalty, Named a 'Top 25' Extraordinary Mind

NEW YORK, NEW YORK – February 20, 2025: Preferred Travel Group, the family-owned company that operates global travel and hospitality brands and programs: Preferred Hotels & Resorts, Beyond Green, Historic Hotels of America, Historic Hotels Worldwide, and PTG Consulting, proudly celebrated top honors – including 2024 Career Achievement Awardee, **Michelle Woodley**, and Top 25 Extraordinary Minds honoree, **Jennifer Munro**, alongside award-winning digital and social media campaigns – at the Hospitality Sales & Marketing Association International (HSMAI) [Adrian Awards Celebration](#) on Tuesday, February 18, 2025, at the New York Marriott Marquis.

As recipient of the [HSMAI Career Achievement Award](#), **Michelle Woodley**, President of Preferred Travel Group, is honored with the esteemed **Albert E. Koehl Award for Hospitality Marketing** – an award which recognizes individuals who have dedicated much of their career to significantly advancing the hospitality and travel industry. As a visionary leader in hospitality marketing, leveraging her expertise to drive global initiatives that strengthen the Preferred brand and elevate industry standards, Woodley's strategic insights and commitment to innovation have significantly contributed to the growth and success of hospitality marketing.

"Michelle embodies commercial leadership and has built expertise across sales, marketing, distribution, revenue management, and loyalty making her a true cross-disciplinary leader," said Lindsey Ueberroth, CEO of Preferred Travel Group. "Her breadth of experience is why she has been so instrumental in driving success, innovation and growth for Preferred Travel Group, and her leadership is undeniable with her ability to connect with people and bring out their best."

In addition, **Jennifer Munro**, Vice President of Loyalty for Preferred Travel Group, is named by HSMAI as one of its **Top 25 Extraordinary Minds** for 2024 – an annual award which recognizes exemplary achievement and leadership in hospitality sales, marketing, revenue optimization, and distribution. Selected by a panel of senior industry executives, the 'Top 25' list gives distinction to outstanding individuals shaping the future of hospitality marketing. Munro joins an exclusive list of previous award recipients, including 2023 honoree, Michael Sherwood, Vice President of Revenue Management Services at PTG Consulting.

The HSMAI Adrian Awards also honored PTG Consulting for standout campaigns, including:

- **Visit Puerto Vallarta** – winning a **Gold Award** and **Best of Category** for a viral influencer partnership with @WellnessTravelled. Designed to generate exposure for the destination's outdoor activities and eco-focused resorts, the digital campaign generated more than 44 million impressions and an advertising value of \$3.1 million.
- **Madrid Tourism** – winning a **Bronze Award** and **Best of Category** for the 2023-2024 #ONLYINMADRID influencer marketing campaign. Created to raise the destination's profile amongst the competitive set and increase consumer awareness of Madrid's luxury tourism offerings in the areas of culinary, fashion, and entertainment, the campaign generated 42.5 million impressions, 1.6 million engagements, an 800% YOY increase in mentions on Instagram, and an advertising value of \$3 million, resulting in a 5:1 ROI.

Additionally, at the 2024 HSMAI Europe Awards in London last month, Preferred Hotels & Resorts' **Joy of the Journey: Preferred Pineapple Week** campaign won the award for **Best Digital Marketing Campaign**, an honor recognizing campaigns that push boundaries and captivate audiences with creativity, impactful storytelling, and measurable success.

For additional information on the HSMAI Adrian Awards, visit adrianawards.hsm.ai. Images are available for download [here](#).

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About Preferred Travel Group

Owned and operated by the Ueberroth Family, Preferred Travel Group is the parent company of Preferred Hotels & Resorts, Beyond Green, Historic Hotels of America, Historic Hotels Worldwide, and PTG Consulting, representing more than 1,100 hotels, resorts, and residences across 90 countries, in addition to a global portfolio of destination marketing organizations and tourist boards. With more than 350 seasoned associates situated across 35 countries, the company connects independent hotels, hospitality companies, and destinations to key markets worldwide through strategic branding, sales, integrated marketing, revenue management, distribution services, and other consultancy services. Fueled by its brand promise, Believe in Travel, the company and its hotel and travel brands champion an unwavering belief in the transformative power of travel and its ability to enrich lives, inspire a greater respect for the planet, and expand hearts and minds to other cultures and ways of living. For more information visit PreferredTravelGroup.com.

About HSMAI

The Hospitality Sales & 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 Commercial Strategy Conference, Sales Leader Forum, and Adrian Awards. 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.

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