

BENCHMARK® Wins Nine Prestigious 2018 Global HSMIA Adrian Awards

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The Woodlands (Houston), Texas, November 2018 ... Competitive, highly coveted and a tribute to the travel industry's creative genius, the HSMIA Adrian Awards set the standard for excellence in global travel marketing. The prestigious Gold, Silver and Bronze trophies from the Hospitality Sales & Marketing Association International (HSMIA) are drawn from over 1100 entries in the fields of branding, web design, public relations, social media and destination marketing. This year, [BENCHMARK®, a global hospitality company](#), was recognized for achievements in nine categories that spanned both corporate marketing programs and initiatives representing the company's major brands: [Benchmark Resorts & Hotels](#) and [Gemstone Collection](#).

"The Adrian Awards celebrate travel marketing innovators whose awesome creativity and hard work are integral not only to the success of their companies, but to the continued growth of the hospitality industry as a whole," said Robert A. Gilbert, CHME, CHBA, president and CEO of HSMIA. "HSMIA will be proud to recognize these award winners and their outstanding campaigns at the Adrian Awards Gala."

Leading with a Silver Award for the highly successful Mosaic Lifestyle Travel Marketing Campaign, this Adrian recognition further solidifies Benchmark's premier positioning in experiential and destination immersion travel. Core to the fabric of the company's strategic marketing objectives, this comprehensive and integrated digital marketing ecosystem includes Benchmark's award-winning lifestyle journal, *Mosaic*, published annually and placed in all 8,000 hotel and resort guestrooms globally. The seasonal *Mosaic Newsletter* and *Mosaic Traveler Blog* supplement the magazine with a regularly updated array of personalized travel stories that offer an insider's view of a destination. Further supporting Benchmark as a pioneer in experiential and transformational travel, their innovative *Wanderlust* storytelling content platform was honored with a Bronze Award.

Benchmark has always been a leader in spotting trends, analyzing their potential and developing them in creative and productive ways. Winning a Bronze Adrian for Benchmark's annual Top 10 Meeting Trends, this initiative has been a bellwether for the hotel and conference industries over the years predicting major trends in meetings for the coming year.

"We are very pleased and proud to have our diverse experiential travel marketing programs and public relations efforts recognized by our peers in the hospitality industry," says Benchmark's Chief Sales and Marketing Officer Ted Davis. "It is also a wonderful tribute to an extraordinary team of valued marketing partners who are a cornerstone to our success and this recognition."

From its beginning, Benchmark's original mission has been to inform, inspire, and provide dynamic, immersive and memorable travel experiences. Davis and his team are working to bring the concept to new levels, as more hotel brands recognize the changes in market demands for individualized, out-of-the-box travel concepts. Those efforts have been recognized with a number of industry awards including the prestigious 2018 Stella Award by Northstar Media Group, which recognized Benchmark's signature brand, Benchmark Resorts & Hotels®, as the Best Overall Boutique & Lifestyle Hotel Brand.

2018 Benchmark HSMIA Adrian Awards

Entry Title: Experience Stonewall Resort

Award: Gold

Entry Title: Mosaic Lifestyle Travel Marketing Campaign- Integrated Digital Marketing

Award: Silver

Entry Title: The Grove Resort and Spa Orlando - Look to Book Remarketing Campaign

Award: Silver

Marketing Partner: Screen Pilot

Entry Title: Ames Boston Hotel Website

Award: Silver

Marketing Partner: Interactive Sites

Entry Title: Chaminade Resort Website

Award: Silver

Marketing Partner: Interactive Sites

Entry Title: Marenas Beach Resort - Geo-Targeted Custom Landing Page

Award: Bronze

Marketing Partner: Screen Pilot

Entry Title: Top 10 Meeting Trends for 2018 Help Grow Revenues & Portfolio PR

Award: Bronze

Marketing Partner: Ken Ellens Communications

Entry Title: Texas A&M Website

Award: Bronze

Marketing Partner: Interactive Sites

Entry Title: Benchmark Wanderlust Website Platform

Award: Bronze

Marketing Partner: Interactive Sites

Winning entries will be viewable in the winners' gallery on the Adrian Awards website. 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 & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as [HSMAI ROCET](#), [Adrian Awards](#), and [Revenue Optimization Conference](#). HSMAI is a membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at www.hsmi.org, www.facebook.com/hsmai, www.twitter.com/hsmai and www.youtube.com/hsmai.

About BENCHMARK®, a global hospitality company.

[BENCHMARK®, a global hospitality company](#), is a leader in the development, management, and marketing of independent, soft branded, and experiential hard branded resorts, hotels, and conference centers. In addition to the company's award-winning full service [Benchmark Resorts & Hotels](#), its lifestyle and luxury [Gemstone Collection](#), and its industry-leading Benchmark Conference Center division, [etc.venues](#) is a leading provider of contemporary city centre venues for meetings, signature events, and conferences. BENCHMARK's combined portfolio features more than 80 unique projects across three continents. The company is passionately committed to delivering personal, inspiring, and memory-making experiences, driving total revenue and profitability, and cultivating an award winning, "Be The Difference" culture for all its employees. BENCHMARK, is based in The Woodlands (Houston), Texas, with offices in London, England; Miami, Florida; Park City, Utah; Scottsdale, Arizona; New Brunswick, New Jersey; Seattle, Washington; and Tokyo, Japan. www.benchmarkglobalhospitality.com To become a fan on Facebook, visit www.facebook.com/BenchmarkResortsandHotels, www.facebook.com/GemstoneHotelCollection. Follow us on Twitter at www.twitter.com/BenchmarkHotels, www.twitter.com/GemstoneHotels, on Instagram at www.instagram.com/benchmarkresortsandhotels, www.instagram.com/gemstonehotels, and on Pinterest at www.pinterest.com/benchmarkhotels/gemstone-hotels. At LinkedIn, <https://www.linkedin.com/company/benchmark-a-global-hospitality-company/>