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HSMIA TO HONOR MIRAVAL RESORTS & SPAS WITH A BRONZE AND SILVER PRESIDENT'S ADRIAN AWARD FOR OUTSTANDING TRAVEL MARKETING

Award winners to be celebrated at in-person event in New York in February

McLean, Virginia, (2023) – Miraval Resorts & Spas will be honored for travel marketing excellence by the Hospitality Sales & Marketing Association International ([HSMIA](#)) at the annual Adrian Awards Celebration at the New York Marriott Marquis, February 13, 2024.

The Adrian Awards, now in their 67th year, are the largest and most prestigious competition in global travel marketing. For 2023, Adrian Awards are being presented in advertising, digital, PR/communications, and integrated campaign categories, as well as Trending categories for Artificial Intelligence (AI), and Environmental, Social, and Governance (ESG).

Miraval Resorts & Spas will receive a Bronze Adrian Award for its winning entry in the Digital - Web Site category and Silver President's Award recognition in the Integrated Campaign - Content Marketing category.

Bronze Winner in the Digital – Web Site category submission was based on our website redesign, introduction and the invention of Journeys with Intention, an engaging and interactive guest quiz to discover the best stay experience, live feeds offering real-time updates to wellbeing experiences, and implementation of our full video library. ROI measured by check avails growing from 37% to 113%, and SEO rankings increasing to 192% since the relaunch.

Silver President's Award in the Integrated Campaign – Content Marketing category submission was based on the best Integrated Marketing Campaign with content focused around the MVP Colleague "I Am" promotion. Outside of using our marketing tools to amplify and celebrate our colleagues, our submission was also based on this promotion as a recruiting tool. Specifics of the integrated campaign were surrounding the videos and blogs we produced, the strategic placement on the web and via PR efforts, and more. We measured success by the influx of career applications as well as website traffic, video views, and colleague retention.

This year's theme, WanderLOVE, highlights the stories of remarkable ads, campaigns, and experiences that sparked a love for travel, igniting a desire for exploration among travelers worldwide.

"The Adrian Awards celebrate the innovation and ingenuity that fuel our success and recognize the marketing leaders whose extraordinary efforts literally 'open the doors' to exploration and excitement," said Robert A. Gilbert, CHME, CHBA, president and CEO of HSMIA. "Their work inspired the world to get out and create memories through travel, and HSMIA is proud to honor them."

The Adrian Awards Celebration is a must-attend industry event that annually attracts leading hospitality, travel, and tourism marketing executives and their agencies. Winning entries will be viewable in the winners' gallery on the Adrian Awards website following the February 13 Celebration. Visit <https://adrianawards.hsmi.org/> 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 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 hsmi.org, [HSMAI Facebook](#), [HSMAI Instagram](#), [HSMAI Twitter/X](#), and [HSMAI YouTube](#).

About Miraval Resorts & Spas

The Miraval brand is a global leader in wellness resorts and spas. Miraval Arizona in Tucson, Ariz. pioneered the destination wellness spa resort category more than 25 years ago with its comprehensive program of mindfulness activities, destination-inspired experiences and spa treatments that incorporate modalities from around the globe. In 2017, Miraval Arizona joined the Hyatt portfolio bringing its in-depth approach to wellness to Hyatt guests and World of Hyatt members globally. In February 2019, Miraval Austin opened in Texas as the brand's second wellness resort. The newest resort, Miraval Berkshires, located in Lenox, Mass., opened as the brand's first East Coast destination in July 2020. Together, all three Miraval resorts inspire guests to create a life in balance, foster positivity and cultivate mindfulness. For more information, please visit MiravalResorts.com. Follow the Miraval brand on Facebook, Twitter and Instagram, and tag photos with #MiravalMoments.