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MEDIA ADVISORY  
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## **AIR MARKETING TAKES PLATINUM AT HSMAI ADRIAN AWARDS**

*– In Addition to Hospitality Industry’s Top Marketing Honor, AIR Takes Silver as Well –*

**PHOENIX** – Garnering the hospitality industry’s top marketing honor, Phoenix-based AIR Marketing received Platinum at the 51<sup>st</sup> annual Hospitality Sales and Marketing Association international (HSMAI) Adrian Awards today in New York City.

With criteria that are based on return on investment and overall performance, as well as creative execution, AIR Marketing won the Platinum Award for its group sales direct marketing campaign on behalf of Vail Cascade Resort & Spa in Vail, Colo. AIR also took home a Silver Award for its leisure direct mail campaign for Bedford Springs Resort in Bedford, Penn.

“This is an incredible honor to be recognized in this way,” said David Ralls, AIR Marketing’s vice president. “Many companies work for years to receive such a high award, so for AIR Marketing to win Platinum in just our second year of submitting, it’s quite an achievement.”

Judged among more than 1,300 entries from around the world, the Vail Cascade Resort & Spa campaign featured custom-drawn artwork that captured the group meeting experience at the property in a series of coasters, set in a decorative tin and sent to meeting planners in a specifically targeted geographic area. The campaign resulted in a realized return of 17-to-1 on a \$35,000 investment, with the potential of reaching more than 21-to-1, based on unclosed business. (Full campaign details are available at [www.airmarketing.com/news.html](http://www.airmarketing.com/news.html))

AIR Marketing received its awards at a gala red-carpet event this evening at the Marriott Marquis Hotel in Manhattan.

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*AIR Marketing is a business development company that utilizes analytics and imagination to measurably grow clients’ businesses. AIR Marketing has a proven track record of providing local, regional and national clients with award-winning and successful marketing, advertising and public relations campaigns. For more information go to [airmarketing.com](http://airmarketing.com).*

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