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VISIT PHILADELPHIA® RECOGNIZED WITH TWO ADRIAN AWARDS
*Hospitality Sales & Marketing Association International Celebrated Marketing Efforts Around The
Liberty Bell & Independence Hall & LGBTQ Visitor Attraction*

PHILADELPHIA, January 22, 2020 – VISIT PHILADELPHIA® announced today that it won two Hospitality Sales & Marketing Association International (HSMIA) Adrian Awards at a gala in New York City last night. This year's recognitions bring VISIT PHILADELPHIA's award count total to 45 since 2004.

In the LGBTQ PR category, VISIT PHILADELPHIA earned a Gold Award for its [Philadelphia Pioneers On The Road To Stonewall](#) campaign executed in partnership with the Commonwealth of Pennsylvania and Dr. Magnus Hirschfeld Fund. The organization celebrated Pride Month and marked the 50th anniversary of the history-making Stonewall Riots that launched the LGBTQ civil rights movement by creating a float that carried LGBTQ pioneers on it in three large summer parades both in and out of market. The float was adorned with messages of equality, unity and welcome. VISIT PHILADELPHIA supplemented the public relations campaign with an advertising takeover of New York City's Penn Station, complete with rainbow steps that bore the hashtag #IAmStonewall.

In the Community Service/Social Responsibility category, VISIT PHILADELPHIA earned a Silver Award for its [reopening of the Liberty Bell and Independence Hall](#) during 2018's partial government shutdown. VISIT PHILADELPHIA made a \$32,000 non-refundable contribution to Independence National Historical Park to pay for three days of staff and operations, then spread the good news on the web—visitphilly.com, uwishunu.com and @visitphilly—and through robust media relations.

"Over the past 12 months, VISIT PHILADELPHIA has collaborated to develop innovative and meaningful marketing campaigns to attract visitors to our region," said Jeff Guaracino, president and CEO, VISIT PHILADELPHIA. "I'm proud that prominent organizations like HSMIA are recognizing and rewarding our efforts."

These two award-winning efforts have been widely acknowledged since their completion. The Stonewall campaign received a Peppercorn Award from the Philadelphia chapter of the Public Relations Society of America (PRSA) and the reopening of the Liberty Bell and Independence Hall was recognized with the U.S. Travel Association's (USTA) Destiny Award and PR Daily's Media Relations Award.

HSMIA, the industry's leading advocate for intelligent, sustainable hotel revenue growth, received nearly 1,100 entries from travel companies, including big-brand hotel chains, major airlines, U.S. and international tourism boards, and marketing agencies. The Adrian Awards honor hospitality brands and agencies for their advertising, digital and public relations efforts to market destinations around the world.

"The Adrian Awards honor innovative travel marketing campaigns that lead the future of hospitality marketing, setting the standard for creativity and flawless execution," said Robert A. Gilbert, CHME, CHBA, president and CEO of HSMIA. "HSMIA is proud to recognize these award winners and celebrate their remarkable campaigns and the people behind them at the Adrian Awards Gala."

VISIT PHILADELPHIA is our name and our mission. As the region's official tourism marketing agency, we build Greater Philadelphia's image, drive visitation and boost the economy.

On Greater Philadelphia's official visitor website and blog, visitphilly.com and uwishunu.com, visitors can explore things to do, upcoming events, themed itineraries and hotel packages. Compelling photography and videos, interactive maps and detailed visitor information make the sites effective trip-planning tools. Along with Visit Philly social media channels, the online platforms communicate directly with consumers. Travelers can also call and stop into the Independence Visitor Center for additional information and tickets.

Note to Editors: For high-resolution photos and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of visitphilly.com/mediacenter.