



**FOR IMMEDIATE RELEASE**

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**H SMAI TO HONOR VISIT MODESTO WITH A SILVER BEST OF CATEGORY ADRIAN AWARD  
FOR OUTSTANDING TRAVEL MARKETING**

*Award winners to be celebrated in New York on February 18*

McLean, Virginia, February 14, 2024 – **Visit Modesto** will be honored for travel marketing excellence by the Hospitality Sales & Marketing Association International ([H SMAI](#)) at the annual Adrian Awards Celebration at the New York Marriott Marquis, February 18, 2025.

The Adrian Awards, now in their 68th year, are the largest and most prestigious competition in global travel marketing. For 2024, Adrian Awards are being presented in advertising, digital, PR/communications, and integrated campaign categories. These include awards for digital creators, reputation management, affiliate marketing and broadcast integration.

**Visit Modesto will receive a Silver Best of Category Adrian Award for its winning entry in the PR/Communications - Feature Placement Online of Print Consumer Media.**

The Almond Blossom Cruise has created global awareness to the agricultural bounties and businesses of Modesto and Stanislaus County. Launched in February 2020, the Almond Blossom Cruise now generates almost 100,000 visitors per year to the region during Mother Nature’s tableau of white and pink blossoms. The impact on the local economy and tourism industry are countless as a result of this program launched by Visit Modesto.

This year’s theme, Wish You Were Here, highlights the stories of the memorable and successful travel marketing and public relations campaigns, ads, earned media programs, and experiential and digital experiences that inspired the notion that travel is about more than just the destination, cultivating a passion for the journey and memories collected along the way.

“The Adrian Awards honors the creativity and vision that drives our industry forward, shining a spotlight on the marketing and communication leaders whose outstanding work truly inspires people to embrace travel and create unforgettable memories in the journey,” said Brian Hicks, president and CEO of H SMAI.

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 18 Celebration. Visit [adrianawards.hsmai.org](http://adrianawards.hsmai.org) for more information on the event and competition.

**About H SMAI**



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 [hsmi.org](https://hsmi.org).

Visit Modesto is the official destination management organization for Modesto, California. Visit Modesto supports the over 7,000 hospitality workers in Stanislaus County in businesses that drive over \$600M in annual revenue as well as over \$3M in annual occupancy tax just in Modesto, the county seat. For more information about this program, visit [AlmondBlossomCruise.com](https://AlmondBlossomCruise.com) or contact Todd Aaronson at Visit Modesto, 209.526.5588 or [todd@visitmodesto.com](mailto:todd@visitmodesto.com). More information can be found at [VisitModesto.com](https://VisitModesto.com) or by following [@visitmodesto](https://@visitmodesto).