



News Release

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Visit Seattle Receives One of Hospitality Industry's Top Advertising Awards

SEATTLE – Visit Seattle's consumer travel advertising campaign *2 Days in Seattle* received the Platinum Adrian Award for "Best in Show, Advertising," presented at the Hospitality Sales and Marketing Association International (HSMAI) Adrian Awards Monday night, February 24, in New York City.

Adrian Award recipients were selected from some 1,200 nominations in advertising, public relations and digital marketing by experts in hospitality, travel, tourism and media.

HSMAI is one of the hospitality industry's preeminent associations with more than 7,000 members worldwide with 40 chapters in the Americas Region.

The *2 Days in Seattle* consumer travel marketing campaign, launched in 2012, promotes overnight stays in Seattle and highlights the city's unique arts and culinary scene. The campaign is funded by the Seattle Tourism Improvement Area (STIA), a dedicated marketing fund assessed from guests at 54 downtown Seattle hotels. Visit Seattle administers the STIA marketing programs and created the *2 Days In Seattle* web site, www.2DaysInSeattle.com, as a companion site to the city's official visitor web site, www.visitseattle.org.

"We greatly appreciate the STIA funding which allows us to compete at this level," said Tom Norwalk, President & CEO of Visit Seattle. "The leadership of our downtown Seattle hoteliers benefits our entire city and region."

The campaign web site offers a user-friendly interactive map containing hundreds of concise descriptions and links for local businesses, attractions, dining and accommodation options, itinerary building and a hotel booking search function. Web site content is continually and uniquely updated as social media influencers visit Seattle and tweet about their experiences.

Visit Seattle was the first destination marketing organization to use Klout's influence graph to identify key influential people and invite them to visit and tweet or post about their Seattle visits.

"It's an honor to be recognized alongside incredible brands and destinations," said Ali Daniels, Vice President of Marketing at Visit Seattle. "The focus of our campaign is to create an authentic voice for Seattle that appeals to our visitors and potential visitors, and to be acknowledged for this genuine approach is extremely rewarding."

The *2 Days in Seattle* campaign was developed for Visit Seattle by Copacino + Fujikado, a locally based advertising agency.

A crowd of nearly 1,000 gathered for the black tie HSMAI Adrian Awards Dinner Reception and Gala, held last Monday night at the Marriott Marquis in New York City. Visit www.adrianawards.com to learn more. All winning entries are showcased in the online winner's gallery.

About Visit Seattle

Visit Seattle, a private, nonprofit marketing organization, has served as Seattle/King County's official destination marketing organization (DMO) for more than 50 years. The goal of these marketing efforts is to enhance the employment opportunities and economic prosperity of the region.

PHOTO CREDIT FOR ATTACHED IMAGE: Thos Robinson/Getty Images for HSMAI

PHOTO CAPTION: Ali Daniels, V.P. of Marketing for Visit Seattle, center, with HSMAI Vice Chair Marina MacDonald, left, and Copacino+Fujikado Creative Director Mike Hayward, right.

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