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Utah Office of Tourism Receives Recognition for Strategy Driven Marketing
*Prestigious Adrian Awards recognize Utah Office of Tourism's marketing excellence
across multiple categories*

SALT LAKE CITY, UTAH — The Hospitality Sales & Marketing Association International (HSMAI) honored the Utah Office of Tourism (UOT) with multiple honors at the annual Adrian Awards for marketing excellence for its winning entries in the 66th annual Adrian Awards, the largest and most prestigious global travel marketing competition.

The Utah Office of Tourism was honored among other Adrian Awards recipients at a ceremony at the JW Marriott L.A. LIVE in Los Angeles, California on Thursday, Feb. 23.

Here are the Utah Office of Tourism's winning travel marketing entries:

● **Integrated Campaign, Innovation: Forever Mighty®** — *Gold, Platinum. Launched Jan. 2021.* With a firm commitment to preserving quality of life and a quality visitor experience, the Utah Office of Tourism has led a series of innovative approaches to protect our treasured places, communities, and cultures through a conscious blend of destination management and destination marketing. This is the Forever Mighty® initiative. *The Utah Office of Tourism's integrated marketing team includes Struck, Love Communications, Sparkloft Media, J Public Relations and Hanson Dodge.*

● **Integrated Campaign, Business to Consumer: Why Winter Exists** — *Silver. Launched Dec. 2022.* Many destinations stake claim as the best for skiing. Even Utah is known for the Greatest Snow on Earth. But, the UOT wanted to think even bigger. What if Utah is the reason winter exists? The cold, dreary season others may hate is the season our state loves. So, UOT created a campaign to celebrate it. Winter loves Utah. And, Utah loves winter back.

● **Digital, Social Media Campaign: Let's Talk Utah, Season 2** — *Bronze. Launched Feb. 2021.* Following the first iteration of Let's Talk Utah, UOT needed to develop a powerful insight for Season 2. The social media campaign series would need to hook the audience's attention and align with the client's goals, which included responsible travel, diverse representatives of the state, and experiences unique to Utah. To properly educate the public on the valid range of diversity Utah has to offer, UOT connected with the people who know better than anyone else — Utah locals and natives. Considering the target audience

would be primarily watching these episodes on IGTV, UOT took a social-first approach, shooting in a vertical video format.

“Our marketing aims to help travelers understand how accessible a Utah adventure can be and encourage responsible visitation to keep our treasured places forever mighty,” said Vicki Varela, managing director of the Utah Office of Tourism. “This recognition is a wonderful affirmation of our strategy.”

Winning entries are viewable in the winners’ gallery on the Adrian Awards website. Visit www.AdrianAwards.com for more information on the event and competition and to view the Adrian Awards [Winners’ Gallery](#).

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About the Utah Office of Tourism

The Utah Office of Tourism’s (UOT) mission is to elevate life in Utah through responsible tourism stewardship. We do this through marketing, stewardship and development. Marketing: UOT curates messaging that inspires visitation, supports local businesses and builds the Utah economy. Stewardship: UOT manages visitation statewide and supports the responsible discovery of Utah. Development: UOT partners with local communities to enhance and develop their visitor economies to benefit residents and visitors. Learn more at visitutah.com and travel.utah.gov

About HSMIAI

The Hospitality Sales and Marketing Association International (HSMIAI) 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 HSMIAI ROC. Founded in 1927, HSMIAI is a membership organization comprising more than 5,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMIAI at hsmia.org, HSMIAI Facebook, HSMIAI Twitter, and HSMIAI YouTube.