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**HSMAI ANNOUNCES ADRIAN AWARD FOR  
THE CHARLOTTESVILLE ALBEMARLE  
CONVENTION & VISITORS BUREAU**  
**The Hospitality Sales & Marketing Association International  
to present CACVB with Gold Award for its social media campaign**

**CHARLOTTESVILLE, Va.** (December 13, 2013) – The Charlottesville Albemarle Convention & Visitors Bureau (CAVCB) has been recognized once again for its outstanding marketing efforts. The Hospitality Sales & Marketing Association International (HSMAI) has chosen the CACVB's social media campaign for a prestigious Adrian Gold Award. The award will be officially presented to the CACVB in February 2014, at the annual Adrian Awards Gala in New York City.

"Out of 1,200 entries submitted this year, your work was judged to be exceptional by experts in hospitality, travel, tourism, and media," said the official letter sent to the CACVB to inform the bureau of the award.

Presented by the HSMAI, the Adrian Awards honor outstanding achievements in advertising, public relations and digital marketing in the travel industry. Approximately 200 industry experts are invited to serve as members of the Adrian Awards judging academy. Judges are advertising, public relations, media, and Internet marketing professionals, along with leading members of the travel community. Entries are evaluated in five equally weighted categories: Marketing Objectives, Creativity, Quality, Content, and Results.

HSMAI is a global organization of sales, marketing, and revenue management professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for hospitality and sales, marketing, and revenue management disciplines, as well as connecting its members with customers. Founded in the United States in 1927, HSMAI is an individual membership organization comprised of nearly 7,000 members from 35 countries and chapters worldwide.

"This award represents a huge honor for our bureau," says Kurt Burkhart, Executive Director for the CACVB. "The success our organization has enjoyed with our digital media campaign is being acknowledged on an international level and this contributes to Charlottesville and Albemarle County's visibility as an exciting destination," he added. Also worth noting is that the CACVB received, over the last six months, two prestigious awards for "Best Public Relations Initiative" and "Best Online Marketing Campaign" from the Virginia Association of Convention & Visitors Bureaus, as well as a W3 Gold Award from International Academy of Visual Arts for "Best Tourism Website," besting from thousands of entries globally.

As for the destination itself, Charlottesville and Albemarle County have racked-up numerous accolades that continue to motivate travelers to visit, what is commonly referred to as, Jefferson's County. Forbes Magazine named our area the *Locavore capital of the world*; Go Green Go Travel chose Charlottesville as their *#1 destination for agritourism*; and Wine Enthusiast Magazine proclaimed Virginia as one of the *top 10 wine destinations in the world*. With its burgeoning arts and entertainment scene, Charlottesville remains a draw for visitors who attend our array of festivals and events that celebrate music, theater and innovation, not to mention food & wine.

#### **About the CACVB**

In addition to serving as the global resource for marketing the tourism assets of [Charlottesville](#) and [Albemarle County](#), Virginia, through [www.visitcharlottesville.org](http://www.visitcharlottesville.org), the CACVB assists tour operators, meeting planners, reunions and other groups in planning visits to the destination. CACVB's mission is "to enhance the economic prosperity of City and County by promoting, selling and marketing the City of Charlottesville and County of Albemarle, as a destination, in pursuit of the meetings and tourism markets." CACVB operates the [Downtown Visitor Center \(610 E Main St\)](#) which is open daily from 9 a.m. to 5 p.m., and a [satellite Visitor Center](#) in the Albemarle County Office Building ([401 McIntire Rd](#)) which is open Monday through Friday from 9 a.m. to 5 p.m., as well as a touch-screen kiosk at Monticello's Thomas Jefferson Visitor Center.

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