



HSMAI TO HONOR RED ROOF® WITH A BRONZE ADRIAN AWARD FOR OUTSTANDING TRAVEL MARKETING

MCLEAN, Va., Dec. 5, 2024 – Red Roof®, an award-winning leader in the lodging industry, will be honored for travel marketing excellence by the Hospitality Sales & Marketing Association International (HSMAI) 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.

Red Roof will receive a Bronze Adrian Award for its winning entry in the Digital – Creators, Multimedia, Video and Short Form category.

The "Road Trip With Red Roof" campaign was a 2024 summer initiative that brought together user-generated content creators to embark on road trips across the U.S. These creators explored a range of hidden gems, from charming small towns to awe-inspiring national parks, while staying at Red Roof properties along the way. The campaign's goal was to celebrate the iconic American road trip by tapping into themes of Americana and nostalgia while further showcasing Red Roof's proximity to local and natural attractions.

The creators produced engaging, short-form multimedia content that was shared across Instagram and TikTok, leveraging the authentic and relatable appeal of user-generated content to drive audience engagement and inspire summer travel.

This year's Adrian Awards theme, Wish You Were Here, highlights the stories of 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 HSMAI.

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.hsmi.org for more information on the event and competition.

About HSMAI

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 hsmmai.org.

About Red Roof

Red Roof is an award-winning leader in the lodging industry, recognized for creating the innovative Upscale Economy® segment, serving millions of guests each year. Red Roof's portfolio of brands includes Red Roof Inn® and Red Roof PLUS+®, HomeTowne Studios by Red Roof®, The Red Collection®, and Red Roof's dual-branded properties. Red Roof has over 60,000 rooms in more than 700 properties in the U.S. and internationally in Japan. For more information, visit redroof.com or download Red Roof's free app for iOS and Android devices. To learn about franchising opportunities, visit redrooffranchising.com.

Red Roof's Vision: To provide the best experience and value in the lodging industry for our guests, owners, team members, partners, and communities.

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