



HSMAI TO HONOR RED ROOF WITH A 2025 BRONZE ADRIAN AWARD FOR OUTSTANDING TRAVEL MARKETING

Award winners to be celebrated at the awards celebration event in New York on Feb. 18

McLean, Va., (Jan. 5, 2026) – Red Roof has been recognized for marketing excellence by the Hospitality Sales & Marketing Association International (HSMAI) and will be honored at the 2025 Adrian Awards Celebration, taking place on Feb. 18, 2026, at the New York Marriott Marquis.

Now in its 69th year, the Adrian Awards is the largest and most prestigious competition dedicated to travel marketing. The 2025 awards recognize exceptional achievements across advertising, digital marketing, public relations/communications, and integrated campaigns, with expanded recognition in areas such as influencer marketing, reputation management, affiliate strategies and broadcast integration.

Red Roof will receive a Bronze Adrian Award for the “#PetTimeOff” campaign, an outstanding entry in the Social Media: Owned Media category. “#PetTimeOff” was an initiative designed to build brand awareness around Red Roof’s pet-friendly positioning by partnering with pet creators to produce a social-first video series, supported by a dedicated campaign hashtag, boosted posts on Instagram and Facebook and a social-only giveaway designed to spark engagement and expand reach. The campaign also aimed to drive consideration and bookings through the use of strong calls-to-action, authentic video content that prioritized storytelling over selling, SEO optimizations and additional boosted posts to ensure visibility and reach. Together, these tactics created a cohesive campaign that not only celebrated Red Roof’s pet-friendly culture but also drove meaningful business results.

The 2025 Adrian Awards theme, “Exceptional Experience,” celebrates the creativity and impact of campaigns that go beyond the destination, highlighting the power of storytelling, emotion and experience in inspiring travel decisions and shaping unforgettable journeys.

“The Adrian Awards showcase the work that sets new standards in travel marketing,” said Brian Hicks, president and CEO of HSMAI. “This year’s winners represent the ingenuity and passion that continue to elevate the global travel experience.”

The Adrian Awards Celebration brings together top hospitality and travel marketing leaders and their creative partners for an evening of inspiration and recognition. Winning entries will be featured in the official Adrian Awards Winners Gallery following the event. Visit adrianawards.hsmai.org for more information.

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 more than 30 chapters in the Americas Region.

Connect with HSMAI at hsmai.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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