

HSMAI TO HONOR THOR, INC. WITH A GOLD AWARD IN 59th ANNUAL ADRIAN AWARDS COMPETITION

21 December 2015

Winners to be recognized at the HSMAI Adrian Awards Gala Feb. 16, 2016, in New York City



The Hospitality Sales & Marketing Association International ([HSMAI](#)) will honor THOR, Inc. with a Gold Adrian Award for public relations excellence for its winning entry in the 59th annual Adrian Awards, the largest and most prestigious global travel marketing competition.

This year's contest was one of the most competitive in history, garnering more than 1,300 entries from around the world, with entries judged by distinguished executives from all sectors of the industry.

"THOR is honored to have received a Gold Adrian Award this year for our monthly magazine, *THOR Advantage*," says Trisha Hall, marketing and operations manager, THOR, Inc. "It's another exciting win that shows the value our magazine provides to travel agents."

THOR Advantage is THOR's monthly magazine that provides member travel agents with destination and theme-based editorial. THOR continuously strives to stay relevant in the industry and provide exceptional travel-based journalism to its member travel agents.

"It's wonderful for the team to receive recognition for the hard work they put into *THOR Advantage* every month," says John Kennedy, managing director, THOR, Inc. "Our goal is to provide relevant content to our travel agent members, and I think winning a Gold Adrian Award validates the fact we do that very well."

HSMAI will pay tribute to THOR, Inc. during the annual HSMAI Adrian Awards Gala, a black-tie affair attended by more than 1,000 hospitality, travel and tourism marketing executives at the New York Marriott Marquis on Feb. 16.

“We are continually amazed by the creativity of the Adrian Award submissions,” said Fran Brasseur, HSMAI executive vice president. “We received an incredible number of outstanding Adrian Awards entries this year, and we are excited to recognize so many innovative companies that will undoubtedly continue to make an impact in the hospitality advertising, public relations and digital marketing industry.”

In addition to commending THOR’s award-winning work, the Gala and dinner reception honors lifetime achievement in travel/hospitality marketing, as well as The HSMAI Top 25: Extraordinary Minds in Hospitality Sales, Marketing, Revenue Optimization. All winning entries will be accessible in the Adrian Awards Winners Gallery online following the gala at www.adrianawards.com.

Visit www.AdrianAwards.com for more information on the event and competition.

About HSMAI

The Hospitality Sales and 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 & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as HSMAI’s MEET, Adrian Awards, and Revenue Optimization Conference. HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at www.hsmi.org, www.facebook.com/hsmi, www.twitter.com/hsmi and www.youtube.com/hsmi.

About THOR, Inc.

THOR, Inc. is an international travel services company that has been providing travel services and products to the world’s leading travel providers since 1977. THOR, a Travelport company, offers discounted and commissionable worldwide supplier programs, which its member travel agencies use to make the best travel arrangements for their clients. These programs include the THOR Hotel Program, THOR Car Program, THOR Services Program and Agent Connection, A Global Booking Tool by THOR. For more information about THOR, Inc., please visit www.THORtravelservices.com, e-mail info@THORtravelservices.com or call 303-439-4100 .

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