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IRVING CONVENTION AND VISITORS BUREAU RECEIVES TWO ADRIAN AWARDS

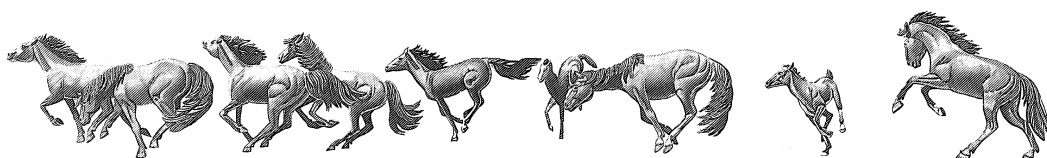
Bureau honored with 16 Adrian Awards in past four years

IRVING, Texas (Dec. 3, 2013) – The [Hospitality Sales & Marketing Association International](#) (HSMAI) will recognize the [Irving Convention and Visitors Bureau](#) (ICVB) with two Silver Adrian Awards for compelling marketing and public relations campaigns in the [57th annual Adrian Awards Competition](#), the largest and most prestigious travel marketing competition globally.

The ICVB was recognized for its work on a digital marketing campaign for bridal events held at the [Irving Convention Center at Las Colinas](#) (ICC) and key public relations placement in the national market for the ICC consumer event [Zestfest](#).

These two awards bring the total number of Adrian Awards received by the ICVB to 16 in the last four years. HSMAI will present the awards on Feb. 24, 2014, during the annual HSMAI Adrian Awards Gala at the New York Marriott Marquis, a black-tie affair attended by more than 1,000 hospitality, travel and tourism marketing executives.

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"The fact that these awards recognize the comprehensive expertise of our staff, as well as the actual results derived from creative efforts, is important, said Maura Allen Gast, executive director of the ICVB.

The Adrian Awards stage represents the pinnacle of a very large and competitive industry. These awards are validation that what we do, we do well, and it delivers results."

This year's contest attracted more than 1,200 entries from around the world – the winners displayed premium industry knowledge and delivered excellent consumer engagement results. The entries were judged by top executives from all sectors of the industry.

All winning entries will be accessible in the [HSMIAI Adrian Awards Winners' Gallery](#) online following the gala. For more information on the HSMIAI Adrian Awards competition and Gala, please contact AdrianAwards@hsmiai.org or visit adrianawards.com.

About Irving, Texas

Located immediately adjacent to Dallas/Fort Worth International Airport and between Dallas and Fort Worth, Irving, Texas, boasts more than 75 hotels and nearly 12,000 rooms. Las Colinas, a 12,000-acre master-planned community within the city of Irving, is known worldwide for its quality and uniqueness. The city is home to 10,000+ companies, 50 Fortune 500 companies, and the world headquarters of five Fortune 500 companies. For more information, visit irvingtexas.com

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 & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as [HSMIAI's MEET](#), [Adrian Awards](#), and [Revenue Optimization Conference](#). HSMIAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMIAI at hsmiai.org, facebook.com/hsmiai, twitter.com/hsmiai and youtube.com/hsmiai1.

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