



## News Release

**Rick Dunlap, Public Relations Director**

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## Hershey Harrisburg Regional Tourism Website Earns HSMIA Silver Adrian Award for Digital Marketing Excellence

VisitHersheyHarrisburg.org wins high praise among Digital Marketing Division, Website Category in the travel industry's largest and most prestigious global travel marketing competition.



HARRISBURG, PA (FEB. 16, 2016) – The Hospitality Sales & Marketing Association International (HSMIA) recognized the Hershey Harrisburg Regional Visitors Bureau's (HHRVB) new tourism website [VisitHersheyHarrisburg.org](http://VisitHersheyHarrisburg.org) with a Silver Adrian Award for Digital Marketing excellence at the 59th Annual Adrian Awards, the travel industry's 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.

"This award-winning work actually began in 2014 when we selected our Customer Relationship Management (CRM) provider [Simpleview](http://Simpleview) to develop our new consumer website," said Mary Smith, President & CEO of HHRVB. "At the time our bureau was one of the first DMOs in the world to work with Simpleview's newest Content Management System (CMS). Being one of the first to work with a new system was certainly a calculated risk, and it worked out well for us. This prestigious award only serves to further validate how happy we are with the decision to leverage both CRM and CMS services under one provider."

### **RELATED STORY:**

[New Official Travel & Tourism Website Goes Live for the Hershey Harrisburg Region in May 2015.](#)

According to Smith the strategy behind moving both services with Simpleview has resulted in a more streamlined experience for bureau Partners and a more cost-effective approach for the bureau. The bureau's data maintenance and tracking functions are now more simplified and HHRVB Partners can now interact more directly with the site allowing them to update their own content, upload deals/coupons, and review site performance reports.

"We are continually amazed by the creativity of the Adrian Award submissions," said Fran Brasseur, HSMIA 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."

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### **ABOUT THE HERSHEY HARRISBURG REGIONAL VISITORS BUREAU**

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The HHRVB is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth for Pennsylvania's Hershey & Harrisburg Region through destination marketing and tourism development. The organization, accredited by Destination Marketing Association International (DMAI) since 2010, is committed to actively marketing the tourism assets in Dauphin & Perry County to business and leisure travelers both domestic & international. The bureau also leads regional sales efforts to attract meeting & event organizers, sporting event producers, and group tour leaders. For more information go to [VisitHersheyHarrisburg.org](http://VisitHersheyHarrisburg.org) or call 877-727-8573. Media can use #HHRVB and #HHRVB4Media when tagging stories and social media posts related to the region.

### **ABOUT HSMIA**

The Hospitality Sales and Marketing Association International (HSMIA) 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 HSMIA's MEET, Adrian Awards, and Revenue Optimization Conference. HSMIA is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMIA at [www.hsmia.org](http://www.hsmia.org), [www.facebook.com/hsmia](https://www.facebook.com/hsmia), [www.twitter.com/hsmia](https://www.twitter.com/hsmia) and [www.youtube.com/hsmia1](https://www.youtube.com/hsmia1).