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KSL RESORTS RECOGNIZED FOR MARKETING PROGRAMS
AT ANNUAL HSMAI AWARDS

Hospitality Industry Awards Presented at Celebration in New York City

IRVINE, Calif. – [KSL Resorts](#) properties were lauded with three 2023 Adrian Awards – for marketing programs orchestrated by Camelback Resort, Silverado Resort and its Central Coast Collection – at the Hospitality Sales and Marketing Association International’s (HSMAI) 67th annual awards celebration held February 13 at the New York Marriott Marquis. Additionally, Jeff Senior, who recently retired from his role as KSL Resorts’ chief commercial officer, received the Albert E. Koehl Award for Career Achievement in Hospitality Marketing.

Each year, the HSMAI awards recognize exceptional sales, marketing, revenue optimization and distribution leaders in hospitality, travel and tourism organizations for achievements during the preceding 18 months. This year’s theme, WanderLOVE, highlighted the stories of “remarkable ads, campaigns and experiences that sparked a love for travel, igniting a desire for exploration among travelers worldwide.”

This year’s accolades for KSL Resorts include:

- **KSL Resorts’ Central Coast Collection** – comprised of six boutique properties including Avila Lighthouse Suites in Avila Beach, Pismo Lighthouse Suites and Shore Cliff Hotel in Pismo Beach, Paso Robles Inn and The Piccolo in Paso Robles and Vespera Resort on Pismo Beach – was recognized with a Bronze Adrian award for a multi-faceted “Super Blooming” campaign, coinciding with the region’s vibrant wildflower “super bloom” – an annual natural phenomenon which attracts thousands of visitors to the region. This first ever portfolio-wide program offered guests up to 20% off the best available rate for hotel stays booked directly as well as two complimentary superbloom-inspired cocktails. Supported by a press release/media outreach, e-newsletters, landing pages and advertisements on social media and Expedia, the campaign produced optimum results, boosting occupancy and generating 1,041 room nights throughout the Central Coast portfolio.
- **Camelback Resort** – a top year-round recreational destination nestled in the Pocono Mountains – was honored with a Silver President’s Adrian Award for a video campaign and a Bronze Adrian Award for a social media campaign both commemorating “60 years of Camelback” – a digital homage to the resort’s six decades as a top Pocono Mountain ski resort and subsequent evolution into a year-round outdoor destination. To create the program, Camelback’s marketing team unearthed numerous historical documents – developing an engaging campaign bridging past with present.

- **Silverado Resort and Spa** – an award-winning retreat in the heart of Napa Valley wine country – earned a Bronze Adrian award for its vibrant and video-rich new website. Masterminded by We Are Fine – a San Francisco-based digital branding agency – the site captures the essence of the legendary wine country destination by inspiring active lifestyles and enriching activities across all generations so guests can live their fullest lives.

According to Kristie Goshaw, chief commercial officer, “These awards are the result of the dedication and vision of KSL Resorts’ talented and industrious marketing teams. We are thrilled to be recognized with these latest accolades, which reflect the unique spirit of each world class destination – and are grateful for the hard work and creativity of everyone involved.”

About KSL Resorts

KSL Resorts is a full-service hospitality company that manages world-class destination resorts, hotels and clubs, many with a wide array of outstanding recreational amenities including spa, golf, tennis, ski and beach locations. Managed properties include Camelback Resort and Blue Mountain Resort – both in the Pocono Mountains, PA; Vespera Resort on Pismo Beach, CA; Silverado Resort (Napa, CA); Avila Lighthouse Suites (Avila Beach, CA); Pismo Lighthouse Suites and Shore Cliff Hotel (Pismo Beach, CA); Paso Robles Inn and The Piccolo (Paso Robles, CA); and Sheraton San Diego Hotel & Marina. Asset managed properties include Fairmont Grand Del Mar (San Diego, CA); Renaissance Esmeralda Resort & Spa (Indian Wells, CA); Marram (Montauk, NY); and Outrigger Hotels and Resorts (Hawaii and worldwide). More information may be found at kslresorts.com.

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