

## FOR IMMEDIATE RELEASE

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### **HSMAI TO HONOR SECOND WAVE MARKETING WITH A BRONZE ADRIAN AWARD FOR OUTSTANDING TRAVEL MARKETING**

*Award winners to be celebrated at an in-person event in New York in February*

**PLANO, TX**, Jan. 26, 2024 — Second Wave Marketing (“Second Wave”), a hotel-focused marketing and branding agency embedded within [Evolution](#) Hospitality, the lifestyle division for leading third-party hotel management company [Aimbridge](#), has been awarded a Bronze Adrian Award in the Brand Campaign Advertising category from Hospitality Sales & Marketing Association International ([HSMAI](#)). HSMAI is the industry’s leading advocate for intelligent, sustainable hotel revenue growth and provides hospitality professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue. The annual Adrian Awards Celebration will honor hospitality marketing excellence on Feb. 13, 2024.

Second Wave developed and launched the brand identity for the Evolution-managed Kissel Uptown Oakland, the first luxury hotel of its kind in Uptown Oakland, California, leading to this industry recognition. The branding campaign successfully positioned the Unbound Collection by Hyatt as a premium choice, and showcased the hotel's distinctive luxury offerings, including one of the only rooftop bars in downtown Oakland.

Additionally, the award-winning campaign showcases Second Wave’s strength in delivering custom marketing strategies and services intended to enhance brand awareness and drive revenue for properties across the entire Aimbridge portfolio.

“This campaign and this honor from HSMAI is a testament to the creativity and imagination we apply to outstanding properties across the United States, and specifically in capturing the vibrant essence of Oakland,” said Eric Ettlin, vice president of marketing of Second Wave. “As a team, we are passionate about crafting hotel stories, brands, and experiences for hotel guests within Aimbridge’s portfolio, including the Evolution lifestyle properties. We are incredibly honored to represent Aimbridge, Evolution and Kissel Uptown at the Adrian Awards in February.”

The Adrian Awards are the largest and most prestigious competition in global travel marketing, attracting leading hospitality, travel, and tourism marketing executives and their agencies. This year’s theme, WanderLOVE, highlights the stories of remarkable ads, campaigns, and experiences that sparked a love for travel, igniting a desire for exploration among travelers worldwide.

“The Adrian Awards celebrate the innovation and ingenuity that fuel our success and recognize the marketing leaders whose extraordinary efforts literally ‘open the doors’ to exploration and excitement,” said Robert A. Gilbert, CHME, CHBA, president and CEO of HSMAI. “Their work inspired the world to get out and create memories through travel, and HSMAI is proud to honor them.”

Winning entries will be viewable in the winners’ gallery online following the celebration on February 13. Visit <https://adrianawards.hsmmai.org/> for more information on the event and competition.

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### **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 and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as the Marketing Strategy Conference, Adrian Awards, and HSMAI ROC. Founded in 1927, HSMAI is a membership organization comprising more than 5,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at [hsmmai.org](https://hsmmai.org), [HSMAI Facebook](#), [HSMAI Instagram](#), [HSMAI Twitter/X](#), and [HSMAI YouTube](#).

### **About Aimbridge Hospitality**

Aimbridge Hospitality is a leading global hospitality management company with a growing hotel portfolio representing more than 1,500 properties under contract in 20 countries. As a top hotel management company and trusted operator of over 80 lodging brands and distinctive luxury and lifestyle assets, Aimbridge leverages its scale and operational excellence to consistently deliver results for hotel owners and offer unparalleled opportunities for associates around the globe. Aimbridge adds value through focused, expertise-driven operating divisions in Full Service, Evolution Lifestyle, Enhanced Select Service, and Select Service, optimizing owners' investment returns and driving hotel market success. The Aimbridge EMEA Division has supporting offices across Europe in Amsterdam, Birmingham, and Glasgow. The Aimbridge LatAm Division has offices in Monterrey and Mexico City. Aimbridge Hospitality's global headquarters is based in Plano, Texas. To learn more, visit [www.aimbridgehospitality.com](http://www.aimbridgehospitality.com). Connect with Aimbridge on [LinkedIn](#).

### **About Second Wave Marketing**

Second Wave, embedded within Evolution Hospitality, the lifestyle vertical of Aimbridge Hospitality, is a marketing agency that specializes in branding, marketing, and website development for hotels and their outlets. Second Wave’s expertise covers all hotel models, making the agency a one-stop resource for hotel owners and groups. For more information, visit [www.SecondWaveMarketing.com](http://www.SecondWaveMarketing.com).