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## FROM HKHotels

### **HKHotels Receives Several Adrian Awards**

#### ***HKHotels Honored for Excellence in Advertising***

**New York, NY – January 26, 2009** – The Hospitality Sales & Marketing Association International (HSMIA) will recognize **HKHotels** with a **Silver and Bronze** Adrian Award for **advertising** excellence for its winning entry in the 52<sup>nd</sup> annual Adrian Awards Competition, the largest and most prestigious travel marketing competition globally.

HSMIA will pay tribute to **HKHotels** during the 19<sup>th</sup> annual HSMIA Adrian Awards Gala, a black-tie affair attended by more than 1,000 hospitality, travel and tourism marketing executives, on Jan. 26, 2009 at the New York Marriott Marquis.



**2008 HSMIA  
ADRIAN  
AWARDS  
WINNER  
ADVERTISING**

**HKHotels, along with graphic design artist Tari Prinster, was awarded Silver for the Hotel Giraffe and Bronze for the Hotel Elysée for their new brochure design. Judged by expert professionals in hospitality, travel, tourism and media, the entries were chosen based on their own merit and success in achieving their objectives. HKHotels has won previous awards for website design, e-mail marketing and public relations.**

**“We are thrilled and honored to be recognized by the HSMIA. We strive for excellence in every way,” stated Adele Gutman, VP of Sales and Marketing for HKHotels. “We believe communication with our customers is one of the most important keys to our success, and our brochures are the first step in that process.”**

This year’s contest attracted nearly 1,300 entries from around the world, with entries judged by top executives from all sectors of the industry.

In addition to celebrating HKHotels’ award-winning work, the Gala honors lifetime achievement and the “Top 25 Most Extraordinary Minds in Sales and Marketing.” All winning entries will be accessible in the Adrian Awards Winners Gallery online following the gala at [www.adrianawards.com](http://www.adrianawards.com).

#### **HSMIA**

HSMIA is the hospitality industry source for knowledge, community, and recognition for leaders committed to professional development, sales growth, revenue optimization, marketing, and branding. With a strong focus on education, HSMIA has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual

events, including HSMIA's Affordable Meetings®. Founded in 1927, HSMIA is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. For more information on HSMIA, contact the Hospitality Sales & Marketing Association International, 1760 Old Meadow Road, Suite 500, McLean, Va. 22102; (703) 506-3280; fax (703) 506-3266, or visit the website at [www.hsmia.org](http://www.hsmia.org).

### **About HKHotels**

The innovative and much acclaimed HKHotels collection includes the glamorous Hotel Giraffe on 26th and Park Avenue South; the book-lovers paradise, the Library Hotel on 41st and Madison Avenue; the country French Style Hotel Elysee on East 54th and Madison Avenue; and the Moroccan motif Casablanca Hotel on 43<sup>rd</sup>, just off Broadway. Currently, designs for new HKHotels are in the works in other key locations in the US, Canada and Europe.

For more information on Henry Kallan or any HKHotel please contact Adele Gutman at 212.201.1153 or visit: [www.hkhotels.com](http://www.hkhotels.com)

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