

## Gold & Silver Awards for St. Vincent and the Grenadines



**12 November 2010**

**Kingstown, SAINT VINCENT:** The Hospitality Sales & Marketing Association International (HSMAI) has recognized St. Vincent and the Grenadines (SVG) with Gold and Silver Adrian Awards, for the country's outstanding broadcast coverage on four national television programs in less than one year. The Adrian Awards – now in its 54th year – is the world's largest and most prestigious travel marketing competition.

The winners will be acknowledged at a black-tie special awards presentation held at New York Marriott Marquis Times Square Hotel on Monday January 31, 2011, historically attended by more than 700 industry and marketing executives. These broadcast campaigns were led by the Tourism Authority and SVG's New York-based public relations agency, Spring, O'Brien & Co., Inc.

"We are thrilled to have been acknowledged among destinations worldwide for these two important awards," said Hon. Glen Beache – SVG Minister of Tourism. "It was a pleasure working with major broadcast shows like Good Morning America on ABC, and Anthony Bourdain's No Reservations on Travel Channel. These are the types of programs that will put our islands' natural attractions and culinary offerings on the American traveler's map. We are grateful for our stakeholders' unprecedented support, which made these programs possible and has resulted in SVG getting broadcast coverage worth millions of dollars, with a very small financial outlay."

SVG won the Gold Award in the "Feature Placement Television" category, for the five-minute, coveted placement on ABC's "Good Morning America," America's #2 morning news and talk show with 4.5 million viewers each day. The first segment, which highlighted Bequia, Tobago Cays, Mayreau and Petit St. Vincent aired on January 10, 2010. The online coverage on ABC.com included editorial about the Grenadines, plus a slideshow with photos from the region. The second segment, which was dedicated to St. Vincent alone, aired on April 18, 2010. The online coverage on ABC.com featured an article about the main island, as well as a slideshow with images from soft adventure attractions.

In addition, the destination was awarded a Silver Award in the "Marketing Program Consumer" category, for all-encompassing television coverage in less than one year. Anthony Bourdain selected SVG for the 2010 Season Premiere. His popular one-hour Travel Channel show, "No Reservations," featured the islands' natural wonders above and beneath its pristine waters, and it also introduced a selection of indigenous culinary offerings – a never-before-seen side of the country.

The GMA segments reported that “(SVG) is not a mass tourism destination, helping to preserve its natural beauty and authentic Caribbean feel.” Travelscope dedicated a 30-minute program to SVG, in 175 markets, slated to air in Summer 2011. SVG and the partner private island resort received a total of 25-seconds visual and verbal coverage on “Four Weddings” on PBS.

Founded in 1927, HSMAI is an individual membership organization comprising nearly 7,000 members worldwide, with 36 chapters in the Americas region. For more information on the Adrian Awards, visit [www.adrianawards.com](http://www.adrianawards.com).

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