

FOR IMMEDIATE RELEASE

### **eTourism Summit Announces Winners in Third Annual eTSY Awards**

ORLANDO, Nov. 10, 2020—Connect Travel, owner and producer of eTourism Summit, is pleased to announce the winners of the 3rd Annual eTSY Awards. The recognition goes to destination marketing organizations and their media partners during the eTourism Summit, now in its 21st year.

Powered by Expedia Group Media Solutions, the eTourism Summit Excellence Awards celebrate the best of 2019-2020 tourism promotion with awards in 11 categories covering destination campaigns focused on website content, video, email, augmented and virtual reality, website, influencers and innovative approaches.

“The quality of digital marketing in the travel and tourism industry is impressive. Every category was highly competitive,” said J. William Seccombe, president of Connect Travel. “We applaud everyone for submitting examples of great work and congratulate the winners.”

The call for entries opened in May 2019 and concluded four months later, garnering strong interest from city, state, county, and regional DMOs and attractions throughout the U.S. Appreciation goes to a panel of expert judges: Monya Mandich, Global Vice President, Marketing at Expedia Group Media Solutions; Brian Matson, Senior Director of Strategy & Education at TwoSix Digital; and Matt Stiker, Founder of Capital M Marketing who considered budget as well as three key criteria: strategy and objective; creativity; and impact/measurability.

“With the uncertainties brought on by the pandemic, this year's submissions demonstrated agility and creativity as travel brands continuously adapted their efforts to remain relevant and engage with consumers in meaningful ways, even when they're not traveling,” said Mandich. “The importance of travel—now and in the future—was highlighted across the submissions and the campaigns illustrated how travel brands are using this time to reflect, improve and innovate to maintain connections and continue inspiring consumers to dream of travel, she added.

Regarding 2020 eTSY Award entries, Matson said, “This year showcased the versatility and creativity required to execute remarkable online campaigns during an extremely challenging time. It’s great to see that so many DMOs innovated in ways that serve to inspire and elevate the marketing efforts of the entire community.” Stiker commented, “DMOs are facing unprecedented challenges this year, and yet as evidenced by these entries, they're responding with creativity and innovation, reminding people in the industry and outside of it that tourism is the lifeblood of our local, regional and national economy.”

## 2020 eTSY Award Winners

**Best Campaign That Went Viral** — “Travel Iowa Parks Passport” by Iowa Tourism Office

**Best Content Marketing Program (small budget)** — “Art Macao U.S. Launch Campaign” by Macao Government Tourism Office

**Best Content Marketing Program (small budget)** — “BeLONG on Long Island” by Discover Long Island

**Best eMail Marketing Campaign** — #SanJoseLove Covid-19 by Visit San Jose & MMGY Global

**Best Influencer Marketing Campaign (large budget)** — South Carolina Pimento Cheese by South Carolina Department of Parks, Recreation and Tourism

**Best of Augmented, Mixed or Virtual Reality Campaign** — Table Rock State Park Virtual Reality Experience by South Carolina Department of Park, Recreation and Tourism

**Best Use of Video (large budget)** — Discover Puerto Rico’s Virtual Vacay Campaign by Discover Puerto Rico

**Best Use of Video (small budget)** — “Don’t Come Here” by Florida’s Treasure Coast and Madden Media

**Best Website (large budget)** — ExploreMinnesota.com

**Best Website (small budget)** — VisitFlagler.com

**Innovation Award for Best Use of Ideas or Technology** — Discover Puerto Rico COVID-19 Response: Virtual Vacay Campaign by Discover Puerto Rico and Miles Partnership

ABOUT eTOURISM SUMMIT: Since 2000, eTourism Summit, produced by Connect Travel, has represented the intersection of fast-moving digital and tourism in an interactive setting where destination marketers, attractions, and their vendors present and receive updates on the latest trends in media tools, platforms, content, search, social media, mobile, and web design. In 2018, the annual eTSY Awards were introduced to recognize and share outstanding consumer-facing campaigns. The Travel Vertical is a free weekly e-newsletter of curated items especially for and by the eTourism community.

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