

FOR IMMEDIATE RELEASE

eTourism Summit Announces Winners in Fourth Annual eTSY Awards

LAS VEGAS, Sept. 20, 2021—Connect Travel, owner and producer of eTourism Summit, is pleased to announce the winners of the 4th Annual Excellence “eTSY” Awards in partnership with Expedia Group Media Solutions and Destination Marketing Podcast. The recognition goes to destination marketing organizations and their media partners to recognize and celebrate the best of 2020-2021 campaigns and programs with awards in a dozen original categories, including website content, video, email, augmented and virtual reality, influencer marketing and innovation.

The awards will be presented live on Sept. 21 during the 22nd Annual eTourism Summit in Las Vegas, co-located with IPW, Connect THRIVE Summit.

“The quality of digital marketing in the travel and tourism industry is always impressive. This year, every category was highly competitive,” said J. William Seccombe, president of Connect Travel. “We applaud everyone for submitting such outstanding entries and congratulate the winners.

The call for entries opened in May 2021 and concluded four months later, garnering strong interest from city, state, county, regional, and international DMOs and attractions.

In accepting the award for *Best Campaign That Went Viral* on behalf of VisitLEX, Gathan Borden, Vice President of Marketing, said, “One of our key tactics is following culture, and when we saw all the accolades and hype around ‘The Queen’s Gambit’ with its direct ties to Lexington, Kentucky we felt it was a prime opportunity to showcase our amazing city and allow the creative culture and community that exists here to be a part of marketing Lexington as a travel destination.”

California’s Visit Napa Valley explained the inspiration behind its *Best Website* award. “We brought the Napa Valley experience to life digitally with a new website design that is a blend of world-class elegance and rustic charm. [It] features the destination with stunning images and videos, hand-drawn illustrations inspired by wine labels, user-generated images and tips, expansive FAQ sections, playful custom maps, and an expanded showcase of our business partners on nearly every page of the website.”

Appreciation goes to a panel of five expert judges: Manya Mandich, Global Vice President, Marketing at Expedia Group Media Solution; Derek Price, Director of Business Development North America at Expedia Group Media Solutions; Adam Stoker, President & CEO of Relic Advertising and Host of Destination Marketing Podcast; Zeek Coleman, Senior Director, Product Marketing at ADARA, Inc.; and Alvaro Melendez, Co-founder & CEO at CRANT. Judges considered budget as well as three key criteria: strategy and objective; creativity; and impact/measurability.

2021 eTSY Award Winners

Best Campaign That Went Viral
"The Queen's Gambit"
VisitLEX in partnership with Cornett

Best Content Marketing Program (large budget)

"Life. At Your Pace."
Visit Williamsburg

— AND —

Best Content Marketing Program (large budget)

South Carolina State Parks Virtual Programming
South Carolina Department of Parks, Recreation & Tourism

Best Content Marketing Program (small budget)

"My Happy Place" COVID-19 Recovery Strategy Campaign
Traverse City Tourism in partnership with Madden Media

Best Email Marketing Campaign

Costa Rica Essentials Email Campaign
Costa Rica Tourism Board in partnership with MMGY Global

Best Influencer Marketing Campaign (large budget)

Support Local Restaurants Influencer Campaign
South Carolina Department of Parks, Recreation & Tourism

Best Influencer Marketing Campaign (small budget)

Escape to Taiwan
Taiwan Tourism Bureau

Best Use of Augmented, Mixed or Virtual Reality

Atlantic City Virtual Reality Experience
Meet AC

Best Use of Video (large budget)

Alabama Tourism Department's Take It All In Responsibly
Alabama Tourism Department in partnership with Intermark Group

—AND—

Best Use of Video (large budget)

“Life’s Rewards” Series
Visit St. Pete Clearwater and Visit Florida in partnership with Miles

Best Use of Video (small budget)

What is Economic Development? - LEGO edition
Economic Development Winnipeg

Best Website (small budget)

VisitNapaValley.com
Visit Napa Valley

Best Website (large budget)

DiscoverAtlanta.com
Atlanta Convention & Visitors Bureau in partnership with Madden Media

Innovation Award

Visit Savannah Midweek Campaign
Visit Savannah

Innovation Award

How Visit Tampa Bay Went From Selling to Leading
Visit Tampa Bay

ABOUT eTOURISM SUMMIT: Founded in 2000, eTourism Summit is the signature event for destination marketing professionals focused on digital media. Attendees at the annual eTourism Summit get up-to-the-minute, real life examples of the latest applications in video, content marketing, email marketing, search, social media, AI and VR, mobile and web design. They share case studies that demonstrate how fellow tourism marketers, vendors and other partners innovate to build incremental traffic at every stage of the funnel. For more information, visit www.eTourismSummit.com.

ABOUT CONNECT TRAVEL: Connect Travel creates efficient and effective environments to expedite the sales process by connecting tourism professionals with the products, services, people and ideas that allow them to thrive in a rapidly evolving and highly competitive global marketplace. For more information, visit connecttravel.com.

ABOUT CONNECT: Connect is a leader in the meetings, travel and tourism industry. Specializing in destination marketing, the company produces a full suite of digital programs, online and mobile solutions, meeting business and travel magazines, trade shows and consumer events, travel guides for newspapers and leisure magazines and destination information, which is distributed through broadcast and custom programs. More information about the company's brands and services at connectmeetings.com

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