



### **Desires Hotels Receives Platinum Award from HSMIAI**

*Boutique Collection Recognized as a Top Company in Hospitality Web Marketing*

New York, NY January 27, 2009 — Desires Hotels received the prestigious Platinum Award in Web Marketing at the Hospitality Sales & Marketing Association International (HSMIAI) Adrian Awards. The winners of the 52nd annual Adrian Awards are selected from nearly 1,300 entries from around the globe. Presented in New York City on January 26th, HSMIAI recognized the top companies and individuals in hospitality, travel and tourism advertising, public relations and Web marketing. “We are honored to have achieved this award from our peers,” says Doug Carrillo, Senior Vice President of Sales and Marketing at Tecton Hospitality and Desires Hotels and recipient of HSMIAI’s 25 Top Marketing Minds of 2008, “Receiving both of these awards exemplifies the success that Desires Hotels has experienced this year.”

Winners of the Platinum Award were judged from a field of 100 Gold winners in each category on the following criteria: creativity and innovation; cutting edge sales or marketing campaigns; triumph in challenging situations; and sales efforts that resulted in dramatic gains. Also, Platinum Award winners are featured in a special section of the HSMIAI Marketing Review, and in the Adrian Awards Winners Gallery at [Adrianawards.com](http://Adrianawards.com). “HSMIAI congratulates our 2008 winners, who represent a group of hard-working and talented leaders,” said Robert A. Gilbert, CHME, CHA, president and CEO of HSMIAI. “The Adrian Awards is a time to celebrate our achievements as an industry.”

The HSMIAI Adrian Awards honor creative brilliance and best practices in hospitality, travel, and tourism-related marketing. In its 52nd year, the competition has evolved into the world’s most renowned and prestigious advertising, public relations, and web marketing competition specifically tailored for the hospitality, travel, and tourism industries.

### **About Desires Hotels**

From the neon lights on Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, to the cobbled adoquine streets of Old San Juan, or right in the heart of Times Square, Desires Hotels is a unique collection of independently created modern boutique hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate

the “Your Desires” program that tailors a unique experience to every guest. Desires Hotels deliver unexpected amenities in stylish settings.

For more information about Desires Hotels and their locations, call 866-593-4330 or visit [Desireshotels.com](http://Desireshotels.com).

### **HSMAI**

HSMAI 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, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMAI's Affordable Meetings®. Founded in 1927, HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. For more information on HSMAI, 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.hsm.ai](http://www.hsm.ai).

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