

Congratulations

DOUBLETREE BY HILTON HOTEL ORLANDO AT SEAWORLD, UNITED STATES

2016 EXCELLENCE IN MARKETING WINNER

AMERICAS: 225 ROOMS OR MORE



Best ongoing, tactical or launch marketing campaign to drive revenue or awareness of the property and ultimately the DoubleTree brand. Tactics can include all marketing media/channels including social media, print, digital, package promotion and/or radio/TV. Entry should describe the situation/background, campaign strategy, objectives, tactics and results, as well as any use of brand tools such as Expion, brand.com and Revinate. *Nomination based.*