

LONDON HILTON  
ON PARK LANE

THE  
**TRAVEL**  
MARKETING  
AWARDS

9 MARCH 2020

## #TTMA2020 – The Results

The **Results Brochure** is coming soon – [click here](#) to receive your copy by email. In the meantime, here are the full set of winners, and runners up.

Congratulations to you all!

Advertising Agency	Winner	MDSG
	Second	One Black Bear
<b>Advertising Campaign [&lt;£250k Media Spend]</b>	<b>Winner – Gold</b>	<b>A Better Way to Fly by agenda21 &amp; Sound for Air New Zealand</b>
	Second	Scotland Routes Campaign by Manchester Airport
	Third	See the Show, Visit the Set by All About the Story and Mail Metro Media for Come From Away and Destination St John's
	Finalist	The Austin Ambassadors by MDSG for Visit Austin
	Finalist	Australia's Natural South with Nick Baker by Digital Spring for South Australian Tourism Commission
<b>Advertising Campaign [&gt;£250k Media Spend]</b>	<b>Winner - Gold</b>	<b>Real Travel Campaign by Slider Creative for Hampton by Hilton</b>
	Second	Who Knows What You're Going Home To by One Black Bear for National Express
	Third	Valletta City Break by MTA / Mirabelle / Mediacom North / Brighter Group for Malta Tourism Authority
<b>Affinity Marketing &amp; Sponsorship</b>	<b>Winner - Bronze</b>	<b>KENYA X GRIND by Hills Balfour for Kenya Tourism</b>
	Second	Clinique ID at Manchester Airport by Manchester Airport, Clinique & Duffy
<b>Brand Relaunch</b>	<b>Winner - Gold</b>	<b>Where Luxury is Personal by MRM McCann for Crystal Cruises</b>
	Second	So Sri Lanka by BCW + Wunderman Thompson Sri Lanka for Sri Lanka Tourist Board
	Third	Just You Brand Relaunch by Just You
	Finalist	We do things your way by Accord Marketing for CV Villas

	Finalist	Colours by MDSG for Mauritius
<b>Brochure</b>	<b>Winner - Silver</b>	<b>Winged Boots: The Lifestyle Brochure Volume Two by Winged Boots</b>
	Second	2019 Brochure Collection by Parker Design for Exodus Travels
	Third	Sailing the Seven Continents With Cookson Adventures by Cookson Adventures
	Finalist	USA & Canada Brochure by Kuoni
	Finalist	Travelsphere by Travelsphere
<b>Challenger Travel Brand Of The Year</b>	<b>Winner</b>	<b>icelolly.com</b>
	Second	Travelsphere
	Third	Point A Hotels
	Finalist	Playitas
	Finalist	Humphreys of Henley
<b>Consumer Press</b>	<b>Winner – Silver</b>	<b>Five Get Into The Swing Of It by Adam&amp;EveDDB for Great Western Railway</b>
	Second	Getting On and Loving it by One Black Bear for National Express Bus
<b>Content Marketing</b>	<b>(Joint) Winner - Gold</b>	<b>Monty Halls in Western Australia by SLC Representation for Tourism Western Australia</b>
	<b>(Joint) Winner - Gold</b>	<b>Made By Britain by Cedar for British Airways</b>
	Third	Local Legends by Studio Black Tomato for Explore Charleston
	Finalist	Meet Your South Africa by The Brighter Group, a Finn Partners Company for South African Tourism
	Finalist	Find Your People by Contiki Marketing Lab for Contiki
<b>Creative Agency</b>	<b>Winner</b>	<b>Vivid</b>
	Second	Studio Black Tomato
	Third	One Black Bear
<b>Customer Magazine</b>	<b>Winner – Silver</b>	<b>Preferred Travel by Think for Preferred Hotels &amp; Resorts</b>
	Second	Kuoni Magazine by Kuoni
	Third	Into The Blue by Bolsover Cruise Club
<b>Destination Brand of the Decade</b>	<b>Winner</b>	<b>Tourism NI</b>
	Second	Japan National Tourism Organization
	Third	Malta
	Finalist	Tourism Western Australia
	Finalist	Turismo Centro Portugal
<b>Digital Agency</b>	<b>Winner</b>	<b>Accord Marketing</b>

	Second	Digital Visitor
	Third	3Sixty Digital
<b>Digital Marketing Campaign</b>	<b>Winner - Gold</b>	<b>We are the Islanders by Vivid for Isle of Man</b>
	Second	Bet You Didn't Know by agenda21 for Air New Zealand
	Third	Find Yourself in British Columbia by KBC PR & Marketing for Destination British Columbia
	Finalist	Celebrity Edge Microsite by 3Sixty Digital for Celebrity Cruises
	Finalist	Royal Museums Greenwich – Endeavour Galleries by Digital Visitor for Royal Museums Greenwich
<b>In-house Marketing/PR Team</b>	<b>Winner</b>	<b>lastminute.com – Marketing Team</b>
	Second	Travel Chapter (home of holidaycottages.co.uk) – Marketing Team
	Third	G Touring – Marketing/PR Team
	Finalist	TUI – PR team
	Finalist	Carrier – Marketing Team
<b>Innovative Marketing</b>	<b>Winner - Bronze</b>	<b>Hop It! by Front Page for Air New Zealand</b>
	Second	Lauderdale X London Art Swap by MDSG AND Hills Balfour for Visit Fort Lauderdale
	Third	Out Of Office Podcast by Contiki Marketing Lab for Contiki
<b>Integrated Campaign (&lt; £500,000 Media Spend)</b>	<b>Winner - Gold</b>	<b>Canine Critics by Canine Cottages (Part of the Travel Chapter)</b>
	Joint Second	A Better Way to Fly by agenda21 & Sound for Air New Zealand
	Joint Second	Scotland Routes Campaign by Manchester Airport
	Finalist	Meet Your South Africa by The Brighter Group, a Finn Partners Company for South African Tourism
	Finalist	See the Show, Now Visit the Set by All About the Story and Mail Metro Media for Come From Away and Destination St John's
<b>Integrated Campaign (&gt; £500,000 Media Spend)</b>	<b>Winner - Gold</b>	<b>Travel worth talking about by O&amp;G and Designate for Kuoni</b>
	Second	Take The Train by LIDA for Stansted Express
	Third	Reunite by TUI
	Finalist	Legends of Catalonia by Aftershare.tv for Catalan Tourist Board
<b>International Campaign</b>	<b>Winner - Gold</b>	<b>ScUber by Herd MSL in partnership with Publicis Worldwide for Tourism and Events Queensland</b>
	Second	The Canine Critic by One Green Bean London for Hotels.com

	Third	We've Come a Long Way by Jago for Tourism Northern Ireland
	Finalist	Manchester Airport Chinese New Year Campaign by Manchester Airport
	Finalist	Ensana Brand Launch by Jiminy Creative for Ensana
<b>Marketing Agency</b>	<b>Winner</b>	<b>Accord Marketing</b>
	Second	Vivid
<b>Out of Home</b>	<b>Winner - Gold</b>	<b>Take The Train by LIDA for Stansted Express</b>
	Second	Travel worth talking about by O&G and Wavemaker for Kuoni
	Third	Hot Tub Party by One Black Bear for National Express
<b>PR Agency</b>	<b>Winner</b>	<b>Best PR Agency by The Brighter Group, a Finn Partners Company for The Brighter Group</b>
	Second	LOTUS
	Third	Tin Man
	Finalist	Jago
	Finalist	Black Diamond
<b>PR Strategic</b>	<b>Winner - Gold</b>	<b>On Track for Brand Fame by Tin Man for East Midlands Trains</b>
	Second	Meet Your South Africa by The Brighter Group – A Finn Partners Company for South African Tourism
	Third	Malta for a New Generation: 18-24 year olds by The Brighter Group, a Finn Partners Company for Malta Tourism Authority
	Finalist	Bajan Legends by Siren Communications for Barbados Tourism Marketing Inc
<b>PR Stunt/Experiential Event</b>	<b>Winner - Gold</b>	<b>On Track for Brand Fame by Tin Man for East Midlands Trains</b>
	Second	The Pride Flight by One Green Bean London for Virgin Holidays
	Third	Look into my skies by Tin Man for Thomas Cook Airlines
	Finalist	Chameleon Stunt by GribbonBerry for nhow London
<b>PR Tactical</b>	<b>Winner - Gold</b>	<b>On Track for Brand Fame by Tin Man for East Midlands Trains</b>
	Second	Bar Tender in Paradise by One Green Bean London for Virgin Holidays
	Third	Flight Centre Puts Kids in Charge by Rooster PR for Flight Centre UK
	Finalist	Freckles the Manta Ray by SLC Representation for Tourism Western Australia

	Finalist	Wild Guides by BCW + Wunderman Thompson Sri Lanka for Sri Lankan Tourist Board
<b>Radio</b>	<b>Winner - Gold</b>	<b>100% Pure Welcome by Tourism New Zealand</b>
	Second	Famous Five and the Spring to do List by Adam&EveDDB for Great Western Railway
	Third	Canada Starts Here by Air Transat
<b>Representation Agency</b>	<b>Winner</b>	<b>The Brighter Group, a Finn Partners Company</b>
	Second	LOTUS
	Third	Black Diamond
<b>Rising Star from an Agency</b>	<b>Winner</b>	<b>Alex Newlin, Digital Account Manager, Accord Marketing</b>
	Joint Second	Jasmine Boothroyd, Creative Brand Manager, mr.h
	Joint Second	George Leonard, Senior Account Executive, Lotus
<b>Rising Star of Travel Marketing</b>	<b>Winner</b>	<b>Colette Sullivan, Radisson Red, Marketing &amp; Communications Manager</b>
	Second	Neringa Rackauskaite, Campaign Manager EMEA, Intrepid Travel
	Third	Emanuele Rossi, Programmatic Head of Social, Lastminute.com
<b>Rising Star of Travel PR</b>	<b>Winner</b>	<b>Fiona Hanna, Senior Communications Manager, Jago</b>
	Second	Charlotte Wright, Senior Account Executive, Rooster PR
	Third	LOTUS for Sergen Tuncelli, Junior Account Executive, LOTUS
<b>Search</b>	<b>Winner - Silver</b>	<b>Brilliantly Joined-Up Search by Accord Marketing for ROL Cruise</b>
	Second	The Next Chapter: a Data-Driven Journey to Multi-Brand Success by for Travel Chapter (home of holidaycottages.co.uk)
	Third	How to CAPITALISE and win fast on Google's latest SERP opportunities by lastminute.com for lastminute.com
<b>Social Media</b>	<b>Winner - Silver</b>	<b>Discover Your South Africa by Ginger Juice for South African Tourism</b>
	Second	St. Kitts Shout Out Campaign by Rooster PR for St. Kitts Tourism Authority
	Third	BooHoo Takes Jamaica by The Brighter Group, a Finn Partners Company for Jamaica Tourist Board
	Finalist	Programmatic Social by lastminute.com
	Finalist	Show Us Your ROAS - Making A Measurable & Sustainable Return On Social by for icelolly.com

<b>Technology</b>	<b>Winner - Silver</b>	<b>icelolly.com</b>
	Second	Legends of Catalonia by AFTERSHARE.TV for Catalan Tourist Board
<b>Travel Brand of the Decade</b>	<b>Winner</b>	<b>easyJet</b>
	Second	Thomson/TUI
	Third	Princess Cruises
	Finalist	Kuoni
	Finalist	On the Beach
<b>Travel Brand of the Year</b>	<b>Winner</b>	<b>Intrepid Travel</b>
	Second	Cookson Adventures
	Third	National Express
	Finalist	ANA - All Nippon Airways
	Finalist	Aviate
<b>Video/Film/TV</b>	<b>Winner - Gold</b>	<b>Perfection Takes Time by Studio Black Tomato for Pelagic Fleet</b>
	Second	Oslo is Rubbish by mr.h for Innovation Norway/Visit Oslo
	Third	Travel experts vs the internet by Progress and O&G for Kuoni
	Finalist	Famous Five and the Jewellery Thief by Adam&EveDDB for Great Western Railway
	Finalist	Grinfreeze by The Hatch for Netflights
<b>Website or Microsite</b>	<b>Winner - Silver</b>	<b>Big House Experience Brand, Design and Build by 3Sixty Digital for Big House Experience</b>
	Second	ROL Cruise - Experience the Difference by for ROL Cruise
	Third	notjusttravel.com by Adido for Not Just Travel
	Finalist	Victor Hugo Microsite by TPA for VisitGuernsey
	Finalist	Playitas Web by VUCX for Playitas

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