



**FOR IMMEDIATE RELEASE**

**H SMAI TO HONOR JET LINX AVIATION WITH GOLD ADRIAN AWARD FOR OUTSTANDING TRAVEL  
MARKETING**

*Award Winners to be Celebrated at the H SMAI Adrian Awards Gala  
January 22, 2019, in New York City*

NEW YORK, N.Y. November 19, 2018 – The Hospitality Sales & Marketing Association International ([H SMAI](#)) will honor JET LINX AVIATION, the third largest Part 135 private jet company with 17 Base locations nationwide, with a Gold Adrian Award for advertising excellence for its winning entry, SOAR Magazine, in the 62<sup>nd</sup> annual Adrian Awards – the largest and most prestigious global travel marketing competition.

SOAR Magazine, the company’s flagship quarterly publication, was recognized with a Gold Adrian Award, the highest honor in the annual H SMAI Adrian Awards competition, for a second straight year. The magazine will celebrate its 19<sup>th</sup> edition in Winter 2019, with 2,134 pages so far in its archives brimming with company history, industry intelligence, private aviation expertise and inspirational travel and lifestyle content. “To look at what our lean internal marketing team, bolstered by our company experts and network of partners, clients and travel enthusiasts, has built through SOAR is truly exciting,” noted Jordan Maddex-Kopp, Vice President of Marketing and Strategic Partnerships for Jet Linx. “Through effective visual storytelling, each issue of SOAR takes our clients and prospects deep into a world of luxury and safety only private aviation can unlock. We are so proud of this homegrown effort and are humbled to see our work continually recognized alongside major agencies and sprawling corporate marketing departments.”

“The Adrian Awards celebrate travel marketing innovators whose awesome creativity and hard work are integral not only to the success of their companies, but to the continued growth of the hospitality industry as a whole,” said Robert A. Gilbert, CHME, CHBA, president and CEO of H SMAI. “H SMAI will be proud to recognize these award winners and their outstanding campaigns at the Adrian Awards Gala.”

Jet Linx will be honored during the H SMAI Adrian Awards Gala on January 22, 2019 at the New York Marriott Marquis. Attended by nearly 1,000 hospitality, travel, and tourism marketing executives, this elegant affair is a must-attend industry event. The Adrian Awards Dinner Reception & Gala, recognized as a Top 100 Event in New York City by BizBash, will celebrate award-winning work and the people behind it, lifetime achievement, and the H SMAI Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization.



Winning entries will be viewable in the winners' gallery on the Adrian Awards website. Visit [www.AdrianAwards.com](http://www.AdrianAwards.com) for more information on the event and competition and to view the Adrian Awards Winners' Gallery.

#### **About HSMAI**

The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as [HSMAI ROCET](#), [Adrian Awards](#), and [Revenue Optimization Conference](#). HSMAI is a membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at [www.hsm.ai](http://www.hsm.ai), [www.facebook.com/hsm.ai](https://www.facebook.com/hsm.ai), [www.twitter.com/hsm.ai](https://www.twitter.com/hsm.ai) and [www.youtube.com/hsm.ai](https://www.youtube.com/hsm.ai).

#### **About Jet Linx Aviation**

Jet Linx Aviation is a locally-focused private jet company founded in 1999 as a more personalized approach to national private jet companies. Jet Linx offers two different ways to experience private aviation – a guaranteed Jet Card and an Aircraft Management program – providing its clients with an all-encompassing, local solution to all of their private jet travel needs. Jet Linx is an IS-BAO Stage 3, ARGUS Platinum and Wyvern Wingman safety rated operator, an accomplishment earned by less than one percent of all aircraft operators in the world. It is headquartered in Omaha, Neb. and has additional bases in Atlanta, Detroit, Houston, Indianapolis, Dallas, Ft. Worth, Denver, San Antonio, Scottsdale, St Louis, Tulsa, Nashville, Washington D.C., Chicago, New York and Boston. For additional information, please visit Jet Linx ([www.jetlinx.com](http://www.jetlinx.com)).

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