



PUBLIC RELATIONS • SPECIAL EVENTS

KANIPER SELECTED AMONG TOP 25 CREATIVE MINDS IN THE HOSPITALITY MARKETING BUSINESS



Princeton, NJ (Jan. 5, 2017) - Lynn Kaniper, President of DANA Communications, has been selected as one of the Hospitality Sales & Marketing Association International (HSMAI) Top 25: Extraordinary Minds in Hospitality Sales, Marketing, Revenue Optimization.

Kaniper, a resident of Lawrenceville, said, "I am truly honored to be recognized by HSMAI as one of the Top 25 Extraordinary Minds for 2016. I've always had a passion for hospitality and being able to work in an industry I love has been a gift."

For more than three decades, DANA has been one of the most sought-after, full-service agencies for hospitality, tourism and lifestyle marketing, consistently garnering industry awards and client acclaim. DANA specializes in creative brand strategy, experiential marketing and both traditional and interactive advertising. The company has worked with many world-class brands, including The Hawaiian Islands, Starwood Hotel & Resorts, IMEX America, New Jersey Travel & Tourism, Kiawah Island Golf Resort, Hilton Hotels & Resorts, Kimpton Hotels & Restaurants, Taj Hotels Resorts and Palaces and Kuoni Destination Management.

DANA is based in Hopewell, NJ, with offices in New York, Raleigh, and Los Angeles.

The "Top 25" recipients were selected by a panel of senior industry executives based 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.

The hospitality and travel industry requires creative thinkers and innovators. The HSMAI Top 25 honors these top achievers in sales, marketing, and revenue optimization of hospitality, travel and tourism organizations for their accomplishments in the preceding 18 months.

Kaniper will accept her award at a gala dinner on February 21, 2017, at the New York Marriott Marquis.

“HSMAI is proud to recognize an outstanding group whose impressive achievements define success and inspire their peers in the hospitality industry,” said Robert A. Gilbert, CHME, CHA, President & CEO of HSMAI. “Their deep knowledge, nimble response to changing markets, and innovative solutions have driven their success and strengthened our industry.”

For additional information about DANA Communications, access the web site at www.danacommunications.com.

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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 an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at <http://www.hsm.ai.org>, <http://www.facebook.com/hsm.ai>, <http://www.twitter.com/hsm.ai> and <http://www.youtube.com/hsm.ai>.

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