



NATIONAL COUNCIL OF  
STATE TOURISM DIRECTORS

# MERCURY AWARDS

## 2022 Mercury Award Winners

Explore Minnesota

Broadcast Advertising:  
Television & Smart TV

Wyoming Office of Tourism

Community Building

Travel Oregon

Digital Campaign

Virginia Tourism Corporation

Industry and Strategic Partnerships

Discover Puerto Rico

Innovation Award

Nebraska Tourism Commission

Integrated Marketing and Messaging  
Campaign: State Marketing Budget  
Less Than \$10 Million

South Carolina Department of Parks,  
Recreation & Tourism

Integrated Marketing and Messaging  
Campaign: State Marketing Budget  
More Than \$10 Million

Travel Wisconsin

Printed Collateral Materials

Illinois Office of Tourism (Enjoy Illinois)

Public Relations Campaign

Missouri Division of Tourism

Social Media Campaign

Visit North Carolina

Special Projects

Illinois Office of Tourism

“The Road Less Traveled”

Pennsylvania Tourism Office

Travel Website

Louisiana Office of Tourism

Video, Film or Podcast Series

Visit North Carolina

People’s Choice



..... DESTINATIONS COUNCIL .....

# DESTINY AWARDS

## 2022 Destiny Award Winners

Discover Palm Desert	Advocacy and Grassroots Campaign
Charlottesville Albemarle Convention and Visitors Bureau	Community Building
Visit St. Pete/Clearwater	Destination Website
Sonoma County Tourism	Digital Campaign
Visit Orlando	Innovation Award
Las Vegas Convention and Visitors Authority	Integrated Marketing and Messaging Campaign: Overall Marketing Budget \$1 Million to \$5 Million
Discover The Palm Beaches	Integrated Marketing and Messaging Campaign: Overall Marketing Budget Less Than \$1 Million
Destin-Fort Walton Beach Florida	Integrated Marketing and Messaging Campaign: Overall Marketing Budget More Than \$5 Million
Trumbull County Tourism Bureau	Printed Collateral Materials
Oklahoma City Convention & Visitors Bureau	Public Relations Campaign
Amelia Island Convention & Visitors Bureau	Short-Term Marketing Campaign
Visit Panama City Beach	Social Media Campaign
Greater Miami Convention and Visitors Bureau	Special Projects
NYC & Company	"The Road Less Traveled"
San Francisco Travel Association	Video, Film or Podcast Series
Visit Jackson	People's Choice