



esto

Powered by U.S. Travel Association

Los Angeles

AUGUST 15-17, 2021

DESTINY AND MERCURY AWARDS

Dinner Menu

Dinner Starter

CALIFORNIA APPLE SALAD

Bibb Lettuce, Green Apple, Coachella Valley Dates, Radish,
Goat Cheese, Pistachio, Cider Vinaigrette

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Entrée

ANGUS BEEF FILET

Roasted Garlic Pomme Pureé, Tomato Provençale,
Asparagus, Bordelaise Sauce

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Vegetarian Entrée

EGGPLANT INVOLTINI

Grilled Eggplant Stuffed with Sun-Dried Tomatoes, Capers and Olives,
Saffron Risotto, Spinach, Arrabiata Sauce

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Dessert

OPERA CAKE

Layered Almond Sponge, Coffee Syrup,
French Buttercream, Chocolate Ganache

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Sparkling Wine Served in the Foyer:

Mumm Brut

Wine Served During Dinner:

White: Sonoma-Cutrer Chardonnay

Red: Justin Cabernet Sauvignon

Sponsored by:





..... DESTINATIONS COUNCIL

DESTINY AWARDS

- Advocacy and Grassroots Campaign
- Community Building
- Destination Website
- Destination and Product Development
- Digital Campaign
- Printed Collateral Materials
- Public Relations Campaign
- Social Media Campaign
- Short-Term Marketing Campaign
- Special Projects
- “The Road Less Traveled”
- Video, Film or Podcast Series
- Virtual Programming
- Integrated Marketing and Messaging Campaign: Overall Marketing Budget Less Than \$1 Million
- Integrated Marketing and Messaging Campaign: Overall Marketing Budget \$1 Million - \$5 Million
- Integrated Marketing and Messaging Campaign: Overall Marketing Budget More Than \$5 Million
- People’s Choice



..... NATIONAL COUNCIL OF
STATE TOURISM DIRECTORS

MERCURY AWARDS

- Advocacy and Grassroots Campaign
- Broadcast Advertising: Television
- Community Building
- Digital Campaign
- Industry and Strategic Partnerships
- Printed Collateral Materials
- Public Relations Campaign
- Social Media Campaign
- Special Projects
- “The Road Less Traveled”
- Travel Website
- Video, Film or Podcast Series
- Virtual Programming
- Integrated Marketing and Messaging Campaign: Overall Marketing Budget Less Than \$10 Million
- Integrated Marketing and Messaging Campaign: Overall Marketing Budget More Than \$10 Million
- People’s Choice