



THE AMERICAN ACADEMY OF HOSPITALITY SCIENCES



MEDIA KIT



AAHS

AMERICAN ACADEMY OF HOSPITALITY SCIENCES

The American Academy of Hospitality Sciences is renowned worldwide for awarding excellence in the global travel and luxury services sector. Every year the Academy bestows its coveted International Star Diamond Award exclusively on Five and Six Star quality Hotels, Spas, Golf Courses, Individuals, Restaurants, Chefs, Destinations, Airlines, Cruise lines, and Products. The Star Diamond Award is the most prestigious emblem of achievement and true quality in the hospitality and luxury services industries worldwide and officially recognizes our recipients with worldwide recognition.

The Academy was founded in Chicago, Illinois as an International Restaurant Rating Bureau. In 1989 CEO of AAHS, Joseph Cinque relocated the headquarters to New York City where it is located today. The AAHS soon expanded to include a wider range of hospitality in the luxury sector. Today, the Five and Six Star Diamond awards are the most coveted accolades in the hospitality industry and beyond.

The Star Diamond Award recognition is an honor that is recognized and trusted by discerning travelers and cosmopolitan individuals worldwide. What is distinctly impressive regarding the Star Diamond Award is the fact that the AAHS honors excellence that is attained not only on a one-time basis, but rather spotlights the optimal performance of its members in the worldwide tourism and hospitality industry year after year.

Numerous AAHS members have reported that their participation in the AAHS membership has proven to be a powerful lucrative international marketing and staff motivational tool. In addition, the program has yielded positive results across the board, for all our award recipients.

BENEFITS

- Usage of ***THE INTERNATIONAL STAR DIAMOND AWARD™ LOGO*** endorsed with The American Academy's name, displayed as a strategic Marketing Tool on all communication material, such as business cards, stationary, commercials, billboards, etc. as confirmed evidence to the public of the Academy's esteemed evaluation and recommendation.
- The prestigious ***INTERNATIONAL STAR DIAMOND AWARD™ PLAQUE*** personalized for indoor use.
- The prestigious ***INTERNATIONAL STAR DIAMOND AWARD™ PLAQUE*** for exterior use.
- ***INTERNATIONAL STAR DIAMOND™*** hand crafted Lapel Pins for executive staff and VIP Clientele.
- ***INTERNATIONAL STAR DIAMOND™*** hand crafted Cufflinks for executive staff members
- ***CUSTOMIZED INTERNATIONAL STAR DIAMOND AWARD™*** Desk Plate
- The Academy will showcase the Establishment/Organization in our digital ***STAR DIAMOND COLLECTION***, an online Travel Directory of AAHS.
- The Establishment/Organization will be featured in upcoming issues of ***STAR DIAMOND WORLD***, our high gloss, luxury travel & lifestyle magazine published tri-annually.
- Official awards presentation conducted on premises and various selected events will be showcased on Star Diamond TV, with a separate interview conducted by ***STARDIAMOND Styles*** dependent on level of membership.
- The Academy's strong social media presence will feature the recipient periodically throughout the year, promoting different events and any public relations campaign they wish to showcase.

WEB PRESENCE

AAHS SOCIAL MEDIA

The AAHS is committed to highlighting your business in the forefront of our social media channels! We update our feeds daily, and your business will be displayed on the AAHS Facebook, Instagram, Twitter, LinkedIn, Pinterest and Youtube accounts.

We can showcase your current news, and/or all of your happenings and events.

We continuously feature the amazing achievements of our Star Diamond Awarded members.
You are important to us!

FACEBOOK | INSTAGRAM | LINKEDIN

YOUTUBE | TWITTER | PINTREST

*** Please consistantly submit**
material to us so that we can
compile various social media
features for our members on all of
our platforms.

03
AAHS

STARDIAMONDAWARD.COM

An affluent online lifestyle and travel portal featuring:

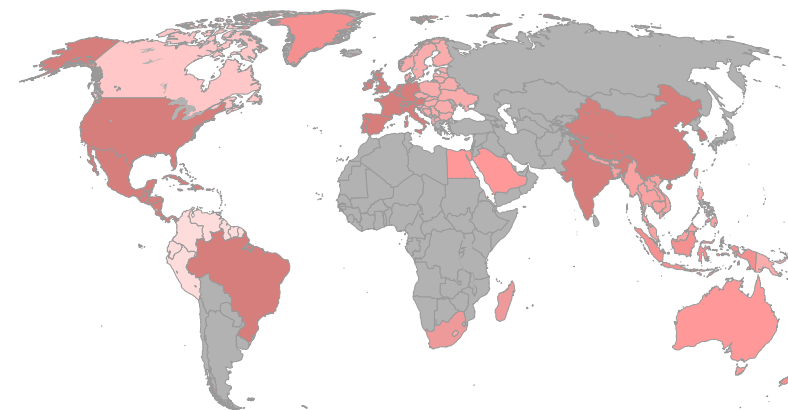
- Unique editorial content
- Entertainment and destination articles
- Supportive and Promotional member videos produced for Star Diamond TV and StarDiamond Styles
- Star Diamond TV and StarDiamond Styles broadcast through the AAHS Youtube, Facebook and LinkedIn.
- Spotlights on Star Diamond Recipients and our Digital Travel Directory

- Analytical data that demonstrates the positive effect stardiamondaward.com has on the recipient's web presence.
- Luxury recipients ranging from large-branded establishments/ organizations to smaller and newer ventures.
- Access to a network with some of the finest and most renown in the hospitality industry
- StarDiamondAward is constantly adding new members to our portfolio throughout the year

STAR DIAMOND COLLECTION

The International Digital Travel Directory is a luxury platform for The AAHS recipients to be showcased globally. This high-end lifestyle platform successfully engages with elite consumers bringing the recipient's luxury brands directly to an upscale audience.

MARKETING & DEMOGRAPHICS



Highest Impact

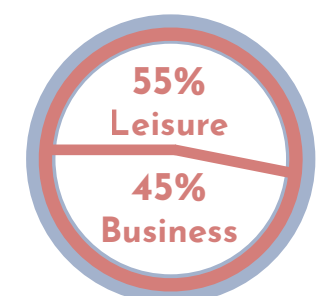
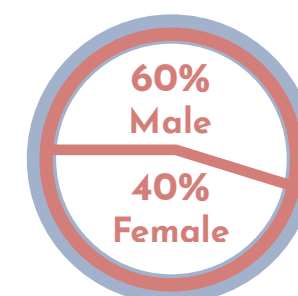
Future Clients



AGES 35 - 60
College Educated

20x More Likely to Have Visited A
Luxury Hotel in the past year

2x More Likely to Have Taken a Vacation
Overseas in the Past 120 Days



MEMBERSHIP

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PRICING

With the membership recipients can look forward to the various benefits, such as being featured in the Star Diamond Collection, Star Diamond World, and upon selection can be considered for STARDIAMOND Styles

Pricing is dependent on type of organization, establishment, individual, as well as page size. For more information on pricing please contact Award@stardiamondaward.com or see your Trustee.

SELECTION PROCESS

AAHS bestows the Star Diamond Award to only a select group of the world’s finest hospitality properties in their respective category and classification. Some of our recipients include Jean-Georges in NYC, La Pergola in Rome and the Dorchester Collection, in addition to top culinary stars such as Alain Ducasse and Heinz Beck, just to name a few.

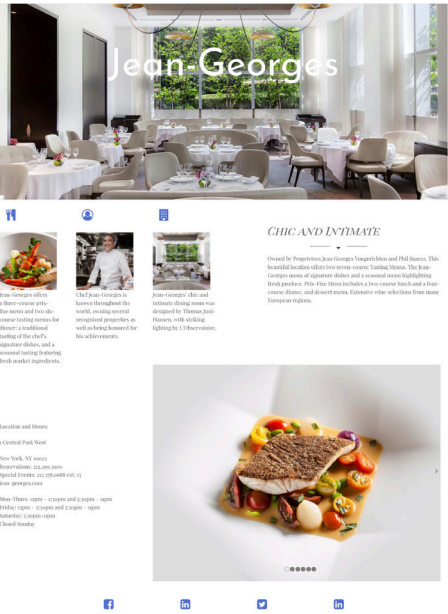
Over the past few decades the International Star Diamond Award has become the most prestigious emblem of achievement and supreme quality. Recognized worldwide as the only true global awards program, reserved for the finest within the luxury hospitality and lifestyle sectors.

Reviews and evaluations are based on the findings of a thorough inspection conducted by an anonymous inspection expert. Upon completion The AAHS international nominating committee and Board of Trustees, come to the final selection process in which invitations are extended to join our exclusive organization.

The Star Diamond Award recipients are the benchmark of the academy’s success. Being awarded is an honor many strive for but few obtain. Every year the recipients seek to exceed the level of standards, set by the Academy for achieving excellence in hospitality.



STAR DIAMOND AWARD
MEMBERSHIP PACKAGE



STAR DIAMOND COLLECTION
DIGITAL TRAVEL DIRECTORY



STAR DIAMOND WORLD
LUXURY TRAVEL AND LIFESTYLE MAGAZINE



STARDIAMOND Styles
THE THIRD EYE OF LUXURY

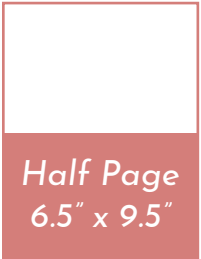
COVER



2-PAGE SPREAD



INTERIOR



CONTENT REQUIREMENTS

PHOTOS

- All images to be supplied in high resolution, 300 DPI, without watermarks via file sharing sites such as dropbox, wettransfer or email.
- Editorial to be supplied in Word document, Pages or Text Edit
- Please be advise a maximum word count of 200.

LOGO

- Adobe Illustrator (.ai) file
- SVG, PDF(Interactive)
- 100% Vector Art
- Transparent Background
- CMYK Color

| Materials Due | Publication Date |
|---------------|------------------|
| December 15 | January |
| April 15 | May |
| August 15 | September |

* Upon Completion Please Allow 2-4 weeks for production & delivery
* Payment due upon submission of materials



AAHS

WORLDWIDE

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