



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 service sector. Each year the academy bestows its coveted International Star Diamond Award exclusively on Five and Six Star quality hotels, spas, golf courses, restaurants, chefs, destinations, private clubs, high-end products, luxury travel, financial institutions, travel hoteliers, VIP figures and all affiliations exemplifying excellence in hospitality. This award is the most prestigious emblem of achievement, recognizing true quality in hospitality and luxury service industries. Our recipients are deemed to be of pinnacle quality and global recognition.

The academy was originally an international restaurant rating bureau in 1949, Chicago, Illinois. Forty years later, in 1989, Joseph Cinque relocated the organization's headquarters from Chicago to New York City, where it's currently based today. The name of the academy was changed and trademarked to The American Academy of Hospitality Sciences to highlight the true essence of luxury and success globally.

The academy continues to bring world-class chefs to the forefront of the culinary landscape by hosting various cooking events that unite together the many talents and flavors of the world's finest cuisine. Joined together with The American Academy's other recipients, this network represents the finest luxury goods and services the world has to offer. Showcasing renowned and Celebrity Chefs such as, Heinz Beck, Alain Ducasse, Pierre Gagnaire, Jean-Georges, Annie Feolde, Dieter Muller, Marc Haeberlin, Daniel Boulud, Guy Savoy, David Burke, Ferran Adria, Thomas Keller, Eric Ripert, Edgar Roman, Harald Wohlfahrt, Susur Lee, Massimo Bottura, Ernesto Iaccarino, David Zefran, Marcus Samuelsson, and other outstanding chefs.

AMERICAN ACADEMY OF HOSPITALITY SCIENCES BENEFITS

- Granting the use of the **International Star Diamond Award Trademark Logo** as a powerful strategic marketing tool.
- Bestowed the prestigious **International Star Diamond Awards Package**:
 1. Personalized Indoor and Annual Outdoor Exterior Awards.
 2. Personalized International Star Diamond Award Desk Plates, portable for convenience.
 3. International Five-Star Diamond Hand Crafted Lapel Pins and Cufflinks to be distributed amongst executive staff and VIP Clientele.
- The Academy will feature your establishments in digital form on our online International Travel Directory: *The Star Diamond Collection*.
- The Academy will showcase the establishment/organization in the *Star Diamond World Luxury Travel & Lifestyle Magazine*: a high gloss luxury travel & lifestyle magazine, where Star Diamond Award members get exclusive coverage. Please note the magazine is distributed throughout to all AAHS recipients worldwide: in the rooms and suites of member hotels, airlines, cruise lines and members of the Medical, Wellness, Financial & Travel Industries.
- **Worldwide online marketing and PR through all AAHS social media and web outlets**, reaching an audience of over 50,000 unique monthly visitors.
- The Five-Star Diamond Award will be formally presented by the core AAHS Executive Team during your Gala or at an event of your choosing.
- **Media Exposure**: as past ceremonies and interviews have been broadcast on networks like CNN and NY1, W-Pix, Fox News, Renowned publications, such as Elite Traveler, Conde Nast, Palm Beach Society, Caras Magazine, Novedades & Quequi México, The Cancun Sun, Haute Living, Newsweek, Bild Zeitung Die Zeit & Morgen "German/European Press", Nice Matin, New Western Cuisine. The Star & Voice Caribbean have all featured articles and photographs about the Academy's recipients and work in their publications.
- An AAHS International Trustee will conduct an interview with you or an executive member of your establishment to be featured on *Star Diamond Styles*: showcasing the heart and soul of the organization for viewers around the globe.
- Additionally, we will facilitate introductions to other members of our organization, all of whom are featured on our website www.stardiamondaward.com and throughout AAHS materials.



AMERICAN ACADEMY OF HOSPITALITY SCIENCES WEB PRESENCE



STAR DIAMOND COLLECTION

The International Digital Travel Directory is a luxury platform for 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.

WWW.STARDIAMONDAWARD.COM

StarDiamondAward.com is an affluent online lifestyle and luxury travel portal:

- Unique editorial content support
- Entertainment and destination articles
- Travel and Member recipient videos through Star Diamond TV
- Inclusive and dedicated e-mails
- Preferred placement on StarDiamondAward.com Homepage

Content Distribution

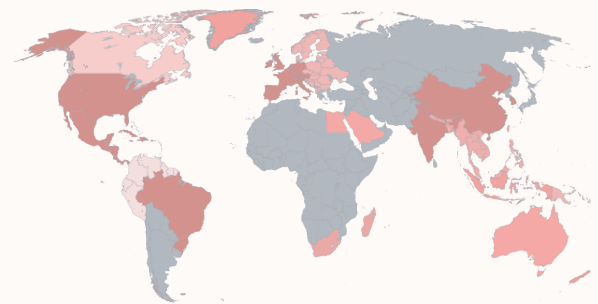
- All articles are distributed via Google news, various Media outlets, RSS, AAHS Publications as well as syndication partners

Personalized Hotel Pages

- Numerous luxury hotels ranging from large-branded resorts to small boutiques hotels
- StarDiamondAward is constantly adding new properties throughout the year

How we market StarDiamondAward.com

- Google, Yahoo, and Bing: SEM and CPC campaigns Social Media Marketing through, Facebook, Instagram, Twitter, Youtube, and LinkedIn
- Cross promotional activities
- Additional SEO benefits of Video Galleries through Star Diamond TV
- E-mail newsletter with 15,000 subscribers with a 18% guarantee open rate



Highest Impact

Future Clients



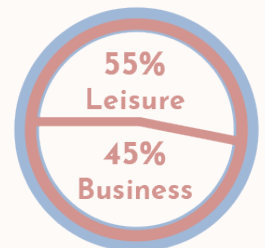
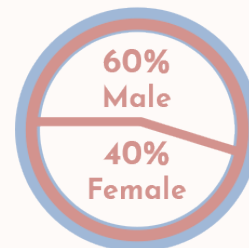
AGES 35 - 60
College Educated

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



StarDiamondAward.com Audience Profile

- 30,000 unique monthly visitors
- 55% Leisure, 45% Business
- Global presence, primarily based in the US
- Ages 30-75
- Affluent Discerning Travelers
- Jet Setters, and Travel Experts

03

SOCIAL MEDIA

AAHS IS COMMITTED TO STRENGTHENING OUR RECIPIENTS WEB & SOCIAL MEDIA PRESENCE!

AAHS Social Media Outlets is a comprehensive platform designed to enhance communication and engagement for our member/recipients. With precision empowering our recipients promoting them strategically by gaining viewers worldwide featuring through actionable insights, happenings, events and promotions.

AAHS platform caters to a diverse range of industries, providing everything from content and showcasing them with the most beneficial presence that supports each recipient. By fostering collaboration and efficiency.

AAHS Social media helps brands build meaningful connections with their audiences and drives impactful results in an increasingly digital hospitality world.

***Please Consistently Submit Materials to AAHS**

so that we can compile various social media features for our members on all our platforms.

FOLLOW US ON ALL OUR SOCIAL MEDIA PLATFORMS!



f AMERICAN ACADEMY OF HOSPITALITY SCIENCES

f JOSEPH D. CINQUE

ig FOLLOW OUR DEDICATED INSTAGRAM PAGES

@STARDIAMONDAWARDS

@STARDIAMONDAWARDCUISINE

@STARDIAMONDAWARDSHOTELS

YouTube | *Stardiamondaward*



MEMBERSHIP

SELECTION PROCESS:

AAHS bestows the Star Diamond Award to only a select group of the world's finest regarding hospitality in their respective category and classification. Some AAHS recipients include Jean-Georges in NYC, La Pergola in Rome and the Dorchester Collection, in addition to top culinary stars such as Guy Savoy, 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 luxury hospitality expert. Upon completion The AAHS 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 and criteria required by the Academy for achieving excellence in hospitality.



MEMBERSHIP FEE:

With the membership recipients can look forward to the various benefits, such as being featured in the Star Diamond Collection, Star Diamond World Luxury Travel & Lifestyle Magazine. 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 AAHS Trustee.

***Fees vary with the level of the Six Star Membership. Please consult a AAHS Trustee for further details.**

STAR DIAMOND WORLD LUXURY TRAVEL AND LIFESTYLE MAGAZINE

INTERIOR FEATURE

Full Page
9.5" x 13"

Interior Full Page Feature is Included in **First Tier Level Membership**

TWO PAGE SPREAD FEATURE

19" x 13"

Two Page Spread Feature is reserved for **Second Tier Level Membership**

8 PAGE FRONT & BACK COVER ADDITIONAL FEE

9.5" x 13"

Premium Placement Reserve only for **Six-Star Membership**

CONTENT SUBMISSION REQUIREMENTS

Guidelines

To ensure consistency and quality across all *American Academy of Hospitality Sciences* (AAHS) publications and media platforms, recipients are required to submit the following materials in accordance with the content standards outlined below. **These materials may be used for magazine publications, website features, press releases, and numerous social media promotions throughout the year.**

Please provide complete and properly formatted content allowing the AAHS team to accurately represent each award recipient and uphold the organization's prestige across all communication channels. Please review the following requirements carefully before submission.

Image Submission Requirements:

All images must be provided in high resolution (300 DPI) and free of watermarks.

Files may be submitted via Dropbox, Google Drive, WeTransfer, or email for review and publication purposes.

Editorial & Background Information

Recipients must provide their editorial content and background information in a Word document, Pages, or TextEdit file format. For magazine features, the maximum word count is 200 words.

Please note: If there are any additional details, recent updates, or upcoming events that the recipient wishes to include in any AAHS publication, all relevant information must be submitted in full and upfront to ensure proper inclusion.

Logo Submission Requirements

Recipients must provide a high-resolution, up-to-date version of their official logo. Acceptable file formats include Adobe Illustrator (.ai), SVG, Photoshop (.psd), high-resolution PNG (with transparent background), and/or interactive PDF.

All logo files must be 100% vector-based artwork with a transparent background and saved in CMYK color format to ensure optimal print quality.


Example of Images:



Star Diamond Collection Feature:

STAR DIAMOND COLLECTION

RAMPOLDI NYC



A MONDRIAN CULINARY EXPERIENCE IN THE HEART OF MANHATTAN

Rampoldi New York brings the elegance and culinary heritage of Home Cuts to Manhattan's Upper West Side. Located at 48 West End Street, just steps from Lincoln Center, this fine dining establishment is the first U.S. outpost of the iconic Rampoldi Home Cuts, which has been a symbol of luxury since 1961. Under the guidance of Executive Chef Antonio Salazar, Rampoldi New York offers a refined dining experience that blends French and Italian influences, capturing the essence of HomeCuts cuisine.

48 W End Street,
New York, NY 10023
Tel: (212) 799-1000
www.rampoldinyc.com

HIGH RES LOGO

HIGH RES IMAGES

EDITORIAL / TEXT

DINING

The menu at Rampoldi New York honors that of its Home Cuts counterpart, featuring a selection of dishes that highlight the rich flavors of the Mediterranean. Signature offerings include the Turbot Poisson, Roasted GDF and Chicken, and the restaurant's renowned Porthouse. The wine list boasts over 300 titles, predominantly from French and Italian vineyards, complemented by a curated selection of American and international wines. For those seeking a unique location, the historic building is located at 48 West End Street, just steps from Lincoln Center, and is easily accessible via public transit and car services.

LOCATION

Situated across from Lincoln Center, Rampoldi New York is ideally located for pre- or post-performance dining. The restaurant operates from Monday to Friday, 5:00 PM to 10:00 PM, and on weekends from 12:00 PM to 10:00 PM. Its proximity to cultural landmarks and its dedication to providing an exceptional dining experience make Rampoldi a distinguished destination for both locals and visitors seeking the sophistication of HomeCuts cuisine in New York City.

MENU

Rampoldi New York offers a luxurious ambience that reflects the glamour of the French Riviera. The menu features Italian House, Imperial marble floors, custom-made glass chandeliers, and a bespoke interior design, including a large set of French tapestries by artist Dominique Dupuis. The restaurant provides private dining options, such as the Lincoln Room and the French Room, catering to intimate gatherings and special events. Additionally, Rampoldi is an exclusive donor of the New York Philharmonic and the New York City Ballet, underscoring its commitment to the arts and the local community.



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WORLDWIDE

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