

# #HMSHostLove Asks Travelers to Share Love at Airports Across North America

*Travelers who share what love means to them can enter to win a travel getaway for two*

BETHESDA, MD., UNITED STATES, January 25, 2018 /EINPresswire.com/ -- Love is something we all have in common, even if our definitions are different. What does love mean to you? Do you have an inspiring story to share? Global restaurateur HMSHost is traveling to more than a dozen airports across North America asking travelers to share what love means to them on giant, 8-foot chalkboards that are debuting at select airports over the coming weeks.



HMSHost wants to extend the positive guest engagement from the restaurant to the terminal and vice versa by encouraging travelers to chalk messages of positivity and inspiration on the giant board. We will select one traveler and their story to win a travel getaway for two. Travelers

can enter the trip contest by either sharing their story on one of the airport chalkboards or sharing it on social media using #HMSHostLove. Contest rules and details are found here: <http://bit.ly/2mj0JOK>

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*HMSHost Vice President of Marketing & Communications  
Atousa Ghoreichi*

The chalkboard messages from airport travelers, as well as those who share on social media with #HMSHostLove, will be compiled into an inspiring video montage. The video is set for release in time for Valentine’s Day to highlight travelers and the airport community coming together to define what love means to them.

“We’re inviting travelers across the country to pause and reflect on and share what inspires

them...Whether it's a love of travel or food or even a love story, everyone has an idea of what love means to them," said HMSHost Vice President of Marketing & Communications Atousa Ghoreichi. "In the unique setting of an airport, this campaign is a great opportunity to interact with our guests and celebrate together the best of humanity. Inspirational conversations among complete strangers at our chalkboards makes us realize how much good we all actually have in common."

During special events on select dates and airports throughout the next month, there will be live local musical entertainment to encourage travelers to share the love on these chalkboards. To show appreciation for travelers who contribute to these chalkboards, HMSHost will offer them a premium dark chocolate bar and Valentine's Day card, including a 15% discount offer at participating HMSHost dining locations, while supplies last.

Not visiting an airport during this season of love? HMSHost encourages everyone to share what love means to them with #HMSHostLove. Stories may be included in the video debuting before Valentine's Day.

#### About HMSHost

Global restaurateur HMSHost is a world leader in creating dining for travel venues. HMSHost operates in more than 120 airports around the globe and 99 travel plazas in North America. The Company has annual sales in excess of \$3.1 billion and employs more than 39,500 sales associates worldwide. HMSHost is a part of Autogrill Group, the world's leading provider of food & beverage services for people on the move. With sales of over €4.5 billion in 2016, the Group operates in 31 countries and employs over 57,000 people. It manages approximately 4,000 stores in about 1,000 locations worldwide. Visit [www.HMSHost.com](http://www.HMSHost.com) for more information. We can also be found on Facebook at [fb.com/HMSHost](https://fb.com/HMSHost) and on Twitter at [@HMSHost](https://twitter.com/HMSHost).



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