

# AWARDS & ACHIEVEMENTS





# I DESTINATION – HONG KONG

- Asia's Leading City Break Destination 2018, World Travel Awards 2018
- Asia's Leading Meetings & Conference Destination 2018, World Travel Awards 2018
- Best City for Meetings in Asia, Best in Travel Poll 2018, *Smart Travel Asia* magazine
- Favourite Business City in the World, *Business Traveller China* magazine
- The Most Attractive Tourist Destination Award 2019, GITF Organising Committee
- The Most Influential MICE International Destination, Goldfinger Award of China Event Industry 2018, *Events Fortune* magazine and *China Festival* magazine
- The Most Popular Destination 2018, Tuniu
- The Most Popular Domestic Destination 2018, The Most Popular Food Destination 2018, Ctrip
- The Most Popular Outbound Travel Destination, The 9th Vote of the Favourite Destination and Brands of Cantonese in 2018, *Southern Metropolis Daily*
- The Most Popular Tourist Destination, Red Coral Award of Asia Tourism 2018
- The Most Popular Travel Destination in 2018, Tencent
- Travel and Gourmet Destinations, Global Cuisines 2018
- World's Leading Business Travel Destination, World Travel Awards 2018

# HONG KONG TOURISM BOARD

## 1. ORGANISATION

### HKTB

- Asia's Leading Tourist Board 2018, World Travel Awards 2018
- The Best Marketing Creativity Award, Lvmama
- The Best of Bureaus in Asia Pacific, *CEI* Readers' Choice Awards 2018
- The Best Organisation Prize, CITIE 2018
- The Most Helpful Company in the "Government and Related Bodies" category, "At Your Service" Service Appreciation Campaign Award, Hong Kong International Airport
- The Most Unique Booth Design, 26th Travel Tour Expo 2019

### HKTB's Seoul Office

- The Best National Tourism Office, *Korea Travel Times*

### HKTB Annual Report 2016/17

- Grand Award in the "Online Annual Report" category, Questar Awards 2018
- Gold Award in the "Annual Reports – Overall Presentation: Tourism" category, Mercury Awards 2018/19
- Gold Award in the "Innovation in Annual Reports" category, Asia-Pacific Stevie Awards 2018
- Gold Award in the "Mobile Media: Annual Report" category, Questar Awards 2018
- Silver Award in the "Corporate Publications" category, PR Awards Asia 2018
- Bronze Award in the "Annual Reports – Online: Interactive" category, Mercury Awards 2018/19
- Bronze Award in the "Non-Profit Organisation: Online Annual Report" category, ARC Awards 2018
- Honours Award in the "Annual Reports – Online" category, Astrid Awards 2018

## 2. HKTB'S INITIATIVES

### Art is Everywhere

- Grand Award in the "Heritage and Culture" category, PATA Grand and Gold Awards 2018

### Best in Hong Kong – A Traveller's Guide

- Gold Award in the "Custom Publications: Travel/Entertainment" category, Astrid Awards 2018
- Bronze Award in the "Custom Publications – General Audience: Tourism/Travel" category, Mercury Awards 2018/19
- Honours Award in the "Design – Bound Publications – Travel/Tourism" category, Galaxy Awards 2018

### "Best of all, it's in Hong Kong" Booth Design

- Silver Award in the "Design – Various – Trade Show Booth" category, Galaxy Awards 2018

### "Best of all, it's in Hong Kong" 30-min Programme on Global TV

- Gold Award in the "Branded Entertainment – Documentary" category, 14<sup>th</sup> Davey Awards 2018 (New York)

### CNY 2018 "Good Fortune Everywhere"

- Grand Award in the "Advertising" category, Mercury Awards 2018/19
- Gold Award in the "Advertising" category, Mercury Awards 2018/19

### DiscoverHongKong Facebook Page

- Silver Award in the "Self-Promotion" category, Astrid Awards 2018
- Silver Award in the "Social – Corporate Communications" category, W3 Awards 2018
- Bronze Award in the "Social Media" category, iNova Awards 2018

### Discover Hong Kong Like a Local x Jackson Wang

- Silver Award in the "Travel" category, 2018/2019 Tiger Roar Awards
- Silver Award, The 2<sup>nd</sup> IAI Travel Awards
- Bronze Prize, 2018 Golden Mouse Digital Marketing Awards
- 2018 Guangdong Top 10 Governmental Tourism Marketing Innovation Cases, Sina Guangdong

### **“Family Fun” Online Campaign**

- Gold Award in the “The Best Website Design” category, Click Awards 2018

### **“Fashion x Hong Kong and Thailand Tourism” by Fashion Magazine**

- Silver Award in the “ Most Effective: Travel and Leisure” category, Content Council Pearl Awards 2018

### **Fast Acting Social**

- Silver Award in the “Digital Single Item – Social Media/Social Networking” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2018

### **Fast Acting Social Marketing at Work Leveraging Hong Kong’s Great Outdoors!**

- Gold Award in the “Destination Marketing – Campaign – Advertising/Marketing” category, Travel Weekly Magellan Awards 2018

### **“Fire Dragon 2018” Event Timelapse Video**

- Honours Award in the “Video – DVD/Online: Special Project” category, Mercury Awards 2018/19

### **Great Outdoors Hong Kong – “Believe it or not, it’s Hong Kong!”**

- Silver Award in the “Most Effective PR Campaign” category, PR Awards 2018, *Marketing* magazine

### **Hong Kong Arts Month – A to Z Hong Kong Arts**

- Silver Award in the “Video – Arts” category, iNova Awards 2018

### **Hong Kong Cyclothon**

- Magic Cycling: Golden Bicycle Award, China Bicycle Annual Selection

### **Hong Kong Cyclothon – Real Pros amongst Us**

- Grand Award in the “Sports” category, iNova Awards 2018
- Gold Award in the “Sports” category, iNova Awards 2018

### **“Hong Kong Live in Kuala Lumpur” Campaign**

- Silver Award in the “Corporate Branding” category, Malaysia Public Relations Awards 2018
- Bronze Award in the “Product Brand Development” category, Malaysia Public Relations Awards 2018

### **“Hong Kong Neighbourhoods” Campaign**

- Silver Award in the “Redesign/Relaunch – Tourism” category, iNova Awards 2018
- Silver Award in the “Websites/Mobile Media: Travel/Tourism” category, Mercury Awards 2018/19
- Honours Award in the “Websites – Non-Profit Organisation” category, Galaxy Awards 2018

### **Hong Kong Shingo Art – Leveraging the J-POP Influence**

- Winner in the “Influencer Communications” category, Asia-Pacific Excellence Awards 2018
- Gold Award in the “Excellence in KOL Partnership” category, Marketing Excellence Awards 2018, *Marketing* magazine

### **“Hong Kong Summer Fun” Campaign Site**

- Bronze Award in the “Non-Profit Organisations” category, iNova Awards 2018
- Bronze Award in the “Non-Profit Organisations: Website” category, Astrid Awards 2018

### **Hong Kong Travel Trade Manual 2017/18**

- Silver Award in the “Non-Profit Organisations: Custom Publication” category, Astrid Awards 2018

### **Hong Kong Wine & Dine Festival 2018**

- Gold Award in the “Best Large Event” category, Marketing Events Awards 2019

### **“Hong Kong Wine & Dine Festival 2017” Website**

- Gold Award in the “Microsite” category, iNova Awards 2018
- Gold Award in the “Websites/Mobile Media: Event Site” category, Mercury Awards 2018/19
- Honours Award in the “Websites – Travel/Tourism” category, Galaxy Awards 2018

## “Hong Kong Winter Festival” Campaign Site

- Silver Award in the “Best Campaign Website and Mobile Application” category, Digital Singularity Awards 2018
- Silver Award in the “Best Interactive Video” category, Digital Singularity Awards 2018
- Silver Award in the “Best Use of Technology” category, Digital Singularity Awards 2018
- Silver Award in the “Best Website Design” category, 4A (Association of Accredited Advertising Agents of Taipei R.O.C.) Award 2018
- Bronze Award in the “Best Digital Campaign” category, 4A (Association of Accredited Advertising Agents of Taipei R.O.C.) Award 2018
- Bronze Award in the “Best Interactive Digital Campaign” category, 4A (Association of Accredited Advertising Agents of Taipei R.O.C.) Award 2018
- Bronze Award in the “Best Use of Technology” category, 4A (Association of Accredited Advertising Agents of Taipei R.O.C.) Award 2018
- Merit Award in the “Best Interactive Campaign” category, 4A (Association of Accredited Advertising Agents of Taipei R.O.C.) Award 2018

## “My Hong Kong Buddy” Campaign

- Gold Award in the “Campaigns” category, Astrid Awards 2018
- Gold Award in the “Campaigns – Integrated Campaign” category, W3 Awards 2018
- Gold Award in the “Marketing Campaign – Young Travellers” category, PATA Grand and Gold Awards 2018
- Gold Award in the “Marketing Media – Web Site” category, PATA Grand and Gold Awards 2018
- Gold Award in the “Video – DVD & Online: Social Media” category, Astrid Awards 2018
- Gold Award in the “Websites – Multi-platform Digital Content” category, Galaxy Awards 2018
- Silver Award in the “Digital Strategy – Online Content” category, Tangram Awards 2018
- Silver Award in the “Marketing – Social Media” category, W3 Awards 2018
- Silver Award in the “Marketing – Use of Photography” category, W3 Awards 2018
- Silver Award in the “Promotion – Local Attractions” category, Galaxy Awards 2018
- Silver Award in the “Special Projects: Content Marketing Campaign” category, Astrid Awards 2018
- Silver Award in the “Website: Microsite” category, Astrid Awards 2018
- Silver Award in the “Websites – Tourism” category, W3 Awards 2018

## “My Hong Kong Guide” Mobile App

- Silver Award in the “Mobile Apps” category, iNova Awards 2018
- Silver Award in the “Apps: Tourism” category, Mercury Awards 2018/19



## Nightlife x Hong Kong Sevens

- Silver Award in the “Videos – DVDs, URLs & USBs – Travel/Tourism” category, Galaxy Awards 2018

## “Old Town Central” Campaign

- Grand Award in the “Promotion” category, Astrid Awards 2018
- Grand Award in the “Promotion” category, Galaxy Awards 2018
- Grand Award in the “Promotion” category, Mercury Awards 2018/19
- Grand Award in the “Marketing” category, PATA Grand and Gold Awards 2018
- Gold Award in the “Promotion – Local Attractions” category, Galaxy Awards 2018
- Gold Award in the “Promotion/Marketing: Branding/Re-branding” category, Mercury Awards 2018/19
- Silver Award in the “Campaigns” category, Astrid Awards 2018
- Bronze Award in the “Design & Crafts – Design Single – Digital and Interactive Design” category, Kam Fan Awards 2018
- Bronze Award in the “Special Events” category, Mercury Awards 2018/19
- Honours Award in the “Design – Various – Travel/Tourism” category, Galaxy Awards 2018
- Honours Awards in the “Non-Profit Organisations: Tourism” category, Astrid Awards 2018
- Honours Award in the “Promotion – Tourism” category, Galaxy Awards 2018
- Merit Award in the “Design & Crafts – Design Single – Brand Environments and Space Design” category, Kam Fan Awards 2018

## “Old Town Central” – Engaging Consumers with Advocates

- Gold Award in the “Best Use of Influencer/Advocates” category, Marketing Events Awards 2018

## “Old Town Central” – Global Campaign, Local Promotions

- Honours Award in the “Promotion” category, Astrid Awards 2018

## “Old Town Central” – Interactive Art Projection

- Gold Award in the “Special Projects: Interactive Tourist Experience” category, Astrid Awards 2018

## “Old Town Central” – Old Town Central Dogs

- Grand Award in the “Video” category, Astrid Awards 2018
- Grand Award in the “Videos” category, Galaxy Awards 2018
- Gold Award in the “Videos – DVDs, URLs & USBs – Travel/Tourism” category, Galaxy Awards 2018

## “Old Town Central” Q Art Code

- Grand Award in the “Graphic Design” category, Astrid Awards 2018

## Passion Passport

- Gold Award in the “Digital Marketing – Digital Campaign – Social Media Campaign” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2018

## Passion Passport Influencer Campaign

- Gold Award in the “Destination Marketing – Campaign – Advertising/Marketing” category, Travel Weekly Magellan Awards 2018

## Reframing Hong Kong

- Silver Award in the “Campaigns – Non-Profit Campaign” category, iNova Awards 2018

## Regional Media Fam

- Silver Award in the “Public Relations – PR Campaign – Marketing Programme – Consumer” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2018

## Sea Gals

- Silver Award in the “Public Relations – PR Campaign – Special Event” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2018

## Segmenting Consortia

- Bronze Award in the “Integrated Marketing Campaign” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2018

## Sham Shui Po Campaign

- Silver Award in the “Advertising” category, Mercury Awards 2018/19
- Silver Award in the “Design: Tourist Experience” category, Mercury Awards 2018/19
- Silver Award in the “Promotion/Marketing: Tourism” category, Mercury Awards 2018/19

## Sham Shui Po – Every Bit Local

- Silver Award in the “Outdoors – Outdoors Campaign – Creative Use of Field Marketing and Event” category, Kam Fan Awards 2018
- Bronze Award in the “Design & Crafts – Design Single – Advertising Posters Design” category, Kam Fan Awards 2018
- Merit Award in the “Design & Crafts – Print Crafts Single – Art Direction” category, Kam Fan Awards 2018
- Merit Award in the “Media – Media Single – Best Use of Outdoor” category, Kam Fan Awards 2018

## Sham Shui Po – Treasures of the heart

- Silver Award in the “Design & Crafts – Copy Crafts Single – Best Film Script (Chinese)” category, Kam Fan Awards 2018
- Bronze Award in the “Design & Crafts – Film Craft Single – Cinematography” category, Kam Fan Awards 2018
- Bronze Award in the “Design & Crafts – Film Craft Single – Directing” category, Kam Fan Awards 2018
- Bronze Award in the “Film – TVC Film Campaign” category, Kam Fan Awards 2018
- 4 Merit Awards in the “Film - TVC Film Single - Entertainment, Leisure & Travel” category, Kam Fan Awards 2018

## Skyscraper

- Silver Award in the “Digital Marketing – Digital Campaign – Contest/Sweepstakes” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2018

## Way of the Fire Dragon 2018

- Bronze Award in the “Promotion/Marketing: Tourism” category, Mercury Awards 2018/19

### 3. VISITOR SERVICES

#### “Hong Kong Travel Buddy” – Mobile Chat Service

- Winner in the “Best Chat Support” category, ICMI Global Contact Centre Awards 2018
- Gold Award in the “Best Use of Mobile” category, Customer Experience Asia Excellence Awards 2018

#### Joyce Lam, Arthur Ho, Catalina Mock Lo, Candy Tse, Cecilia Tsang and Kathy Kung

- The Most Helpful Staff, Hong Kong International Airport – “At Your Service” Service Appreciation Campaign Award

#### Josephine Lam

- Individual Award, Hong Kong International Airport – Customer Service Excellence Programme 2018

#### Lochlan Cheng, Chung Man Cheng

- Corporate Excellence Award, Hong Kong International Airport – Customer Service Excellence Programme 2018

#### “Meet the Hong Kong Pals” Programme

- Gold Award in the “Innovation in Customer Service Management, Planning & Practice: All Other Industries” category, Asia-Pacific Stevie Awards 2018

#### Visitor Services

- 2018 Certificate of Excellence, TripAdvisor

#### Visitor Services Contact Centre

- Silver Award in the “Best in Class Digital Contact Centre” category, 2019 Customer Contact Week Asia Excellence Awards