







# AWARDS & ACHIEVEMENTS

## FUELLING MOTIVATION THROUGH INTERNATIONAL RECOGNITION

The HKTB strives to be a creative and effective tourism organisation. Here is a list of international awards acknowledging the organisation's achievements in 2015/16.

## Destination – Hong Kong

- Asia's Best City for Business Events, CEI Readers' Choice Awards 2016, *CEI Asia* magazine
- Best Business City in Asia, 2015 Best in Travel Poll, *Smart Travel Asia* magazine
- Best Business City in Northeast Asia and Best Business City in the World, Business Traveller Asia-Pacific Awards 2015, *Business Traveller Asia-Pacific* magazine
- Best Food Destination, India's Best Awards 2015, *Travel + Leisure* magazine
- Favourite Business City in the World, Business Traveller China Awards 2015, *Business Traveller China* magazine
- World's Leading City Break Destination, Asia's Leading City Break Destination and Asia's Leading Meetings & Conference Destination, World Travel Awards 2015

# Hong Kong Tourism Board

## 1 Organisation

### HKTB

- Asia's Best Convention Bureau, CEI Readers' Choice Awards 2016, *CEI Asia* magazine

## 2 Marketing Initiatives

### 2015 Hong Kong Tourism Overview

- Bronze Award in the "Videos & DVD: Stakeholder Communications" category, Galaxy Awards 2015

### DiscoverHongKong.com

- Gold Award in the "Marketing Media – Web Site" category, PATA Grand and Gold Awards 2015
- Silver Award, Web Accessibility Recognition Scheme 2015
- Silver Award in the "Redesign/Relaunch: Non-Profit Organisation" category, iNOVA Awards 2015
- Bronze Award in the "Websites: Redesign/Relaunch" category, Astrid Awards 2015
- Bronze Award in the "Websites/Emerging Media: Redesign/Relaunch/Media" category, Mercury Awards 2015/16
- Bronze Award in the "Mobile Media: Mobile Sites" category, Questar Awards 2015

### Discover Hong Kong Facebook Fan Pages

- Gold Award in the "Facebook Page" category, Astrid Awards 2015
- Silver Award in the "Social Media: Facebook" category, Mercury Awards 2015/16
- Silver Award in the "Marketing: Facebook" category, iNOVA Awards 2015

### "Facebook on Steroids!" campaign in the United States

- Silver Award in the "Destination Marketing – Web Marketing/Advertising" category, 2015 Travel Weekly Magellan Awards

### Hong Kong Insider's Guide

- Bronze Award in the "Websites/Emerging Media: Travel/Destination" category, Mercury Awards 2015/16
- Honours Award in the "Non-Profit Organisation" category, Astrid Awards 2015
- Honours Award in the "Mobile Media: iPad App" category, Galaxy Awards 2015

### "My Hong Kong Guide" mobile app

- Gold Award in the "Marketing Media – Mobile Travel Application" category, PATA Grand and Gold Awards 2015
- Best m-Government Service Award in the "International – Tourism" category, United Arab Emirates Government
- Silver Award in the "Promotion: New Product Introduction" category, Galaxy Awards 2015
- Bronze Award in the "Non-Profit Organisation" category, Astrid Awards 2015
- Bronze Award in the "Best Use of Apps" category, MARKies Awards 2015
- Honours Award in the "Promotion: Product Launch" category, Astrid Awards 2015

### **“My Time For Hong Kong” campaign**

- Gold Award in the “Marketing: Primary Government Destination” category, PATA Grand and Gold Awards 2015
- Silver Award in the “Campaigns” category, Astrid Awards 2015

### **New Year Countdown Celebrations**

- Honours Award in the “Promotion: Special Project” category, Galaxy Awards 2015

### **“Next Stop, Hong Kong” campaign in Taiwan**

- Gold Stevie Award in the “Marketing Campaign of the Year - Transportation & Travel/Tourism/Destination” category, 2015 International Business Awards

### **The HKTB social media platforms**

- Bronze Award in the “Social Media: Social Media Platforms” category, Mercury Awards 2015/16

### **“Turbocharging Travelzoo!” campaign in the United States**

- Gold Award in the “Destination Marketing – Web Marketing/Advertising” category, 2015 Travel Weekly Magellan Awards
- Silver Award in the “Integrated Market Campaign for Consumers” category, 2015 HSMIA (Hospitality, Sales and Marketing Association International) Adrian Awards

### **“Virtuoso 2014 Marketing Blitz” campaign in the United States**

- Silver Award in the “Complete Campaign – Consumer/Group Sales/Travel Trade” category, 2015 HSMIA (Hospitality, Sales and Marketing Association International) Adrian Awards

### **Weibo social media account**

- First in “Top 10 Social Media Account of Travel Destinations” and fourth in “Top 10 Influential Official Travel Destination Weibo Account Outside Mainland”, Sina Weibo

## **3 Public Relations Initiatives**

### **“A Taste of Hong Kong” regional campaign (Season 1 & 2)**

- Gold Award in “Excellence in Public Relations”, Marketing Excellence Awards 2015

### **Esquire presents “Eat Like A Man” in Hong Kong video series in the United States**

- Bronze Award in the “Multimedia (Video, Flash, Animation) Series” category, 2015 HSMIA (Hospitality, Sales and Marketing Association International) Adrian Awards

### **“Follow Me to Discover Hong Kong” campaign**

- Grand Award in the “Marketing” category, PATA Grand and Gold Awards 2015
- Gold Award in the “Campaigns” category, Astrid Awards 2015

### **HKTB Annual Report 2013/14**

- Gold Award in the “Tourism” category, International ARC Awards 2015
- Gold Award in the “Annual Reports – Overall Presentation: Tourism” category, Mercury Awards 2015/16
- Citation for Design, 2015 HKMA Best Annual Reports Awards

### **Issue management case: “Relocation of the Hong Kong Wine & Dine Festival – How the Hong Kong Tourism Board upheld its corporate image in the face of a crisis”**

- Bronze Award in the “Crisis or Issues Management Campaign of the Year” category, PRWeek Awards Asia 2015
- Bronze Award in the “Best Engagement - Mass Community” category, Marketing Magazine PR Awards 2015

## **4 Trade Programmes**

### **HKTB BOOTH**

- Best Booth Design Award, Korea World Travel Fair

### **Hong Kong Specialist Revamp Project**

- Gold Award in the “Websites: Training Program” category, Galaxy Awards 2015

## **5 Visitor Services**

### **Airport Authority Hong Kong – “Give Me 5 in the Airport” campaign: “Government and related bodies” category**

- Most Helpful Company
- Most Helpful Staff: Janice Chan Chung-yee, Chung Man-cheng, Arthur Ho Kong-sang and Kaelyn Lee Hoi-ki

### **Asia Pacific Customer Service Consortium – Customer Relationship Excellence (CRE) Awards 2014**

- Customer Service Team Leader of the Year (Service Centre): Sue Man Chau-ling

### **Hong Kong International Airport – Customer Service Excellence Programme 2014/15**

- Individual Award: Joeie Wong Yuen-wai and Angel Chum Pak-lin
- Corporate Excellence Award: Windy Chiu Shuk-yi and Janice Chan Chung-yee