

# Awards & Achievements







## Destination – Hong Kong

- Best Business City in Asia, Business Traveller Asia-Pacific Travel Awards 2017
- Best City for Meetings in Asia, Best in Travel Poll 2017, *Smart Travel Asia* magazine
- Best MICE Destination, India's Best Awards 2017, *Travel+Leisure India & South Asia* magazine
- Favourite Business City in the World, Business Traveller China Awards 2017, *Business Traveller China* magazine
- Most Attractive MICE City Destination, 10th China MICE Industry Golden Chair Awards 2016/17, *MICE* magazine
- Muslim-friendly Destination, Silver Award in the Destination Marketing – Campaign – Advertising/ Marketing category, Travel Weekly Magellan Awards 2017
- World's Leading Business Travel Destination, World Travel Awards 2017
- MICE Destination of the Year 2017, 2017 Miracle Workers MICE Award, *China BTMICE* magazine

# Hong Kong Tourism Board

## 1 Organisation

### HKTB

- Best Convention and Exhibition Bureau in Asia Pacific, CEI Readers' Choice Awards 2018

## 2 Marketing Initiatives

### Art is Everywhere

- Grand Award in the “Design – Photography” category, Galaxy Awards 2017
- Gold Award in the “Design – Photography” category, Galaxy Awards 2017
- Gold Award in the “Promotion – Special Project” category, Galaxy Awards 2017

### “Best of all, it’s in Hong Kong” launch

- Silver Award in the “Destination Marketing – Campaign – Advertising/ Marketing” category, Travel Weekly Magellan Awards 2017
- Bronze Award in the “Integrated Marketing Campaign” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2017

### “Best of all, it’s in Hong Kong” brand TV commercial

- Honours Award in the “Advertising: Television Ads – Campaign” category, Mercury Awards 2017/18

### “Best of all, it’s in Hong Kong” influencer campaign

- Bronze Award in the “Digital Marketing/ Social Media/ Social Networking” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2017

### “Best of all, it’s in Hong Kong” new brand campaign

- Gold Award in the “Excellence in Travel and Hospitality Marketing” category, Marketing Excellence Awards 2017, *Marketing* magazine
- Gold Award in the “Promotion – Brand Identity” category, Galaxy Awards 2017
- Silver Award in the “Advertising – Multi-Media Campaign” category, Galaxy Awards 2017
- Bronze Award in the “Best Place or Nation Brand” category, Transform Awards Asia-Pacific 2017, *Transform* magazine
- Honours Award in the “Campaigns” category, Astrid Awards 2017



## **“Best of all, it’s in Hong Kong” new brand campaign site**

- Gold Award in the Marketing Media - Website category, PATA Grand and Gold Awards 2017
- Silver Award in the “Campaigns” category, Astrid Awards 2017
- Silver Award in the “Websites – Travel/ Tourism” category, Galaxy Awards 2017

## **“Best of all, it’s in Hong Kong” social marketing campaign**

- Silver Award in the “Destination Marketing – Web Marketing/ Advertising” category, Travel Weekly Magellan Awards 2017

## **Cruise Planners’ Passenger Acquisition Test**

- Gold Award in the “Integrated Marketing Campaign” category, HSMIA (Hospitality, Sales & Marketing Association International) Adrian Awards 2017
- Silver Award in the “Destination Marketing – Web Marketing/ Advertising” category, Travel Weekly Magellan Awards 2017

## **Discover Hong Kong – A Traveller’s Guide**

- Gold Award in the “Non-Profit Organizations” category, Astrid Awards 2017

## **Discover Hong Kong Facebook Page**

- Silver Award in the “Social Content & Marketing – Corporate Communications” category in the W3 Awards 2017
- Bronze Award in the “Self-promotion” category, Astrid Awards 2017

## **#DiscoverHongKong Stories UGC campaign**

- Bronze Award in the “Promotion” category, Astrid Awards 2017

## **From Granny to Trendy**

- Honours Award in the “Videos – DVDs, URLs & USBs – Fashion” category, Galaxy Awards 2017

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

- Bronze Award in the “Website/ Mobile Media: Event Site” category, Mercury Awards 2017/18

## **Hong Kong Pulse 3D Light Show (2016 Hong Kong Summer Fun)**

- Platinum Award in the “Special Event” category, 2017 AVA Digital Awards

## **Hong Kong Summer Fun campaign site**

- Gold Award in the “Websites/ Mobile Media: Travel/ Tourism” category, Mercury Awards 2017/18

## **International Chinese New Year Night Parade 2017 – HKTB Parade Floats & Mascot**

- Bronze Award in the “Special Projects: Holiday Event” category, Astrid Awards 2017

## **International Chinese New Year Night Parade 2017**

- Silver Award in the “Destination Marketing – Campaign – Advertising/ Marketing” category, Travel Weekly Magellan Awards 2017
- Bronze Award in the “Special Events: Holiday Celebration” category, Mercury Awards 2017/18

## **My Hong Kong Buddy campaign**

- Gold Award in the “Best Use of Digital” category, MARKies Awards 2018
- Gold Award in the “Best Use of Content” category, MARKies Awards 2018
- Silver Award in the “Best Idea - Digital” category, MARKies Awards 2018
- Silver Award in the “Best Use of Social” category, MARKies Awards 2018
- Silver Award in the “Promotion/ Marketing: Social Media Campaign” category, Mercury Awards 2017/18
- Bronze Award in the “Social Media: Integrated Digital Campaign” category, Mercury Awards 2017/18
- Bronze Award in the “Video – DVD/ Online: Special Project” category, Mercury Awards 2017/18

## **My Hong Kong Guide mobile app**

- Winner of “Enhancing Social & Cultural Awareness” category, Best M-Government Service Award 2018, United Arab Emirates Government

## **“Old Town Central” campaign**

- Kam Fan Highest Ranking – Silver Award in the “Outdoors” category, Kam Fan Awards 2017
- Gold Award in the “Design & Crafts – Design Single – Advertising Posters Design” category, Kam Fan Awards 2017
- Gold Award in the “Design – Various: Other/Misc.” category, Galaxy Awards 2017
- Silver Award in the “Design & Crafts – Design Single – Brand Environments and Space Design” category, Kam Fan Awards 2017
- Silver Award in the “Design & Crafts – Print Crafts Single – Illustration” category, Kam Fan Awards 2017
- Silver Award in the “Promotion – Other/Misc.” category, Galaxy Awards 2017
- Silver Award in the “Outdoors – Outdoors Campaign – Creative Use of Standard Outdoor Billboard Space” category, Kam Fan Awards 2017
- Bronze Award in the “Campaigns – Non-Profit/ Public Affairs: Marketing Communications” category, Mercury Awards 2017/18
- Bronze Award in the “Video – DVD/ Online: Online Video” category, Mercury Awards 2017/18
- Merit Award in the “Promo & Activation – Promo & Activation Single – Use of Mobile Marketing and Technology” category, Kam Fan Awards 2017

## Old Town Central Self-guided Walks in the Heart of Hong Kong

- Silver Award in the “Best Media Campaign – Print” category, The Spark Awards for Media Excellence 2017

## 3 Public Relations Initiatives

### 20 of the Best in Hong Kong’s Old Town Central

- Jury Award, 13th China Golden Awards for Excellence in Public Relations
- Gold Award in the “Overseas Communications” category, 13th China Golden Awards for Excellence in Public Relations
- Gold Award in the “Publicity: Media Exposure” category, Mercury Awards 2017/18
- Silver Award in the “Global PR Campaign” category, Marketing PR Awards 2017, *Marketing* magazine
- Bronze Award in the “Excellence in Public Relations” category, Marketing Excellence Awards 2017, *Marketing* magazine

### “A Taste of Hong Kong” regional campaign (Season 3)

- Silver Award in the “Innovation in the Use of Celebrities or Public Figures” category, Asia-Pacific Stevie Awards 2017

### Better Late Than Never

- Bronze Award in the “Public Relations/ Feature Placement Television” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2017

### HKTB Annual Report 2015/16

- Winner of “External Publication or Report” category, Nonprofit Awards 2018, PR News
- Silver Award in the “Innovation in Annual Reports” category, Asia-Pacific Stevie Awards 2017
- Silver Award in the “Website/ Mobile Media: Interactive Annual Report” category, Mercury Awards 2017/18
- Bronze Award in the “Non-Profit Organization Online Annual Report” category, ARC Awards 2017
- Bronze Award in the “Online Annual Reports: Tourism” category, iNOVA Awards 2017
- Bronze Award in the “Annual Reports – Overall Presentation: Tourism” category, Mercury Awards 2017/18
- Honours Award in the “Mobile Media – Annual Report” category, Galaxy Awards 2017

### Hong Kong Cyclothon 2016

- Winner of “Issue & Reputation Management” category, Asia-Pacific Excellence Awards 2016, *Communication Director* magazine
- Silver Award in the “Stakeholder Communications” category, The 3rd Hong Kong Public Relations Awards (2016)
- Bronze Award in the “Innovation in the Use of Social Media - All Other Industries” category, Asia-Pacific Stevie Awards 2017

## Hong Kong LIVE in Bordeaux 2016

- Gold Award in the “Event Management” category, The 3rd Hong Kong Public Relations Awards (2016)
- Silver Award in the “Innovation in Consumer Events - All Other Industries” category, Asia-Pacific Stevie Awards 2017

## Hong Kong Wine and Dine Festival 2016

- Bronze Award in the “Special Events – Publicity” category, Galaxy Awards 2017

## International Chinese New Year Night Parade 2017

- Bronze Award in the “Public Relations/ Special Event” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2017

## Segmenting PBS for Maximum Relevancy and Gain

- Bronze Award in the “Public Relations/ Feature Placement Television” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2017

# 4 Visitor Services

## 2017 Certificate of Excellence, TripAdvisor

### Concierge Service

- Gold Award in the “Innovation in Customer Service Management, Planning & Practice - Other Service Industries” category, Asia-Pacific Stevie Awards 2017

## Hong Kong International Airport – Customer Service Excellence Programme 2017

- Individual Award: Cecilia Tsang, Mimi Ho
- Corporate Excellence Award: Ashley Li, Koey Hsu

## HKIA Environmental Management Recognition Scheme

- “Good Class” in the “F&B sector, Retail sector and Office & other sectors” category

## “Hong Kong Travel Buddy” – Your Virtual Travel Companion

- Gold Award in the “Innovation in the Use of Technology in Customer Service - All Other Industries” category, Asia-Pacific Stevie Awards 2017
- Merit Award in the “Service Innovation” category, HKACE Customer Service Excellence Award 2017

## “Meet-the-Pals” programme

- Winner of “Storytelling” category, Asia-Pacific Excellence Awards 2016, *Communication Director* magazine