

Winning Awards



The HKTB's creativity and commitment to excellence has been recognised continuously. In 2012-13, our organisation received a variety of awards, underlining our outstanding achievements in different areas.

Hong Kong

- ***Business Traveller China* magazine**
2012 Business Traveller China Awards
 - Favourite Business City in the World
- ***Business Traveller Asia-Pacific* magazine**
2012 Annual Readers' Poll
 - Best Business City in the World
 - Best Business City in Northeast Asia
- ***CEI Asia Pacific* magazine**
CEI Industry Awards 2013
 - Best City for Business Events
- ***Travel Weekly* magazine**
China Travel & Meeting Industry Awards 2012
 - Best FIT Destination of the Year
- ***Shanghai Morning Post***
Shanghai Morning Post Tourism Awards 2012
 - Best Wine & Dine Destination 2012
- ***Oriental Morning Post***
Special Trip – The World Travel Awards 2012
 - Most Popular Destination 2012
- **Ctrip.com**
Ctrip Best Tourist Destination of the Year Awards 2012
 - Top 10 Best Destinations 2012
- **China Cruise Shipping and International Cruise Expo Organization Committee**
China Cruise Shipping Awards 2012
 - Best Cruise Tourism Destination
- ***MICE China* magazine**
China MICE Industry Golden Chair Award 2012
 - The Best M.I.C.E. Tourism City of China 2012
- ***Voyage* magazine**
Voyage Travel Brand Annual Award
 - Most Popular Family Destination 2011
- **China Outbound Online**
Annual Best Travel Awards
 - Most Popular Destination 2011

“Hong Kong · Asia’s World City” Marketing Platform

■ Destination Image Print Ad

[Galaxy Awards 2012](#)

- Honors Award in “Advertising – Print Campaign” category

[ASTRID Awards 2012](#)

- Gold Award in “Advertisements: Print” category

[PATA Gold Awards 2012](#)

- Gold Award in “Marketing Media: Travel Advertisement Print Media” category

■ Brand Video

[Galaxy Awards 2012](#)

- Honors Award in “Videos & DVDs – Brand Experience” category

[ASTRID Awards 2012](#)

- Silver Award in “Video/DVD: Brand Experience” category

[PATA Gold Awards 2012](#)

- Gold Award in “Marketing Media: Promotional Travel Video” category

[Questar Awards 2012](#)

- Silver Award in “Advertisement/Commercials: Travel & Tourism” category

Creative Marketing Campaigns

■ Hong Kong Halloween Treats

[Golden Mouse Digital Marketing Competition 2013](#)

- The Best Brand Campaign Site of the Year
- Bronze Award of Integrated Marketing

■ HKTB’s Annual Report 2010/11

[ASTRID Awards 2012](#)

- Bronze Award in “Annual Reports – Not-for-Profit Organizations” category

[Galaxy Awards 2012](#)

- Honor Award in “Design – Annual Reports – Non-Traditional – Asia/Pacific” category

■ “Great Outdoors Hong Kong” Guidebooks Series – Local Favourites: Your Guide to Hong Kong’s Outlying Islands and The Inside Guides to Hikes and Walks in Hong Kong

[Galaxy Awards 2012](#)

- Gold Award in “Brochures – Special Purpose” category

[PATA Gold Awards 2012](#)

- Gold Award in “Travel Journalism: Travel Guidebook” category

Creative Marketing Campaigns (Continued)

- **HKTB's Year of the Dragon Calendar**
[Galaxy Awards 2012](#)
 - Gold Award in "Promotion – Calendar" category
- **"Hong Kong Wine & Dine Month 2011" Outdoor Display**
[Galaxy Awards 2012](#)
 - Bronze Award in "Promotion – Special Project" category
- **"Quest for Harmony" Integrated Marketing Campaign**
[2012 Travel Weekly Magazine Magellan Awards](#)
 - Gold Magellan Award in "Destination Marketing Campaign" category
- **McDull Family Promotion Pop-up Book**
[ASTRID Awards 2012](#)
 - Grand Award in "Best of Self Promotion" category
 - Gold Award in "Self-promotion: Other/Misc" category
- **JATA Travel Showcase 2011 Booth Design**
[ASTRID Awards 2012](#)
 - Bronze Award in "Special Projects: Exhibit Booth" category
- **Hong Kong Pavilion at IT&CM Asia**
[Sticky Awards 2012](#)
 - Bronze Award in "Stickiest National Pavilion" category
- **Tour Expo 2012 Booth Design**
 - Best Booth Marketing Award
- **Korea World Travel Fair 2012 Booth Design**
 - Best Booth Operation Award
- **Busan International Travel Fair 2013 Booth Design**
 - Best Booth Design Award
- **Beijing International Tour Expo 2012 Booth Design**
 - Best Booth Award

Digital Marketing

- **Travelocity Hong Kong Hotel Tactical Campaign**
[2012 Travel Weekly Magazine Magellan Awards](#)
 - Silver Magellan Award in “Destination Web Marketing” category
- **“Discover Hong Kong · City Walks” Mobile Application**
[ASTRID Awards 2012](#)
 - Bronze Award in “Special Projects: iPhone Application” category
- **“Discover Hong Kong · AR” Mobile Application**
[Mob-Ex Awards 2012](#)
 - Gold Award in “Best App/Content by a Govt/Community” category
- **“Summer Showreels” Social Media Marketing Campaign**
[Marketing Excellence Awards 2012](#)
 - Gold Award for Excellence in “Social Media Marketing” category
[Galaxy Awards 2012](#)
 - Bronze Award in “Emerging Media – Interactive Brand Campaign” category
- **“2011 Hong Kong Halloween Treats” Minisite**
[Galaxy Awards 2012](#)
 - Gold Award in “Emerging Media – Interactive Brand Campaign” category
- **“2011 Hong Kong Summer Spectacular” Minisite**
[PATA Gold Awards 2012](#)
 - Gold Award in “Marketing Media: Website” category
- **“2012 Visa Go Hong Kong Super Shopper” Online Promotion**
[Meilishuo Annual Awards 2012](#)
 - Most Popular Brand Online Event in Brand Promotion Awards
- **DiscoverHongKong.com website**
[Mercury Excellence Award 2012](#)
 - Gold Award in Websites/ Emerging Media: Redesign/ Relaunch/ Media Category
[Web Accessibility Recognition Scheme](#)
 - Silver Award

MICE Promotions

- **HKTB's Meetings and Exhibitions Hong Kong (MEHK)**
Meetings and Conventions Gold Awards 2012
 - Gold Service Award in "Convention & Visitors Bureaux (CVBs)" category
- **MEHK's "Lantau Island: An Inspirational MICE Destination" Campaign**
Galaxy Awards 2012
 - Grand Award in "Best of Promotion" category
 - Gold Award in "Promotion – Tourist/Travel Destination Campaign" category

Visitor Services

- **Hong Kong International Airport Customer Service Excellence Programme 2011/12**
Individual Award: Wandy Yik, Arthur Ho
Team Award: Windy Chiu, Lily Yip

HKTB Worldwide Offices

- **Seoul Office**
Korea Travel News
 - Best National Tourism Office
- **Beijing Office**
Beijing News Daily
China Travel Awards-Beijing
 - Most effective outbound tourism organization, 2011
- **Frankfurt Office**
Go Asia Awards 2013
 - 2nd in "Best National Tourism Office in Asia" category