
AWARDS & ACHIEVEMENTS

The Hong Kong Tourism Board strives to be the most creative and effective tourism organisation in the world. Here is a list of international awards that recognised the organisation's work in 2013/14.





Destination – Hong Kong

- Best Business City in Northeast Asia, Business Traveller Asia-Pacific Awards 2013, *Business Traveller Asia-Pacific* magazine
- Best Business City in the World, Business Traveller Asia-Pacific Awards 2013, *Business Traveller Asia-Pacific* magazine
- Best City for Business Events, CEI Industry Survey 2014, *CEI Asia* magazine
- Best City of MICE Travel, China MICE Golden Chair Awards 2013, *MICE Travel* magazine
- Best Promotion Destination, Tourism Awards 2013, *Shanghai Morning Post*
- Favourite Business City in the World, Business Traveller China Awards 2013, *Business Traveller China* magazine
- Top 2 of Best Gourmet Destination/Top 3 of Best Overseas Tourism City/Top 3 of Best Family Fun Destination/Top 6 of Best Couple Tourist Destination/Top 8 of Best 80's Favourite Destination/Top 10 of Best Students' Favourite Destination, Ctrip Best Tourist Destination of the Year Award Ceremony 2013
- Winner of "Two Hours to Spare on a Business Trip", Amadeus & WTM Travel Experience Awards 2013

Hong Kong Tourism Board

(1) Organisation

HKTB

- Best Convention Bureau, CEI Industry Survey 2014, *CEI Asia* magazine
- Top 10 Most Influential Enterprises on Weibo (Hong Kong), Star of Sina Weibo 2013

Frankfurt Office

- Bronze Award, Best Tourist Office in Asia, Go Asia Awards 2014

Seoul Office

- Best National Tourism Office, *Korea Travel News*

(2) Marketing & PR Initiatives

“Be My Guest” Campaign

- Best Travel Social Media Campaign, Internet Advertising Competition Awards 2014

DiscoverHongKong.com Website

- Best in Class Award, Interactive Media Awards 2013
- Gold Award, General Website Categories – Tourism, WebAward 2013
- Gold Award, General Website Categories – Tourism, W³ Awards 2013
- Silver Award, Web Accessibility Recognition Scheme 2012-13
- Silver Award, Website Features – Structure and Navigation, WebAward 2013
- Silver Award, Website Features – Structure and Navigation, W³ Awards 2013
- Bronze Award in “Websites Re-Launch” category, Galaxy Awards 2013
- Outstanding Website Award, WebAward 2013

Discover Hong Kong Facebook Fan Page

- Winner in “Marketing Media – Social Media” category, PATA Gold Awards 2013
- Gold Award in “Self-Promotion” category, Astrid Awards 2014

“Discover Hong Kong • AR Walks” Mobile App

- Silver Award, Excellence in Mobile Marketing, Marketing Excellence Awards 2013
- Bronze Award, Best Lifestyle (Green, Healthy & Creative Living) Award, Hong Kong ICT Awards 2013

“Discover Hong Kong • Island Walks” Mobile App

- Gold Award, Best App – Community/Government, Mob-Ex Awards 2013
- Honors Award in “Special Projects: iPhone Application” category, Astrid Awards 2013

“Discover Hong Kong • Travel Pack” Mobile App

- Gold Award, Best Campaign of Tablet, Mob-Ex Awards 2013
- Silver Award, Best App – Community/Government, Mob-Ex Awards 2013
- Bronze Award in “Emerging Media/iPad App” category, Galaxy Awards 2013

HKTB Annual Report 2012/13

- Certificate of Excellence, Corporate Publications, PRWeek Awards Asia 2014
- Honors Award, Government Supported Tourism, Interactive Annual Report, International ARC Awards 2014

HKTB Weibo Page

- Top 10 Popular Official Weibo of Outbound Tourism, Golden Track 2013, Sina Weibo

HKTB’s Year of the Snake Calendar 2013

- Silver Award in “Promotion: Calendar” category, Galaxy Awards 2013
- Bronze Award in “Calendars: Tourism” category, Astrid Awards 2013

“Hold My Hand in Hong Kong” Campaign

- Grand Award of Excellence, 2nd Hong Kong Public Relations Awards (2014)
- Most Creative Campaign Award, 2nd Hong Kong Public Relations Awards (2014)
- Gold Award in “Integrated Marketing Communications” category, 2nd Hong Kong Public Relations Awards (2014)
- Winner in “Marketing – Primary Government Destination” category, PATA Gold Awards 2014
- Silver Award in “Campaigns” category, Astrid Awards 2014
- Bronze Award in “DVDs/Video: Travel/Tourism” category, Mercury Awards 2013/2014
- Certificate of Excellence, South Asia PR Campaign of the Year, PRWeek Awards Asia 2014

Hong Kong Chinese New Year 2014 Parade Floats

- Bronze Award in “Special Project: Parade Floats” category, Astrid Awards 2014

Hong Kong Halloween Treats Digital Campaign 2013

- Bronze Award, Mobile Marketing, Golden Mouse Digital Marketing Competition 2014

“Hong Kong Summer Showreels” Campaign

- Silver Award in “Promotion” category, Astrid Awards 2013

“Hong Kong Winterfest 2013” Campaign

- Bronze Award in “Promotion: Viral Campaign” category, Astrid Awards 2014

PartnerNet Website

- Silver Award in “Websites: Redesign/Relaunch” category, Astrid Awards 2013
- Honors Award in “Websites: Re-Launch” category, Galaxy Awards 2013

“Purchase Process Intercept” Campaign

- Silver Award in “Destination Marketing – Web Marketing/Advertising” category, Travel Weekly Magellan Awards 2013
- Bronze Award, HSMIA (Hospitality Sales & Marketing Association International) Adrian Awards 2013

“Taste of Hong Kong” Campaign

- Gold Stevie Winner, Marketing Campaign of the Year – Travel/Tourism/Destination, The International Business Awards 2014
- Bronze Stevie Winner, Brand Experience of the Year – Consumer, The International Business Awards 2014

“Travel/Travel 2” Campaign

- Silver Award in “Destination Marketing – Advertising/Marketing Campaign” category, Travel Weekly Magellan Awards 2013

Visa go Hong Kong Super Shopper 2013

- Winner in “Marketing Media – Public Relations Campaign” category, PATA Gold Awards 2014
- Silver Award in “Special Events” category, Mercury Awards 2013/2014
- Certificate of Excellence, Asia-Pacific PR Campaign of the Year, PRWeek Awards Asia 2014

“World Class Experiential Marketing/Hong Kong Live at The Grove” Campaign

- Gold Award in “Destination Marketing – Advertising/Marketing Campaign” category, Travel Weekly Magellan Awards 2013
- Silver Award, HSMIA (Hospitality Sales & Marketing Association International) Adrian Awards 2013

(3) MICE Promotions

- The Best Organisation Award, China (Guangdong) International Tourism Industry Expo 2013
- The Best Booth Decoration Award, China (Guangdong) International Tourism Industry Expo 2013
- The Most Outstanding Booth Design Award, Beijing International Tourism Expo 2013

(4) Visitor Services

Hong Kong International Airport Customer Service Excellence Programme 2013 / 14

- Individual Award: Joyce Lam, Koey Hsu
- Corporate Excellence Award: Mary Luk, Mavis Lin

Asia Pacific Customer Service Consortium Customer Relationship Excellent (CRE) Awards 2013

- Customer Service Professional of the Year (Service Centre): Koey Hsu

Hong Kong International Airport Best Smiling Customer Service Trophy Award

- Winner: Arthur Ho