

AWARDS & ACHIEVEMENTS





Destination – Hong Kong

- Best Business City in Northeast Asia, 2014 Business Traveller Asia-Pacific Awards, *Business Traveller Asia-Pacific* magazine
- Best Business City in the World, 2014 Business Traveller Asia-Pacific Awards, *Business Traveller Asia-Pacific* magazine
- Best City for Business Events, CEI Industry Excellence in Events Survey 2015, *CEI Asia* magazine
- Best Culinary Destination, Expert's Choice, Culinary Travel Awards 2014, *SAVEUR* magazine
- Best Promotion Destination, Tourism Awards 2013, *Shanghai Morning Post*
- Best Shopping Destination, Leisure Travel Awards 2014, *Global Traveler* magazine
- Favourite Business City in the World, 2014 Business Traveller China Awards, *Business Traveller China* magazine

Hong Kong Tourism Board

1 Organisation

HKTB

- First runner-up of the “Best Convention Bureau”, CEI Industry Excellence in Events Survey 2015, *CEI Asia* magazine

Seoul Office

- Best National Tourism Office, *Korea Travel News*

2 Marketing Initiatives

“Ask The Boss” Campaign

- Honours in the “Promotion / Marketing: Social Media Campaigns” category, Mercury Awards 2014/15

“Be My Guest” Facebook App

- Social Network Standard of Excellence in the “Social Network” category, WebAward 2014

“David Myers’ My Hong Kong” Online Video Series by USA Office

- Silver Award in the “Destination Marketing – Web Marketing / Advertising” category, Travel Weekly Magellan Awards 2014

DiscoverHongKong.com Website

- Best APAC Destination Website, TravelMole APAC Web Awards 2014

Discover Hong Kong Facebook Fan Pages

- Gold Award in the “Self-Promotion” category, Astrid Awards 2014
- Silver Award in the “Social Media” category, Mercury Awards 2014/15
- Bronze Award in the “Emerging Media – Travel / Tourism” category, Galaxy Awards 2014

Hong Kong Chinese New Year 2014 Parade Floats

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

“Hong Kong Winterfest 2013” Campaign

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

“Hot Jazz/Smart Marketing” Campaign by USA Office

- Gold Award in the “Destination Marketing – Advertising / Marketing Campaign” category, Travel Weekly Magellan Awards 2014

“My Hong Kong Guide” Multi-Level Platform

- Grand Award in the “Apps” category, Galaxy Awards 2014
- Gold Award in the “Emerging Media – Mobile App” category, Galaxy Awards 2014
- Silver Award in the “Emerging Media – Travel / Tourism” category, Galaxy Awards 2014
- Silver Award in the “Best App – Government / Community” category, Mob-Ex Awards 2015
- Bronze Award in the “Excellence in Use of Apps” category, Marketing Excellence Awards 2014

“My Time for Hong Kong” New Brand Identity

- Gold Award in the “Promotion – Brand Identity” category, Galaxy Awards 2014

“Taste of Hong Kong” Campaign by Taipei Office

- 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

The HKTB Social Media Platforms

- Silver Award in the “Social Content – Social Presence” category, W³ Awards 2014

“The Road to Social Marketing Leadership” Campaign by USA Office

- Silver Award in the “Destination Marketing – Web Marketing / Advertising” category, Travel Weekly Magellan Awards 2014

3 PR Initiatives

“Follow Me to Discover Hong Kong” Campaign

- Silver Award in the “Best Use of Small Budget” category, PR Awards 2014, *Marketing* magazine
- Silver Award in the “Publicity: Social Media Influencers” category, Mercury Awards 2014/15

HKTB Annual Report 2012/13

- Certificate of Excellence in “Corporate Publications” category, PRWeek Awards Asia 2014
- Honours Award in “Government Supported Tourism, Interactive Annual Report” category, International ARC Awards 2014

“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)
- Gold Award in “Marketing – Primary Government Destination” category, PATA Gold Awards 2014
- Silver Award in “Campaigns” category, Astrid Awards 2014
- Certificate of Excellence, South Asia PR Campaign of the Year, PRWeek Awards Asia 2014

Visa go Hong Kong Super Shopper 2013

- Gold Award in “Marketing Media – Public Relations Campaign” category, PATA Gold Awards 2014
- Certificate of Excellence in “Asia-Pacific PR Campaign of the Year” category, PRWeek Awards Asia 2014

4 Trade Shows

2014 “Hong Kong · Asia’s World City” Hong Kong Pavilion Booth Design

- Bronze Award in the “Design – Trade Show Booth Display” category, Galaxy Awards 2014

5 Visitor Services

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 Customer Service Excellence Programme 2013/14

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