



24 HOURS > 08.00 AM - 10.00 AM

A THRILLING SPECTACLE FROM THE PEAK TO THE CITY'S STREETS
山頂眺望 感受大都會魅力 >>



AWARDS 獎項



Hong Kong

Favourite Overseas City

- > *UK's Guardian, Observer and Guardian Unlimited Travel Awards*

The Best Destination Experience (Independent Sightseeing and Best Turnaround Destination)

- > *British magazine Dream World Cruise Destinations*

Best MICE City Award

- > *CEI Asia Pacific Magazine – Industry Awards 2008*

香港

最受歡迎海外城市

- > 英國報章《衛報》、《觀察家報》及 Guardian Unlimited 網站旅遊大獎

最佳旅遊體驗(自助旅遊及最佳交通配套旅遊點)

- > 英國雜誌《Dream World Cruise Destinations》

最佳會展獎勵旅遊城市獎

- > 《亞太會議展覽及獎勵旅遊雜誌》2008年行業大獎

HKTB Marketing (general)

2006 Discover Hong Kong Year – “Moments of Discovery” TVC

- > *US International Film and Video Festival 2007– First Place “Gold Camera Award” (Category: Travel, Tourism)*

“Roll... & Action! – Discover Hong Kong” Integrated Marketing Campaign

- > *Galaxy Award 2007– Honors (Promotion – Tourist/Travel Destination Campaign)*

- > *Questar Award 2007– Grand Winner of the Best of Marketing Campaigns; Gold Award (Broadcast/Cable Programme – Tourism/Travel Destination Promotion)*

- > *Golden City Gate Films and Creative Advertising Awards – Special Prize (City Tourism)*

“Hong Kong – Through the Eyes of Celebrities” TV programme

- > *Galaxy Award 2007– Bronze (Promotion – Other/Misc.)*

Quality Tourism Services “Grow Your Business with Quality” video

- > *Questar Award 2007– Gold Award (Non-profit Organisations – Tourism Services Programme)*

“My 1997 and 2007” music video

- > *Questar Award 2007– Silver Award (Non-profit Organisations – Tourism/Destination)*

“All Access Hong Kong” television programme co-produced by the HKTB and CBS Broadcasting Inc.

- > *Adrian Awards 2007– Silver Award (Feature Placement – Television)*

“Live Love Print Campaign – Advertisements”

- > *Golden City Gate Films and Creative Advertising Awards – Silver Prize (Print Campaigns)*

旅發局推廣(各類推廣)

2006精采香港旅遊年—「時刻發現 精采香港…」電視廣告

- > 2007美國國際電影及影片節(旅行及旅遊組別)「Gold Camera Award」第一名

「Roll... & Action! – Discover Hong Kong」綜合市場推廣計劃

- > *Galaxy Award 2007—「旅客/旅遊—目的地推廣活動組別」榮譽獎*

- > *Questar Award 2007—最佳推廣計劃大獎：「廣播/有線電視節目—旅遊業/旅遊點推廣組別」金獎*

- > *Golden City Gate Films and Creative Advertising Awards—「城市旅遊推廣組別」特別獎*

「香港—星星細語香港情」特備電視節目

- > *Galaxy Award 2007—「推廣活動—其他組別」銅獎*

優質旅遊服務—「優質創商機」短片

- > *Questar Award 2007—「非牟利機構—旅遊服務計劃組別」金獎*

「我的1997和2007」音樂短片

- > *Questar Award 2007—「非牟利機構—旅遊業/旅遊點組別」銀獎*

旅發局與CBS聯合製作電視特輯「All Access Hong Kong」

- > *Adrian Awards 2007—「電視特輯組別」銀獎*

「樂在此，愛在此！」廣告

- > *Golden City Gate Films and Creative Advertising Awards—「刊物推廣組別」銀獎*



HKTB Web Marketing

Interactive Itinerary Planner

- > *Web Award 2007, Web Marketing Association, US – Travel Standard of Excellence*
- > *W³ Awards 2007 – Gold Award*

Search Engine Marketing Campaign

- > *iDA Awards 2007 – Merit Award*
- > *Digital Media Award 2007 – Silver Award*
- > *New York Festivals Innovative Advertising Award 2008 – Finalist Certificate*

DiscoverHongKong.com e-Invites Design Campaign

- > *Galaxy Award 2007 – Honors (Website – Non-profit Organisations)*

旅發局網上推廣

網上「互動行程計劃」

- > *美國網絡營銷協會網頁獎 2007—旅遊組別 優越等級網站*
- > *W³ Awards 2007—金獎*

搜尋器推廣計劃

- > *iDA Awards 2007—優異獎*
- > *2007數碼傳媒大獎—銀獎*
- > *2008紐約廣告大獎創新廣告獎—入圍作品*

DiscoverHongKong.com 「e請卡」設計比賽

- > *Galaxy Award 2007—「非牟利機構網站 組別」榮譽獎*

HKTB (general)

Best Asia/Pacific Tourist Board (HKTB's UK office)

- > *British Travel Awards 2007*

Best Pacific Asia Tourism Bureau (HKTB's office in the Americas)

- > *American magazine Agent@home*

Best Tourism Organisations Award

- > *CEI Asia Pacific Magazine – Industry Awards 2008*

旅發局(整體)

亞洲/太平洋區最佳旅遊局(旅發局英國辦事處)

- > *2007英國旅遊大獎*

太平洋區(亞洲)最佳旅遊局(旅發局美洲辦事處)

- > *美國專業雜誌《Agent@home》*

專業雜誌最佳旅遊局

- > *《亞太會議展覽及獎勵旅遊雜誌》2008年 行業大獎*

HKTB Service

8th Annual Hong Kong Call Centre Association Awards

- > *Inbound Contact Centre of the Year (Outsourced) – Gold Award*
- > *Inbound Contact Centre Agent of the Year – Silver Award Winner – Laura Wong*

HKIA Best Service Awards 2007

- > *Winners: Ms Bonnie Lim (Officer, Visitor Services), Ellen Wong (Officer, Visitor Services)*

旅發局服務

第8屆香港客戶中心協會年獎

- > *最佳外判對內客戶中心(金獎)*
- > *傑出對內客戶中心服務代表(銀獎)*
得獎者—黃潔如

香港國際機場最佳服務獎2007

- > *得獎者—林晶晶(旅客服務助理主任) 及黃芷婷(旅客服務助理主任)*