





Awards & Achievements

Destination – Hong Kong

- Best Business City in Asia, Best in Travel Poll 2016, *Smart Travel Asia* magazine
- Best Business City in Northeast Asia, Business Traveller China Awards 2016, *Business Traveller Asia-Pacific* magazine
- City Destination for Meetings and Events, Greater China, CEI Editors' Choice Awards 2017
- Favourite Business City in the World, Business Traveller China Awards 2016, *Business Traveller China* magazine
- World's Leading City Break Destination, Asia's Leading City Break Destination and Asia's Leading Meetings & Conference Destination, World Travel Awards 2016

Hong Kong Tourism Board

1. Organisation

HKTB

- Best Convention Bureau, Greater China, CEI Editors' Choice Awards 2017
- The Progressive Association, Exhibition Excellence Awards 2017, *Exhibition Showcase* magazine
- World's Leading Tourist Board, World Travel Awards 2016

HKTB's Seoul Office

- The Best National Tourism Office, *Korea Travel News*

2. Marketing Initiatives

“Best of All, It's in Hong Kong” brand campaign site

- Gold Award in the “Marketing Media – Website” category, PATA Grand and Gold Awards 2017
- Gold Award in the “Websites/Mobile Media: Brand Awareness” category, Mercury Awards 2016/2017
- Silver Award in the “Campaigns: Tourism/Destination” category, Astrid Awards 2017

DiscoverHongKong.com

- Silver Award, Web Accessibility Recognition Scheme 2016

DiscoverHongKong.com mobile site

- Silver Award in the “Corporate Website – Travel/Tourism” category, iNOVA Awards 2016
- Silver Award in the “Mobile Media: Mobile Website” category, Galaxy Awards 2016
- Bronze Award in the “Mobile Media: Mobile Sites” category, Questar Awards 2016

Discover Hong Kong Facebook Fan Page

- Gold Award in the “Marketing: Facebook” category, iNOVA Awards 2016
- Gold Award in the “Marketing Media – Social Media” category, PATA Grand and Gold Awards 2016
- Bronze Award in the “Mobile Media: Facebook Page” category, Galaxy Awards 2016
- Bronze Award in the “Self-Promotion: Facebook Page” category, Astrid Awards 2017

Discover Hong Kong Instagram Fan Page

- Silver Award in the “Social Media” category, iNOVA Awards 2016
- Silver Award in the “Social Media” category, Mercury Awards 2016/2017
- Bronze Award in the “Mobile Media: Social Media” category, Galaxy Awards 2016

“Event Capital of Asia” campaign

- Gold Award in the “Advertising: Multi-Media Campaign” category, Galaxy Awards 2016

“Happy@HongKong Super Jetso” campaign

- Gold Award in the “Video – DVD & Online: Tourism” category, Astrid Awards 2016

“Hong Kong Summer Fun” campaign

- Gold Award and the Best of Campaigns in the “Campaigns” category, Astrid Awards 2016
- Bronze Award in the “Promotion” category (campaign countdown), Astrid Awards 2016

“Hong Kong Wine & Dine Festival” Website

- Bronze Award in the “Corporate Website: Events” category, iNOVA Awards 2016

International Chinese New Year Night Parade – HKTB Parade Floats & Mascot

- Bronze Award in the “Special Projects: Other/Misc. – Holiday Event” category, Astrid Awards 2017

“I Never Knew” campaign

- Gold Award in the “Travel and Hospitality Marketing” category, Marketing Excellence Awards 2016, *Marketing* magazine

“My Hong Kong Guide” mobile app

- Bronze Award in the “Best App – Hospitality and Travel” category, Mob-Ex Awards 2017

New Year Countdown Celebrations 2015

- Grand Award in the “Marketing” category, PATA Grand and Gold Awards 2016
- Gold Award in the “Social Media” category, iNOVA Awards 2016
- Silver Award in the “Social Content & Marketing – Events” category, W3 Awards 2016
- Bronze Award in the “Promotion: Special Project” category, Galaxy Awards 2016

New Year Countdown Celebrations 2016

- Best of Social Media, Mercury Awards 2016/2017
- Gold Award in the “Social Media” category, Mercury Awards 2016/2017
- Gold Award in the “Promotion/Marketing: Social Media Campaigns” category, Mercury Awards 2016/2017

3. Public Relation Initiatives

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

- Best of Publicity, Mercury Award 2016/2017
- Gold Award in the “Publicity: Celebrity Campaign” category, Mercury Award 2016/2017

“Hong Kong Sevens Bar Tram” campaign

- Honours Award in the “Special Events: Publicity” category, Galaxy Awards 2016

HKTB Annual Report 2014/15

- Silver Award in the “General Website - Corporate Communications” category, W3 Awards 2016
- Silver Award in the “Online Annual Reports: Tourism” category, iNOVA Awards 2016
- Bronze Award in the “Annual Reports – Online” category, Astrid Awards 2016
- Bronze Award in the “Custom Publication” category, Marketing Excellence Awards 2016, *Marketing* magazine

4. Visitor Services

Asia Pacific Customer Service Consortium – Customer Relationship Excellence (CRE) Awards 2015

- Customer Service Center of the Year (Tourism)

Hong Kong International Airport – Customer Service Excellence Programme 2016

- Individual Award: Chung Man Cheng
- Corporate Excellence Award: Joeie Wong, Windy Chiu, Ray Cheung, Janice Chan, Wing Li, Amanda Law, Lo Wai Kuen

Stevie Awards for Sales & Customer Service 2017

- Bronze Award under “Front-Line Customer Service Team of the Year – All Other Industries –100 or More Employees” classification in the “Customer Service & Contact Centre Team” category