





AWARDS & ACHIEVEMENTS

DESTINATION – HONG KONG

- Asia's Leading Meetings & Conference Destination, World Travel Awards 2019
- Best MICE Destination, Travel + Leisure India Best Awards 2019
- The Most Popular Domestic Destination 2019, The Most Popular Food Destination 2019, Ctrip
- Top 10 Best Cities for Meetings in Asia, Best in Travel Poll 2019, *Smart Travel Asia* magazine
- Top 10 Holiday Destinations in Asia, Best in Travel Poll 2019, *Smart Travel Asia* magazine
- Top Asia Cruise Destinations, Cruisers' Choice Destination Awards 2019

HONG KONG TOURISM BOARD

1. ORGANISATION

HKTB

- Best Digital Presence of International Tourism Board, Travel Awards 2019, *Times of India* magazine
- Client of the Year, Kam Fan Awards 2019
- Excellent Booth Award, 2019 China International Travel Mart
- Excellent Organisation Award, 2019 China International Travel Mart
- MICE Travel Service Contribution Award, World Direct Selling Brand Festival 2019
- The Best Organisation Prize, CITIE 2019
- Silver Award in the "Special Projects: Holiday Event" category, Astrid Awards 2019

HKTB Annual Report 2017/18

- Grand Award in the "Annual Reports – Online" category, Astrid Awards 2019
- Grand Award in the "Annual Reports – Online" category, Mercury Awards 2019/20
- Gold Award in the "Non-Profit Organisation – Online Annual Report" category, ARC Awards 2019
- Gold Award in the "Innovation in Annual Reports" category, Asia-Pacific Stevie Awards 2019
- Gold Award in the "Annual Reports – Online: Non-Profit Organisations" category, Astrid Awards 2019
- Gold Award in the "Annual Reports – Online – Interactive" category, Mercury Awards 2019/20
- Gold Award in the "Corporate Publications" category, PR Awards Asia 2019
- Bronze Award in the "Online Annual Reports – Tourism" category, iNova Awards 2019
- Honours Award in the "Annual Reports – Online – Tourism" category, Galaxy Awards 2019

2. HKTb'S INITIATIVES

ART THAT MOVES – HK's first mobile, living art gallery

- Gold Award in the "Campaigns – Non-Profit Campaign" category, iNova Awards 2019
- Gold Award in the "Outdoors – Outdoors Campaign – Creative Use of Standard Outdoor Billboard Space" category, Kam Fan Awards 2019
- Silver Award in the "Campaigns – Outdoor" category, iNova Awards 2019
- Silver Award in the "Media – Media Single – Best Use of Outdoor" category, Kam Fan Awards 2019
- Bronze Award in the "Non-Profit Organisations" category, iNova Awards 2019
- Bronze Award in the "Promo & Activation – Promo & Activation Single – Use of Standard Outdoor Space" category, Kam Fan Awards 2019
- Merit Award in the "Culture & The Arts" category, 2019 Hong Kong Effie Awards
- Merit Award in the "Media Innovation" category, 2019 Hong Kong Effie Awards

Building Connections

- Gold Award in the "Best Native Advertising/Branded Content Campaign" category, Digital Media Asia Awards 2019
- Bronze Award in the "Best use of infographics" category, Native Advertising Awards 2019

CNY 2018 "Good Fortune Everywhere"

- Grand Award in the "Video" category, Astrid Awards 2019
- Grand Award in the "Event Advertisements" category, Questar Awards 2019
- Gold Award in the "Video – DVD, Online & USB: Tourism" category, Astrid Awards 2019
- Gold Award in the "Advertisements/Commercials: Events" category, Questar Awards 2019
- Bronze Award in the "Advertisements" category, Astrid Awards 2019
- Bronze Award in the "Promotion" category, Astrid Awards 2019
- Bronze Award in the "Film – TVC Film Single – Entertainment, Leisure & Travel" category, Kam Fan Awards 2019
- Bronze Award in the "Broadcast/Cable/Online: Arts/Culture" category, Questar Awards 2019

"DiscoverHongKong" Facebook Page

- Gold Awards in the "Marketing – Social Media Campaign" category, PATA Grand and Gold Awards 2019
- Honours Award in the "Self-Promotion" category, Astrid Awards 2019

Dominating Seatrade 2019

- Gold Award in the “Asia – Overall Destinations – Business/Conference” category, Travel Weekly Magellan Awards 2019
- Silver Award in the “Advertising – Tradeshow Marketing” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2019

Fire Dragon Bedtime Story

- Bronze Award in the “Animation” category, iNova Awards 2019
- Honours Award in the “Design – Illustration” category, Mercury Awards 2019/20

2018 Greater Bay Area Showcase

- Grand Award in the “Promotion” category, Astrid Awards 2019
- Gold Award in the “Promotion: Event/Opening” category, Astrid Awards 2019

Great Outdoors Express

- Gold Award in the “Non-Profit Organisations: Nature/Wildlife” category, Questar Awards 2019
- Silver Award in the “Promotion” category, Astrid Awards 2019
- Silver Award in the “Special Projects: Natural Wonders Campaign” category, Astrid Awards 2019

Great Outdoors Hong Kong

- Gold Award in the “Marketing – Adventure Travel” category, PATA Grand and Gold Awards 2019
- Silver Award in the “Excellence in Content Marketing” category, Marketing Excellence Awards 2019
- Bronze Award in the “Public Relations – Awareness Campaign” category, Galaxy Awards 2019

Great Outdoors Hong Kong (Airport Express)

- Silver Award in the “Best Idea – Out-Of-Home” category, MARKies Awards 2019

Hong Kong Arts Month

- Grand Award in the “Special Projects” category, Mercury Awards 2019/20
- Gold Award in the “Other/Miscellaneous/Special Projects” category, Mercury Awards 2019/20
- Silver Award in the “Promotion – Special Project” category, Galaxy Awards 2019
- Silver Award in the “Promotion/Marketing – Tourism” category, Mercury Awards 2019/20
- Bronze Award in the “Excellence in Innovation” category, Marketing Excellence Awards 2019
- Bronze Award in the “Advertising” category, Mercury Awards 2019/20
- Bronze Award in the “Campaigns – Non Profit/Public Affairs – Tourism” category, Mercury Awards 2019/20
- Honours Award in the “Advertising – Outdoor” category, Galaxy Awards 2019

“Hong Kong’s Big Bet” in *Departures* magazine

- Silver Award in the “Public Relations – Feature Placement Print Consumer – Consumer Magazine or Newspaper” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2019

“Hong Kong Neighbourhoods” Campaign

- Silver Award in the “Non-Profit Organisations: Tourism” category, Astrid Awards 2019

Hong Kong Pavilion Design

- Bronze Award in the “Graphic Design: Trade Show Booth” category, Astrid Awards 2019

Hong Kong Shingo Art – Leveraging the J-POP Influence

- Japan Tourism Awards in the “Field of Outbound Travel – Regional” category, Tourism EXPO Japan 2019
- Gold Award in the “Innovation in the Use of Celebrities or Public Figures” category, Asia-Pacific Stevie Awards 2019
- Silver Award in the “Integrated Marketing Communications” category, Hong Kong Public Relations Awards 2018

“Hong Kong Summer Fun” Campaign

- Silver Award in the “Non-Profit Organisations: Website” category, Astrid Awards 2019

Hong Kong Wine & Dine Festival 2018

- Bronze Award in the “Best Result-Driven Campaign” category, PR Awards 2019, *Marketing* magazine

“Hong Kong Wine & Dine Festival” Website

- Silver Award in the “Websites: Microsite” category, Astrid Awards 2019
- Silver Award in the “Microsite” category, iNova Awards 2019
- Honours Award in the “Websites – Travel/Tourism” category, Galaxy Awards 2019

“My Hong Kong Guide” Mobile App

- Merit Award in the “Public Sector” category, Asia Smart App Awards 2018/2019

Revamp of “My Hong Kong Guide” Mobile App

- Grand Award in the “Apps” category, Astrid Awards 2019
- Gold Award in the “Apps” category, Astrid Awards 2019

“Old Town Central” Campaign

- Merit Award in the “Sustained Success” category, 2019 Hong Kong Effie Awards

“Places to Love” by PBS

- Bronze Award in the “Public Relations – Feature Placement Television” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2019

Reframing Hong Kong

- Grand Award in the “Campaigns” category, Astrid Awards 2019
- Grand Award in the “Direct Single – Co-Creation & User Generated Content” category, Kam Fan Awards 2019
- Gold Award in the “Campaigns” category, Astrid Awards 2019
- Gold Award in the “Direct – Direct Single – Co-Creation & User Generated Content” category, Kam Fan Awards 2019
- Gold Award in the “Media – Media Single – Best Use of Co-Creation and User Generated Content” category, Kam Fan Awards 2019
- Gold Award in the “Media – Media Single – Best Use of Social Media” category, Kam Fan Awards 2019
- Silver Award in the “Brand Experience” category, 2019 Hong Kong Effie Awards
- Silver Award in the “Promotion – Tourism” category, Galaxy Awards 2019
- Silver Award in the “Digital & Social Campaign – Best Digital Campaign” category, Kam Fan Awards 2019
- Silver Award in the “Digital & Social – Social Single – Co-Creation & User Generated Content” category, Kam Fan Awards 2019
- Silver Award in the “Direct – Direct Single – Use of Digital and Social Platforms” category, Kam Fan Awards 2019
- Silver Award in the “Integrated – Best Integrated Campaign” category, Kam Fan Awards 2019
- Silver Award in the “Excellence in Integrated Marketing” category, Marketing Excellence Awards 2019
- Bronze Award in the “Special Projects: Integrated Campaign” category, Astrid Awards 2019
- Bronze Award in the “Websites: Microsite” category, Astrid Awards 2019
- Bronze Award in the “Digital & Social – Social Single – Innovative Use of Social or Community” category, Kam Fan Awards 2019
- Bronze Award in the “Mobile Media: Brand Promotion” category, Questar Awards 2019
- Merit Award in the “Digital & Social – Social Single – Hong Kong Culture & Context – Social Behaviour and Cultural Insight” category, Kam Fan Awards 2019
- Merit Award in the “Media – Media Campaign – Best Integrated Media Campaign” category, Kam Fan Awards 2019

“Rock the Boat” HK Dragon Boat Carnival

- Gold Award in the “Promotion – Christmas/Holiday” category, Galaxy Awards 2019
- Bronze Award in the “Sports” category, iNova Awards 2019
- Honours Award in the “Special Project – Sports” category, Mercury Awards 2019/20

Segmenting Consortia

- Silver Award in the “Destination Marketing – Campaign – Advertising/Marketing” category, Travel Weekly Magellan Awards 2019

Sham Shui Po Campaign

- Gold Award in the “Destinations – Overall – Social Media” category, Travel Weekly Magellan Awards 2019
- Silver Award in the “Stakeholder Engagement” category, Hong Kong Public Relations Awards 2018
- Silver Award in the “Digital Marketing – Social Media Campaign” category, HSMAI (Hospitality, Sales & Marketing Association International) Adrian Awards 2019
- Bronze Award in the “Brand Experience” category, 2019 Hong Kong Effie Awards
- Merit Award in the “Travel/Tourism/Recreational/Leisure Facilities” category, 2019 Hong Kong Effie Awards

Sham Shui Po – Every Bit Local

- Platinum Award of the “Best of The Best – Use of Media” category, The Best of the Best Awards 2018
- Grand Award in the “Advertisements Campaign” category, Questar Awards 2019
- Gold Award in the “Promotion – Local Attractions” category, Galaxy Awards 2019
- Gold Award in the “Advertisements/Commercials: Campaign” category, Questar Awards 2019
- Gold Award in the “Corporations: Travel/Tourism” category, Questar Awards 2019
- Silver Award in the “Promotion – Non-Profit Organisation” category, Galaxy Awards 2019
- Silver Award in the “Non-Profit Organisations: Tourism” category, Questar Awards 2019
- Bronze Award in the “Campaigns” category, Astrid Awards 2019
- Bronze Award in the “Marketing” category, iNova Awards 2019
- Honours Award in the “Advertisements” category, Astrid Awards 2019
- Honours Award in the “Promotion” category, Astrid Awards 2019

Sham Shui Po – Every Bit Local QR Code

- Gold Award in the “Best Idea – Design” category, MARKies Awards 2019
- Silver Award in the “Other/Miscellaneous – Creative Design” category, iNova Awards 2019
- Bronze Award in the “QR code” category, Astrid Awards 2019

Sham Shui Po – Treasures of the heart

- Grand Award in the “Video” category, Galaxy Awards 2019
- Grand Award in the “Best of Scriptwriting” category, iNova Awards 2019
- Gold Award in the “Videos – DVDs, URLs & USBs – Tourism” category, Galaxy Awards 2019
- Gold Award in the “Copy/Scriptwriting” category, iNova Awards 2019
- Gold Award in the “Video – Tourism” category, iNova Awards 2019
- Silver Award in the “Excellence in Branded Content” category, Marketing Excellence Awards 2019
- Honours Award in the “Video – DVD, Online & USB: Tourism” category, Astrid Awards 2019
- Honours Award in the “Videos – DVDs, URLs & USBs – Video Storytelling” category, Galaxy Awards 2019

Skyscraper

- Gold Award in the “Destination Marketing – Campaign – Advertising/Marketing” category, Travel Weekly Magellan Awards 2019

Tai Hang Fire Dragon Dance

- Gold Award in the “Marketing – Young Travellers” category, PATA Grand and Gold Awards 2019

The Sounds of the Great Outdoors

- Gold Award in the “Video – Interview” category, iNova Awards 2019
- Silver Award in the “Campaigns” category, Astrid Awards 2019
- Silver Award in the “Videos – DVDs, URLs & USBs – Video Campaign” category, Galaxy Awards 2019
- Silver Award in the “Campaigns – Online Marketing” category, iNova Awards 2019
- Bronze Award in the “Best Use of Influencer” category, MARKies Awards 2019
- Bronze Award in the “Broadcast/Cable/Online: Tourism/Travel” category, Questar Awards 2019
- Bronze Award in the “Mobile Media: Video” category, Questar Awards 2019
- Honours Award in the “Special Projects: Content Marketing Campaign” category, Astrid Awards 2019
- Honours Award in the “Promotion/Marketing – Tourism” category, Mercury Awards 2019/20

VR Time Travel – Step into Old Hong Kong

- Silver Award in the “Corporations: Special Project” category, Questar Awards 2019

Way of the Fire Dragon

- Silver Award in the “Advertisements/Commercials: Events” category, Questar Awards 2019
- Bronze Award in the “Video – DVD, Online & USB: Tourism” category, Astrid Awards 2019

3. VISITOR SERVICES

Andrew Chan

- Individual Award, Hong Kong International Airport – Customer Service Excellence Programme 2019

Visitor Services

- 2019 Certificate of Excellence, TripAdvisor