

DESTINATION – HONG KONG

- Best City for Meetings in Asia, Best of the Decade Awards by *Smart Travel Asia*
- Most Anticipated Overseas Meetings & Incentive Destination (Short Haul), *Travel Weekly China*, M&C China

HONG KONG TOURISM BOARD

1. Organisation

HKTb

- 2020 Outstanding Partner Award, Tuniu
- Best Collaborate Tourist Administration of the Year, Global Shopping Festival 2020, Fliggy Award
- Best Organisation Award, China (Guangdong) International Tourism Industry Expo 2020
- Integrated Marketing Award, Trip.com Group
- Top National Tourism Board, Provision of Online Muslim Travel Resources in 2020 by Pear Anderson
- Top 10 Most Influential Oversea Enterprise, SINA Weibo Starlight Awards 2019

DiscoverHongKong.com

- Silver Award in the “Website Stream” category, Web Accessibility Recognition Scheme (WARS) 2020-2021.

HKTb Annual Reports

- Grand Award in the “Annual Reports – Online” category, Astrid Awards 2020
- Grand Award in the “Annual Reports – Online” category, Mercury Awards 2020/21
- Grand Award in the “Video Annual Reports” category, Questar Awards 2020
- Gold Award in the “Annual Reports—Online – Home Page” category, Astrid Awards 2020
- Gold Award in the “Annual Reports—Online – Interactive” category, Mercury Awards 2020/21
- Gold Award in the “Corporation – Annual Report” category, Questar Awards 2020
- Silver Award in the “Innovation – Annual Reports” category, 2020 Asia-Pacific Stevie Awards.
- Silver Award in the “Mobile Media – Annual Report” category, Questar Awards 2020
- Honours Award in the “Non-Profit Organisation – Online Annual Report” category, ARC Awards 2020
- Honours Award in the “Annual Reports – Online – Tourism” category, Galaxy Awards 2020
- Honours Award in the “Mobile Media – Annual Report” category, Galaxy Awards 2020

2. HKTb's Initiatives

2019 Greater Bay Area Showcase

- Gold Award in the "Destination Marketing – Event" category, *Travel Weekly* 2020 Magellan Awards
- Bronze Award in the "Promotion – Shopping Mall" category, Astrid Awards 2020

2020 MICE Online Connect Hong Kong

- Tourism Recovery – Best Digital Innovation Award, *Travel Marketing Watch*

360 Hong Kong Moments – Great Outdoors

- Winner of the Marketing Campaign (State and City - Global) category, PATA Gold Awards 2021

e-Sports & Music Festival Hong Kong 2019

- Gold Award in the "Best Event – Gamification" category, Marketing Events Awards 2020
- Gold Award in the "Best Large Event" category, Marketing Events Awards 2020
- Silver Award in the "Best Event Production" category, Marketing Events Awards 2020
- Silver Award in the "Best Use of Influencer/Advocates" category, Marketing Events Awards 2020

Holiday at Home

- Excellence in Agility and Crisis Management Award, 2021 Hong Kong Management Association (HKMA) Awards for Marketing Excellence
- Bronze Award in the "Corporation: COVID Response" category, Questar Awards 2021
- Honourable Mention in the "Native Advertising" category, INMA Global Media Awards 2021
- Bronze Award for Marketing Excellence, 2021 Hong Kong Management Association (HKMA) Awards for Marketing Excellence

Hong Kong Arts Month 2019

- Gold Award in the "Best Idea – Branded Content" category, MARKies Awards 2020
- Gold Award in the "Best Idea – Out-of-Home" category, MARKies Awards 2020
- Gold Award in the "Best Idea – Public Awareness" category, MARKies Awards 2020
- Gold Award in the "Best Use of Out-Of-Home" category, MARKies Awards 2020
- Silver Award in the "Best Use of Integrated Media" category, MARKies Awards 2020
- Winner in the "Best Media Campaign – Out-of-Home" category, Spark Awards 2020

Hong Kong New Year Countdown Celebrations 2021

- Bronze Award in the “Best Virtual Event” category, Marketing Events Awards 2021
- Bronze Award in the “Virtual Experience – Non-for-profit/Government” category, Eventex Awards 2021

China International Import Expo 2019

- Gold Award in the “Design – Various – Trade Show Booth” category, Galaxy Awards 2020

Hong Kong Wine & Dine Festival 2020

- Gold Award in the “Best Experiential Event” category, Marketing Events Awards 2021
- Silver Award in the “Best Hybrid Event”, Marketing Events Awards 2021
- Silver Award in the “Best Virtual Event” Categories, Marketing Events Awards 2021

Hong Kong Wine & Dine Festival 2020 – Go Live!

- Gold Award in the “Best Virtual Events for Marketing”, DigiZ Awards 2021
- Bronze Award in the “Best Cross-Platform Campaign” category, DigiZ Award 2021

Hong Kong WinterFest 2020

- Silver Award in the “Best Use of Influencer” category, Marketing Events Awards 2021
- Silver Award in the “Virtual Experience – Non-for-profit/Government” category, Eventex Awards 2021
- Bronze Award in the “Best Virtual Event Experience” category, Event Marketing Awards 2021

“Rock the Boat” video

- Gold Award in the “Best Idea – Video” category, MARKies Awards 2020

3. Visitor Services

Hong Kong Travel Buddy

- Gold Award in the “Innovation in Customer Service Management, Planning and Practice, Public Enterprise” category, Asia-Pacific Stevie Awards 2021

Hong Kong Tourist Live Map

- Gold Award in the “Innovation Use of Technology in Customer Service, Public Enterprise” category, Asia-Pacific Stevie Awards 2021

Visitor Services

- Travelers Choice 2020, TripAdvisor