

AWARDS AND ACHIEVEMENTS

Hong Kong Tourism Board

1 Organisation

HKTB

- Best Global Convention and Visitors Bureaus, 2022 Best of Awards by Meetings Today

HKTB Annual Reports

- Silver Award in the Innovation – Annual Reports category, 2021 Asia-Pacific Stevie Awards
- Silver Award in the Non-Profit Organisations–Online Annual Reports category, Astrid Awards 2021
- Silver Award in the “Interactive Annual Report: Non-Profit Organisations” category, Questar Awards 2022
- Bronze Award in the “Annual Reports - Online: Tourism” category, Galaxy Awards 2022
- Honours Mentions in the “Mobile Media: Annual Report” category, Galaxy Awards 2022
- Honours Mention in the Non-Profit Organisation (Online A.R.): Tourism Category, ARC Awards 2021

2 HKTB's Initiatives

100 Reasons to Miss Hong Kong

- Gold Award in the “Best Use of Social Media and Platforms” category, Malaysia Public Relations Awards 2021
- Gold Award in the “Corporate Branding” category, Malaysia Public Relations Awards 2021
- Gold Award in the “Excellence in Marketing to a Specific Audience” category, Philippines Marketing Excellence Awards 2021
- Gold Award in the “Product Brand Development” category, Malaysia Public Relations Awards 2021
- Silver Award in the “Excellence in Gamification” category, Philippines Marketing Excellence Awards 2021
- Silver Award in the “Excellence in Influencer/KOLs Marketing” category, Philippines Marketing Excellence Awards 2021
- Bronze Award in the “Excellence in Interactive Marketing: AR & VR” category Malaysia Marketing Excellence Awards 2021
- Bronze Award in the “Excellence in Social Media Marketing” category, Philippines Marketing Excellence Awards 2021

360 Hong Kong Moments – Great Outdoors

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

Holiday at Home

- Winner of the “Excellence in Agility and Crisis Management” category, HKMA/ViuTV & Now TV Awards for Marketing Excellence 2021
- Gold Award in the “Best Covid-19 Digital Response” category, DigiZ Awards 2022
- Gold Award in the “Best Social Media Strategies” category, DigiZ Awards 2022
- Gold Award in the “Best Viral Campaign” category, DigiZ Awards 2022
- Gold Award in the “Industry Specific Use of Mobile: Hospitality & Travel” category, MOB-EX Awards 2022
- Silver Award in the “Best Digital Mass Audience Campaign” category, DigiZ Awards 2022
- Silver Award in the “Best Covid-19 Response” category, MOB-EX Awards 2022
- Bronze Award in the “Best Use of Influencers” category, DigiZ Awards 2022
- Bronze Award in the “Corporations – COVID Response” category, Questar Awards 2021
- Bronze Award in “Campaign” Award, HKMA/ViuTV & Now TV Awards for Marketing Excellence 2021
- Honorable Mentions in the Native Advertising Category, INMA Global Media Awards 2021

Hong Kong Neighbourhood – West Kowloon

- Grand Award in the “Marketing” category, PATA Gold Awards 2022
- Campaign Award in “Excellence in Social Goods”, 2022 HKMA/ViuTV & Now TV Awards for Marketing Excellence
- Gold Award in the “Advertisements/ Commercials: Campaign – Multi-platform” category, Questar Awards 2022
- Gold Award in the “Best Use of Venue” category, MARKies Awards 2022
- Gold Award in the “Corporations: Tourism/ Travel” category, Questar Awards 2022
- Gold Award in the “Non-profit organizations: Art/Culture” category, Questar Awards 2022
- Gold Award in the “Non-profit organizations: Tourism/ Travel” category, Questar Awards 2022
- Gold Award in the “Promotion: Local Attractions” category, Galaxy Awards 2022
- Gold Award in the “Tourism/ Travel: Campaign” category, Astrid Awards 2021
- Silver Award in the “Campaigns: Tourism/ Destination” category, Astrid Awards 2021
- Silver Award in “Special Events: Community Involvement”, Galaxy Awards 2022
- Silver Award in the “Special Projects: Tourism Campaign” category, Astrid Awards 2021
- Silver Award in the “Tourism/ Travel: Video” category, Astrid Awards 2021
- Bronze Award in the “Advertisements/ Commercials: Campaign – Video only” category, Questar Awards 2022
- Bronze Award in the “Special Projects: Integrated Campaign” category, Astrid Awards 2021
- Bronze Award in the “Promotion: Tourism” category, Astrid Awards 2021
- Bronze Award in the “Tourism/ Travel: Advertising” category, Astrid Awards 2021

Hong Kong New Year Countdown Celebrations 2021

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

Hong Kong New Year Countdown Celebrations 2022

- Gold Award in the “Entertainment Event” category, Eventex Awards 2022
- Silver Award in the “Best Event Production” category, Marketing Events Awards 2022
- Silver Award in the “Live Show” category, Eventex Awards 2022
- Silver Award in the “Best Outdoor Event” category, Event Marketing Awards 2022

Hong Kong Pavilion at China (Guangdong) International Tourism Industry Expo (CITIE)

- Best Organisation Award

“Hong Kong Super Fans” Global engagement campaign

- The Gold Standard Award For Country And Trade Promotion, 2022 Gold Standard Awards by PRCA

Hong Kong: Through the Looking Glass

- Gold Award in the “Best Creative Element for an Event” category, Marketing Events Award 2022
- Gold Award in the “Best Government Sector/Non-Profit” category, Marketing Events Award 2022
- Gold Award in the “Best Pop-up Experience/Environment” category, Marketing Events Award 2022
- Gold Award in the “Best PR-Led Event Campaign” category, Marketing Events Award 2022
- Bronze Award in the “Best Event Branding” category, Marketing Events Award 2022

Hong Kong Tourist LIVE Map

- Gold Award in the Innovative Use of Technology in Customer Service – Public Enterprise category, 2021 Asia-Pacific Stevie Awards

Hong Kong Travel Buddy

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

Hong Kong Wine & Dine Festival 2020 – Go Live!

- Gold Award in the “Best Virtual Events for Marketing” category, DigiZ Awards 2021
- Gold Award in the “Best Experiential Event” Category, Marketing Events Awards 2021
- Silver Awards in the “Best Hybrid Event”, Marketing Events Awards 2021
- Festival or Public Event Award in the “Best Consumer Campaign” category, The MICEbook V Awards 2021

Hong Kong Wine & Dine Festival 2021

- Silver Award in the “Websites: Microsite” category, Galaxy Awards 2022
- Bronze Award in the “Websites: Non-profit Organisation” category, Galaxy Awards 2022

Hong Kong WinterFest 2020

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

Hong Kong WinterFest 2021

- Bronze Award in the “Best Public Event” category, Event Marketing Awards 2022
- Bronze Award in the “Best Event Production” category, Event Marketing Awards 2022

“Ossan’s Hong Kong – Great Outdoors” of 360 Hong Kong Moments

- Winner of the “Superb Views” category, Japan Association of Travel Agents (JATA) Online Tour Award