

Awards and Achievement

1 Travel Destination – Hong Kong

- Destination for Fashion Arts, 2023 GO TRAVEL ANNUAL Hotel & Travel Awards
- Distinguishable Tourism City, The 6th China National Travel Award for the Best Innovation Cases, *China National Travel Annual Awards*
- Most Popular Cultural Tourism Destination, Guangzhou International Travel Fair 2023
- Top 3 Highest Destination Value Achievement, ASTINDO JATIM Award (Surabaya)
- 2023 Top 5 MICE Tourism Destination, National Tourism Quality Awards
- Top 10 Destination Marketing Team, National Tourism Quality Awards
- Sustainable Travel Destination, The Voyage Awards

2 Organisation

Hong Kong Tourism Board

- Top 10 Outstanding Destination Marketing Team, National Tourism Fashion Awards

3 Hong Kong Tourism Board Initiatives

Arts in Hong Kong 2022 – SEA artist collaboration

- Gold Award in Best PR-Led Integrated Communications, Singapore PR Awards 2023, Marketing Interactive
- Gold Award in Best Regional PR, Singapore PR Awards 2023, Marketing Interactive
- Gold Award in Best Use of Social Media, Singapore PR Awards 2023, Marketing Interactive

Arts in Hong Kong 2023

- Excellence in Marketing Collaboration Award, HKMA/ViuTV & Now TV Awards for Marketing Excellence

China Chic Meets Hong Kong Style

- Silver Award in Mega Event Marketing, Golden Mouse Digital Marketing Awards
- Bronze Award in 2023 Best Public Event, Campaign Event Marketing Awards 2023
- Excellence in Tourism Brand Marketing, IAI Awards

Hello Hong Kong

- Grand Award in the “NonProfit Organisations” category, Mercury Awards 2023
- Platinum Awards in Advertising/Marketing | Ads | Advertising Campaign, MarCom Awards 2023
- Platinum Awards in Advertising/Marketing | Online |, MarCom Awards 2023
- Platinum Awards in Strategic Communications | Marketing/Promotion Campaign | Branding, MarCom Awards 2023
- Platinum Awards in Strategic Communications | Marketing/Promotion Campaign |, MarCom Awards 2023
- Gold Award in Launch Marketing, Thailand Marketing Excellence Award 2023
- Gold Award in Campaign of the Year, PR Awards 2023, Marketing Interactive
- Gold Award in Communications/ Public Relations, Thailand Marketing Excellence Award 2023
- Gold Award in Tourism/ Travel (Non-Profit Organisation), Mercury Awards 2023
- Gold Award in Video: Special Project, Mercury Awards 2023
- Silver Award in Advertising, Galaxy Award 2023
- Silver Award in Best Pandemic Response, PR Awards 2023, Marketing Interactive
- Silver Award in Campaigns, Marketing Communication, Mercury Awards 2023
- Silver Award in Communications/ Public Relations, Singapore Marketing Excellence Award 2023
- Silver Award in Influencer/ KOL marketing, Singapore Marketing Excellence Award 2023
- Bronze Award in Integrated Marketing, Malaysia Marketing Excellence Award 2023
- Bronze Award in Integrated Marketing, Singapore Marketing Excellence Award 2023
- Bronze Award in Mobile Marketing, Thailand Marketing Excellence Award 2023
- Bronze Award in Integrated Marketing, Thailand Marketing Excellence Award 2023
- Bronze Award in Tourism/ Travel: Campaign, Mercury Awards 2023
- Bronze Award in Tourism/ Travel: Promotion/ Marketing, Mercury Awards 2023 Honors in Promotion: Special Project, Galaxy Award 2023
- Honors in Promotion: Tourism, Galaxy Award 2023
- Honors in Tourism/ Travel: Special Events, Mercury Awards 2023
- The Great Wall Culture and Tourism Branding Awards, 2022-2023 The Great Wall Awards

Hong Kong Cyclothon

- Bronze Award in Best Reputation Management Strategy, PR Awards 2023, Marketing Interactive

Hong Kong International Dragon Boat Races

- Best Impressive Campaign 2023, LINE FRIENDS China Licensing Awards

Hong Kong Through the Lens of Gen-Z

- Winner of Marketing (National – Asia), PATA Gold Awards 2023
- Grand Award in Tourism/Travel, Astrid Awards 2023
- Platinum Award in Branded Content: Age-Group Marketing – Youth, MUSE Creative Awards
- Platinum Award in Strategic Program: Social Media Campaign, MUSE Creative Awards
- Gold Award in Tourism/Travel: Design, Astrid Awards 2023
- Gold Award in Branded Content: Travel & Tourism, MUSE Creative Awards
- Gold Award in Integrated Marketing: Social Media, MUSE Creative Awards
- Gold Award in Social Media: Video, MUSE Creative Awards
- Silver Award in Special Projects: Cross-Media Editorial Storytelling, Astrid Awards 2023
- Bronze Award in Tourism/Travel: Campaign, Astrid Awards 2023
- Bronze Award in Tourism/Travel: Video, Astrid Awards 2023
- Bronze Award in Best Social Media Strategies, DigiZ Awards 2023
- Bronze Award in Best Video/Live Streaming Campaign, DigiZ Awards 2023

One-stop Information Hub for Hong Kong MICE Travel

- Bronze Award in Tourism/ Travel, iNova Awards 2023

Philippine Travel Agency Association Travel Expo

- Best Decorated Booth, PTAA 30th TravelExpo 2023

Rediscover the Exciting Hong Kong

- Gold Award in Topic Marketing, Golden Mouse Digital Marketing Awards
- Silver Award in Tourism Brand Marketing, IAI Awards
- Silver Award in Marketing Comprehensive Award – Tourism and Sightseeing, Tiger Roar Awards
- Excellence in Marketing Individual Award – Social Media Marketing Category, Tiger Roar Awards

Taipei International Travel Fair 2023

- Best Pavilion

4 Visitor Services

Individual Awards

Ms Bakky Cheng

- Distinguished Individuals with Outstanding Contribution to the Development of Tourism, Secretary for Culture, Sports and Tourism's Commendation Scheme.

Ms Windy Chiu

- Individual Excellence Award, Hong Kong International Airport Customer Service Excellence Programme 2023

Visitor Centres

- Gold Award in Contact Centre Service Team Award, Customer Service Excellence Award 2022