

# **PATA**<sup>®</sup> **GOLD** **AWARDS 2023**

Pacific Asia Travel Association

***Marketing***  
***Sustainability & Social Responsibility***

Sponsored by:



澳門特別行政區政府旅遊局  
DIRECÇÃO DOS SERVIÇOS DE TURISMO  
MACAO GOVERNMENT TOURISM OFFICE





## ***Celebrating Excellence in Pacific Asia Travel and Tourism***

The Pacific Asia Travel Association Gold Awards recognises exceptional achievement in a variety of endeavours, acknowledging and rewarding the very best that the Asia Pacific's travel industry has to offer. Since its inception in 1984, the PATA Gold Award winning projects set industry standards for excellence and innovation, serving as examples for others to follow.

PATA will present two Grand Title Winners for best of show entries in the following broad categories: Marketing, and Sustainability and Social Responsibility with 25 Gold Awards.

All award recipients will be honoured at the **PATA Gold Awards Presentation**, as part of PATA Travel Mart 2023 in New Delhi, India. They will also be on display at the Mart for all delegates to enjoy.

Winning a PATA Gold Award provides a major boost to an organisation's marketing and public relations profile. The winning entries will be featured in PATA News and will enjoy the benefit of gaining international media exposure through press releases and other promotional channels.

All winners will receive complimentary copies of the *PATA Gold Awards 2023 winners' showcase e-booklet* summarising the highlights of each winning entry.

Entries will be judged by independent travel industry experts. The deadline for submissions is **May 31, 2023**. We invite you to review the categories, study the requirements and begin preparing your entry today.

We are proud to announce that, once again, the Macao Government Tourism Office is the official sponsor of the PATA Gold Awards.

# SECTION I: GENERAL INFORMATION

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**PATA**<sup>®</sup>  
Pacific Asia Travel Association

**GOLD**  
**AWARDS 2023**

*Marketing*  
*Sustainability & Social Responsibility*

## **GENERAL RULES**

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1. Entry details and requirements vary, so please study the award category descriptions carefully.
2. PATA member, chapter member and non-member organisations are welcome to submit entries. Travel Video – TV, Travel Photograph – TP, Destination Article – DA, and Business Article – BA categories are open to all published writers and photographers.
3. All entries must promote PATA-member destinations or PATA-member organisations. Entries must have been implemented, released or published during the 2022 calendar year. Programmes and products that were significantly revised in 2022 are also eligible.
4. Multiple entries from the same entrant are acceptable. Entries from members, chapter members and non-members from small, medium or large organisations will be equally judged by the international judging committee.
5. Collaterals entered as part of a Marketing campaign category may also be entered in other categories, however, a separate entry fee must accompany the collaterals.
6. **IMPORTANT FOR REGISTRATION:**
  1. To apply, please click here for online registration and email your entries separately to [goldawards@PATA.org](mailto:goldawards@PATA.org) or upload to our [Dropbox](#). For enquiries, please contact [goldawards@PATA.org](mailto:goldawards@PATA.org).
  2. To email your entries, please submit one report per entry in soft copy (One complete file maximum 20 pages). Other supporting materials, pictures and videos should be embedded as a link in the same report for judges to view. The file must be a word document, PDF file or common electronic file in low resolution for review only, such as JPG and WMV. The document must not be larger than 7MB.

### 7. PAYMENT

1. Entry fees listed on the online registration page are only chapter and non-member rates. If you are chapter and non-member, please go ahead and register online and email your entries separately to [goldawards@PATA.org](mailto:goldawards@PATA.org).
  2. For PATA members, please fill in the same username and password for accessing publications to obtain the PATA member rate. Once you have registered online, please email your entries to [goldawards@PATA.org](mailto:goldawards@PATA.org). If you do not have a username/password, please contact [goldawards@PATA.org](mailto:goldawards@PATA.org).
  3. Payment by credit card: when you register online, please select “Checkout” in the payment section.
  4. By wire transfer, when you register online, please select “Pay by Wire Transfer” in the payment section. We will issue your invoice separately and take care of registration for you. Please provide us your preferred category and email [goldawards@PATA.org](mailto:goldawards@PATA.org) to get bank details. Proceed to process the payment at your local bank, and email the wire transfer reference and your entries to [goldawards@PATA.org](mailto:goldawards@PATA.org). Please add an additional USD35 for bank service fees.
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8. All entries must be in English. Marketing collaterals in languages other than English are eligible but you must submit full English translations with each entry.
  9. All winners will receive one plaque. Additional plaques may be ordered for an additional fee.
  10. PATA reserves the right to withhold bestowing awards of a winning entry in any categories that fall short of previous winners' quality.

## **DEADLINE & NOTIFICATION**

All entries must be emailed to PATA headquarters in Bangkok on or before **May 31, 2023**. No exceptions or extensions will be made. PATA executives will assemble a panel of independent, international experts to evaluate the entries.

Award recipients will be notified by August 11, 2023, in order that a representative may then arrange to receive the award at the PATA Gold Awards Presentation during the PATA Travel Mart 2023, New Delhi, India.

# SECTION II: CATEGORIES, FEES AND JUDGING CRITERIA

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# PATA GOLD AWARDS 2023

## CATEGORIES, FEES AND JUDGING CRITERIA

There are two broad categories. All entries will be eligible to be the Grand Title Winner of the PATA Gold Award in the respective category. The international judging committee will select the best of show entries to be the Grand Title Winner.

**1. Marketing** *(14 Gold Awards and one Grand Title)*

**2. Sustainability and Social Responsibility** *(11 Gold Awards and one Grand Title)*

### MARKETING AWARDS

*Fourteen Gold Awards and one Grand Title*

<b>MA</b>	<b>Marketing Campaign</b> <i>(National - Asia)</i>	<b>MS</b>	<b>Marketing – Start-up</b>
<b>MP</b>	<b>Marketing Campaign</b> <i>(National - Pacific)</i>	<b>DM</b>	<b>Digital Marketing Campaign</b>
<b>MW</b>	<b>Marketing Campaign</b> <i>(National - The rest of the world)</i>	<b>PM</b>	<b>Printed Marketing Campaign</b>
<b>MG</b>	<b>Marketing Campaign</b> <i>(State and city - Global)</i>	<b>VI</b>	<b>Travel Video</b>
<b>MC</b>	<b>Marketing - Carrier</b> <i>(Airline, cruise, airport)</i>	<b>TP</b>	<b>Travel Photograph</b>
<b>MH</b>	<b>Marketing - Hospitality</b> <i>(Hotel, resort, or management company)</i>	<b>DA</b>	<b>Destination Article</b>
<b>MI</b>	<b>Marketing - Industry</b> <i>(Any other travel organisation and private sector)</i>	<b>BA</b>	<b>Business Article</b>

### Entry fee, entry requirements and judging criteria for

<b>MA</b>	<b>Marketing Campaign</b> <i>(National - Asia)</i>
<b>MP</b>	<b>Marketing Campaign</b> <i>(National - Pacific)</i>
<b>MW</b>	<b>Marketing Campaign</b> <i>(National - The rest of the world)</i>
<b>MG</b>	<b>Marketing Campaign</b> <i>(State and city - Global)</i>
<b>MC</b>	<b>Marketing - Carrier</b> <i>(Airline, cruise, airport)</i>
<b>MH</b>	<b>Marketing - Hospitality</b> <i>(Hotel, resort, or management company)</i>
<b>MI</b>	<b>Marketing - Industry</b> <i>(Any other travel organisation and private sector)</i>
<b>MS</b>	<b>Marketing – Start-up</b>
<b>DM</b>	<b>Digital Marketing Campaign</b>
<b>PM</b>	<b>Printed Marketing Campaign</b>

Entry Fee: US\$150 for PATA members and US\$300 for chapter members and non-members

#### Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to [goldawards@pata.org](mailto:goldawards@pata.org) or upload to our [Dropbox](#). The submission must be one report per one entry in soft copy with maximum 20 pages in one file only. The format must be in word document, PDF file or common electronic format in low resolution for review only, such as JPG and WMV, and not larger than 7MB.
3. The report must contain the following information: project title, short synopsis, objectives, target markets, evolution of programme, promotional elements and distribution, roles and responsibilities of persons involved, and results generated.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.
5. Marketing campaigns that are underway at the time of submission must be at least six months into implementation to qualify.

#### Judging Criteria:

Objectives, Development, Presentation (Graphics & Video), Creativity and Results Generated

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## VI | Travel Video

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**Entry Fee:** US150 for PATA members and US\$300 for chapter members and non-members

**Entry Requirements:**

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email [goldawards@pata.org](mailto:goldawards@pata.org) or upload to our [Dropbox](#) a copy of a brief report containing the following information: title of entry, target audience, distribution, objectives, names of producer and narrator, and results generated with a link to view video.
3. A signed release letter stating that the entrant has permission from the video owner/producer to enter the video for award consideration and to allow the video to remain at PATA Headquarters, from where it may be loaned for promotional purposes on behalf of the entrant. The file must be either a word document or PDF file or common electronic file in low resolution for review only, such as JPG and WMV. The document must not be larger than 7MB.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

**Judging Criteria:**

Technical Quality, Visual Appeal, Informational Content, Motivational/Promotional Value and Effectiveness of the Project

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<b>TP</b>	<b>Travel Photograph</b>
<b>DA</b>	<b>Destination Article</b>
<b>BA</b>	<b>Business Article</b>

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**Entry Fee:** PATA members: USD100 per article/photograph.  
For chapter members and non-members: US\$150 per article/photograph

**Entry Requirements:**

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to [goldawards@pata.org](mailto:goldawards@pata.org) or upload to our [Dropbox](#). The file must be a DOC, PDF file or common electronic file low resolution for review only, such as JPG and WMV. The document must not be larger than 7MB.
3. Entries submitted by publications or publishing companies rather than the individual writer or photographer must include a waiver letter authorising permission for that person’s work to be submitted.

**Judging criteria for TP:** Technical Quality, Creativity, Motivational Impact  
**Judging criteria for DA:** Writing, Informational Value, Motivational Impact  
**Judging criteria for BA:** Writing, Informational Value

## SUSTAINABILITY AND SOCIAL RESPONSIBILITY

*Eleven Gold Awards and one Grand Title*

<b>CC</b>	<b>Climate Change Initiative</b>
<b>CSR</b>	<b>Corporate Social Responsibility</b>
<b>CBT</b>	<b>Community based Tourism</b>
<b>CU</b>	<b>Culture</b> <i>(Traditional performance and visual arts)</i>
<b>HE</b>	<b>Heritage</b> <i>(Manmade or natural cultural inheritance)</i>
<b>HCD</b>	<b>Human Capital Development Initiative</b>
<b>TA</b>	<b>Tourism for All</b>
<b>TD</b>	<b>Tourism Destination Resilience</b> <i>(Asia Pacific)</i>
<b>TG</b>	<b>Tourism Destination Resilience</b> <i>(Global)</i>
<b>WE</b>	<b>Women Empowerment Initiative</b>
<b>YE</b>	<b>Youth Empowerment Initiative</b>

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### **CC** | **Climate Change Initiative**

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The PATA Gold Award recognises organisations or destinations that are tackling climate change issues to create a low-carbon, sustainable future for the travel and tourism industry. These include, but are not limited to, initiatives that:

- demonstrate and raise awareness of low-carbon travel and tourism options,
- document measurable impacts of low-carbon travel and tourism options on local economies, communities and environments,
- encourage replication of low-carbon travel and tourism innovations across the tourism supply chain, and
- provide a business case to attract investment in low-carbon travel and tourism innovations

**Entry Fee:** US\$150 for PATA members and US\$300 for chapter members and non-members

**Entry Requirements:**

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to [goldawards@pata.org](mailto:goldawards@pata.org) or upload to our [Dropbox](#). The submission must be one report per one entry in soft copy with maximum 20 pages in one file only. The format must be in word document, PDF file or common electronic format in low resolution for review only, such as JPG and WMV, and not larger than 7MB. The report must contain the following information: project or programme title, evolution of project with dates of each stage of development, technical details (site area, conservation techniques, etc.), awareness of the project, supporting materials (photos, videos and new articles), roles and responsibilities of persons involved, and results generated. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

**In addition, please answer the following six questions and include in the report:**

- a. *Has your organisation/destination increased its tourism business as a result of environmental initiatives?*
- b. *Have environmental issues been the focus of your organisation's/destination's advertising and/or public relations campaigns within the past year? If so, please give details.*
- c. *Is there a senior person responsible for environmental concerns in your organisation/destination?*
- d. *Does your organisation/destination have a system in place for employees/stakeholders to make suggestions to help improve environmental standards?*
- e. *Does your organisation/destination participate in or actively encourage community environmental programmes?*
- f. *What are the local communities' involvement and impact?*

**Judging Criteria:**

Objectives, Benefits, Impact on Environment and Local Community, Awareness of the Programme and Effectiveness of the Programme

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## CSR | Corporate Social Responsibility

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The PATA Gold Award recognises organisations or destinations that are embracing international corporate social responsibility (CSR) standards. The International Standards Organisation defines corporate social responsibility in ISO 26000 as:

The responsibility of an organisation for the impacts of its decision and activities on society and the environment, through transparency and ethical behaviour that:

- Contributes to sustainable development, including health and welfare of society
- Takes into account the expectation of stakeholders
- Is in compliance with applicable laws and is consistent with international norms of behaviour
- Is integrated throughout the organisation and practices in its relationship

**Entry Fee:** US\$150 for PATA members and US\$300 for chapter members and non-members.

### Entry Requirements:

1. To register, please follow instruction on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to [goldawards@pata.org](mailto:goldawards@pata.org) or upload to our [Dropbox](#). The submission must be one report per one entry in soft copy with maximum 20 pages in one file only. The format must be in word document, PDF file or common electronic format in low resolution for review only, such as JPG and WMV, and not larger than 7MB.
3. The report must contain the following information: project title, objectives, short synopsis, strategies, operations, community and charitable commitments, stakeholder engagement, awareness generated by project, roles and responsibilities of persons involved, evaluation and overall effectiveness.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

### Judging Criteria:

Objectives, Community and Charitable Commitments, Stakeholder Engagement, Operations and Effectiveness of the Programme

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## CBT | Community Based Tourism

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Open to both CBT supporter and CBT initiative

**Entry Fee:** US\$150 for PATA members and US\$300 for chapter members and non-members

**Entry Requirements:**

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to [goldawards@pata.org](mailto:goldawards@pata.org) or upload to our [Dropbox](#). Please submit one report per entry in soft copy. It must be one complete file with a maximum of 20 pages either a word document or PDF file or common electronic file in low resolution for review only such as JPG and WMV and not be larger than 7MB.
3. The report must contain the following information: project title, short synopsis, objectives, how your organisation involves and empowers adjacent and/or affected communities, while also ensuring community ownership and management or nature/cultural recourses and authentic experiences for visitors, supporting materials (photos, videos and news articles), roles and responsibilities of persons involved and results generated.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

**Judging Criteria:**

Benefit, Impact on Local Community, Awareness of the Programme and Effectiveness of the Programme

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**CU** | **Culture** *(Traditional performing and visual arts)*  
**HE** | **Heritage** *(Manmade or natural cultural inheritance)*

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**Entry Fee:** US\$150 for PATA members and US\$300 for chapter members and non-members

**Entry Requirements:**

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to [goldawards@pata.org](mailto:goldawards@pata.org) or upload to our [Dropbox](#). The submission must be one report per one entry in soft copy with maximum 20 pages in one file only. The format must be in word document, PDF file or common electronic format in low resolution for review only, such as JPG and WMV, and not larger than 7MB.
3. The report must contain the following information: project title, synopsis, a full history of project, technical details, cultural or historical impact of project, uniqueness of the project, awareness generated by the project, roles and responsibilities of persons involved, local community involvement and impact and results of the project.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

**Judging Criteria:**

Preservation, Development, Uniqueness of the Project, Impact on Local Community and Effectiveness of the Programme

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## HCD | Human Capital Development

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The PATA Gold Award recognises travel and tourism-related organisations or destinations that embrace initiatives that enhance human capital development in both academic institutions and industry professionals.

**Entry Fee:** US\$150 for PATA members and US\$300 for chapter members and non-members

### **Entry Requirements:**

1. To register, please follow the instructions in “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to [goldawards@pata.org](mailto:goldawards@pata.org) or upload to our [Dropbox](#). The submission must be one report per one entry in soft copy with maximum 20 pages in one file only. The format must be in word document, PDF file or common electronic format in low resolution for review only, such as JPG and WMV, and not larger than 7MB.
3. The report must contain the following information: project title, short synopsis, objectives, target audience, evolution of programme with dates of each stage of development, results of programme.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

### **Judging Criteria:**

Objectives, Benefits to Travel Industry, Originality, Evaluation and Effectiveness of the Programme

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## TA | Tourism for All

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The PATA Gold Award recognises travel and tourism-related organisations or destinations that embrace initiatives that provide accessibility and opportunities for all including people with disabilities. These include, but are not limited to, initiatives that:

- Demonstrate, promote and raise awareness of equal opportunities for people with disabilities
- Provide educational activities for people with disability and enhance opportunities for working within the tourism industry
- Establish tourism as a tool for the promotion of equality and empowerment

**Entry Fee:** US\$150 for PATA members and US\$300 for chapter members and non-members

### Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to [goldawards@pata.org](mailto:goldawards@pata.org) or upload to our [Dropbox](#). The submission must be one report per one entry in soft copy with maximum 20 pages in one file only. The format must be in word document, PDF file or common electronic format in low resolution for review only, such as JPG and WMV, and not larger than 7MB.
3. The report must contain the following information: project title, objectives, short synopsis, target audience, strategies, awareness generated by project, roles and responsibilities of persons involved, evaluation and results generated.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

### Judging Criteria:

Objectives, Awareness and Reach, Creativity, Stakeholder Engagement, Effectiveness of Programme and Results Generated

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**TD | Tourism Destination Resilience (Asia Pacific)**

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Resilience enables destinations to withstand adversity and bounce forward from crises and disasters. Resilience is also essential for sustainability. Without resilience, years of progress in regenerating an ecosystem or eliminating poverty could be lost in one disaster. This is why PATA advocates that for a tourism destination to be sustainable, it must first be resilient enough to protect local environments, local communities and local economies through an adaptive, multi-stakeholder, and regenerative approach.

This Gold Award seeks Asia Pacific leaders that clearly demonstrate a commitment and progress toward developing destination resilience in one or more of the following areas:

- |                                       |   |
|---------------------------------------|---|
| i) risk assessment & management,      | v) resilient infrastructure, and        |
| ii) crisis communications,            | vi) product and market diversification. |
| iii) post-crisis recovery,            |   |
| iv) proactive destination management, |   |

**Entry Fee:** US\$150 for PATA members and US\$300 for chapter members and non-members

**Entry Requirements:**

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to [goldawards@pata.org](mailto:goldawards@pata.org) or upload to our [Dropbox](#). The submission must be one report per one entry in soft copy with maximum 20 pages in one file only. The format must be in word document, PDF file or common electronic format in low resolution for review only, such as JPG and WMV, and not larger than 7MB.
3. The report must contain the following information:
  - i) description of the destination,
  - ii) which specific resilience area(s) are important to develop,
  - iii) what impacts the resilience initiative and development will create,
  - iii) short synopsis outlining how an adaptive, multi-stakeholder, and regenerative approach will be employed,
  - iv) expected achievements and results to be generated to better protect local environments, local communities and local economies.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

**Judging Criteria:**

Clarity, creativity and persuasiveness of developing the destinations resilience, Clearly considered and logical process of initiative implementation, Potential effectiveness of the programme to protect local environments, local communities and local economies

## TG | Tourism Destination Resilience (Global)

Resilience enables destinations to withstand adversity and bounce forward from crises and disasters. Resilience is also essential for sustainability. Without resilience, years of progress in regenerating an ecosystem or eliminating poverty could be lost in one disaster. This is why PATA advocates that for a tourism destination to be sustainable, it must first be resilient enough to protect local environments, local communities and local economies through an adaptive, multi-stakeholder, and regenerative approach.

This Gold Award seeks global leaders that clearly demonstrate a current industry best practice on destination resilience in one or more of the following areas:

- |                                  |   |
|----------------------------------|---|
| i) risk assessment & management, | iv) proactive destination management,   |
| ii) crisis communications,       | v) resilient infrastructure, and        |
| iii) post-crisis recovery,       | vi) product and market diversification. |

**Entry Fee:** US\$150 for PATA members and US\$300 for chapter members and non-members

### Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to [goldawards@pata.org](mailto:goldawards@pata.org) or upload to our [Dropbox](#). The submission must be one report per one entry in soft copy with maximum 20 pages in one file only. The format must be in word document, PDF file or common electronic format in low resolution for review only, such as JPG and WMV, and not larger than 7MB.
3. The report must contain the following information:
  - i) description of the destination
  - ii) which specific resilience area(s) are a global best practice,
  - ii) why the initiative was needed,
  - iii) short synopsis outlining how/if a an adaptive, multi-stakeholder, and regenerative approach was employed,
  - iv) evaluation of achievements and results generated to better protect local environments, local communities and local economies.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

### Judging Criteria:

Clarity, creativity and persuasiveness of best practice description, Process of implementation, Effectiveness of the programme to protect local environments, local communities and local economies

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## WE | Women Empowerment Initiative

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The PATA Gold Award recognises travel and tourism-related organisations or destinations that embrace initiatives that forge positive visibility in women. These include, but are not limited to, initiatives that:

- Demonstrate and promote equal opportunities for women
- Encourage women in leadership or women-led tourism projects
- Raise awareness about gender parity and contribute to advancing women
- Celebrate women's diversity and social, political and economic achievements
- Provide educational activities for women to better improve their opportunities for working within the tourism industry
- Establish tourism as a tool for the promotion of gender equality and women's empowerment
- Facilitate their access to jobs and/or create possibilities for career enhancement in tourism

**Entry Fee:** US\$150 for PATA members and US\$300 for chapter members and non-members

### Entry Requirements:

1. To register, please follow the instructions on "General Rules section #6 Registration and #7 Payment"
2. Please email your entries separately to [goldawards@pata.org](mailto:goldawards@pata.org) or upload to our [Dropbox](#). The submission must be one report per one entry in soft copy with maximum 20 pages in one file only. The format must be in word document, PDF file or common electronic format in low resolution for review only, such as JPG and WMV, and not larger than 7MB.
3. The report must contain the following information: project title, objectives, short synopsis, target audience, strategies, operations, community commitments, stakeholder engagement, awareness generated by project, roles and responsibilities of persons involved, evaluation and overall effectiveness.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

### Judging Criteria:

Objectives, Awareness and Reach, Impact on Opportunities for Women, Creativity, Stakeholder Engagement, Effectiveness of Programme and Results Generated

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**YE | Youth Empowerment Initiative**

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PATA Gold Awards recognises travel and tourism-related organisations or destinations that embrace initiatives that empower youth to become active members of the travel and tourism industry.

**Entry Fee:** US\$150 for PATA members and US\$300 for chapter members and non-members

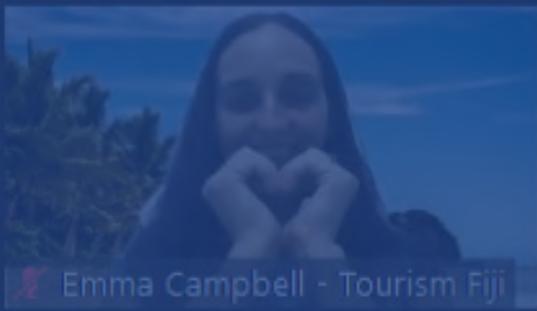
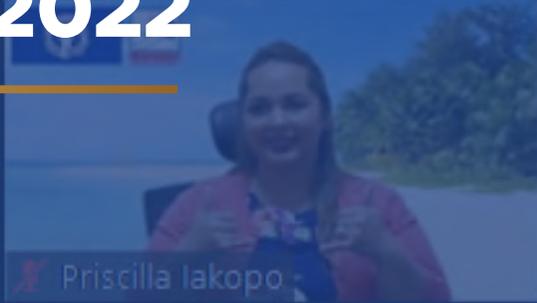
**Entry Requirements:**

1. To register, please follow the instructions in “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to [goldawards@pata.org](mailto:goldawards@pata.org) or upload to our [Dropbox](#). The submission must be one report per one entry in soft copy with maximum 20 pages in one file only. The format must be in word document, PDF file or common electronic format in low resolution for review only, such as JPG and WMV, and not larger than 7MB.
3. The report must contain the following information: project title, objectives, short synopsis, target audience, strategies, stakeholder engagement, awareness generated by project, roles and responsibilities of persons involved, evaluation and overall effectiveness.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

**Judging Criteria:**

Objectives, Awareness and Reach, Impact on Opportunities for Youth, Creativity, Effectiveness of Programme and Results Generated

# SECTION III: PATA GOLD AWARDS 2022



# PATA GRAND TITLE WINNERS 2022



## MARKETING

[Hong Kong Neighbourhoods - West Kowloon](#)  
Hong Kong Tourism Board, Hong Kong SAR



## SUSTAINABILITY AND SOCIAL RESPONSIBILITY

[Wynn Sustainability Initiatives](#)  
Wynn Macau, Limited, Macao, China



# PATA GOLD AWARDS 2022



## MARKETING CAMPAIGN (NATIONAL - ASIA)

[Macao Week in China 2021](#)  
Macao Government Tourism Office,  
Macao, China



## MARKETING CAMPAIGN (NATIONAL - PACIFIC)

[Open for Happiness Campaign](#)  
Tourism Fiji, Fiji



## MARKETING CAMPAIGN (STATE AND CITY - GLOBAL)

[Gangwon Worcation Project](#)  
Gangwon Tourism Organization,  
Korea (ROK)



## MARKETING - CARRIER

[Say Bonjour To Paris](#)  
SriLankan Airlines, Sri Lanka



## MARKETING - HOSPITALITY

[Yamagata Kaku's Yamagata Matsuri](#)  
Forte Hotel Group, Chinese Taipei



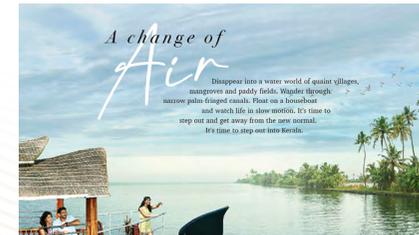
## MARKETING - INDUSTRY

[Accor Hotels The Perfect Escape](#)  
Quantcast, Australia



## DIGITAL MARKETING CAMPAIGN

[Khao Thai](#)  
Tourism Authority of Thailand,  
Thailand



## PRINTED MARKETING CAMPAIGN

[A Change of Air](#)  
Kerala Tourism, India

# PATA GOLD AWARDS 2022



## TRAVEL VIDEO

[A Journey Awaits - See You In Sarawak 2022!](#)  
Faithworks Studios, Malaysia



## TRAVEL PHOTOGRAPH

[WAU](#)  
Tourism Malaysia, Malaysia



## DESTINATION ARTICLE

[Captivated by Cocos](#)  
John Borthwick, Australia



## BUSINESS ARTICLE

[Building back better](#)  
TTG Asia Media, Singapore



## CLIMATE CHANGE INITIATIVE

[lyf one-north Singapore](#)  
The Ascott Limited, Singapore



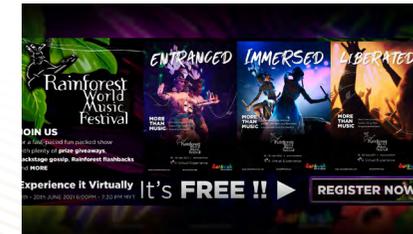
## COMMUNITY AND SOCIAL RESPONSIBILITY

[Meals that Heal](#)  
Cinnamon Hotels & Resorts, Sri Lanka



## COMMUNITY BASED TOURISM

[Building Sustainable Keelung, Constructing Strategic Plan for Conversation Capital of Urban Tourism](#)  
Keelung City Government, Chinese Taipei



## CULTURE

[Virtual experience of the 2021 Rainforest World Music Festival](#)  
Sarawak Tourism Board, Malaysia

# PATA GOLD AWARDS 2022



## HERITAGE

Rejuvenating Ban Khok Mueang's Heritage through a Sustainable Practice of Community-based Tourism  
 Designated Areas for Sustainable Tourism Administration – DASTA, Thailand



## HUMAN CAPITAL DEVELOPMENT INITIATIVE

A decade of effort in nurturing entrepreneurs a case of IFTM in Macao SAR  
 Macao Institute for Tourism Studies, Macao, China



## TOURISM DESTINATION RESILIENCE (ASIA PACIFIC)

Sustainable Tourism Livelihood Recovery Program  
 Nepal Tourism Board, Nepal



## TOURISM DESTINATION RESILIENCE (GLOBAL)

Marianas Tourism Resumption Investment Plan  
 Marianas Visitors Authority, Northern Mariana Islands



## TOURISM FOR ALL

Accessible Tourism Attraction Development Project  
 Korea Tourism Organization, Korea (ROK)



## WOMEN EMPOWERMENT INITIATIVE

Second Careers  
 Jetwing Hotels, Sri Lanka



## YOUTH EMPOWERMENT INITIATIVE

City of Gourmet - Youth Development and Integration Program  
 Sands China, Macao, China



Pacific Asia Travel Association

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