

PATA[®] **GOLD**
Pacific Asia Travel Association **AWARDS 2024**

Marketing
Sustainability & Social Responsibility

Sponsored by:



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PATA[®] GOLD AWARDS 2024

Pacific Asia Travel Association

Celebrating Excellence in Asia Pacific Travel and Tourism

Pacific Asia Travel Association (PATA) Gold Awards recognises exceptional achievements 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 Grand and Gold Awards winning projects set industry standards for excellence and innovation, serving as examples for others to follow.

In 2024, PATA is delighted to be enhancing the PATA Gold Awards programme in order to reinforce its position as an innovative and prestigious award for the Asia Pacific travel and tourism industry.

Two Grand Title Winners will be awarded in each of the following two categories: Marketing, and Sustainability and Social Responsibility. Within these two general categories, 25 individual awards for specific themes will be awarded.

All award recipients will be honoured at the **PATA Gold Awards Lunch** on August 28, during PATA Travel Mart 2024, Bangkok, Thailand. 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 profiles. The winning entries will be featured in PATA News and 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 2024 winners' showcase e-booklet* Providing the highlights of each winning entry.

Entries will be judged by independent travel industry experts. The deadline for submissions is **April 30, 2024, 12 AM Bangkok**. 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



GENERAL RULES

1. Entry details and requirements vary, so please study the award category descriptions carefully.
2. PATA Members, PATA Chapter Members 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 2023 calendar year. Programmes and products that were significantly revised in 2023 are also eligible.
4. Multiple entries from the same entrant are acceptable. Entries from PATA Members, PATA 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 or upload to our [Dropbox](#). For enquiries, please contact goldawards@PATA.org.
 2. To email or upload your entries on dropbox, please submit one report per entry in soft copy (One complete file maximum 20 pages). Other supporting materials, pictures and videos should be embedded in the same report as a link 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 PATA Chapter Members and non-member rates. If you are PATA Chapter Members and non-member, please go ahead and register online and email your entries separately to 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. If you do not have a username/ password, please contact 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 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. Please add an additional USD35 for bank service fees.
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 AND NOTIFICATION

All entries must be emailed to PATA headquarters in Bangkok on or before **April 30, 2024, 12 AM Bangkok**. 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 July 11, 2024, in order that a representative may then arrange to receive the award at the PATA Gold Awards Lunch on August 28 during PATA Travel Mart 2024, Bangkok, Thailand

SECTION II: CATEGORIES, FEES AND JUDGING CRITERIA



PATA GOLD AWARDS 2024

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 Awards 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

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

Entry fee, entry requirements and judging criteria for

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

Entry Fee: US\$200 for PATA Members and US\$400 for PATA 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. 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

VI | Travel Video

Entry Fee: US\$200 for PATA Members and US\$400 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 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 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.
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

TP	Travel Photograph
DA	
BA	
	Destination Article
	Business Article

Travel Photograph – Entry Fee: PATA Members: US\$200 per article/photograph.
For PATA Chapter Members and non-members: US\$400 per article/photograph

Destination Article – Entry Fee: PATA Members: US\$150 per article.
For PATA Chapter Members and non-members: US\$300 per article

Business Article – Entry Fee: PATA Members: US\$150 per article.
For PATA Chapter Members and non-members: US\$300 per article

Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email goldawards@PATA.org. 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

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

CC | **Climate Change Initiative**

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\$200 for PATA Members and US\$400 for PATA 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. 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 five 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 person in senior position 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

CSR | Corporate Social Responsibility

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\$200 for PATA Members and US\$400 for PATA 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. 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

CBT | Community Based Tourism

It opens for both CBT supporter and CBT initiative

Entry Fee: US\$200 for PATA Members and US\$400 for PATA 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. 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, how your organisation involves and empowers adjacent and/or affected communities, while also ensuring community ownership and management or nature/cultural resources and authentic experiences for visitors, supporting materials (photos, videos and new 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

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

Entry Fee: US\$200 for PATA Members and US\$400 for PATA 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. 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

HCD | Human Capital Development

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\$200 for PATA Members and US\$400 for PATA 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. 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

TA | Tourism for All

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\$200 for PATA Members and US\$400 for PATA 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. 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

TD | Tourism Destination Resilience (Asia Pacific)

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

Entry Fee: US\$200 for PATA Members and US\$400 for PATA 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. 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,
 - ii) 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\$200 for PATA Members and US\$400 for PATA 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. 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

WE | Women Empowerment Initiative

The PATA Gold Award recognises travel and tourism-related organisations or destinations that embrace initiatives that forge positive visibility for 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\$200 for PATA Members and US\$400 for PATA 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. 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

YE | Youth Empowerment Initiative

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\$200 for PATA Members and US\$400 for PATA Chapter Members and non-members

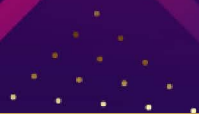
Entry Requirements:

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. 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 2023



PATA GRAND TITLE WINNERS 2023



MARKETING

Turning A Traditional Cultural Symbol Into A Marketing Catalyst
MGM China, Macao, China



SUSTAINABILITY AND SOCIAL RESPONSIBILITY

Karmic Returns
Waterbom Bali, Indonesia



and in 2022, we achieved some significant milestones which we are proud to share

PATA GOLD AWARDS 2023



MARKETING CAMPAIGN (NATIONAL - ASIA)

Through the lens of GenZ
 Hong Kong Tourism Board, Hong Kong SAR



MARKETING CAMPAIGN (NATIONAL - PACIFIC)

Where Happiness Comes Naturally
 Tourism Fiji, Fiji



MARKETING CAMPAIGN (STATE AND CITY - GLOBAL)

Pack Up for Kerala
 Kerala Tourism, India



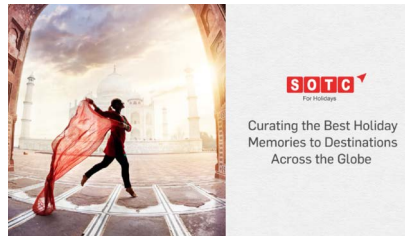
MARKETING - CARRIER

Around the Island
 SriLankan Airlines, Sri Lanka



MARKETING - HOSPITALITY

Melco Style x B. Duck @ Studio City
 FMelco Resorts & Entertainment, Macao, China



MARKETING - INDUSTRY

Kick - starting travel again & connecting diverse Indian traveler
 SOTC Travel Ltd, India



DIGITAL MARKETING CAMPAIGN

Incheon smart tourism project
 Incheon Tourism Organization, Korea (ROK)



PRINTED MARKETING CAMPAIGN

Korea Unique Venue Promotion Project
 Korea Tourism Organization, Korea (ROK)

PATA GOLD AWARDS 2023



TRAVEL VIDEO

[Catching Sabah](#)
Sabah Tourism Board, Malaysia



TRAVEL PHOTOGRAPH

[A Valley in Bloom](#)
Tourism Authority of Thailand, Thailand



Hiking in Australia's healing lands

DESTINATION ARTICLE

[Hiking in Australia's Healing Lands](#)
Rachel Lees, Australia



BUSINESS ARTICLE

[Fancy Feasts](#)
TTG Asia Media Pte Ltd, Singapore



CLIMATE CHANGE INITIATIVE

[Galaxy Entertainment Group Environmental and Sustainability Practices](#)
Galaxy Entertainment Group, Macao, China



CORPORATE AND SOCIAL RESPONSIBILITY

[Beacon of Sustainability](#)
Sivatel Bangkok Hotel, Thailand



COMMUNITY BASED TOURISM

[Kareum Stay](#)
Jeju Tourism Organization, Korea (ROK)



CULTURE

[The Revitalization of Old Phetchaburi Town Riverside Community through the Establishment of Cultural Community-Based Tourism Designated Areas for Sustainable Tourism Administration – DASTA, Thailand](#)

PATA GOLD AWARDS 2023



HERITAGE

Rejuvenating and Appreciating
MGM China, Macao, China



HUMAN CAPITAL DEVELOPMENT INITIATIVE

Sands Retail Academy – “Ticket To A Lifestyle Journey”
Sands China Limited, Macao, China



TOURISM DESTINATION RESILIENCE (ASIA PACIFIC)

Alabao Bay Secret Land Reappearance Plan
Taiwan Tourism Bureau, Chinese Taipei



TOURISM FOR ALL

Leofoo Senior Travel Service
Leofoo Tourism Group, Chinese Taipei



WOMEN EMPOWERMENT INITIATIVE

Sustainability and Social Responsibility
Nepal Tourism Board, Nepal

HEAD OFFICE

Unit 908, 9th Floor, No.111
True Digital Park Unicorn Building,
Sukhumvit Road, Bang Chak,
Phra Khanong, Bangkok 10260
Tel: +66 (0)2-460-9264
Email: membership@pata.org

PATA CHINA

Beijing, China
Tel: +86 (0)10 6500-1397
Fax: +86 (0)10 6500-1497
Email: china@PATAChina.org



PATA PREMIER PARTNER



PATA PREMIER MEDIA PARTNER



PATA STRATEGIC PARTNERS



PATA PREFERRED PARTNERS



MEDIA PARTNERS



EVENT TECH PARTNER



PATA ALLIANCE PARTNER



PATA GOLD AWARDS SPONSOR



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DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE