

PATA GOLD AWARDS 2021

Marketing

Sustainability and Social Responsibility



GOLD AWARDS 2021

In this Winners' Showcase souvenir e-booklet, the Pacific Asia Travel Association (PATA) is proud to honour the outstanding achievements of this year's 25 PATA Grand and Gold Awards.

During the Virtual PATA Gold Awards Ceremony, two Grand Title Winners will be presented to the 'Best of the best' winners in the categories of Marketing and Sustainability and Social responsibility.

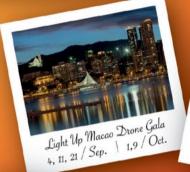
A total of 20 Gold Awards will also be presented to winning entries in the above-mentioned categories.

The 2021 PATA Gold Awards, open to members and non-members of the Association, attracted a total of 113 entries from 51 travel and tourism organisations and individuals.

PATA wishes to acknowledge the generous support of the Macao Government Tourism Office in once again sponsoring the PATA Gold Awards.



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









22-24 / Oct.





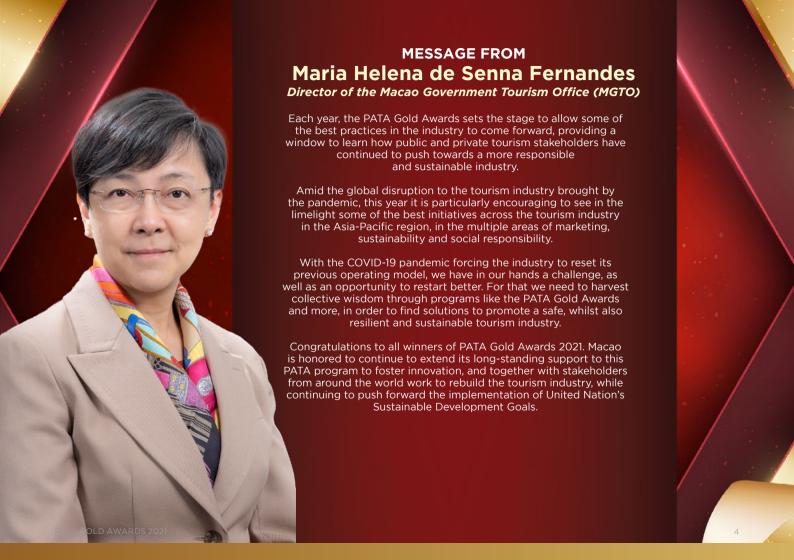


2021 Galaxy Entertainment Macao International Marathon 5 / Dec.



Macao Light Festival Dec.





PATA GOLD AWARDS 2021 JUDGING COMMITTEE



Amarit Charoenphan

Chief International Officer and Co-founder Techsauce, Thailand



Benjamin Ping-Yao LIAO

Chairman Forte Hotel Group, Chinese Taipei



Caroline Bremner

Head of Travel Research Euromonitor, United Kingdom



Elena Mirandola

Director, Business Development APAC Expedia Group, USA



Dr. Faith Ong

Lecturer Advisor of Student Chapter University of Queensland, Australia



Hiroshi Terai

Manager, Marketing Strategy All Nippon Airways Co., Ltd., Japan



Kamika Smith

General Manager Smith's Motor Boat Service, Inc., USA



Prof. Kaye Chon

Dean and Chair Professor Hong Kong PolyU, Hong Kong SAR



Lauren Uppink Calderwood

Head of Aviation, Travel and Tourism Industries World Economic Forum (WEF), USA



Dr. Mario Hardy

Managing Director MAP2 Ventures, Singapore



Mayur (Mac) Patel

Regional Sales Director, JAPAC OAG Aviation, Singapore



Natkon Woraputthirunmas

Head of Marketing Management Reed Tradex, Thailand



Nobutaka Ishikure

Chairman Goltz et ses amis, Japan



Phornsiri Manoharn

Chairman N.C.C. International Events Co., Ltd., Thailand



Randy Durband

CEO Global Sustainable Tourism Council (GSTC), USA



Sarah Mathews

Group Head of Destination Marketing APAC TripAdvisor, Singapore



Simon Lloyd

Dean - International Hospitality Industry
Dusit Thani College, Thailand



Victor Chua

Founding & Managing Partner Vynn Capital, Malaysia PATA **GRAND** TITLE WINNERS 2021



MARKETING

Dream Now and Travel Later
Macao Government Tourism Office (USA), Macao, China











In response to the global pandemic that caused a -93% of YOY decrease in visitor arrivals to Macao from 2019 to 2020, the Macao Government Tourism Office USA (MGTO-USA) launched the "Dream Now and Travel Later" integrated campaign series in the fall of 2020, which consisted of the concepts of East Meets West and Macao Makes it to GIPHY with a goal to inspire consumers to "Dream Now and Travel Later."

The campaigns launched across Facebook, Instagram, and Twitter, inclusive of influencer partnerships, paid partnership with a third-party media platform, social media sweepstakes, content creation and management, and community engagement.

Initially conceptualized in 2019, both campaign concepts required immediate reconsideration and redirection in order to compensate for the changing marketplace. The team responded quickly to the crisis by overhauling the original campaigns into what became East Meets West and Macao Makes it to GIPHY. Both new concepts tapped into the power of social media as an educational and aspirational tool to travel. Through the team's flexibility and quick-thinking, MGTO-USA was able to reposition two campaigns, successfully drive positive brand affinity and provide inspiration and educational resources to consumers.

PATA GOLD AWARDS 2021 8



SUSTAINABILITY AND SOCIAL RESPONSIBILITY

Cinnamon Travel Pledge Cinnamon Hotel Management Ltd, Sri Lanka







Sri Lankan hospitality, generosity and kindness are iconic values that govern our island way of living. Since the beginning of the COVID-19 global pandemic our sentiments of caring and helping each other have increased in waves and one particular group of people have been a testament to these values more than ever before. The front-line workers of Sri Lanka - a group of healthcare workers and direct attendees – fearlessly and selflessly stepped forward to provide round the clock care to patients and help authorities implement timely measures to address the pandemic. However, month on month endless efforts started to take a toll on the front-line workforce with healthcare employees and direct attendees having to be faced with the harsh social effects of COVID-19, the physical discomfort of wearing protective equipment and suits for extraordinary lengths of time and the psychological strain of being distanced from their families and loved ones.

As a company that has always been guided by the values of caring, trust, and integrity Cinnamon Hotels and Resorts sought a way to be an effective support for the front-line employees and the country and bring a silver lining to this dark time in our history.

Introducing Cinnamon Travel Pledge – a way of saying 'Thank You' to the brave front line workforce and appreciating their dedication and sacrifice with a getaway that gives them the chance to reconnect with their families and uplift their mindset.

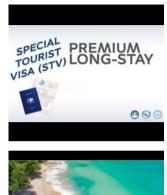
PATA GOLD AWARDS 2021



MARKETING CAMPAIGN (NATIONAL - ASIA)

Special Tourist Visa (STV)
Tourism Authority of Thailand (TAT), Thailand

The COVID-19 pandemic has disrupted almost all international travel. The sudden loss in tourism revenue has had a significant impact on Thailand's economy as tourism accounts for 22 percent of the country's GDP. Thus, due to the growing demand for long-stay tourism from potential markets. the Ministry of Tourism and Sports and the Tourism Authority of Thailand (TAT) saw an opportunity to launch the first-ever Special Tourist Visa (STV) for long-stay international tourists from potential markets during COVID-19. The objective was to bring in international tourists while Thailand's borders were still closed to all foreign tourists. Travellers entering Thailand must follow the strict health and safety measures issued by the Ministry of Public Health of Thailand to prevent the spread of COVID-19. The STV has taken all the necessary measures enforced by the Ministry of Public Health from screening applicants from low-risk countries only to enforcing a 14-night quarantine and mandatory COVID-19 testing to all arrivals. Thus, the launch of the Special Tourist Visa (STV) was in line with the government's efforts to revive the country's economy and relief measures for tourism and hospitality businesses and those in the supply chain. The STV has been implemented as a tool to distribute a revenue into local communities amidst the COVID-19 crisis with its role to encourage collaboration among the nearby community and Alternative Local Quarantine (ALQ) to arrange an accommodation for the business travellers and high-end tourists who want to stay for a long period in Thailand







MARKETING CAMPAIGN (STATE AND CITY - GLOBAL)

360 Hong Kong Moments - Great Outdoors Hong Kong Tourism Board, Hong Kong SAR

To show the unexpected side of Hong Kong, a virtual reality(VR) 360-degree video was created to allow overseas audience the ability to immersive themselves in the beauty of Hong Kong Outdoors, and engage their senses in nature, even though they are miles apart





MARKETING - CARRIER

#SriLankanPromises SriLankan Airlines Ltd., Sri Lanka

#SriLankanPromises is the brand retention campaign steered by SriLankan Airlines during the first global wave of the COVID 19 pandemic where all activities including travel came to an indefinite standstill. The campaign executed mostly on the Airlines' corporate social media channels aimed at spreading positivity, advocating the importance of staying home and preserving the sense of anticipation for travel all the while continuing the underlying message of safety and wellbeing. The hashtag #SriLankanPromises, presents a threefold promise of the Airlines' renowned service onboard, the promise of taking the traveller to its home base, the Paradise Island of Sri Lanka, and travellers across the globe to their desired destination. One of the extensions of the campaign is the in-lockdown content collectively created by the Airlines' staff in the absence of opportunity for them to serve the valued customers, which was well-received by the social media community.









MARKETING - HOSPITALITY

The Outrigger Promise
Outrigger Hospitality Group, USA

"Outrigger Promise (#OutriggerPromise) was a bold and innovative hotel and destination marketing campaign launched by Outrigger Hospitality Group in Hawai'i.

The Outrigger Promise offered a free stay to any guest who was not satisfied with their Hawaiian vacation, no questions asked.

The Outrigger Promise, in effect, underwrote the guest's satisfaction in the entire Hawai'i destination experience. If the guest wasn't satisfied with Hawai'i, Outrigger would take responsibility for it. Outrigger has 70 years of hospitality history in Hawai'i; its founding family opened their first hotel there in 1947.

Following the vacation with Outrigger, if the guest felt that The Outrigger Promise had not been met, they would have to call an Outrigger to receive a night credit for a future stay. The guest would then be credited for the same property, same room category, and no more than the original number of days stayed, up to 14 days.

In a very difficult time for would-be travellers and hotel operators due to COVID-19, #OutriggerPromise was a resounding marketing success as it complied with all existing public health guidelines (which were liable to change at short notice), gave visitors public health confidence due to Outrigger's Clean Commitment and Hawai'i Safe Travels protocols. In uncertain times it gave tourists confidence due to a unique repeat-free offer.

The Outrigger Promise generated tens of thousands of room nights and therefore a return to work for dozens of hotel hosts, many of whom hadn't worked in months due to COVID travel impacts.







PATA GOLD AWARDS 2021



MARKETING - INDUSTRY

Plaza Premium Group - Build Back Better Plaza Premium Group, Hong Kong SAR

Our travel industry has been at a near standstill due to the COVID-19 pandemic, Plaza Premium Group has taken full advantage of the time to develop its "Build Back Better" mission by implementing a holistic marketing campaigns to engage airport community, business partners and global travellers.

Travel has been paused, but not our passion.

Plaza Premium Group has implemented a series of executions by various marketing channels, and hence roll our global business transformation strategy to reshape the future of travel as a global leading premium airport service provider.









DIGITAL MARKETING CAMPAIGN

Legends of Catalonia Catalan Tourist Board, Spain

Legends of Catalonia is the world's first campaign using a virtual reality (VR) game to promote a tourist destination. Developed in collaboration with SONY with the aim to promote Catalonia in an innovative way.

The videogame is an immersive experience that provides information about Catalonia and brings players closer to "reality" through VR.







16



PRINTED MARKETING CAMPAIGN

DIVE INTO YOUR DREAM - MALAYSIA 365 DAYS Tourism Malaysia, Malaysia

The Tourism Malaysia 2021 Desk Calendar takes readers and users on a pictorial journey to some of Malaysia's stunning beaches, idyllic islands and scenic lakes. The flow and fluidity of water are symbolic of Tourism Malaysia's continuous stream of efforts in promoting tourism domestically and internationally. While the year 2021 presented challenges in tourism promotional efforts, Malaysia Tourism Promotion Board continues its efforts to fulfil its mission in the coming years.

The calendar offers ideas and inspirations for the user's next holiday, beyond Malaysia's city limits, to off-the-beaten tracks and new attractions. From gushing waterfalls and placid pools, to roaring rapids and coastal beaches, this special compilation will introduce readers to secret places to inspire their next journey throughout Malaysia.

The 2021 calendar integrates Tourism Malaysia's digital platforms such as the consumer website, Digital Brochures Hero Banner and social media sites such as Facebook, Instagram and Twitter.









TRAVEL VIDEO

A Glimpse into Meridian Adventure Dive Resort - Raja Ampat Meridian Adventure Dive Resort, USA

The objective is to show the target audience what we offer, have available, how many ways they can explore and what they can see in Raja Ampat with us. There is a large variety of natural beauty in Raja Ampat Regency, West Papua, from below and above the water including local Papuan culture, we can see and access it all. The video is designed to capture a "trip in the life of a guest" with us.









TRAVEL PHOTOGRAPH

The sunset view of Jingzaijiao Tile-paved Salt Fields Tourism Bureau, Chinese Taipei, Chinese Taipei

Jingzaijiao Tile-paved Salt Fields are the oldest relics of tile-paved salt fields that still exist in the country. Built during the Qing Dynasty in 1818, these fields are now family friendly tourism salt fields. Jingzaijiao Tile-paved Salt Fields has intact coastal ecology, and it is the first salt pan in Beimen which has unique regional charm and features. It's also the oldest and the most revered paved salt pan ruin, which is similar to Mosaic arts, in Chinese Taipei.

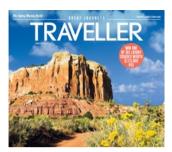




DESTINATION ARTICLE

Georgia, queen of the desert Catherine Marshall, Australia

American modernist Georgia O'Keeffe, whose paintings of her beloved New Mexico – though often abstract – touched an unsheathed nerve deep within and commanded me to seek out their subjects. I had long sensed, like her, that New Mexico would be "fitted to me exactly", and had tasted that high altitude desert air on a brief visit to Santa Fe many years ago. Returning, I chased O'Keeffe's ghost on a solo road trip, across an empty, arid region shaped in turn by Spanish colonialism and the Native Americans who've always occupied it. The artist's spirit guided me, reverberating through the cities of Taos and Santa Fe, through her preserved home at Abiquiu and at Ghost Ranch, the desolate farmstead where she found her most enduring inspiration. In writing about my journey, I wanted to do the very opposite of O' Keeffe, whose craft was to distil landscapes into still lifes; using words as my paintbrush, I aimed to breathe those two-dimensional paintings into life.









BUSINESS ARTICLE

Loyalty wars (TTG Asia July 2020) TTG Asia Media Pte Ltd, Singapore

As competition for customers heats up among hotel companies, loyalty programmes have reached stratospheric heights, with perks that are out-of-this-world and some which money cannot buy. TTG Asia's Caroline Boey examined how leading hotel players in Asia were leading the war for loyal hearts.



such as VIP access to money-can't-buy-experiences





CLIMATE CHANGE INITIATIVE

Above & Beyond - Melco's Sustainability Strategy Melco Resorts & Entertainment, Macao, China

In an industry not traditionally known for sustainability, Melco's vision is to pioneer a more responsible way of leading our integrated resort and entertainment company.

Above and Beyond ensures that Melco achieves carbon neutrality and zero waste across all its global resorts by 2030. The influence of these goals extends far beyond the boundaries of Melco's business, inspiring guests to rally around a better, more sustainable future for all.





COMMUNITY AND SOCIAL RESPONSIBILITY

Be GREEN and GREAT in the time of COVID-19 Ayala Land, Inc. - Ten Knots Group, Philippines

In an effort to augment income of tourism workers in El Nido, Ten Knots - the resorts group subsidiary of Ayala Land Inc. - launched Be GREEN & GREAT (BGG). Anchored on the long running Be G.R.E.E.N. (Guard, Respect, Educate El Nido) campaign, BGG is an ecosystem restorative program that aimed to accomplish Ten Knots Group's Sustainability goals by providing alternative income to tourism worker.

There were four projects: coastal, road and riverbank cleanup, wildlings rescue and replanting, mooring buoy assessment and rehabilitation, and Pawikan Patrol. The successes of the program can be seen in the areas of green jobs creation, regenerative action, COVID-19 free participation of staff, reef protection, strengthened sustainable travel brand, and increased community understanding of the human footprint.

From its original roots back in 1996, the Be GREEN program has evolved from being a classroom learning experience in the context of the workplace to becoming a living practice, able to provide an alternative livelihood opportunity for locals in an extraordinary time as the pandemic. While the ultimate goal of the work we do isn't to be awarded, PATA's repeated recognition of the program in 1999, 2011 and 2015 certainly provides an affirmation of how we are on the right track. The very nature and principle embodied by the program is a testament of how it will just continue to grow and adapt to the times, despite any circumstance.







PATA GOLD AWARDS 2021



COMMUNITY BASED TOURISM

Tour Dure Korea Tourism Organization, Korea (ROK)

Tour Dure Nurturing Project is a major community-based tourism (CBT) project of the Korea Tourism Organization (KTO). It provides up to five years of support to help community residents create a community business and improve its operation, thus laying the foundation for stable growth. Any community resident organizations can join Tour Dure. In 2013, Tour Dure began as a group of 36 community businesses in five regions. By 2020, 606 community businesses in 85 regions have joined Tour Dure. This year, the number will grow to approximately 200 companies in 22 regions. Community-based Tour Dure projects create a virtuous cycle by giving local residents direct economic and sociocultural benefits through local tours by tourists. The project aims to develop sustainable tourism.









CULTURE

Galaxy Entertainment Group - Promoting Cultural Tourism through our Foundation Galaxy Entertainment Group, Macao, China

GEG strongly believes in sharing our success with the community. It is with this commitment that in April 2015, GEG established the Galaxy Entertainment Group Foundation ("the Foundation") to invest and give back to society.

Operating independently from GEG, the Foundation focuses on philanthropic activities that nurture young people and instill in them positive life values. Working closely with different academia, non-governmental organizations, and the Macau Special Administrative Region ("SAR") Government, the Foundation initiates multi-year projects that helps the community develop, grow and support the government's policies. Since GEG has long been supportive of Macau's sports, arts and cultural development, in 2018, the Foundation launched the GEG Arts and Cultural Initiative and collaborated with Grimaldi Forum of Monaco on bringing a special exhibition of "Grace Kelly – From Hollywood to Monaco – Artists' Tribute" to Galaxy Macau™ as part of the Art Macao 2019 organized by the Cultural Affairs Bureau of the Macau SAR Government.





Combined with different elements of history, culture, fashion and art, the exhibition attracted over 170,000 visitors, including local students that the Foundation had invited for docent-led tours and workshops as part of the GEG Arts and Cultural Initiative. Following the success of the GEG Arts and Cultural Initiative, in 2020, the Foundation took a further step to promote and preserve Macau's rich cultural heritage by launching the GEG Cultural Intangibles Scheme with Hulu Culture Promotion Association so that Macau's cultural intangibles can be documented and promoted to tourists, residents as well as our next generation through research and other activities such as exhibitions, workshops and live demonstrations. Meanwhile, to cultivate the next generation of young audience in Chinese music, the Foundation also launched the GEG Chinese Music Promotion Scheme in 2020 by joining the Macao Chinese Orchestra as Special Arts Patron for its 2020-2021 season, hosting concerts at Broadway Theatre for tourists and residents alike, and inviting young people, in particular student musicians, to concerts and open rehearsal sessions specially arranged to deepen their understanding and appreciation of Chinese music.

PATA GOLD AWARDS 2021



HERITAGE

THE DIVERSE HERITAGE OF KUBANG BADAK BIOGEOTRAIL Langkawi Development Authority (LADA), Malaysia

As a nation blessed with the beauty of sea and coastlines, Malaysia has many breath-taking beaches and island destinations. Each island has its unique charm and intriguing stories. One of the most iconic islands, also one of Asia's Top 10 islands in one word 2016, has a rich and vibrant history told through generations – Langkawi Island, the mythical island in the northern part of Malaysia. Located on the Strait of Malacca, Langkawi is also famous for its beaches. Tanjung Rhu beach on Langkawi is one the top 50 beaches around the world according to CNN Travel where you can relax in serenity.









YOUTH EMPOWERMENT INITIATIVE

MGM Youth Empowerment and Engagement Initiative MGM China, Macao, China

Guided by MGM's vision of "Unleashing Greatness for all", we aspire greatness for our youth constituents through sustainable development and learning opportunities. Through MGM's Youth initiative, our two-prong approach will build multi-level talent pipeline of youth within MGM and our communities.

This contributes to Macau's Tourism Plus strategy of developing a world class hospitality, multi-skills local workforce including training and employment opportunities. MGM aims to inspire Macau's youth, young professionals and entrepreneurs especially in the core tourism industries plus nurturing art and culture.

We adopted a whole-person development methodology, complete with career opportunities for our MGM younger member via world-class learning offerings, skill competitions and career development programs. To date, we achieved over 1,000,000 training hours and with over 30 partnerships that helps create yearly overseas talent exchanges, professional skills competition, continuous education and much more.





For the youths in our community, our "Start young" initiative benefits over 1,000 youth yearly with engaging hospitality experiences and youth leadership program. We sponsor youth achievement awards and external scholarships exceed over a million (US) dollars, school engagement and talks benefited over 2000 students plus supporting their educational trips to Vegas and Greater China. For the special needs, we train their students and hired over 50 to take on hospitality jobs at MGM. We provide pre-hire internship programs for fresh graduates to guide them towards their career choice. For the young entrepreneurs, we jointly run a two-year mentoring program with a local SMF incubation centre.

In preparation for the post-covid era, MGM will focus on future skills training such as AI and Digital Marketing. We partner with Macau Tourism board to curate award winning Community Outreach tourism eLearning programs; free for anyone. Lastly, we have embarked on a multi-year journey to nurture the spirit of craftsmanship. With training and other interventions underway, we are confident of creating a new wave of competent youth artisans in their respective choice of craftsmanship.

PATA GOLD AWARDS 2021



HUMAN CAPITAL DEVELOPMENT INITIATIVE

CBT Integrated Training Program
Designated Areas for Sustainable Tourism
Administration (DASTA), Thailand

Designated Areas for Sustainable Tourism Administration (Public Organization) or DASTA was established to formulate policies and strategies for sustainable tourism management and development in Thailand. For over 10 years, the Office of Community-based tourism by DASTA has been developing community-based tourism in designated areas and other areas across Thailand, together with proficient partnership network from public sectors, private agencies, academic institutions, communities and other related tourism development organizations. In order to build the capacity of stakeholders for sustainable CBT development, the Office of Community-based tourism has captured the lessons learned from pilot communities from various contexts along with brainstorming with community leaders to develop into the training program called "Certificate in Community-Based Tourism Management - CBT Integrated in accordance with the Global Sustainable Tourism Criteria (GSTC). The training program focuses on developing the capacity of CBT stakeholders in terms of knowledge, understanding and skills needed as a mentor for local community development. Starting from the initial stage of CBT development to the stage of delivering the product to quality market. The training is delivered through various learning methods of lectures, practical workshops, discussion, and community site visits to exchange and learn directly from experienced pilot communities to achieve the goals of sustainable tourism development for communities by applying the knowledge and development tools to expand community-based tourism development across the country.







PATA GOLD AWARDS 2021



www.PATA.org

HEAD OFFICE

28th Floor, Siam Piwat Tower 989 Rama I Road, Pathumwan Bangkok 10330, Thailand

Tel: +66 (0)2 658-2000 Fax: +66 (0)2 658-2010 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 EUROPE, WEST ASIA, AFRICA

London, UK

Tel: +44 (0)7932 074-978 Email: europe@PATA.org



PATA PREMIER PARTNER



PATA PREMIER MEDIA PARTNER



PATA STRATEGIC PARTNERS





PATA PREFERRED PARTNERS











MEDIA PARTNER



PATA ALLIANCE PARTNER



PATA GOLD AWARDS SPONSOR



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

PATA BUILDS YOUR BUSINESS | NETWORK | PEOPLE | BRAND | INSIGHTS
Engaging since 1951