In this Winners’ Showcase souvenir booklet, the Pacific Asia Travel Association (PATA) is proud to honour the outstanding achievements of this year’s 31 PATA Grand and Gold Awards.

During a special luncheon at PATA Travel Mart 2017 in Macao SAR, four Grand Awards will be presented to the ‘best-of’ winners in the categories of Education & Training, Environment, Heritage & Culture, and Marketing Campaign.

A total of 27 Gold Awards will also be presented to winning entries in the above-mentioned categories as well as in Marketing - Media (ten sub-groups) and Journalism (four sub-groups).

The 2017 PATA Gold Awards, open to members and non-members of the Association, attracted a total of 220 entries from 77 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.
Ms Maria Helena de Senna Fernandes  
Director of the Macao Government Tourism Office

My heartfelt congratulations to all PATA Gold Awards 2017 winners. Your successful achievements, illustrated on this booklet, fully display how diverse and multilayered the Asia-Pacific tourism industry community is and how much can be achieved with vision, commitment and hard work.

PATA Gold Awards winning tourism organisations and individuals reinforce the basic tenets of tourism industry sustainable development, while reaching out to higher goals such as giving back to communities, poverty reduction and building greener destinations, inspiring stakeholders in the Asia-Pacific to follow suit. From the awardees’ good examples, we can all learn effective new ways to enhance our practices in tourism marketing, environment, corporate social responsibility, heritage and culture, education and training, marketing media and travel journalism.

As a tourism city building itself into a World Centre of Tourism and Leisure, Macao is honored to render its support to the prestigious PATA Gold Awards programme for the 22nd consecutive year. This year with special enthusiasm, as the awards presentation will take place in Macao, during PATA Travel Mart, in September.
JUDGING COMMITTEE

Aleandre Kwan
Philanthropies Asia Program Manager
Microsoft
Singapore

Facez Fadhillah
CEO and co-founder
Tripfez
Malaysia

Ha Lam
Co-founder and COO
Triip.me
Vietnam

Jackson Pek
Vice President & General Counsel, Asia Pacific
Amadeus Asia Limited
Thailand

Kamika Smith
General Manager
Smith’s Motor Boat Service, Inc.
USA

Kyle Sandilands
Director and Cinematographer
Canada

Matt Gibson
Outbound/CEO
Professional Travel Bloggers Association/UpThink
Thailand

Nigel Coventry
Publishing and Research Editor
Inside Tourism
New Zealand
JUDGING COMMITTEE

NobuTaka Ishikure
PATA Life Member
Japan

Rika Jean-Francois
ITB-Commissioner CSR
Messe Berlin GmbH
Germany

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President
Dusit Thani College
Thailand

Dr Therdchai Choibamroong
Dean
Graduate School of Tourism Management,
National Institute of Development Administration
Thailand

PATA GOLD AWARDS
PROJECT MANAGER

Parita Niemwongse
Director – Human Capital Development
Pacific Asia Travel Association (PATA)
Education and Training

*Being Brilliant Together*

Hotel ICON, Hong Kong SAR

Founded and owned by the Hong Kong Polytechnic University, Hotel ICON inspires mentors and educates the next generation of Asian hospitality experts. The work-integrated programmes at the hotel cater for students of all levels, regardless of whether the participant is a bachelor degree or master degree student. The programmes also emphasise inventive-based learning that creates outstanding ambassadors for the region’s tourism industry in ‘Unlike Any Other Internship’ and ‘Elite Management Programme’.
As the very first hotel group to launch a major program through an Environmental charter, AccorHotels encourages its properties to limit their impact on the environment. Properties who participate in the Planet 21 programme commit to stringent reductions in carbon, energy and water as well as a range of commitments surrounding the reduction of food waste, working positively with local communities and moving towards carbon neutral buildings for all new hotels.

During the programme’s first five years (2011-2015), 98% of hotels were seen using eco-labelled products. 89% of hotels recycled their waste. Collectively there was a 5.5% reduction in energy use, a 6.2% reduction in carbon emissions and 99% of hotels have banned endangered seafood from their menus. With the launch of the next five year Planet 21 programme (2016-2020), AccorHotels go further in committing to more stringent reductions in carbon, energy and water as well as a range of commitments around reducing food waste, working positively with local communities and moving towards carbon neutral buildings for all new hotels.
Heritage and Culture
Sofitel Legend Metropole Hanoi, Vietnam

Sofitel Legend Metropole Hanoi is an award-winning French colonial style hotel lying in the heart of Hanoi.

During renovations in 2011, the hotel rediscovered the property’s long-sealed bomb shelter, originally built to protect guests during the American War. The site was re-opened in May 2012 to honour the extraordinary efforts of employees during war time and serve as a memorial to what should never be forgotten.

Inspired by The bomb shelter and its memorial value, the hotel’s “Path of History” provides a chronological and theme-based journey through its rich past via a dedicated timeline of historical events within the hotel and Hanoi, pictorial showcasing of famous guests and an active 20 minute screening highlighting its most illustrious patrons and Hanoian history. The bomb shelter is the key focal and ending visit point to the “Path of History.”
The Korea Tourism Organization (KTO) debuted the Korea Visits You campaign to thank those who share the good memories they made in Korea and return the love that they have for Korea. The campaign aimed to promote the sharing of destination content online. Through an initiative to encourage people to upload more content to their SNS profiles, KTO published three short films where three people were thanked for sharing their memories by being delivered the memories of Korea that had included in their SNS posts. Those who participated in the campaign by posting content about their trips to Korea also ran the chance to win a trip to make even more memories.

Korea Visits You generated the following performance highlights:

- 7,793,827 people from 135 countries visited the campaign site during the 5 week campaign execution period.
- A total of 186,169 new posts with the 5 campaign hashtags were generated in SNS.
- The number of Korea trip related hashtags increased from 1,081,694 to 1,267,863 (approximately 20%) within the 5 week campaign window.
With modern travellers looking for authentic local experiences that will make their trips unique, the Hong Kong Tourism Board found it crucial to identify and demonstrate what travellers will experience when they arrive. By doing so, they would redefine the Hong Kong destination brand, making it more relevant and attractive to a new tourist market, thus increasing travel intention through engagement and inspiration.

Their new branding platform emerged as ‘Come discover Hong Kong like a local. Best of all, it’s in Hong Kong.’ This tagline highlights that the best that Hong Kong has to offer comes from those who know its food, nightlife, culture and hidden gems the best – the locals.

The integrated campaign spanned TV, print, web, social media and achieved a record-breaking level of engagement, with videos viewed over 593M times and the number of DiscoverHongKong.com page views has doubled compared to the same period last year.
In 2016, Tourism Western Australian faced a decline in visitation and a smaller budget to spend on marketing than their competitors. The challenge was to persuade people to travel to a destination that was perceived to be more expensive, further away and more difficult to travel to than its competitors. Not known for any key tourism destinations, the solution was to harness WA’s weaknesses and turn its 2.6 million residents into the most powerful content team and brand experts.

Tourism Western Australia used real people to tell the WA story, knowing that for the locals, all of the extraordinary and unique experiences that the region offers constitute ‘just another day in WA’. The combined passionate voice of Western Australia’s greatest advocates (its residents) allowed Tourism Western Australia to increase its reach with credibility on a budget inferior to their competitors. Additionally, they were able to generate more authentic content with locals behind the project than they could have on their own.

Overall, the campaign exceeded all expectations and met every key objective. It showed that by reframing a perceived weakness and harnessing local love, positive results can be delivered.
Air China showcased its inaugural flight from Shanghai to San Jose through an extravagant and inventive marketing campaign. The campaign highlighted the new route’s unique addition to the carrier, as Air China is the only airline to travel the 9,923 kilometre route. The marketing video developed to promote the new non-stop flight shows the glamorous and whimsical experience of the flight and includes short glimpses into the wondrous and one-of-a-kind destination that awaits passengers from San Jose.

A grand celebration took place after this inaugural flight; scenes from which include speakers from the industry and segments of the culturally rich ceremony.

The marketing video and highlight reel may be found at the following links:
https://youtu.be/FBf6xdYVgQU
https://youtu.be/WDpjWKcM3wE
In the summer of 2016, Up Idol II, the ultra-popular show in China, chose Macao as its filming destination for the first time. The show featured iconic Macao landmarks, including the House of Dancing Water and Studio City. It was broadcasted to over 13,000,000 viewers, and was the no. 1 TV programme in China with the most viewership.

Shortly after the broadcasting of the programme, Melco made the most of the collaboration with one of the most influential TV channels in China and sustained the momentum of the elevated interest by launching the “Up Idol II x Dancing Water Backstage Adventure”. This adventure invited guests to visit the backstage of the Dancing Water Theater, where they could follow the footsteps of the celebrities of Up Idol II.

Melco also conducted audience recruitment and launched teasers on their social media platforms, promoted flash sales and created an online game during the broadcasting. Results of the campaign were as follows:

- Over US$25 million in PR value generated
- Over 25 million social media impressions
- The project’s dedicated page on Weibo received over 13 million visits
Marketing - Industry

‘Eastern Sunrise’ Spectacular Show, Rizhao, China
An ECA2 creation and production for RCCI

Rizhao City Construction Investment CO. Ltd (RCCI) and French showmakers ECA2 joined forces to perform a creative achievement: a breathtaking new must-see multimedia show produced in record time. Performed in the city of Rizhao which literally translates to “Sun Shine”, Eastern Sunrise is the flagship of a sensational project in a city that was built for world-class aquatic sports championships. The main goal of the production is to expand the potential of cultural night tours, to promote the transformation of the tourism industry of Rizhao and to participate to the continuous enhancement of the city’s tourism appeal.

Audiences were made up of spectators from all over China, and included many foreign visitors from Australia, Korea ROK and Canada. During the first 50 nights, the show saw over 50,000 spectators. RCCI is working with 93 travel agencies to promote ‘Eastern Sunrise’, the owner expect to receive 180,000 spectators from April to October 2017 and they project an expected direct revenue of CNY6,000,000 from ticket sales in 2017.
An award winning leisure event in Singapore, Halloween Horror Nights at Universal Studios Singapore is positioned as the must-see Halloween event in the region since its inception in 2011. Each edition is uniquely created with both local and international audience preferences in mind. All haunted houses and scare zones were developed after investing much time in literary and visual research on horror movie trends and interest.

Its fifth event achieved notable market buzz and a positive word-of-mouth reputation. In order to build on this success, the sixth instalment looked to push the envelope by taking on the overarching theme of ‘Darkness Within’. Showcasing thought-provoking visuals that intrigued the audience, the three month integrated campaign employed a good mix of print, digital, radio and creative out-of-home advertisements in its execution.
Elephant Hills is Thailand’s first luxury tented jungle campsite. Guests can take part in all-inclusive 2-4 day nature soft adventure tours in beautiful Khao Sok National Park: one of the oldest evergreen rainforests in the world.

As one of the unique highlights of the tours, the Elephant Experience offers a responsible and unique way to interact with the endangered Asian elephants. With no riding or chains involved, guests are invited to see the elephants as they roam, help wash them with coconut fibers and feed them their favourite sweet fruits and vitamins for their digestion after they have had their mud baths.

At Elephant Hills, all elephants are treated with dignity, respect and in a sustainable fashion. Finalists in the prestigious National Geographic World Legacy Awards under the “Conserving the Natural World” category, Elephant Hills continues to prioritise responsible and sustainable tourism through their elephant conservation project, Elephant Hills’ children’s project, their Rainforest Camp and Elephant Hills Wildlife Camera Trap Project.
At Sands China, being “green” is neither a fad nor a slogan. It is a thoughtful and ongoing effort to set goals for sustainable operations. Sands is benchmarked against internationally recognised standards adopted by their parent company, Las Vegas Sands Corp. Sands ECO360 global sustainability programme focuses on four pillars:

1. Green Buildings
2. Environmentally Responsible Operations
3. Green Meetings
4. Stakeholder Engagement

It is designed to help minimise the group’s environmental impact and reflects Sands China’s determination to lead the way in sustainable building development and resort operations. The programme approaches with defined targets and action plans have achieved significant results in reducing emissions, reducing demand which contributed to the three critical component of sustainability – environmental, economic and social. The achievements of an average 15% reduction in energy usage, average 10% reduction in carbon emissions, exponential growth of waste diversion, 150+ million gallons of water reduction, scaling up of innovative technologies such as food digester and automatic fault detection platform are testament to the ECO360 programme’s inclusive approach.
The Jingzaijiao Tile-paved Salt Fields are the oldest and most preserved paved salt pan ruins in Chinese Taipei. It’s recognition as a historical sight and certification as an environmental education facility makes it an attractive destination for family trips and an ideal place for ecology and environmental education. The uniqueness of this Salt Field ruin has been preserved by the demonstration of the original salt-making process that took place on the very same tiles. Furthermore, ancient tiles used during salt cultivation are now used in local art displays, ensuring that the history and heritage of the location lives on.
The Village to the World project aims to strengthen community tourism in order to help small villages off the beaten track find new tourism models and discover new ways of generating sustainable based income by switching from attraction-based to activity-based tourism. With the guidance of Tourism Authority of Thailand (TAT), organisations have partnered with 10 villages in Thailand in order to help villagers understand and implement a suitable CSR outing programme to help make their community ready for visiting corporate groups.

The operation processes are outlined below:
1. Value adding Development - One Village - One tourism programme - One souvenir product
2. Village preparation and development
3. Conduct an online PR campaign to promote CSR package “Meet in the Village” targeting corporate companies
4. Launching an event to showcase the 10 villages
5. Sale of the CSR package operation. THB 1 million per 1 village within 2017

Five months since the project launched, three villages have already achieved this THB 1 million target. Furthermore, two villages have now reached 70-80% of the target and four villages have reached 40-50% of the target. TAT is confident that all 10 villages can definitely achieve the target of THB 1 million by the end of 2017.
The government of Malaysia identifies Langkawi Island as an important and strategic tourism destination for the nation; one that is blessed with the beauty of nature and richness of geographical heritage. The Langkawi UNESCO Global Geopark was recognised in 2007 for its well-established management, significant richness of its geological diversity, cultural heritage and community involvement. The government of Malaysia and the Langkawi Development Authority work closely to ensure that the important bio-sites and geographical heritage conservation efforts of the geopark are continuously well managed.
Heritage and Culture - Culture

Muay Thai Live: The Legend Lives
Thai Show 2013 Co. Ltd, Thailand

Muay Thai Live illustrates the exquisite combat art of Thai boxing as an enthralling stage show that promises the most spectacular one of a kind experience – one that brings audiences closer to the truest art form of the Thai boxing show. The Legend Lives is a stage production that unveils the untold stories of the origins and heroes of Thailand’s revered martial art, Muay Thai. The award-winning show chronicles the historical milestones of Muay Thai spanning over 300 years, against the richness of the country’s amazing cultural backdrop. This epic live stage performance is presented through a stellar combination of fights, stunts, drama, music and electrifying light and sound effects.
The Frangipani Langkawi Resort & Spa (FLGK) aims to increase awareness amongst the public on ways to conserve energy, water and the environment. In order for the public to understand their quest to help maintain the environment, FLGK shows examples of how one can implement these practical, easy to adopt practices at home, at school and at work.

The resort hosts a free educational tour of their property for guests called the Eco-Walk, where visitors can learn about and observe over 200 Green practices that are implemented throughout the resort and that can easily be adopted in their daily lives.

In addition to the Eco-Walk, FLGK hosts public workshops, an educational eco-camp for students, exhibition booths with government agencies to promote green practices, forums & presentations in polytechnics and universities which are organised and conducted as part of education programmes looking to train future leaders.
The allure of Parisian life and culture is presented in this short broadcast clip directed to affluent viewers from mainland China who are looking for a short trip that promises new experiences that they can look forward to (and brag about later). Showcasing the whimsical and elegant ambiance of The Parisian Macao, International movie star and French actress Sophie Marceau explores the unique identity of Parisians. Alternating between the streets of Paris and The Parisian Macao, the film highlights the romantic, adventurous spirit of Parisian life that can be found in the east, at the Parisian Macao.

View the film at
https://www.parisianmacao.com/video.html
This year’s Incredible India Calendar under the theme Go Beyond utilises pristine photographs of India’s not-so-very-popular tourists’ destinations and augmented-reality technology to promote the off-beat experiences that India has to offer. The engaging and interactive calendar showcases more of India by presenting short videos that take the viewer into different destinations around what was captured in the calendar’s image thanks to Blippar, the augmented-reality app. Tourists are encouraged to venture off the beaten path and simply ‘Go Beyond’!
The Film Tourism Brochure was launched by Kerala Tourism to highlight Kerala’s potential as a filming location. Though the many natural wonders of Kerala have been appreciated by travellers and locals alike, Kerala Tourism realised that the location was not recognised as a filming destination and looked to promote Kerala to both Hollywood and Bollywood audiences. The brochure is visually-led in order to showcase what many consider to be the most scenic places around the world, all of which may be found in Kerala.
The successor to the “Sri Lanka Tailor made news” e-newsletter, “Island Diaries” responded to the need for better image quality and a more interactive newsletter from Jetwing Travels.

From a short list of eight proposed titles, “Island Diaries” was selected. The name symbolises a Sri Lankan travel journal or personal travel diary, which is unique and creative in providing information and as a source of communication between Jetwing Travels and Free Independent Travelers. Each section is easily recognizable and centered around the travel experience, including attractive imagery and relevant information fit for the modern traveller.
Marketing Media - Travel Poster

International Trade 2016 posters
Tourism Malaysia

The International Trade 2016 posters from Tourism Malaysia target holidaymakers of all ages from all around the world. With vivid imagery and high resolution photographs, the posters target a wide range of niche audiences, including those interested in diving, golfing, adventure, shopping, nature and dining.

The posters intended to support international and domestic trade travel partners and Malaysian overseas university students in their display materials and promotions, entice niche audience groups to visit the unique Malaysian destinations and experiences photographed as well as promote Malaysia as a year-round holiday destination.
At the height of the Philippine election of May 2016, the Philippine Department of Tourism engaged Beautiful Destinations for a brand digital campaign entitled “It’s More Fun in the Philippines with Beautiful Destinations” aimed at sustaining a positive image of the country, raising global brand awareness, targeting visitors from the North American and European markets and create assets to be used in all other marketing channels. Beautiful Destinations utilised the far-reaching nature of social media to connect with the increasingly digital audience of travellers. They did this by identifying the three main pillars of the story they wished to tell, posting real-time social content on multiple platforms aimed at key market targets, deploying a DSLR, iPhone only, drone, video and 360 creative team to shoot impactful content and providing photo and video assets to the tourism board to use in social and other forms of advertisement.

The response was overwhelmingly positive as millions of people from around the world engaged with content about the Philippines, excited to learn more about the country.

On social media, the content garnered:
- 5 million views on Snapchat
- 7.8 million audience reach on Facebook
- Over 11 million follower reach, 1 million video views and 1 million like on Instagram.
When faced with the results of research regarding female visitors to Thailand, Cox & Kings was asked to dispel the perceptions that fostered doubt in the minds of potential women travellers to Thailand. In order to reposition the destination as women-friendly and respond to the desire of indulgence in Thailand’s spa, shopping, adventure and food scenes, Cox & Kings launched the #ForeverYoung campaign.

This campaign positions Thailand as a beauty product for women to help them rejuvenate, heal, look beautiful and be forever young. By utilising social media’s many facets, the campaign worked with social media influencers, facebook, twitter and Instagram followers as well as a microsite to showcase the products. On these platforms, the destination was repositioned as a beauty product and launched as a beauty product. Beauty influencers were invited to sample the product and give their feedback to their followers in order to share the benefits of Thailand.
The 2016 Shop Guam e-Festival campaign launched by the Guam Visitor’s Bureau fully embraces the vision of ‘Smart Tourism’. The campaign aimed to increase visitor arrivals and spending during the winter holiday travel season of 2016.

The 2016 Shop Guam Festival mobile app delivers an immersive shopping and visiting experience to Guam’s global customers. The app empowers small businesses and generates greater tourism impact on the local economy through tourist spending all while differentiating Guam from its competitors.
From pristine beaches to the highest mountains in the UAE, Ras Al Khaimah stands out among the world’s fastest growing tourism destinations. To better tell the story of Ras Al Khaimah boasting a 7,000-year-old history, the Ras Al Khaimah Tourism Development Authority (RAK TDA) launched a worldwide rebranding campaign in 2016 entitled Ras Al Khaimah: Beyond A Journey. This campaign unveiled Ras Al Khaimah’s new visual identity through innovative multimedia and supported advertising in consumer and travel trade outlets.

The film offers a glimpse into Ras Al Khaimah’s natural landscapes, attractions and a wide range of activities. It showcases the emirate’s tourism hospitality and highlights its cultural heritage.

Watch the video here: https://www.youtube.com/watch?v=nCeJoGlsJws&feature=youtu.be
The Best of all, it’s in Hong Kong brand campaign website targets sophisticated travellers who wish to experience authentic and local life when visiting Hong Kong as part of an integrated brand campaign that spanned TV, print, web and social media.

Divided into the four key segments of Gourmet, Trendy, Culture & Nature and Family Fun, the website takes consumers on a journey from inspirational videos through content that elaborates on Hong Kong travel experiences to practical information about visiting – from dreaming about to planning a trip to Hong Kong.

Since the web site was launched in the autumn of 2016, the brand videos featured on the site have been viewed over 25 million times. The campaign generated over 39 million page views in five months, thus spreading the new brand message to a massive worldwide audience.
Australians know a lot about their other South Pacific neighbours, but the Solomon Islands has remained a mystery until now. Considered one of the last bastions of authenticity, the Solomons is home to rustic romance, overwater spas and lobster every day for breakfast, lunch and dinner. This South Pacific destination invites you to digitally detox and totally switch off in every sense of the word.
In Sri Lanka, Travel Weekly’s editor in chief Arnie Weissmann discovered a land steeped in ancient culture and modern conveniences. Sri Lanka is not a popular destination for American tourists largely due to distance, but also to a lack of knowledge about the country. Surpassing expectations, Sri Lanka is home to grand scale ruins, luxury accommodation and a rich cultural blend that exists nowhere else on earth. Though Americans who visit usually stop on a trip to India, Arnie Weissmann conveys the truly extraordinary and different experiences that could not suffer in comparison to India. Weissmann writes of a feeling of humility and exalting surprise as he describes his enlightening tour of the country.
Travel Journalism - Travel Photograph
Thin Fish Drying, Indonesia by Chue Ardi

Colours Garuda Indonesia
In-flight magazine, September 2016
Agency Fish, Indonesia

The picture entitled “Thin Fish Drying, Indonesia” featured in Colours Garuda Indonesia In-flight magazine, September 2016. The picture was taken by Chue Ardi.
Thailand is surrounded by stunning-looking seas. Both the Andaman Sea of the west and the Gulf of Thailand of the east are uniquely beautiful both in terms of topography and diversity of sea creatures which have only been revealed in the last three decades. The Tourism Authority of Thailand (TAT) captures the splendor of Thailand’s underwater world thanks to the development of the diving society in Thailand as well as the newest developments in image capturing technology.

When preparing Blue Paradise Thailand, TAT hoped that the project would enable people from every corner of the world to see the wonderful images of Thai seas and raise awareness of the need for preservation of the seas of Thailand and the others of our world.
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Email: GoldAwards@PATA.org
PATA Grand Awards 2017

Pacific Asia Travel Association
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@PATA.org

PATA Pacific
Sydney, Australia
Tel: +61 (0)40 983-9225
Email: pacific@PATA.org

PATA Europe, West Asia, Africa
London, UK
Tel: +44 (0)7932 074-978
Email: europe@PATA.org

www.PATA.org