PATA GOLD AWARDS 2016

Education and Training
Environment
Heritage and Culture
Marketing Campaign
Marketing Media
Travel Journalism
EXPERIENCE
MACAO

Your Own Style

MACAO GOVERNMENT TOURISM OFFICE
www.macaotourism.gov.mo
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 2016 in Greater Jakarta, Banten Province, Indonesia, 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 2016 PATA Gold Awards, open to members and non-members of the Association, attracted a total of 212 entries from 71 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

The PATA Gold Awards 2016 showcases to a wider audience the outstanding achievements of travel and tourism organisations and individuals in the Asia-Pacific region, here illustrated in this booklet.

The winners of this year’s PATA Gold Awards reveal a variety of creative new ways that can be effective in enhancing development in the areas of tourism marketing campaigns, environment, corporate social responsibility, heritage and culture, education and training, marketing media and travel journalism. Leading by example, the awardees provide a valuable contribution by inspiring tourism industry stakeholders in the Asia-Pacific to advance tourism while following sustainable practices.

As a tourism city building itself into a World Centre of Tourism and Leisure, Macao is honoured to render its support to the prestigious PATA Gold Awards program for the 21st consecutive year, and congratulates all winners for their talent and hard work.
PATA Gold Awards 2016

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PATA GOLD AWARDS PROJECT MANAGER

Parita Niemwongse
Director – Human Capital Development
Pacific Asia Travel Association
The Jetwing Youth Development Project (JYDP) is an initiative designed to empower rural youth who are underprivileged and do not enjoy the opportunities for higher education or meaningful career prospects. Providing free training to school leavers from disadvantaged families in locations of Jetwing Hotels around the country, JYDP offers both practical and theoretical training to prepare them for a career in the travel and tourism industry. JYDP enables them to acquire suitable employment within Jetwing Hotels as well as creating equal opportunities for them to find employment elsewhere. As well as providing them with life skills, they also gain valuable exposure to communities beyond their village helping towards positive cultural integration.
Environment

**Sands ECO360°**
Marina Bay Sands, Singapore

At Marina Bay Sands, sustainability defines the way the integrated resort does business. Its global sustainability programme, Sands ECO360°, guides the company in responsible operations to reduce its carbon footprint and overall environmental impact. Sands ECO360° integrates the company’s best practices, technologies and methodologies in the area of sustainability across all properties. It consists of four priorities: Green Building, Environmentally Responsible Operations, Green Meetings and Sustainability Education and Outreach.

With the ECO360° Meetings programme, Marina Bay Sands provides like-minded clients with responsible meeting practices as part of its standard services at no additional cost. The programme includes:

- **Sands ECO360° Event Impact Statement** provides a post-event sustainability report that captures an event’s sustainability highlights and provides a comprehensive summary of energy and water consumption at a glance.
- **Harvest Menu** offers locally sourced food and beverage options to reduce Food Miles and lower the emission of greenhouse gases during transportation.
- **Sub-metering of MICE floors** allows organisers to effectively track energy usage across specific areas.
- **Waste management** with recycling bins and sustainably disposing of leftover food and materials.
The Tourism Authority of Thailand organised the ‘One and Only Project in Discover Thainess Campaign’ by inviting foreigners who are interested in ‘Thainess’ and have experienced Thailand to participate in the Project. The participants were required to submit their video clips under the theme of ‘Discover Thainess’, filmed in any of these five topics: Muay Thai, Thai dancing, Thai cooking, Thai flower garland making and Thai language.

Three teams, with two persons in each team, were invited to Thailand to participate in activities related to these five topics. Video clips of their activities in Thailand were uploaded daily on www.tourismthailand.org/discoverthainess. Visitors to this website voted to determine the winner.
In order to fully utilise the power of social media the Hong Kong Tourism Board launched a promotion for Hong Kong’s New Year Countdown Celebrations with an integrated campaign that allowed people around the world to broadcast their blessings to their loved ones as well as to participate in the New Year Countdown event via a live-stream broadcast.

Performance highlights include

- Facebook: Engagement rate increased by 67% and fan growth increased by 123%
- YouTube Live Stream: Over 100k video views from over 50 countries around the world
- Efficiency and effectiveness: Fully utilised all social platforms and new technology with a cost effective campaign requiring modest resources and budget for big impact
- Over 39 million impressions with over $50k engagements on Facebook, Twitter and Instagram
Marketing - Primary Government Destination

**Total Solar Eclipse Indonesia**
Ministry of Tourism Republic of Indonesia

The natural phenomenon of a solar eclipse occurs almost every year. The solar eclipse took place on March 9 and crossed the island of Sumatra, Kalimantan, Sulawesi residing in the territory of Indonesia and the Pacific countries. The Ministry of Tourism of Indonesia with the local Government promoted the programme in various channels including international print and electronic media, online media, mailing lists, online forums, the astronomer Yahoo Group and social media. In addition, the competition of photographs, videos and writings were launched to create public awareness.

Total Solar Eclipse of 2016 had a deep impact in the increase of domestic and foreign tourists arrivals to the cities where the solar eclipse could be seen, proven by the increase in the number of tourists of 106% with 432,196 travellers as a result of this campaign for this wonderful phenomenon in Wonderful Indonesia for both domestic and foreigners. In total, the Total Solar Eclipse 2016 produced more than USD7.5 million of economic value particularly in the tourism industry in Indonesia.

The highest increase in the numbers of tourists is Ternate City (106%) and Tanjung Pandan, Belitung (70%), it can be assumed that Ternate and Belitung became the most favorite city to see Total Solar Eclipse 2016.
Marketing - Secondary Government Destination

NSW South Coast Campaign
Destination NSW, Australia

In 2015 Destination NSW reached a critical point in the implementation of a strategic four-year domestic marketing programme, turning around the South Coast’s low growth in the tourism sector. Destination NSW and the South Coast Regional Tourism Organisation’s joint commitment to the strategic evolution of the ‘unspoilt’ campaign platform over four years has created a highly successful template for uniting the diverse interests and marketing effectiveness of regional destinations.

The South Coast campaign consumer response and lead generation to industry operators was the highest on record. It is estimated that the campaign delivered an incremental AU$2,869,490 in direct tourism expenditure.
Fiji Airways partnered with the number one dating site in the country, Match.com to launch a campaign called the “MatchMade Scholarship Contest.” The MatchMade Scholarship Contest allowed kids whose parents met on Match.com to enter a video, for the chance to win a college scholarship and the winning kid’s parents also received a prize.

**Results Overview**

- Fiji Airways received over 63.9 million impressions resulting in a PR value of USD1,597,500.
- 828,501 followers reached via Match’s Facebook & Campaign Page
- 131k followers reached via Fiji Airways Facebook
- 3.5 million members reached via Match’s blog
- 65,691 followers reached via Match’s Twitter
- 16.1k reached via Fiji Airways’ Twitter
- Total Impressions Earned through Coverage (Online, Broadcast & Radio): 63,911,010
Marketing - Hotel

Ways to wow
Hotel ICON, Hong Kong SAR

To celebrate their 5th anniversary, Hotel ICON created a series of PR and Marketing campaigns which aimed to strengthen brand positioning through ‘ownership’ of brand credentials in which Hotel ICON leads, including Environment and Sustainable, Industry-leading, Genuinely unique.

Hotel ICON also launched a Special Foodcation package solely to Hong Kong Local residents in order to show appreciation to their support for the past 5 years. The Hotel ICON Foodcation package was featured on the front page of Sky Post– the second highest circulation among newspapers in Hong Kong with over 500000 daily circulations. The Foodcation package is also featured in ULifestyle.com with over 2.7K view and extra revenue at HK$111,000.

Brand Video
The brand video was uploaded on the Facebook page and YouTube with a total 4783 views in 3 months (April-July 2016). Brand video will be launched on the new website which is expected to be ready in August 2016. The loop of the video is used in the Charged Rally event 2015 organised by Charged Hong Kong (A non-profit organisation aimed at promoting clean air in Hong Kong through the adoption of electric vehicles.)
Thailand Boutique Awards
Krungthai Card Public Company Limited, Thailand

Krugthai Card Public Co., Ltd. (KTC) and Krungtheprakij, jointly staged the first Thailand Boutique Awards in 2010 to showcase a collection of small and medium-sized boutique hotels in Thailand. Unprecedentedly, the first season of this project has made travellers and hoteliers/entrepreneurs increasingly aware of the amazing hospitable quality with creativity and remarkable design that Thai tourism has to offer.

The Thailand Boutique Awards Season 3 (2014-2015) focuses on environmental concern. “Think green” was the main theme of the contest’s criteria. It also stressed the importance of customers’ engagement and digital marketing, both domestically and internationally. With an additional mobile application channel “Shoppenings”, it has increased contacts with end consumers, and allowed bloggers to share quality information more instantly and widely. KTC has drawn larger strategic alliances, to promote the growth of this boutique collection of over 300 hotels to the global market. Together with representatives of tourism authorities, enterprises from various private sectors have joined hands. These leading organisations include Bangkok Airways, Thai Rent A Car, TripAdvisor, Travel Channel Thailand and PPTV (digital TV channels), as well as well-known reviewers who have joined the judging panel, advisory committee, and working committees. For more details, visit www.thailandboutiqueawards.com
Universal Studios Singapore’s Halloween Horror Nights 5
Resort World Sentosa, Singapore

Since its inception in 2011, Universal Studios Singapore’s Halloween Horror Nights has strived to be the must-visit Halloween event in the region. Keeping to that goal, it has grown more impressive and expansive, with more scare areas and more event nights over the years.

For its 5th edition, the campaign tapped into both Singapore and international horror stories to deliver an event that immersed our visitors in such depths of fear, gore and paranoia that would leave them reeling. Halloween Horror Nights 5’s concept was centred on the blood moon prophecy, based on an actual lunar eclipse on September 28, 2015. The rise of the blood moon, a sign of the end times, would unleash unimaginable horrors on mankind.

Spanning over four months, the Halloween Horror Nights 5 campaign was an integrated marketing campaign that exceeded its objectives. It also cemented the event as a truly immersive experience that encompasses the spirit of Halloween in a way that is both scary yet entertaining.
CSR

EXO Travel CSR Programme
EXO Travel, Thailand

Making destinations better places for people to live in and for travelers to visit

EXO Travel (formerly Exotissimo) began in 1993, stemming from a passion for travel and a love for Asia and its people, cultures and landscapes. Our passion comes with a responsibility to play our part, so that tourism becomes a catalyst to support social equity; provide better prospects for people; and conserve biodiversity, heritage, and creative arts and crafts.

In 2011, when EXO Foundation was founded, we wanted to inspire our key stakeholders and play a proactive role in the journey towards sustainability. We launched with a Responsible Travel Policy and, 2 years later, were awarded with Travelife accreditation. We apply EXO’s values on sustainability across all areas of what we do. Internally, we have created Sustainability Teams who introduce staff training in the latest sustainability practices. Externally, throughout our supply chain, we evaluate and encourage our suppliers and customers to adopt best practice. Furthermore, through EXO Foundation, we have raised around US$80,000 per annum of cash donations.

We continue to optimise our sustainability performance and significantly improve on our social, cultural, environmental and economic impacts. The rewards are in witnessing how our initiatives can kick-start a positive change and make a difference.
Education and Training

*Introducing young TEC – training future tourism leaders*

Tourism Export Council New Zealand

Young TEC was founded by the Tourism Export Council (TEC) in 2012 to provide networking, mentoring and development opportunities to young people in the tourism sector to grow their industry knowledge, particularly in tourism distribution channels. Members are based throughout New Zealand and attend regional networking functions, leadership days and industry family. During winter months the National Development Programme continues to add value to Young TEC member’s knowledge, through presentations and training by tourism experts, with participants also matched to a mentor for further growth. Young TEC currently has 265 members nationwide, and has placed 107 people through the National Development Programme in three years.

Young TEC is now moving into its next phase promoting tourism as a valued career in New Zealand, working with tourism education providers to review and broaden curriculum content and by being tourism ‘ambassadors’ – speaking in schools and tertiary institutes to inspire more young people to undertake a career in tourism.
The TreadRight Foundation, an initiative supported by The Travel Corporation’s (TTC) family of brands, is a not-for-profit that works to ensure the environments and communities TTC visits remain vibrant for generations to come. To date, TreadRight has supported more than 35 sustainable tourism projects worldwide.

In Australia and in conjunction with TTC’s AAT Kings, TreadRight supports important wildlife conservation projects. Supporting these projects is a real passion for the TTC team. The conservation of wildlife is absolutely crucial to Australia’s tourism offering. International guests and Australians alike view these animals as a vital part of the destination’s ecosystem, identity and tourism offering. TreadRight has helped to support various projects including Phillip Island Nature Parks Little Penguin Colony, Tasmanian Devil Exhibit Retrofit Project of Tasmanian Zoo, Australia Zoo Wildlife Warriors programme partnership project of Australia Zoo Wildlife Hospital, and the Rainbow Springs Kiwi Breeding Programme.
Environment - Ecotourism Project

Low Carbon Holiday
Designated Areas for Sustainable Tourism Administration (Public Organization), Thailand

Low Carbon Holiday is a tourism activity in the form of a 3-day 2-night package tour, as part of DASTA’s image communication and propagation under the organisation’s Low Carbon Lifestyle concept. The communication is directed at target groups, focusing on environmentally-minded Thai tourists and network partners of local communities in Koh Chang Islands and Related Areas, namely Trat coast, Koh Chang, Koh Mak and Koh Kut, aiming at areas with readiness and environmentally-friendly tourism activities.

Event marketing strategy is used as image presentation through new experience creating activities for tourists with their participation in the forms of carbon emission reduction or carbon absorption increase. Low carbon tour activities created include releasing of fish breeds and crabs in the area of Khlong Chao, shooting of seeds at Khlong Chao Waterfall on Koh Kut, observing vegetable plots to which residents in Koh Mak area turn to join the Eat It Fresh campaign to reduce food transportation from coastal areas which keep emitting carbon, joining the conservation of sea turtles by releasing green turtle and hawksbill sea turtle at Koh Kham, and joining the maintenance of marine resources by replanting coral at Koh Wai. This is a new dimension of tourism borne from cooperation and unity of communities in the area and environmentally-minded tourists as the stimulation of tourists’ conscience to participate in environmental care and protection.

Moreover, the tour programme under the Low Carbon Lifestyle also features a premium party as a highlight with cooking shows on low carbon menu using local raw materials by leading chefs of Koh Chang in the form of a reality show, to communicate with tourists the concept of carbon emission reduction.
Environment - Educational Programme

Eco Walk the Frangipani Langkawi Resort and Spa
The Frangipani Langkawi Resort and Spa, Malaysia

A great activity for children and adults alike, the award winning eco-walk showcases the green practices that helps keep the resort’s business sustainable and reduce our ecological footprint. It is a daily activity that is complimentary to hotel guests. So far, the resort has had hundreds of school and university groups visit to learn about the ways it has reduced its carbon footprint as a hotel as well as ways that these methods can be replicated outside of the hotel in businesses, establishments and schools.

The resort applied over 300 ways to reduce, reuse and recycle as well as practice rainwater harvesting, solar energy and how it treats it waste water into grade A drinking water. The water is used to water the plants therefore vastly reducing its impact on the marine eco-system where many island resorts fail to do so.
Heritage and Culture - Heritage

*Stone Houses, the heritage of Matsu Islands*
Taiwan Tourism Bureau, Chinese Taipei

The renovation of village stone houses is a long-term project to preserve the style of architectural heritage in the Matsu Islands. The project aims to balance the local historical and residential cultures and provide the needs for modern living. Local authorities and communities believe that it is important to keep what they have inherited from their ancestors from the old days (approximately 80 years ago). Stone houses in Matsu are made of love and memory.

The project was originally talked about and discussed in 2006. The project officially began in 2010 and was completed in 2016. Renovated stone houses not only provide a shelter for local people, but also attract visitors from different countries. They are mostly used for tourism purposes, such as home stays, restaurants, gift shops, and cultural exhibition spaces.
Heritage and Culture - Culture

Lalare Orchestra
Ministry of Tourism Republic of Indonesia

The people of Java island’s most eastern regency Banyuwangi have always been proud with their traditional music. Aside from their rituals, from sacred trance dance to an elaborate wedding celebration, traditional music is inseparable. Traditional popular songs find their huge fans beyond the regency’s border, creating a growing music industry. In 2008, there were over 50 recording companies.

The Lalare Orkestra (Children Orchestra) is a performance by 100 school children of various age from 8-13 years old, aiming to create a powerful branding for traditional music and bringing traditional music performance to the next level. The child musicians are hand-picked by music maestros who serve later as their trainers. The 100 children from various districts in Banyuwangi enjoyed a six-month practice under supervision of traditional music maestros before performing before thousands of audience as a part of Banyuwangi Festival.
Marketing Media - Consumer Travel Brochure

**Perfect Moments - Luxury Travel by SOTC**
SOTC Travel Services Pvt. Ltd., India

The luxury travel collection was launched to cater to the holiday needs of Indian High Net Worth individuals. The Coffee Table Book was conceptualized and designed with long term vision of providing the best possible luxury holiday experience. The endeavor was to match the intrinsic holiday requirements of these discerning travelers and hence nine difference themes were created.
The “Step Out, Macao” Mobile App is specially designed to promote the “Step Out, Macao” programme. The APP is to encourage interactivity with visitors and enrich their travel experience.

With the “Step Out, Macao” App, users can explore various walking tour routes more conveniently for more in-depth tourist information. To further compliment this Mobile App, MGTO strives to improve the supporting facilities along the walking routes and enable visitors to obtain more tourism information expediently, enriching their travel experience. From December 28, 2015, after downloading the new version of MGTO’s Mobile App “Step Out, Macao”, visitors will be able to scan the QR codes on direction signs along the themed routes, allowing them to obtain the designated tourist information even offline.

Smart Tourism is a salient trend to fulfill increasingly discerning travelers, who are more sophisticated visitors looking for offerings that not only present a variety of experiences – from offerings to more obscure, off-the-beaten-path type of experiences – but also an opportunity to interact with a destination. The “Step Out, Macao” Mobile Travel App utilizes technology to enhance the visitors’ experience and encourage visitors to explore Macao’s neighborhood in a more in-depth manner, therefore prolonging their length of stay in Macao.
Marketing Media - Promotional Travel Video

**Visit Nepal after the Earthquake**  
Adventures Travel Trade Association, USA

People think Kathmandu has been reduced to rubble after the 2015 earthquakes in Nepal, but that’s not true. Everything is up and running, even as the destroyed parts are being rebuilt. It’s a great time to visit Nepal, while crowds are thin and the attractions that have stood strong for millennia are still there. Visitors are more valuable than money right now. This video was shot in October 2015 during Adventure Week Nepal on the Great Himalaya Trails to show that Nepal is open for business.

The video is produced by the Adventure Travel Trade Association, directed by COLDER Films and edited by Josiah Holwick. Link to video: https://www.youtube.com/watch?v=YswudpMipDl&feature=youtu.be
Marketing Media - Public Relations Campaign

**Papua New Guinea’s Past, Present, Future Photo Exhibit Event**

Tourism Papua New Guinea, USA

Papua New Guinea brought the country’s past, present and future to life with photo exhibits at National Geographic’s HQ in Washington D.C. and at the historic Explorer’s Club in New York City. The events showcased rare black and white photographs of PNG never before seen in the United States. Additionally, the exhibit featured first-person local stories from Humans of Papua New Guinea—a unique social media project with over 24,000 Papua New Guinean followers on Facebook.

Lastly, Tourism PNG brought a panel of artists, photographers, filmmakers and adventurers together to share stories of their time in Papua New Guinea with an audience of key media, trade partners and consumers.

Overall, the PNG Photo Exhibit events in Washington DC and New York achieved programme goals with over 400 consumers attending the DC event and over 50 trade and media attending the NYC event.

From a PR perspective, the PNG Photo Exhibit events generated positive press in 238 websites including PATA Conversations, Reuters.com and Boston.com with a total potential audience of 21 million readers. Via social media, 30,000 consumers were reached directly through outlets such as Twitter, Instagram and Facebook with key influencers from disseminating our message to their networks. All in all PNG’s Past, Present Photo Exhibit successfully promoted Papua New Guinea to an engaged and targeted audience using the power of historical photographs, local storytellers and Papua New Guinea experts.
Marketing Media - E-Newsletter

Kerala Tourism E-Newsletter
Kerala Tourism, India

The monthly e-Newsletter from Kerala Tourism has worldwide subscribers that include both Domestic and Foreign travellers, Tour operators, Travel writers, Journalists, Hotels, Airlines, Resorts and institutions related to Travel and Tourism.

Kerala Tourism’s e-Newsletter covers all travel and tourism related events and developments in Kerala. It has regular sections and news stories that inform the subscribers about the attractions of Kerala and the latest from its tourism scenario.
With the domestic travel market in India growing exponentially, Kerala has gradually established itself as one of the most sought out holiday destinations. In this context, the April - September off-season has become a time to woo the urban domestic traveller.

Two simple stories drawn from everyday life are at the heart of these commercials. The contrasts between the stress-soaked urban life and lush green Kerala are drawn interestingly and yet realistically. The busy mornings of a housewife and the screen addicted kid are all depicted in a way that will resonate with the target audience - hopefully inspiring them to give their family a much deserved break.

Visit Kerala TV Campaign
- https://www.youtube.com/watch?v=YDkKlSojgZQ
- https://www.youtube.com/watch?v=qK6_zOi84Y
Marketing Media - Travel Advertisement Print Media

**2016 Calendar: K-Food**
Korea Tourism Organization, Korea (ROK)

The annual Korea Tourism Organization calendar promotes Korea tourism through special and unique themes. This year’s theme is K-Food. Popular and traditional Korean dishes and its culture are portrayed through vibrant pictures. The calendar is available in desktop or wall form and it published in Korean, English, Chinese (traditional and simplified) and Japanese.
Marketing Media - Travel Poster

Landmark of Malaysia
Tourism Malaysia

The local Artist Mr. Chin Kon Yit water colour fine art paintings were used in our MYFEST 2015 to feature beautiful tourists’ landmarks in Malaysia. His delicate, detailed pencil sketches and water colour painting sheds an interesting light while providing insights to timeless allure of these sites. Every state of Malaysia has a feature poster of its interesting landmarks. To ensure every poster is a work of art, much care has been taken in especially the quality of printing process and materials.

These marketing support materials have contributed success in 2015 of 25.7 million arrivals, RM69.1 million receipts and average of 5.5 nights stay.
Marketing Media - Web site

Mekong Tourism.org Digital Platform
Mekong Tourism Coordinating Office (MTCO), Thailand

The Greater Mekong Subregion (GMS) Tourism sector strategy is built on the principles of sustainable tourism development that is economically viable and contributes to sustainable development, gender equality, and poverty reduction in the GMS. The vision is to promote the GMS as a single tourism destination, offering a diversity of good quality and high-yielding subregional products, add to tourism development efforts of each GMS country, and contribute to poverty reduction, gender equality and empowerment of women, and sustainable development, while minimising any adverse impacts.

The new site www.MekongTourism.org was developed to be a resource tool as well as a tool for engagement. Various tools were developed to curate content, which is then published on the digital platform and social media, but also disseminated via partner sites to increase touch points. Some of the most innovative tools include the online library, multi-country journeys allowing tour operators to feature experiences, as well as the Content Contributor Program, which allows anybody, who has passion and expertise about the GMS, from bloggers to CEOs, to become a collaborator. Ten themed mobile optimized online magazine featuring content from river cruise travel, to food tourism. A listing of tools of the site can be viewed at http://www.mekongtourism.org/about/key-website-features/.

There is a gradual increase in traffic and engagement since launch of the website in June 2015. From July – December 2015, there were 14,005 visitors (average 2,234/month), and 22,718 page views (3,786), 900 followers on Facebook and nearly 500 followers on Instagram. From January – June 2016, we had 15,000 visitors (average 3,000/month), and 37,000 pageviews (6,000). In June 2016, we had almost 1,200 followers on Facebook, and nearly 1,100 followers on Instagram.

They were able to improve the Global Website rankings by Alexa by 2,618,093 ranks from 4,253,969 (Nov 2014) to 1,704,331 (Nov 2015), and then to 721,987 (June 2016) in the next six months.

Website performance year over year from Nov 2014 to Nov 2015 increased by 293% (visits), 444% (page views), and 490% (Facebook followers). Website performance year over year from June 2015 to June 2016 increased by 210% (visits), 280% (page views), and 360% (Facebook followers).
Marketing Media - Social Media

Discover Hong Kong Facebook Fan Page
Hong Kong Tourism Board

The Hong Kong Tourism Board has various Facebook pages to target various markets including a global page in English to target a mass market called Discover Hong Kong www.facebook.com/discoverhongkong.

Aiming to promote Hong Kong as a preferred travel destination, visually appealing content is created to arouse interest by entertaining, informing and engaging potential visitors, often promoting the city with beautiful and unique images from all over Hong Kong and providing interesting news, travel tips and facts about Hong Kong.

Facebook strategy: Dynamic and creative content strategy; develop visually appealing and engaging content; use innovative technology; build user-engagement and collaborate with influencers, and cross-promote Facebook online and offline.

Number of fans by December 31, 2015: 1,570,582
• The Facebook page grew its fan base by 700,526 fans in 2015, an increase of 116% compared to 2014.
• Total engagement increased by 1.94 million in 2015 compared to the previous year, an increase of 38%.
Travel Journalism - Destination Article

Da Nang Breathing Fire by Roderick Eime
Vacations & travel, October/November 2015
Journalist, Australia

Once a poor cousin to Saigon and Hanoi, Danang is bursting onto the tourism stage in spectacular style with opulent development and expansion in a way only the Vietnamese know how.

It’s all part of a grand plan to up the ante of Vietnam in the regional tourism stakes that includes targetting burgeoning inbound markets like Russia and India as well as bolstering traditional markets like Australia.

If nothing else, Danang is a demonstration of the resilience and determination of the Vietnamese people and what can be achieved with vision, perseverance, and good old fashioned hard work.

Luxury travel may have been defined by grand hotel stays, first class airline flights and limousine rides, but little has changed over the years despite travellers becoming more savvy and demanding. What the world’s most elite travellers want are still the same, but with out-of-this-world experiences.

“The new glamorous” looks at how some of the more proactive luxury tourism suppliers today are making this invaluable traveller segment feel special on their vacations.
Travel Journalism - Travel Guide Book

Thailand from the Air
Tourism Authority of Thailand

The spectacular beauty of the land of the Thais has numerous aspects that can be easily remembered. From the water and land to the sky, look downward through the eyes of a bird hovering over every region of Thailand. Enjoy a new experience of seeing familiar images changing from various angles with complete content about the land of the Thais including nature, history, World Heritage Sites, as well as Thainess that will provide readers with something new.

The Tourism Authority of Thailand (TAT) is proud to present photographs of Thailand from angles that have never seen before. This is considered to be the first photographic publication of Thailand from above issued to the general public.
Travel Journalism - Travel Photograph

*Journey of the Wanderer by Handi Laksono*
*Colours, inflight magazine of Garuda Indonesia, April 2015*
*Agency Fish, Indonesia*

The picture entitled “Journey of the Wanderer” was used as the cover image of Colours magazine, April 2015. The picture was taken at Bromo, East Java, Indonesia by the Photographer Handi Laksono.
Honorable Mention
PATA Gold Award 2016 - Marketing

The RoadTrip: Asia 2015
Contiki Holidays, United Kingdom