PATA GOLD AWARDS 2018

Education and Training
Environment
Heritage and Culture
Marketing Campaign
Marketing Media
Travel Journalism
In this Winners’ Showcase souvenir booklet, the Pacific Asia Travel Association (PATA) is proud to honour the outstanding achievements of this year’s 34 PATA Grand and Gold Awards.

During a special luncheon at PATA Travel Mart 2018 in Langkawi, 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 30 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 2018 PATA Gold Awards, open to members and non-members of the Association, attracted a total of 200 entries from 87 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.
For the past over two decades, PATA Gold Awards has been bringing into the limelight outstanding achievements in the tourism industry across the Asia Pacific region, proving each year that regardless the scale of an organization or a project, we can all contribute to build a vibrant whilst sustainable industry.

The organisations and individuals awarded this year are no exception. The list of awardees presents us with yet another wide array of remarkable accomplishments in the different branches of the tourism industry in the region. From heritage and culture, to education and training, environment, corporate social responsibility or women empowerment, among other categories, the award-winning initiatives reinforce the values we share as PATA members in creating a sound and responsible industry in the region, which in a broader view are also a contribution to push forward UN’s Sustainable Development Goals.

Macao Government Tourism Office is honored to help facilitate this far-reaching PATA initiative for the 23rd consecutive year, specially as Macao has been designated as a UNESCO Creative City of Gastronomy, in addition to our UNESCO listed heritage, as we pave the way to transform the city into a world centre of tourism and leisure. I extend my congratulations to all PATA Gold Awards 2018 winners. Your excellence and innovation are our inspiration.
PATA GOLD AWARDS 2018

JUDGING COMMITTEE

Abdulla Ghiyas
Deputy Managing Director
Inner Maldives Holidays
Maldives

Benjamin Ping-Yao Liao
Chairman
Forte Hotel Group
Chinese Taipei

Dr Joby Thomas
Associate Professor
School of Business Studies and Social Sciences
Christ University, India

Margaret Wilson
Managing Director
C-MW Management
Australia

Matthew Zatto
Vice President of Tourism
ADARA
Australia

Natasha Martin
Managing Director
Bannikin Asia
Hong Kong SAR

Nicholas Yeap
Vice President, Sales & Marketing
FLEXIROAM Sdn. Bhd.
Malaysia

Nobutaka Ishikure
Chairman
Goltz et ses amis
Japan
PATA GOLD AWARDS 2018

JUDGING COMMITTEE

**Paul Pasquale**
Content Manager
Red Robot Communications (Asia) Pte Ltd,
Singapore

**Peter Semone**
Founder and President
Destination Human Capital Limited
Ireland

**Randy Durband**
CEO
Global Sustainable Tourism Council (GSTC)
Thailand

**Samantha Hague**
General Manager
Red Robot Communications (Asia) Pte Ltd
Singapore

**Stephanie A Wells**
MSc. Co-Chair School of
Tourism Management, Capilano University
Canada

**Soon-Hwa Wong**
Founder and CEO
Asia Tourism Consulting Pte Ltd
Singapore

**Parita Niemwongse**
Director – Human Capital Development
Pacific Asia Travel Association (PATA)
Over 4,000 development projects have been initiated by His Majesty the Late King Bhumibol Adulyadej to overcome poverty, droughts, and long-lasting natural disasters. Throughout his 70 years reign, he had initiated these projects aimed at raising the standards of rural life and helping communities to be self-reliant. The Tourism Authority of Thailand’s ‘King’s Wisdom for Sustainable Tourism’ project, a collaboration with the United Nations Development Program (UNDP) Thailand, uses the principles of His Majesty the Late King Bhumibol Adulyadej’s “sufficiency economy philosophy” in its work towards four primary objectives: to be able to continue working on the king’s principle to restore local wisdom and promote sustainable tourism, stimulate domestic tourism, create value in the tourist areas in order to increase revenue, and promote human resources development and strengthen the community to think and do by themselves leading to sustainable development.
Elephant Hills Luxury Tented Camps, Thailand runs three main projects including its Elephant Conservation Project, Children’s Project, and Wildlife Monitoring Project. They also organise a smaller project called CO2 offset which allows them to seek ways of reducing their carbon footprint. Elephant Hills works with many partners and travel agencies around the world to offer ethical and sustainable ways to experience and work with elephants. Elephant Hills is one of a very few camps in Thailand that provides chain free pens and a large free roaming area for its elephants, as well as a policy of no riding or doing tricks. As a result, its elephants are some of the best cared for and healthiest in Thailand. Elephant Hills has received many awards which have been audited in person, such as the Global Spirit – 100% animal welfare audit score as well as the National Geographic Traveler’s World Legacy Award for Conserving the Natural World, TAT’s Thai Green Excellence Award in the category of Animal Welfare for four years in a row, Premier Holidays Innovative Sustainable Tourism & Most Unique product Award, the 2017 PATA Gold Award in the category for Environment as “Ecotourism Project”, and Virgin Holidays Partnership Award for Sustainable Tourism in co-operation with Responsibletravel.com.
The Hong Kong Tourism Board’s ‘Art is Everywhere’ project aimed to promote 2017 Hong Kong Arts’ Months. Two talented artists, the US photographer Omar Z Robles and ballet dancer Brittany Cavaco collaborated on this photography project to showcase the hidden art gems in Hong Kong. A series of 15 atmospheric photos were created with different art venues as the backdrop. These photographs went wow because it was the first time for an Asian destination organisation to initiate a photography project which was designed to focus on promoting art scenes, collaborate with a US photographer and professional dancers for social media promotion, and raise awareness of Arts month and local cultural hubs, creating conversations on social media among local and international art lovers.
The Hong Kong Tourism Board’s Hong Kong Neighbourhoods: Old Town Central’ campaign raised awareness and encourage visitors to explore the dynamic district of Central and Sheung Wan. The Hong Kong Tourism Board repackaged the area into ‘Old Town Central (OTC)’ a neighbourhood that brings the worlds of art, culture, heritage and cuisine together. Instead of creating an advertising campaign to talk about OTC, they created an immersive experience by featuring the characteristics of the area and developed a strategic model to guide travellers all the way from ‘I have never heard of Old Town Central’ to ‘I enjoy walking around Old Town Central’ with the ultimate goal of inviting them to go deeper into the area and learn something new about Hong Kong.
The Tourism Authority of Thailand launched the pilot project of Amazing Green: A'Maze 2017 as an example for agriculturalists and related agencies to realise the importance of exercising creativity by turning agricultural land into a new pattern of creative-agicultural learning attractions, changing typical cultivation to an edutainment theme park of plant varieties. It aimed to enhance a story that represents the area’s identity to be more fascinating as well as creating a trend of active participation for a new generation.

The Amazing Green Thailand: A'Maze 2017 was held during November 18-26, 2017, at the Kanchanaburi College of Agriculture and Technology, Mueang district, Kanchanaburi province. The plantation area of more than 68 rai (108,800 square metres) of corn and sunn hemp fields were transformed into a corn maze. Inside the maze, different activity bases promoted agricultural learning for the millennial family, whose children are aged 4-10 years, to enjoy and gain knowledge from nature, to understand the origin of farm produce and the value of agriculturalists, and to increase their learning skills and emotional development aside from the classroom which in turns helps to strengthen a family’s bond in the digital age. This project was created as an agro-tourism prototype that benefited and generated income to agriculturalists, local communities and society as a whole.
The evolution of ‘Your Extraordinary Story’ took the consumer beneath the surface beauty of Abu Dhabi and highlighted the unique untold stories of the country in 6 specific segments including bleisure (extending a business trip), family fun, fly & flop (relaxation-seekers), sightseekers and culture vultures, luxury lovers, and active adventurers. It targeted visitors from China, India, United Kingdom, Germany, Saudi Arabia, UAE, and USA.

The campaign included:
- TVC in English and Arabic
- Print/outdoors adverts focusing on 8 main attractions in Abu Dhabi: Sheikh Zayed Grand Mosque, Louvre Abu Dhabi, Al Ain Oasis, Yas Water World, Ferrari World Abu Dhabi, Nurai Island, Sir Bani Yas, and Qasr Al Sarab
- Destination product videos on Tourism, Culture, Events, MICE and Cruise
- Advertising
- Destination online promotion and mobile application
- Destination web site
- Social media
- Influencers
AirAsia needed to rejuvenate its brand image in conjunction with Visit Asean@50 campaign. However ASEAN destinations had low appeal for Malaysians and continued reliance on price promotion was impacting the airline’s revenue. To mitigate fare dumping and to increase seat take-up for ASEAN destinations, AirAsia launched an immersive travel series called “Adventure Live”. Broadcasted directly from the six ASEAN destinations on AirAsia’s Facebook via Facebook Live, audience were taken for a ride as they interacted and voted for the adventures the hosts experienced. With innovative use of Facebook Live and a deeper emotional connection that goes beyond price, they were able achieve their objectives. The campaign targeted the confident connectors representing 39% of the holiday travellers, aged 20-34, university students or white collar workers. Results include average fare increased compared with same period last year and seat take up of ASEAN destinations increased by 14% compared with same period last year.
'Dinosaur Hunt' is an exhibition that ran from January to May 2018 designed to heighten entertainment offerings at Studio City, where 24 life-sized and startlingly realistic dinosaur recreations and state-of-the-art Augmented Reality (AR) and Virtual Reality (VR) installations ushered guests into an interactive and immersive prehistoric world experience. The ‘Dinosaur Hunt’ featured a multi-platform marketing strategy consisting of eye-catching and realistic 3D dinosaur displays at Hong Kong MTR subway stations and the Macao International Airport alongside print media collaterals, videos and a digital and social media campaign replicating authentic news reports warning the public of dinosaurs on the loose. The campaign reached audiences from Macao, China, Hong Kong SAR and around the world with a total of 410 million in readership.
Mekong Moments is a visual consumer marketing campaign and travel inspiration platform that promotes the Greater Mekong Subregion (GMS) as a single tourism destination. A collaboration among travel and tourism stakeholders of all sizes, Mekong Moments builds social media marketing capacity in the Mekong region. It targeted international, regional and local travellers, who are social media savvy, late-teens and older. Mekong Moments is a multi-channel and collaborative campaign. There are currently close to 10,000 experiences participating, with the potential of numerous inclusive sub-campaigns.
The Hong Kong Tourism Board’s ‘My Hong Kong Buddy’ campaign aimed to deliver Hong Kong’s authentic local experiences to travellers worldwide and encouraged visitors to come discover Hong Kong like a local. It targeted travellers worldwide who looked for valuable, authentic experiences and unique local adventures, and actively engaged with online communities to seek inspirations and itinerary suggestions. HKTB began by assembling the works of 11 Hong Kong buddies and other travellers in a microsite and levered their collective influence. The campaign also capitalised on the popularity of animal content on social media so the audience could buddy up with WE5, a family of Shiba Inus that live in Central and is highly popular among the locals.
A group of nine total strangers were chosen to spend 12 days and 12 nights in Malaysia’s premier resort island of Langkawi. Nine people, four women and five men were from Langkawi’ source markets including Australia, China, India, Japan, Kazakhstan, Malaysia, the UAE, the UK and USA. They represented a mix group of race, culture, language, religion and lifestyle. Their adventures, conversations, emotions and stories were captured in 4 episodes published on YouTube but promoted on CNN, Discovery network and ‘Time’ magazine.

The campaign demonstrated the true meaning of “Malaysia: Truly Asia” that we all can live, work and play together to make the world into a harmonious and peaceful place -- all as personified, exemplified and lived by the people of Malaysia. Differences Aside” was inspiring, encouraging, inviting, entertaining and brought a good message to the world.
Located in the ancient city of Dambulla, Jetwing Lake is committed to implement green practices at every stage of operations. Some achievements include 100% illumination achieved through energy saving LED bulbs, ‘Zero’ organic waste out, 60% CO2 emissions avoided by use of renewable energy and 100% wastewater generated treated and reused onsite.

The initiatives brought positive results with increased income generation; showing tangible benefits. Several systems are in place at Jetwing Lake to measure in a quantitative manner, how these initiatives have impacted the growth of business. They also offer a vital competitive advantage providing discerning guests a greener choice of destination - thereby creating a vital point of difference in the fast expanding tourism industry.

The strong commitment to environmental initiatives and the focus on social consciousness offer an unique choice when compared to other similarly priced hotels. Subsequently, the growth in business is reflected not just in numbers but also in the ‘quality’ of guests, with a significant increase in the number of high-spending tourists.
Initiated in 2014, the Cinnamon Elephant Project strives to understand the behavioural and dispersion patterns of Sri Lanka’s elephant populations, thereby contributing towards the long-term conservation of the Asian elephant, whilst enhancing elephant viewing based tourism across the island. Having successfully completed the initial phase of the initiative which involved identifying herds of elephants in key areas, the team is now ready to start the next stage of the project – studying the seasonal movements of smaller elephant herds that are part of the larger gatherings which take place in Minneriya and Kaudulla National Parks each year.

The location and eco-friendly initiatives have become a unique selling proposition for both hotels, giving it a superior price and market share over competitors in the region. Aligned with the United Nations Sustainable Development Goals, such operations are conducted to result in minimal impact to the environment, and are driven through the group’s cohesive Environmental Policy, in which Biodiversity Conservation plays a key role.

Cinnamon Hotels and Resorts also launched other projects including project leopard at Cinnamon Wild Yala and project wild Blu at Trinco Blu by Cinnamon.
The Frangipani Langkawi Resort & Spa (FLGK) committed to increase awareness amongst the public on ways to conserve energy, water and the environment. FLGK provided 300 practices on how one can implement these practical, easy to adopt practices at home, at school and at work.

The resort hosts a complimentary 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.
MGM China’s Sustainability Policy outlines commitments to three overarching pillars: Responsible Business, Social Responsibility and Environmental Sustainability. By adopting a comprehensive employee engagement, the goal was to cultivate a positive environment, a great place to work which provides high quality career experiences, learning and development opportunities, happy work life balance and most importantly Making Great Moments for guests, fellow employees and most importantly to our local community. The programmes target youth, senior citizens, disabled and arts and culture in Macao. The programmes include volunteerism, learning new skills, role modelling, caring for the youth, experiencing a working environment: A day with MGM, Macao outstanding teenagers award, MGM junior lion dance training programme, haircuts with a caring touch and home spring cleaning for senior citizens.
PEAK DMC India aimed to challenge gender stereotypes within the country to find talented and passionate women who could be great tour leaders. Information sessions in Delhi office had been organised to raise awareness amongst staff members as to the benefits of having female tour leaders, followed by a recruitment drive. PEAK DMC reassured safety and new career development opportunities in the industry. Successful candidates received intensive training, allocated to a senior tour leader as a mentor for further on-the-job training and support. New female leaders have the option to begin by running day tours under its sister brand Urban Adventures if they feel they are not yet ready for multi-day tours. Once they gained adequate experience, and showed passion for the role, they were able to lead multi-day tours across India and Nepal, which can be up to three weeks in duration.

The company continues to proactively recruit female tour leaders and have committed to achieving a 50/50 ratio of male to female leaders by 2020.
India Heritage Walk Festival, 2018, was a month-long festival conducted in the month of February led by Sahapedia. With its varied and free-of-cost lineup — heritage walks, talks on culture, and heritage film festival — it explored the diversity that characterises the cultural fabric of India and the subcontinent. Themes covered were those such as food, handicrafts, textile, nature, art, and architecture, to mention a few.

Ranging from museums and historically significant monuments and markets, to explorations of interesting natural landscapes and areas known for their rich cuisine, the programme was curated thematically. The focus had been to encourage and increase different forms of engagement with interesting and important heritage spaces, while also ensuring the accessibility of these spaces to various audience groups. These efforts had been specially directed towards those groups for whom engagement programmes in heritage spaces are otherwise inaccessible. We had also curated heritage walks and events with specific user groups in mind such as travellers, local residents, students, and professional groups such as photographers, conservationists, and so on.

Through the festival, Sahapedia aimed to highlight these issues to other institutions in the travel and culture space, and emphasise the need to make heritage spaces more interesting and inclusive. IHWF 2018 was incubated from the network created by Sahapedia, through its work over the years. Primarily drawing from Sahapedia Heritage Walks and Talks, Sahapedia aimed at an exclusive engagement with heritage enthusiasts across India over a period of one month, and through this simultaneous activation of this network across the country, Sahapedia has begun to bring closer groups of travellers who are cultural enthusiasts and entrepreneurs.
In order to promote tourism in Thailand in a completely whole new level with experiencing local life style like never before, the Tourism Authority of Thailand organised an Online Campaign 2017 called “6 Senses of Local Experience in Thailand” - opening 6 senses in 6 Unique Thai Local Experiences. The campaign invited tourists around the world to participate in local cultures and profoundly understand beautiful Thai ways with 6 senses; Sight, Taste, Smell, Hearing, Touch and Belief, to create “The Unique Thai Local Experiences” for tourists to share their impression on social networks. This helped to enhance local tourist spots into well-known tourist attractions and to later become tourist destinations where tourists around the world would like to visit and experience.

The local communities are involved in every mission and provide holistic learning to the participants which are 1) Thai agricultural method 2) Thai cooking 3) Thai herbal making 4) Thai music instrumental fabricating 5) Thai fabric processing and 6) participation in Thai festivals.
Local Alike is a social-enterprise in Thailand that emphasis the idea of sustainable development into the core of community-based tourism practices to make villages in Thailand more self-sustained and to empower communities to gain positive impact from tourism while offering authentic travel experiences to travellers around the world.

Thailand as one of the world’s top destinations, has welcomed millions of travellers every year. Unfortunately, the locals earn nothing from mass tourism. As sustainable development is Local Alike’s ultimate goal, the locals will have higher income which will enable them to afford a better quality of life.

In order to tackle social issues for sustainable development, Local Alike utilises 4 models including

- Community Development Solution to provide local people with CBT knowledge
- Tour Operation to connect tourist with local communities
- Market Place to provide an online platform to bring locals and travelers at www.localalike.com
- CBT-Fund or Local Alike Community Fund. The fund is made up with 5% of Local Alike’s profits and 10% of revenue of local communities to spend on social purposes such as education and waste management
For the first time in the history of the Marianas, the Marianas Visitors Authority launched the Official Marianas Guide programme in October 2017 to assist the true ambassadors of tourism, the tour guides.

Through partnership with the Northern Marianas College and the development of the Official Marianas Guide Manual and accompanying videos, the programme ushers in a new generation of Official Marianas Guides. Certification programme launched to equip Official Marianas Guides with tools so tours in CNMI can be safer and remain sensitive to environmental and cultural concerns, to encourage a sense of ownership and provide a conduit of communications for tour guides and government agencies to address difficult issues. In less than six months, over 300 tour guides have applied to the programme with 217 trained and certified.

The Marianas Visitors Authority is planning for the Official Marianas Guide App and Official Marianas Guide of the Year programme to encourage tour guides to provide exceptional services.
SOTC Couple Film ‘Holidays Bring You Closer’ has portrayed a couple’s busy life and loss of affection. During the course of the film, the woman realises this and remembers happy times on a past holiday. She decides to take a step to get closer again. She books a SOTC holiday and the film closes with the husband also realising this and saying, ‘I missed you’. The film suggested that the best way to walk out of such stressful life is to take a holiday frequently.
The campaign ‘Yalla Kerala’ cashes in on many factors such as the historical and cultural affinities the state shares with the West Asia, the rich greenery the land affords, etc. The campaign title ‘Yalla Kerala’ which means ‘Let’s go to Kerala’ in Arabic establishes an instant connect with the Arabic patrons. The campaign also makes the most of the state’s wealth of greenery by showcasing three different topographical variations in the advt.

This unique campaign was visualised in such a way to display the attractions Kerala offers under three broad categories—hillstations, rainforest, and backwaters. Each particular advertisement in the campaign thus focused on one of these aspects. ‘Hello Green Days’, the artwork that lays stress on the flora of Kerala calls attention to the hill stations and rainforests of the state. ‘Hello Water World’ the advertisement that spotlighted the vast and intricate network of backwaters, rivers, lakes, and waterfalls of Kerala invites the reader to explore the water world tucked away in the state.
A camera is synonymous with travel. It brings in a sense of excitement and anticipation of the extraordinary for a holiday. Bharat Deko brochure reinvented the brochure as an album of journeys with rendition of the creative idea and audience engaging mechanism. The brochure offered various ideas for trips and beautiful pictures to create an idea of the specified experiences that India contains.
Tourism Malaysia ‘Experience Malaysia’ newsletter is issued each month and compiles a well-curated and well-designed newsletter from the resources available on the Tourism Malaysia blog and consumer website (malaysia.travel). As such, the newsletter is a tool to also help drive traffic to the Tourism Malaysia blog and website.

At the same time, the production of the monthly newsletter ensures that new articles are always uploaded to the Tourism Malaysia blog and website and thus there is fresh content all the time to encourage repeat visitors to both sites.

Distinct Sections in the Newsletter:
1. Top events – in each issue, four events in Malaysia are handpicked to be highlighted, showcasing either aspects of Malaysia, i.e. sports, culture, heritage, gastronomy, adventure, etc.
2. See and do – in each issue, four destinations/attractions are handpicked and highlighted. Some of the articles highlighted are thematic, for example, Top Parks to Visit in Malaysia and Temple-Hopping in Malaysia.
3. Travel Buddy – this section links readers to online guides/brochures/information that is helpful towards travel planning
4. Special offers – this section has special deals and promotional offers from industry players
5. Corporate – this section rounds-up the trade news in Malaysia, for example: new hotel openings, participation in exhibitions, new airline routes to Malaysia, etc.
Kerala’s vibrant art and inclusive, diverse culture - travellers felt - were a reflection of the everyday life that happens in Kerala - something that inspires the world. So could we make this way of living a slogan that the world can take home - especially in the context of the Kochi Muziris Biennale. The posters were created on the idea of how life in Kerala, in all its vibrancy and diversity, reflects art, and vice versa.

• More of an art project than just a poster, it attempts to integrate diverse perspectives in a single frame.
• The visuals were a stunning mixed media composition of photography and painting - reflecting each other. The images were captured from everyday life in Kerala.
• With twin headlines and sign-offs, the poster deliberately subverts the idea of the ‘right’ perspective or treatment to express the inspiring perspective of Kerala that integrates and celebrates diverse religious, cultural and ideological strains.
‘Journey of Me Insights: What Asia Pacific travelers want’ is one of the most comprehensive Asia Pacific traveler research reports ever produced. Spanning 14 markets, it takes a look at what the Asia Pacific traveler wants, from when and how they plan and book their trips, to how and why they stay connected whilst traveling and finally what technologies they use on-the-go. The launch of Journey of Me research involved a press event where the regional report was shared with media, post this local reports were produced for all of the 14 markets covered in the study. Amadeus launched reports in 14 different markets, with a localized approach, media strategy and messaging. On top of the communication campaign, the report was presented at customer and industry events in Singapore, Korea, Thailand and China. It was also shown at an Amadeus customer event in Malaysia where 90% of attendees rated the presentation “Excellent” and “Very Good”, the best rated session of the day.

Further amplification of the report was done through Amadeus’ owned channels, the reports were all hosted on Amadeus.com and snippets were shared on its social media platforms.

Phase two of the campaign is currently underway in the region, this involves a deeper dive into the data, looking at specific segments within the APAC traveler including millennials and business travelers.
The #InstaGuam is the social media campaign to address Guam’s tourism challenges. It positions Guam as an instant vacation destination from major Asian cities and encourages user-generated content to promote the island’s safety and “business as usual” tourism activities. The campaign aims to leverage the visitor stories and voices to tell the world that Guam tourism is safe and sound, and ready for new visitors as always.

The campaign included

- Launch InstaGuam brand video and InstaGuam Virtual Reality 360 video on YouTube to drive destination awareness and inspire travelers to Guam during the dreaming and consideration phase.
- Utilise the big data of Google Display Network to reach global travel audiences. Develop sophisticated remarketing strategy to target users who show interests in Guam and push them toward conversions with the attractive call to action and travel offers.
- Utilise global advertising and influencer marketing to activate visitors to create user generated contents about Guam on Instagram.
- Engaged a community of “Instaguammers” — source market ambassadors and key social media influencers to help create and disseminate InstaGuam contents.
The Korea Tourism Organization “Visit Korea: Official Guide” provides information on popular attractions, transportation, accommodations, food, and customised recommended contents according to user’s needs and wants in accordance with the latest travel trends and function as a link to connect users with Korea by providing convenient services. The app provides necessary and useful information without Internet. Users can also save information such as Highlights, News, coupons, and detailed information in various categories directly to the app to be accessed later.
Design video mailers that are narratives about the cultural experiences of Ladakh which are often not talked about to the guests. Creative ideas were from the locals to narrate mini stories to camera, about aspects that are integral to their lives and the experiences around the camps. Short films were created themed the local dances, the oracle and the organic farm at the Camps. The production costs were economical as hand-held camera shoots were edited to create the feel of warm and personalised home videos.
The ‘My Hong Kong Buddy’ campaign aimed to deliver Hong Kong’s authentic local experiences to travellers worldwide. During the campaign, the audience got to connect with 11 Hong Kong buddies, all very knowledgeable and rooted deeply to specific districts in Hong Kong so they could each share their own ‘destination moments’ and expertise in Hong Kong. HKTB assembled the works by 11 Hong Kong buddies and other travellers in a microsite at http://buddy.discoverhongkong.com/ and levered their collective influence.

More than 50 moments from the buddies were featured in blogs in the microsite and it showcased the smart use of “User Generated Content”. The website was presented in a social-friendly fashion, with each entry having an eye-catching photo, short description and specific hashtags. The microsite featured a responsive layout that would optimise itself to different devices and browsers. It ensured all-time quality presentation of both images and texts, as well as easy navigation on mobile, tablet or desktop displays. The loading sequence of the microsite was also optimised, achieving a universally smooth browsing experience. Mobile-optimised images and text were implemented for longer browsing time spent on the site.
After a decades long love affair with Cambodia, writer Aleney de Winter decided to return with her young children, but only once they were old enough to appreciate the country’s ancient architecture without the risk of temple fatigue and to understand the realities of its history as the country is still, even today, in recovery. This story is as much about the transformative power of travel as it is about encouraging families to explore Cambodia’s many wonders.
The Technology Experience was published in TTGmice’s June 2017 issue. Written by group editor Karen Yue, The Technology Experience sought to understand the types of event technology available in the marketplace, the benefits they bring to the delegate experience and the rate of technology adoption in business events, drawing insights from industry specialists.

The feature also included case studies of business events that successfully utilised technology solutions to enhance their delegate experience, as well as a listing of latest event technology available to business event planners. These informative and supportive sections were researched and written by TTGmice’s team of experienced industry journalists.
“Cruising through the Cave” was featured on the 2018 calendar in the month of July, produced by the Tourism Authority of Thailand. The picture featured bamboo rafting into the archaic cave of Tham Lot in Amphoe Pang Mapha of Maw Hong Son Province in the North of Thailand. Inside, there are three touristic chambers. Tham Sao Hin is predominated by a huge column measuring 21.45 metres high formed by the junction of stalagmites and stalactites. Tham Tukkata is teeming with stalagmites and stalactites in various figurine shapes. Tham Phi Maen is where ancient boat-shaped teakwood coffins were discovered together with human skeletons, tools and utensils. Photo was taken by Mr Nattapoj Panteemongkol.
An Interactive Guide to Angkor is a beautifully designed multi-touch iBook for use at the temples of Angkor (and Koh Ker) or at home. This guide book provides the option of either audio touring or conventional reading and it is portable. Users can deploy the iBook either on an iPhone or iPad. The iBook includes zoomable maps, pop-up information panels and a concise and enjoyable style make this the must have guide for short visits to Angkor.

Authored by archaeologist, Associate Professor Dougald O’Reilly, with narration by noted scholar on Southeast Asia, Professor Charles Higham the book is useful and enjoyable for anyone visiting Angkor. Both O’Reilly and Higham are experts on Southeast Asian archaeology and have worked extensively in Cambodia and other countries in Southeast Asia.
PATA Gold Awards 2019
Open for submissions in February 2019

Email: GoldAwards@PATA.org