PATA GOLD AWARDS 2019

Education and Training
Environment
Heritage and Culture
Market 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 35 PATA Grand and Gold Awards.

During a special dinner at PATA Travel Mart 2019 in Nur-Sultan, Kazakhstan, 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 29 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 2019 PATA Gold Awards, open to members and non-members of the Association, attracted a total of 197 entries from 78 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.
EXPERIENCE MACAO

Your Own Style
Every year the PATA Gold Awards provides a stage for Asia-Pacific tourism industry stakeholders to showcase their best practices, and each year we are greeted with a great display of talent. The PATA Gold Awards 2019 winners brings us yet another round of outstanding approaches by organizations and individuals operating in the multiple areas of the tourism industry: from marketing, to environment, corporate social responsibility, heritage and culture, education and training, to journalism.

The award-winning initiatives brought to the limelight by the PATA Gold Awards have the power to influence the industry across the Asia Pacific. With good examples to look up to, we can generate positive change, towards a sound and responsible tourism industry, in line with our values as PATA members, and to push forward the implementation of the United Nation’s Sustainable Development Goals.

The Macao Government Tourism Office has rendered its support to the PATA Gold Awards for the 24th consecutive year. As a tourism city, aiming to develop as a world centre of tourism and leisure, by helping raise the standards of the tourism industry in our region, we believe that we are also elevating our own back home.

Congratulations to the PATA Gold Awards 2019 winners and may we all continue to do our share, in our respective destinations and areas of work, to promote a vibrant and sustainable tourism industry in our region.
PATA GOLD AWARDS 2019

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The Association of Southeast Asian Social Enterprises for Training in Hospitality and Catering - ASSET-H&C (www.assethc.org) - is a regional network that brings together vocational training centres willing to work hand in hand to better fulfil their common social mission: bringing positive change in the lives of vulnerable youth and adults by teaching them tourism and hospitality skills that will allow them to successfully integrate into the job market and society.

The network currently gathers 14 member-schools across Cambodia, Lao PDR, Myanmar, Thailand and Vietnam.

Every year, the member-schools of ASSET-H&C build the competencies and the future of more than 2,400 trainees across South-East Asia, including 60% of female students.

The network has three main lines of action:

- To facilitate experience and expertise exchanges between members through activities such as teachers/students exchanges, members’ annual seminar, or the creation of a resource centre aimed at mutualising a variety of tools.
- To support members in building sustainable foundations for the long-term through expert interventions in the frame of trainings of trainers, environmental audits, etc.
- To promote the schools and their common vision of training and tourism through the development of communication tools, the organization of conferences and the publication of resources such as the capitalization journal 2016 or the Eco-Guide for Hospitality Businesses and Schools, which are available on ASSET-H&C webpage.
Elephant Hills is Thailand’s first luxury tented jungle camps offering soft nature adventure tours in the beautiful Khao Sok National Park in the South of Thailand. It offers a responsible and unique way to interact with the endangered Asian elephants. No riding is allowed, and no chains involved. Visitors will get to see the elephants take their mud bath and feed them their favourite sweet fruits plus vitamins for their digestion. At Elephant Café, guests can view them from above, roaming around freely close to their natural jungle habitat, playing at their new salt lick and rubbing their backs at the trees.

Various other projects include

- Elephant Conservation Project to support elephants in Thailand both domestic and wild populations
- Children’s Project to support over 600 students in three local schools
- Wildlife Monitoring Project in the National Parks and Wildlife Sanctuaries
- CO2 offset Project by offsetting CO2 emissions caused by international flights and supports wild elephant conservation by reducing human-elephant conflicts in Surat Thani Province
Sahapedia’s India Heritage Walks has spread to over 60 cities across India, since its inception in November 2016. These heritage walks cover varied aspects of cultural and natural heritage. Ranging from walks exploring markets, monuments and museums, to natural landscapes and regional cuisine, India Heritage Walks are curated thematically, making it an ideal resource for travellers and heritage enthusiasts as well.

Some of the key features include:

- India’s largest network of heritage walks
- Diverse and inclusive in terms of: User groups walks curated for Persons with Disabilities and for those from economically underprivileged backgrounds
- Themes Architecture, Ecology, Gender, Food & Culinary, Museums, Neighbourhood & Bazaars, Textile, Photography, Performing Arts, Handicrafts and Industrial Heritage
- Free registrations and open to all, allowing equal accessibility to people from all walks of life
- Collaboration driven approach leading to mass engagement and community building
- A dedicated network of likeminded individuals/organisations

The impact of the India Heritage Walks can be gauged through its physical and digital engagements and the media coverage. In less than three years, the geographical presence of the project has extended to over 60 cities with over 150 regional and national collaborations. Over 19,000 participants across the country have attended the walks, since its inception in November 2016. So far, Sahapedia has conducted over 850 walks with an average turnout of 20 attendees per walk. Additionally, Sahapedia has curated over 150 special experiences, engaging over 4,500 children from the underprivileged background and persons with disabilities.
To promote Macao’s distinct and delicious cuisine, MGTO hosted a one-of-a-kind event: the Experience Macao Food Truck from May 29 - June 2, 2018.

Through samples of savoury pork chop buns, sweet egg tarts, twice-daily lion dance performances, and information on Macao-centric travel packages, spectators from all over Southern California gathered to learn more about the cultural offerings of Macao. The office organized an exclusive preview event for top social media influencers and key members of trade and media, unveiling the Food Truck and samples of Macao’s signature delicacies ahead of the official launch of the campaign.

MGTO then took the Food Truck on the road, handing out free samples of authentic Macanese delicacies to consumers in five of Los Angeles’ most iconic locations, including Venice Beach and Hollywood Boulevard. Over the course of the event’s five days of public activation, MGTO representatives were able to directly educate guests on Macanese culture and history.

Promotion included paid media, earned PR placements, and private events for trade and media. Additionally, a sweepstakes was held in collaboration with several of Macao’s hotel, airline, and activity partners, resulting in a fun and dynamic time for all. MGTO was able to transport patrons to the destination, all without having them step on a plane.
To make tourists realise the wider potential for experiences on offer in India and entice them to stay for longer, the campaign strategy was to shift the focus off the external experience of tourist destinations (the Incredible in India) and onto the internal experience of travellers themselves (the Incredible in You).

“Find the Incredible you” are series of transformative experiences brought alive through a unique storytelling format – the ‘Autobiographies of Travelers’. Thus, was born a unique travel and tourism campaign that became one of the most popular campaigns on YouTube. Five films depicting the transformative personal experiences of individual travellers, unique to India that only India could provide, were produced for TV and spread by paid campaigns through social and events.

1. The Yogi of the Racetrack – Inspired by Yoga
2. The Reincarnation of Mr. and Mrs. Jones – Inspired by Ayurveda
3. The Maharani of Manhattan – Inspired by Luxury
4. The Masala MasterChef – Inspired by Cuisine
5. The Sanctuary in Paris – Inspired by Wildlife

The campaign saw a global outreach to millions of audiences in various media categories. Advertising materials were distributed around the global and local markets through TV, digital and at events. Strong online results across platforms, becoming the most popular tourism campaign on social media globally, with almost 130 million views.
Gray-faced Buzzard is the most well-known hawk in Chinese Taipei. “Free Buzzard in Mt. Bagua” was initially operated for the promotion of bird conservation and it has been transformed into a tour of environmental education, music aesthetics, and cultural creation.

The “Free Buzzard in Mt. Bagua” event entered its 25th session, featuring “Eagle Music for Ego” marketing activities, playing the eagle themed music of various countries, combining cycling tours to connect cultural and creative travels and the “Guanyin hawk watching” event.

The new initiatives created in 2018 include:

- The charity bazaar expanding the participating stores and installation art
- International workshops and tours with more international tourists
- Developing exclusive souvenirs for the event and authorizing the local companies to sell
- Integration of local tourism industry, travel and accommodation industry marketing and activity travel planning, resulting in 22 foreign business alliances.
The Two Cities, One Spirit campaign celebrates the launch of the first-ever direct flight from Colombo to Melbourne. The location pin concept showcases the geographical distance between the destinations brought closer by cultural similarity. The campaign was targeted at cultural affinity-based audiences, students, their families and those who were yet to explore the other destination.

The 360-degree campaign began with visual communications that expressed the ‘Two Cities, One Spirit’ idea in an amplifiable and extendable way that fed well into social media, connecting a so far intangible vibe into actual expressions. From airport branding to auditory communications via radio and activations that combined the ethnic musical influences of both destinations. Sri Lankan Airlines also sponsored the Melbourne Half-Marathon that drew the brand and destination Sri Lanka closer to the heartland of Melbourne’s culture, centred strongly on sportsmanship and celebration.
The Art of Winning campaign was created to promote the relaunch of City of Dreams Macau, Melco’s flagship integrated resort, and the official opening of Morpheus, its US$1.1 billion ultra-luxury hotel designed by the late Dame Zaha Hadid. ‘The Art of Winning’ marketing campaign was strategically launched on June 15, 2018 to coincide with the grand opening of Morpheus. The objective was to strengthen City of Dreams’ positioning as a global pioneer in the leisure and entertainment industry, showcase its ultra-luxury experiences created for the world’s most discerned travellers, and to promote both the relaunch of the resort and its new branding.

The campaign emphasized the spirit of victory as captured by world-renowned photographer Nick Knight. Customized art installations were positioned around City of Dreams, enhancing the property’s art collection whilst piquing visitor interest and encouraging interaction. The campaign and its related events were covered by over 300 new and traditional media outlets across the globe, and after the campaign was launched, visitation rates at City of Dreams were increased by 42%.
Heading into its 18th year, the Malaysia International Gastronomy Festival (MIGF) is one of Asia’s best-known food festivals, widely credited for transforming Malaysia from a hawker food destination into one offering premium dining and an international array of cuisines.

For 2018, MIGF was held throughout September with the wholesome theme “Muhibah Chefs! Good Food Brings Us Together!” Muhibah, a Malaysian word loosely translated to mean goodwill, togetherness and friendship, was chosen to illustrate the power of food and its unfailing ability to unite all walks of life. Reflecting this, the Festival Gala Launch was held on August 31, Malaysia’s National Day, and was graced by over 2,000 VIP guests. They gathered in the Theatre of Cuisines for a Gourmet Safari that explored what the 27 Festival Restaurants had to offer.

Other F&B and lifestyle presentations were also on show, such as the Epicure International Gourmet Village, Cooking Workshops, LuxuryPlus Showcase, and the newly introduced ‘Taste of Malaysia’. These opened to the public on September 1-2 at Taste MIGF.

For the entire month that followed, the participating restaurants offered Special Festival Menus based on the theme and their cuisine specialty, along with exclusive offers that diners could enjoy. These restaurants were then judged in various categories, the winners awarded at the MIGF Grand Finale celebration on October 31.

Throughout its 18-year history, MIGF has continued to remain relevant and push boundaries to reflect the thriving landscape of Malaysia’s dining scene, cementing its reputation as an international destination of choice.
Inscribed to China’s nationalist list of Intangible Culture Heritage in 2011, The Tai Hang Fire Dragon Dance is a unique ritual in Hong Kong which has over 100 years of history. We created 2 social-first and storytelling videos by bringing up the roots and traditions of this event to target the young cultural travellers.

The first video “Way of the Fire Dragon” was about Alex Rodriguez, an award-winning Spanish videographer who has lived in HK for 7 years. He followed the local Fire Dragon Master and learnt the techniques of the Fire Dance performance in 3 days. The whole video was shot in a “reality show” style including some very authentic and emotional moments of Alex’s training process. It also showed how Alex transformed from an outsider of the event to a true local insider.

Apart from this, Alex also created the first hyperlapse video of the Fire Dragon Dance Festival. Through this creative filming technique, it brought freshness of the traditions and enhanced the appeal to the young segments.

The campaign was launched on Facebook, YouTube and Instagram. Besides the local coverage, they are also widely shared on various social channels and Taiwan media, which successfully generated buzz and awareness in local and overseas markets.
The Hong Kong Tourism Board (HKTB) joined forces with National Geographic to promote the HKTB’s Great Outdoors campaign during the hiking season from November to March. The campaign turned the spotlight on some of the best kept secrets in Hong Kong’s countryside through the lenses of talented photographers and relatable personal narratives of local explorers.

The narrative “One Place, Two Perspectives” presented unique experiences on Hong Kong’s conveniently accessible hiking trail networks, inspiring adventurers to witness Hong Kong’s majestic natural world with down-to-earth stories via massive waves of coordinated promotion on multiple platforms and media sources worldwide.

The Great Outdoors campaign was accentuated by photographs by award-winning National Geographic photographers Matthieu Paley and Tugo Cheng and teams of talented videographers. Through their lenses and unique perspectives, readers and viewers were stunned by the exquisite splendour of the green treasures of Hong Kong and invited to witness these perfect vistas with their own eyes.

The comprehensive integration of marketing and PR promotion across online, offline and social media successfully raised global awareness of the stunning nature of Hong Kong, targeting and arousing interest among visitors in different stages of trip planning.
Waterbom Bali spans 3.8 hectares designed to provide memorable experiences for their range of guests, located in Kuta Bali. Waterbom Bali is committed to the continued development and implementation of sustainability measures to reduce its environmental footprint as much as possible. Environmental Project, Carbon Neutral, Water Responsibility, Waste Responsibility and Energy Responsibility are the five main focus areas of Waterbom Bali.

On entering Waterbom Bali, you will immediately notice an average 10-degree drop in ambient temperature compared to the street outside. This is a direct result of the conservation of more than 50 per cent of the park as green space with extensive tree coverage from indigenous species.

In 2016, Waterbom Bali completed full energy, water, and waste audits with environmental consulting firm PT. Mantra Bali (Mantra). The report showed that Waterbom had a 67% waste to landfill ratio, meaning that 67% of the waste was ending up in the landfill. It set a target to reduce waste to landfill to 20% since then and hope to achieve 10% by the end of 2019.

In 2017, Waterbom Bali improved its on-site waste management practices and infrastructure by implementing the Merah Putih Hijau programme to build an on-site composting facility and enforce separation at source. The facility can now process up to 12 tons/month of organic waste into compost.

Waste is weighed and recorded daily and reported monthly through the eco-indicator programme. Twice a year, Waterbom Bali conducted a waste audit to verify the effectivity of the entire waste management process from bin to landfill to ensure the measurable effect of on-site and off-site.

All these combined efforts in implementing and maintaining environmental actions have made Waterbom Bali the most sustainable waterpark in the world.
Opened in November 2017, with the tagline ‘Your Stay Keeps the Forest Standing’, Cardamom Tented Camp is a unique conservation and ecotourism project in Cambodia’s Botum Sakor National Park that leads by example to combat the illegal wildlife trade and boost natural habitat conservation within a 180 sq. km wildlife concession.

In cooperation with Wildlife Alliance, the camp delivers conservation tourism experiences to international visitors, trains local staff and generates vital income for forest rangers protecting wildlife and forest. Specifically:

1. The camp leads by example in the fight against illegal wildlife trade through sustainable tourism development including logistical and financial support for forest rangers.
2. The camp demonstrates an innovative commitment to eliminating illegal trade in wildlife.
3. The camp is collaborative, founded on the principle of partnership between private business and NGOs to satisfy terms of a government concession.
4. The camp is based on the principles of people, planet and profit. Due to its design and guest experience, it is a model for other lodge developments in fragile environments.
5. The camp integrates the role of forest rangers into the guests’ tourism experience. The camp contributes USD50 towards each of the forest rangers’ salaries each month.

In terms of measurable benefits, Cardamom Tented Camp has provided local people full-time and part-time employment, given donations to the Wildlife Alliance and hosted approximately 900 camp visitors and 30 journalists to spread the word about the camp’s sustainable tourism objectives and activities. Other results include an increase in wildlife, a decrease in hunting and poaching, and the discontinuation of logging within the 180 sq. km wildlife concession.
There are two kinds of butterflies in the world that migrate and live through the winter, and Euploea (purple crow butterfly) is one of them. However, wintering habitats of Euploea is damaged, so Siraya National Scenic Area Administration spent ten years to recover the one in Hongye Park of Guanziling and a built home for Euploea.

It is lucky that there are 116 kinds of Euploea in Hongye Park. Siraya National Scenic Area was certificated “Environmental Education Facilities and Places”, so Euploea can live in Hongye Park nicely forever.

Events in 2018:
• Experts and scholars from six countries attended the 2018 International Forum on Sustainable Tourism Development.
• Training students from elementary of Guanziling to guide eco-tours.
• Inviting international volunteers for tree planting in Hongye Park.
• Thirteen environmental education lesson plans have been held, and a total of 721 people took part in the plans.
• Explanation of ecology and ecology-experiencing activities were held 12 times, and we had 4,000 people join us.
An ecotourism pioneer in Sabah since 1991, Borneo Eco Tours (BET) specialises in responsible tours. BET group also owns and operates the multi-award winning ecolodge Sukau Rainforest Lodge (SRL), which is a charter member of the National Geographic Unique Lodges of the World.

BET also works with various partners and travel agents from around the globe and continues to remain at the forefront of developing and implementing sustainable environment and community-based projects in Borneo through its non-profit division, Borneo Ecotourism Solutions and Technologies (BEST) Society. Through BEST Society, BET is able to enrich the lives of individuals, their families and the professionals who work to support and educate them.

Recent and ongoing projects include the Kiulu Farmstay Community-Based Tourism initiative; the Borneo Land Conservancy whereby 7.7 acres of land is conserved for wildlife habitat in the Kinabatangan; the Sukau Ecotourism Research Centre, a newly established research centre in Sukau which will facilitate voluntourism and research, and many other projects around Sabah, Malaysian Borneo. For BET, Corporate Social Responsibility is more than just an annual programme, but an ongoing practice in being a responsible and sustainable organisation.
One of the major problems faced by tourists at Kumarakom was the absence of a restaurant providing quality food at a reasonable price. It was at this point that the idea of creating an Ethnic Food Restaurant at the destination was generated. Kudumbashree is the poverty eradication and women empowerment programme implemented by the State Poverty Eradication Mission (SPEM) of the Government of Kerala. The name Kudumbashree in Malayalam language means ‘prosperity of the family’.

Ten Kudumbashree members were brought together to forge a team for operating the restaurant. By April 2011, Samrudhi Ethnic Food Restaurant was founded. The restaurant consists of three departments including Hospitality, F&B Production and F&B Services. No job, including F&B production, accounting and management, was outsourced. Open through the week from 0630 to 1900, the Restaurant has been an absolute hit, thanks to the professionalism they display, and the native cuisine and specialities they make, using locally sourced produce.

Samrudhi Ethnic Food Restaurant relays on word-of-mouth publicity and has done zero marketing efforts to promote itself. This unique initiative has already made a profit of USD 35,200, not to mention the management has repaid the loan amount in full. Steps to expand the venture is well under way with the management acquiring new assets like commercial cooking equipment and furniture.
Payuan (in Chinese: Fawan), the community of the Paiwan, is known for its well-preserved slate houses. It is Chinese Taipei’s second largest indigenous tribe and the largest of the communities of the Vuculj subtribe. At its peak, it was the second largest Paiwan community and one of the places of origin of the Paiwan culture.

Since its establishment in 1995, the Paiwan community development association has actively promoted the development of the community’s economy and industries, employment creation, and restoring and rebuilding of the slate homes in the Payuan Community. This association has also developed Payuan Community cultural and eco-tours.

The Payuan Community is a historic place where many legends originated and has strong vitality. It is an outdoor museum with a culture and an ecology that are worth exploring.

Achievements in 2018 include:
- Association mechanisms for giving back to the community from each eco-tour.
- Developing Payuan Community kitchen.
- Installation of solar panels for the generation of electricity.
- Creating Payuan Elementary School interpretation space.
- Constructing Road between Majia and Payuan.
Cinnamon Hotels & Resorts, the John Keells Foundation (JKF) and the Chitrasena Vajira Dance Foundation (CVDF) hosted the Guru Gedara Festival, Sri Lanka’s first ever immersive traditional performing arts experience, from August 30 to September 2, 2018 at the Chitrasena Kalayathanaya in Colombo, Sri Lanka.

‘Guru’ in Sanskrit means teacher, guide, expert or master of a certain field of knowledge, but largely considered more than a teacher in multiple traditional Asian contexts. The ‘Guru Gedara’ concept, which roughly translates to the ‘Home of the Guru’, is an ancient village concept and tradition of community spaces dedicated to the learning and teaching of various subjects and traditional performing arts.

An immersive traditional arts festival that pays homage to the sacred indigenous art forms and the masters that kept them alive, the Guru Gedara Festival 2018 brought together over 30 gurus and experts over a 4-day period, to perform, share, reminisce, and celebrate a legacy that is uniquely Sri Lankan.

The Guru Gedara Festival aimed to create a non-commercialised, truly authentic experience for all participants and gurus at the event, transporting attendees to the very heart and soul of a creative renaissance in Sri Lanka. The hugely successful planning, execution and completion of the festival resulted in a positive impact on all participating artistes and performers as well as all attendees and stakeholders. The presented content, researched and curated to fit the limited time of the 4-day event, was very well received by the audience, and resulted in adding more depth, knowledge and appreciation for Sri Lanka’s traditional arts.
The Palau Visitors Authority (PVA) envisions a future where other States in Palau can profit substantially from the tourism industry while showcasing and educating travellers about Palau’s cultural heritage. PVA took the initiative to launch a cultural tour in Ordomel, Airai. This body of work is the first product of a larger project named, the Alii Pass programme. The tour covers three historical landmarks/structures: the Chief’s meeting house called, ‘Bai; the war Canoe called Kabekel; and Chades er a Mechorei, a traditional causeway.

In collaboration with the Airai State government, Rengaraïrai council of chiefs, and women’s associations, a viable tour has been created. It is all around clean, culturally rich and sustainable. Utensils and food containers are made of natural material. Restrooms are neat and up to par to an individual’s comfort and standards. Local vegetables and herbs are grown near the bai. Additional seating made out of bamboo has been added to uphold the island feel. The tour was created with everyone’s shared ideas and cooperation.

To improve the state economy and to enhance this cultural tour, two initiatives have been introduced.
1. An authentic, traditional lunch buffet, prepared by the women’s association of Airai. The women’s association prepares an authentic Palauan lunch buffet, plated in natural, biodegradable material.
2. A traditional performance and visual arts performed by the children of the village community.
Hotel ICON embodies the spirit of Hong Kong, recognises the city as its home and the people as its investors. It was opened in 2011 with a very special purpose. Not only was this to be an independent hotel with state-of-the-art service design at its core, but also first and foremost, this was to be the world’s first co-located, co-led educational programme offered in a teaching and research hotel with students working in every operation of the hotel.

Founded by the School of Hotel Tourism and Management at The Hong Kong Polytechnic University (Poly U), Hotel ICON exists to better serve tourism, benefit the community and showcase the best of the city.

Uniquely among hotels, the hotel was born to develop and innovate for the future of the hospitality industry. In turn, it supports the role of PolyU relating to the Belt and Road initiative. ICON has always been about bringing people together and showcasing education, service and design thinking through best practices and hands on learning. Their mission is to develop future leaders and thinkers and to share our knowledge widely.

Its ‘We Love to Care’ training programme, developed internally, will mentor future leaders and innovators contributing to Hong Kong tourism and ultimately of course, Belt and Road.
The Come Out and Play Campaign is an invitation to India to come out of the routine ‘everydayness’ of urban spaces - and the isolation that gadgets induce - to connect with each other and nature. The commercials, drawn from typical traveller experiences and targeted at the domestic market, feature stories around a family and a couple - simple Kerala encounters with nature and people that break through the mediocrity and remind travellers about the beauty of nature and the joy that they can find together with their families and loved ones.
The 2019 Korea tourism calendar introduces uniquely themed tourism opportunities such as the DMZ, cultural heritage, seasonal customs, food and more. It is available in desktop or wall-hang form and is published in Korean, English, Japanese and Chinese (traditional and simplified).
Every organisation must ensure that its employees are always engaged, focused and motivated towards achieving their company’s mission and vision. With this in mind, Cox & Kings created a brochure that sits in a beautifully crafted wooden game box, complete with chess board and pieces. The box itself unfolds to transform into a full chessboard with chess pieces. The brochure speaks to business leaders, human resource heads, procurement managers and project managers. The brochure becomes a strategy book for motivating teams.
Diethelm Travel Group places a strong emphasis on travelling well while doing good. Through ongoing efforts supporting not only staff and communities but also initiatives involving environmental, cultural and animal conservation, Diethelm Travel is dedicated to seeking and providing responsible, sustainable business practices and travel experiences. This e-newsletter took a multi-dimensional approach sharing a variety of content types including video, blog posts, CSR activities and product listings, plus incorporated outside sources (a quote and book recommendation) to showcase a comprehensive look at Diethelm Travel’s sustainable and responsible tourism initiatives.

Designed to spark not only increased awareness of Diethelm Travel’s products but also as a resource for global travel agents to become more educated about responsible travel in Asia, the e-newsletter performed noticeably better than previous mailings with a 37% increase in open rates and a 32% increase in click rates compared to previous e-newsletter campaign.

Additionally, many travel agents shared the travel tips Diethelm Travel provided within the content to their own clients before clients embarked on their Asian journeys. For Diethelm Travel, this was the true sign of a successful mailing as it showed the increased awareness, care and commitment of all parties involved to support responsible travel.
The Tourism Authority of Thailand created the Khon poster to disseminate and make renowned the value and beauty of the exquisite Thai performing art, traceable back to the Ayutthaya period hundreds of years ago.

Thailand’s Khon masked dance drama was officially listed as an intangible cultural heritage of humanity by UNESCO on November 29, 2018.
Tourism data on Central Asia (the STAN-countries) and Mongolia is hard to find. The 2019 edition of INDY GUIDE’s Insight Tourism Report on Central Asia and Mongolia is published for the first time featuring the results of collected tourism data by INDY GUIDE for Kazakhstan, Kyrgyzstan, Mongolia, Uzbekistan and Tajikistan.

The report is free and open to all tourism representatives. Its purpose is to promote those destinations by creating a strong tourism network all over the region.

It was distributed to more than 7,000 existing subscribers of the website as well as social media, press release and hard copies.
The Hong Kong Tourism Board promotes Hong Kong using its Discover Hong Kong Facebook page to communicate the best qualities to travellers worldwide and enrich the visitor’s experiences. The objectives were to show visitors a genuine and authentic representation of Hong Kong rather than the usual tourist hot spots, and to engage and acquire a community of fans and advocates of Hong Kong, whilst building brand affinity.

An engaging content plan was developed that would educate, entertain and inspire with the use of dynamic and creative content that also incorporated innovative social formats and technology. A collaboration with one of the world’s top entertainment brands online, 9GAG, also helped build engaging content that would interest a mass audience.
With his light-coloured eyes, fair skin and hair, Augustine was the perfect casting choice to make this destination film more diverse, to drive home the message that Sarawak welcomes all individuals with open arms. He was not Caucasian but had albinism. During filming preparations, Augustine’s condition began to raise concern among the production team. One day, he was asked whether he could cope with the film’s locations and activities in Sarawak, because many involved acting outdoors and exposure to the sun. Unfazed, Augustine replied, “Why limit yourself?”

His words struck a chord with everyone present. He was right. If one has a thirst and desire to explore, to go far, to challenge fears, to witness other cultures and taste new flavours, to see a different side of history, to truly experience a destination, why should one limit themselves?

All these themes have been captured in this Sarawak dedicated destination film, which unnamed at the time, came to bear Augustine’s words. “Why Limit Yourself”? 
The website www.keralatourism.org has been conceived, designed and developed to provide Kerala Tourism an online edge, befitting a premier travel destination in India. The website had 10 Million visits during the financial year 2018-19 and is one among the top 10 tourism websites in Asia (According to similar web ranking, March 2019).

The website also featured 18 Million-page views. This website hosts almost one hundred thousand web pages. Major sections of the site are available in 23 languages. All the content featured on the website covers all aspects of Kerala Tourism. The website also has innumerable high-resolution images and videos of Kerala and her life. The special content-driven microsites such as Padayani, Christianity, Responsible Tourism, Ecotourism, etc provides extensive research results on the topic in the form of articles, videos, images, etc.
After a dozen trips to Thailand, travel writer Kerry van der Jagt is still discovering new regions to explore. Kerry visited Phrae and Nan as part of the Australian Society of Travel Writers’ annual convention, and said she is honoured to win an award for a story that can help facilitate tourism to regional areas. This story is about the unique culture of these two riverside towns, and how getting off the beaten path can lead to a more authentic experience. A highlight of the trip was being there during Buddhist Lent, when the pace slows even further as locals go about their devout ways. Enjoying one of “Aunty Nim’s” famous desserts in Nan was an unexpected bonus.
Recent years have witnessed tremendous boost of infrastructure and related services in the tourism sector. Airlines are quickly filling up the void left by traditional means of communication. New hotel and motel facilities are opening up fast, offering customers a varied range of services and prices. Tour operators are offering new and more adventurous packages to tourists from hiking, jungle trekking to moonlight boat riding into the Sundarbans to a saunter through archaeological and historical sites. Restaurants and eateries of every size, type and cuisine have mushroomed to the delights of the local and foreign visitors. Digital services have brought the country within the range of world hospitality and tourism with a ‘click’.

Visionaries amongst us felt that tourism in Bangladesh holds great promise. And so, 15 years back ‘The Travel World’ a quality publication on tourism started its journey, geared to provide information on tourism and hospitality. It soon became a compendium on which the visitors could rely. The article was contributed by Habiba Tasneem and edited and published by the Editor, Shahabuddin Ahmad.
Travel Journalism
Travel Photograph

Ramayana Hanuman Dance, Indonesia by Sandy Wijaya
Colours Garuda In-flight magazine, November 2018
Agency Fish, Indonesia
The easy to use, fully interactive ebook on Thailand is available online through a URL and offline by downloading a .zip file. The ebook was designed to place readily accessible information into the hands of clients that can be accessed on the move and more importantly, online at any time. The online ebooks also adhere to our sustainability policy and pledge to ‘Not Print’ collateral.

The ebook contains country maps, introduces our expert travel teams, provides links to download key destination information and reveals a selection of the latest travel product on offer within each country. They are brought to life through professional HD/4K video shot exclusively on location and hyperlinks to download external documents such as country factsheets and our sustainability policy.

The ebooks were written and developed by the Destination Asia marketing team (there are 10 ebooks in total), including the editing of all video. Each ebook has been designed to work across laptops, tablets and smartphones, making them easy to access while on the move and share with clients. The ebooks will be updated as required with new products, themes and the latest services and destination facts. Their versatile nature allows us to update country details as they become apparent ensuring our clients and travelers always have access to the most relevant information.