

# PATA GOLD AWARD

Education and Training
Environment
Corporate Social Responsibility
Heritage and Culture
Marketing Campaign
Marketing Media
Travel Journalism

## Vibrant Moments

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TOUCHING MOMENTS
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MACAU GOVERNMENT TOURIST OFFICE www.macautourism.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 29 PATA Grand and Gold Awards.

During a special luncheon at PATA Travel Mart 2014 in Phnom Penh, Cambodia, 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 25 Gold Awards will also be presented to winning entries in the above-mentioned categories as well as in Marketing (seven sub-groups) and Journalism (four sub-groups).

The 2014 PATA Gold Awards, open to members and non-members of the Association, attracted a total of 181 entries from 66 travel and tourism organisations.

PATA wishes to acknowledge the generous support of the Macau Government Tourist Office in once again sponsoring the PATA Gold awards.



澳門特別行政區政府旅遊局 MACAU GOVERNMENT TOURIST OFFICE





On behalf of Macau Government Tourist Office, I would like to extend our warmest congratulations to all PATA Grand and Gold Award 2014 winners for your excellent results in a wide scope of areas in the travel and tourism industry, spanning from marketing to education and training, and from environment to heritage and culture. Well done!

PATA Gold Awards 2014 brings into the limelight the extraordinary fruits of many people's work, dedication and creativity that in many cases could go unnoticed to the rest of the tourism industry. These outstanding achievements are an inspiration to destinations in Asia-Pacific region, revealing how much organizations or individuals, whether from the public or private sector can contribute to the mindful and sustainable development of the industry.

As a tourism city, aiming to position itself as a World Centre of Tourism and Leisure, Macau has much to learn from all sides and is honored to support this far-reaching PATA program through our sponsorship for the last 19 years.

Maria Helena de Senna Fernandes
Director of the Macau Government Tourist Office



澳門特別行政區政府旅遊局 MACAU GOVERNMENT TOURIST OFFICE

## PATA GOLD AWARDS 2014



#### JUDGING COMMITTEE



Amy McLoughlin
Responsible Tourism Awards Manager &
Associate Specialist
Wild Asia, Cambodia



**Eric Beaulieu** Media Producer, Thailand



Brad Shennan
Executive VP Product Development
Club Bali Resorts Indonesia



John King OAM
Chairman
Australian Tourism Export Council and Southern Travel
Holdings Pty Ltd., Australia



Chhimmy Pem Director Tourism Council of Bhutan, Bhutan



Maryam Gasim
Deputy Director General Project, Planning,
Development & International Affairs
Ministry of Tourism, Republic of Maldives



Dale Lawrence
Journalist, Broadcaster & Corporate
Communications Consultant, Thailand



Michael Graham MRICS
Director of Corporate Real Estate
Titanic Quarter Limited, Northern Ireland



David Miró
Asia - Pacific Regional Director
Catalan Tourist Board, Singapore



NobuTaka Ishikure PATA Life member Japan

## PATA GOLD AWARDS 2014

# Pacific Asia Travel Association GOLD AWARDS 2014

#### JUDGING COMMITTEE



Patricia Gallardo
Director of Corporate Social
Responsibility and Sustainability
Shangri-La International Hotel
Management Ltd., Hong Kong SAR



Paula Lau
Director of Sales & Marketing,
Hong Kong/Macau & Asia Pacific
Chimelong Group (H.K) Ltd,
Hong Kong SAR



Peter Hoslin
Regional Director, Europe & New Markets
Hong Kong Tourism Board,
Hong Kong SAR



Rika Jean-François
Commissioner ITB Corporate Social
Responsibility, Regional Director
South Asia & Pacific
ITB Berlin, Germany



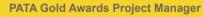
Ronald Sanabria Sustainable Tourism Vice president Rainforest Alliance, Costa Rica



Sonam Dorji
Executive Director
Association of Bhutanese Tour Operators (ABTO)
Bhutan



Stewart Moore CEO EC3 Global, Australia





Parita Niemwongse

Manager – Human Capital Development

Projects and Awards

Pacific Asia Travel Association













## **Education and Training**





2014

Through the "Vietnam Ethnic Hill Tribe Community Tourism Partnership" project, Capilano University faculty and students travel to Sapa and Hanoi in Vietnam to work in partnership with Hanoi Open University (HOU) in delivering skills-based training in areas of homestay development, business development, product development, tourism planning, environmental stewardship and cultural preservation. The project aims to build the tourism capacity of the local ethnic minority communities and foster tourism networks through connections between the villages and private sector tourism organisations. The project has been supported by the Association of Canadian Community Colleges (ACCC) and the PATA Foundation.

For over a decade Capilano University has been leading the CBT Projects in Vietnam. These are few measurable results:

- Approximately 400 people including ethnic minorities have been involved in the training.
- Over 60 tour guides from the Sapa region have been trained.
- Approximately 150 village youth have participated in environmental stewardship training.
- Nearly 30 authentic cultural homestays have been set up in the villages of Tavan, Taphin and Lao Chai.
- A reduction of food born illnesses in the village of Taphin.
- English and Vietnamese language has been improved in the villages.
- $\bullet \quad \text{Income/revenue generated by some individuals in the village has increased from US$500/year to US$2400/year.}\\$
- Since the PATA Foundation began funding the project in Taphin in 2010 overnight visitor numbers have increased from 236 to 4985 in 2013
- Approximately 60 students and faculty from Canada have volunteered for the project in Vietnam.
- Approximate 40 students and faculty from Hanoi Open University have volunteered for the project 7 students have gone on to attain Masters.
- Lo May from Taphin village was awarded a scholarship to study Tourism Management at Capilano University. Lo May has also gone
  on to lead a project that rose over US\$12,500 for the development of a village market in Taphin. Her project has also won the top
  prize at LinkBC's Project Change Competition.
- 5 videos have been produced to share the work of the projects since 2005. The videos have been shown to hundreds of people at special events and have received over 10,000 online views.

Photograph by Kyle Sandilands











#### **Environment**

Man and Nature in Perfect Harmony Jetwing Vil Uyana, Sigiriya, Sri Lanka

Jetwing Vil Uyana is located in the heart of Sri Lanka's Cultural Triangle, 5 km away from the rock fortress of Sigiriya. Jetwing Vil Uyana embodies the ultimate in eco-friendly luxury - a private nature reserve created on abandoned agricultural land, comprising a wetland eco-system with lakes, reed beds, and forest. Thirty luxurious dwellings are integrated into a wetland reserve of three acres despite the property spanning 24 acres. Paddy is grown on five acres of land using traditional harvesting methods with dwellings set within the paddy field - a first in Sri Lanka. The entire property is now home to many species of flora and fauna, including the elusive loris, for whom a separate area of three acres has been designated as a loris conservation site.

Designed by Sunela Jayawardene, Sri Lanka's leading environmental architect, the dwellings combine wood, granite, thatch, and concrete in a haven of elegant simplicity, and are built over the waters of the lake and marshland on concrete stilts with access via wooden boardwalks. Jetwing Vil Uyana is possibly the first in the world to create a man-made wetland with water-based and forested habitats on land previously used for slash and burn agriculture: an endeavour that resulted in increasing the area's biodiversity.

Presently 112 species of birds, 20 species of mammals, 36 species of butterflies, 13 species of reptiles and 14 species of snakes are found within the hotel premises – a significant growth from previous numbers.





#### Heritage and Culture – Heritage

Banteay Chhmar Tented Camp Khiri Travel

Banteay Chhmar is a neglected collection of late 12th Century temple ruins in northwest Cambodia. Khiri Travel arranges for guests to stay in 'luxury' tents, enabling a natural, self-sustainable option for the village host community. The tents are erected approximately 100 meters from temple ruins to give guests a sense of affinity, proximity and 'adventure'. After the tents are dismantled, there are no traces of them having ever been there – apart from a small patch of compressed grass.

The programme aims to build awareness and understanding of the significant cultural heritage in the Khmer context, enhance the local villagers' income and pride, and provide a low impact and mutually beneficial tourist-host community relationship.

The community is responsible for the operation of the tented camps. Local villagers are trained as guides, cooks, and security guards and are charged with taking care of the tents and related facilities. The Banteay Chhmar community based tourism initiative also arranges activities like ox-cart rides to nearby temples and villages to see the daily life of local people. The tented camp has increased incomes of the community and enhanced their skills in welcoming tourists.











#### 100% Middle-earth, 100% Pure New Zealand Tourism New Zealand

Tourism New Zealand aims to leverage the huge media and consumer attention that The Hobbit Trilogy has and will continue to achieve, and convert that attention into travel to New Zealand – the country where the movies were made. The campaign, developed in partnership with The Hobbit moviemakers Warner Brothers and Weta Workshop, has been the primary marketing campaign for Tourism New Zealand in its key offshore markets. The Hobbit and associated marketing campaigns have been a significant contributor to visitor arrival growth to New Zealand over the last 18 months.

The campaign platform of "fantasy is reality" underpinned all global activity in 2013, demonstrating how the fantasy of Middle-earth, as portrayed in the Hobbit films, is in fact the reality of New Zealand – a place where unique tourism experiences can be enjoyed in movie-set like landscapes.

Key target markets for the Middle-earth campaigns were the USA, UK, Germany, Australia, China and Japan. The campaign was modified in each market to suit the audience and was used with a greater or lesser connection to the movies themselves, depending on how close the campaign was to the movie's release.

Holiday arrivals into New Zealand for the year-ending May 2014 were up 8.9 per cent on the previous year with key target market for the Middle-earth campaign, the United States showing 15.3 per cent growth in holiday arrivals.









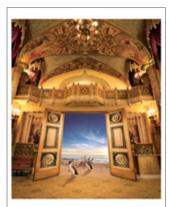


Primary Government Destination Hold My Hand in Hong Kong Hong Kong Tourism Board

The Hong Kong Tourism Board (HKTB) has launched "Hold My Hand in Hong Kong" a promotion integrating literature and movie in one campaign to promote a destination in India which was a fresh idea launched by any National Tourism Organisations targeting the Indian consumers.

Leverage on best-seller author – Durjoy Datta's new novel Hold My Hand which story background is Hong Kong, HKTB collaborated with top filming school – Whistling Woods International for a short film competition. The promotional platform has spined off across mainstream, digital and social media all internationally and locally.















Secondary Government Destination
'Open Up to More – Melbourne'
Tourism Victoria, State Government of Victoria, Australia

Tourism Victoria's 'Open Up to More – Melbourne' campaign aimed to showcase Melbourne's sophisticated experiences with diversity fitting its unique 'creative' character, to increase awareness of Melbourne and regional Victoria over other destinations and to find a cost efficient and creative way to stand out from the clutter in China. Target groups included affluent Chinese travellers aged between 25 and 45 living in Beijing, Shanghai, Guangzhou and Shenzhen.

The campaign included brand films to visualise the 'Open Up to More - Melbourne' idea as well as print advertising, a new Chinese language website and mobile applications. Tourism Victoria utilised social media channels to engage consumers by using a popular Karaoke song to 'Sing your way to Melbourne'. Singing represented the most popular and engaging way to express a person's creativity while showcasing the 'creative' character of the Melbourne brand. Moreover, themed itineraries were designed and submitted by Chinese travel agencies, with each itinerary including a minimum three night stay in Melbourne and regional Victoria, highlighting a range of new tourism products to create an in depth travel experience for Chinese visitors.

Finally, the campaign involved an integrated mix of media channels and industry partnerships with partners such as Chinese Airlines, Victorian stakeholders such as Crown Melbourne and travel agents to extend the campaign reach.











Carrier Immigration on Board Garuda Indonesia, Indonesia

"Immigration on Board" is a specially designed service, to facilitate the ease of travel for distinguished passengers travelling to Indonesia by providing permission to enter the country during its flights. While aboard the aircraft, Garuda Indonesia passengers are able to undergo immigration procedures and processes, as well as complete and submit the corresponding immigration documents.

The "Immigration on Board" service is now employed on several Garuda Indonesia international flights to Denpasar and Jakarta, including: Tokyo–Denpasar, Sydney–Denpasar, Tokyo–Jakarta, Seoul–Jakarta, Sydney–Jakarta, Shanghai–Jakarta and Osaka–Denpasar.

Mix of marketing media have been used including press releases, advertisements, banners, brochures/ flyers, social media, inflight magazine and web site.











Hospitality "A Sense of Place®" Rosewood Hotels & Resorts®

Rosewood Hotels & Resorts® unveiled the comprehensive rebranding in September 2013 by drawing inspiration from its A Sense of Place® philosophy. The holistic marketing programme included a new brand logo and visual imagery, evocative print and digital advertising, social media, eDM campaign, public relations campaign and new website with multimedia destination guides and dedicated section to also newly launched brand initiative namely Rosewood Curators.

Rosewood has not only successfully reinforced the brand's core concept, but also expanded to encompass the idea of "personal journeys of authentic and exquisite discoveries," which was instrumental in positioning the brand as a precedent-setting hospitality product designed for a new generation of sophisticated travellers.

Through an innovative and integrated marketing campaign, Rosewood Hotels & Resorts successfully rebranded with a distinct and compelling new identity, secured sales, memorably introduced the brand to Asia, and set a firm foundation for ambitious group expansion.

#### Industry Kuoni together with SOTC Making Holidays a Priority for Indians Kuoni Travel (India) Pvt. Ltd.



Kuoni India launched a new brand architecture for their mainstream holiday business by unveiling a new logo and television commercial (TVC). The new brand architecture has enabled the mainstream holiday business to be future ready as the new age innovative holiday maker. The new visual image included a refreshed logo identity, an inspiringly new picture style with a uniform message across all creatives. The new commercial launched, also highlights the brand's promise of 'We are for holidays' and inspires consumers across segments to stand up for their holidays. Through this TVC, the holiday brand seeks to change the mind-set of Indian holidaymakers by encouraging Indian travelers to not let their holiday spirit die and to enjoy their holidays while creating memories for a lifetime.













#### **Environment - Ecotourism Project**

Elpitiya Plantations Excursions Aitken Spence Travels, Sri Lanka

Elpitiya, a town in the Southern Province of Sri Lanka and located 91 km from Colombo, is well known for its finest production of Cinnamon and Low Grown Tea. The local community is 'simple, unsophisticated' and has a genuine desire to share their wealth of values and traditions with visitors whilst experiencing the different cultures of visitors.

As a part of the Elpitiya Plantations experience, a traveller can experience the production process of a rubber, rice and tea plantation; hike to the village temple and be exposed to Buddhist philosophy; taste local cuisine in an ancient colonial bungalow; and ride on both a tuktuk and ferry.

The project has created job opportunities for the locals and an additional revenue stream for the plantations. The community's sustainability has improved thanks to the positive economic gain, while travellers have gained first hand practical exposure on experiential tourism.





## Environment - Corporate Environmental Programme PLANET 21 Accor Asia-Pacific

With 567 hotels, around 109,000 rooms and nearly 70,000 employees in Asia-Pacific, Accor is the largest international operator in the region. With PLANET 21, Accor makes 21 commitments across a range of environmental and social issues, including its environmental impacts, the health and well-being of guests and employees, and how the Group interacts with its communities.

Accor developed a strategy with 21 environmental and social targets for 2015, organised around seven pillars – Health, Nature, Carbon, Innovation, Local, Employment, and Dialogue.

#### Environmental goals for 2015 include:

- Reducing our environmental impacts: 15% reduction in water consumption; 10% decrease in energy use/carbon emissions;
   85% of hotels recycling waste; 85% of hotel using eco-labelled products
- Protect biodiversity and ecosystems: 60% of hotels participating in Plant for the Planet; 100% ban on endangered seafood like shark's fin; 70% of hotels procuring seasonal, locally grown produce
- Innovate: 10% of hotels use renewable energy; 21 hotels have eco-designed room components; 40% of hotels are ISO 14001 certified

PLANET 21 is deployed through a network of champions. At the global level, the programme is managed by a dedicated sustainable development team. In each country, a PLANET 21 "champion" has been appointed to manage the deployment of the programme.





## **Environment - Environmental Education Programme**

My Land, My Water, My Home Palau Visitors Authority

Ebiil Society's Camp Ebiil was created in 2005 in response to the environmental challenges faced by Palau's natural resources under threat from over harvesting and other unsustainable practices.

Today, the programme has grown to include Research Camps for older youths at the High School and College level both in Palau and at other international entities such as Duke University, Tazukayama University, Guam Humatak Youth programmes and University of Hawaii.

The camp takes place in 3 separate areas including Ngarchelong, Ngaraard, and Rock Island. All participants live with community volunteers for at least 10 days at the "Bai," a traditional community meeting house. During the camp, older participants (counsellors) are responsible for overseeing the daily welfare of the younger campers, to monitor the quality of the camp and ensure their safety.

Additional programmes include a Fishery Monitoring project led by the fishermen and a terrestrial Campaign led by women farmers. The Fishery Monitoring program was identified during a fishery management assessment by The Nature Conservancy as the only legitimate scientific study on fisheries in the region. Currently, The Nature Conservancy is relying on the monitoring project collected data to influence current fishery management policy. The terrestrial protection and management program, focusing on women, uses traditional and natural solutions to restore the upland forest in order to improve the health of the watershed and reef. The techniques involved are documented and used to teach in worldwide campaign training programmes as best practices that can be easily adopted and sustained by communities.

Ebiil Society is also a winner of the UNESCO EIU award for best practices in Asia and Pacific of education of cultures of peace and Micronesia Youth Service Network.

## **Corporate Social Responsibility**

Kumarakom Responsible Tourism Kerala Tourism. India









It was in 2008 that Kerala launched its first Responsible Tourism project in Kumarakom. The project covers all elements of sustainable tourism: economic, socio-cultural and environmental sustainability and all decisions are made in consultation with the stakeholders. The strategies include ensuring zero waste, cleanliness drive, innovative recycling methods and ensuring safety of locals and visitors.

The project enhances local community's employment opportunities and skill development. Cultivation groups and self-help groups have been introduced for income generating opportunities.

Hotels play a key role in the project. Out of the 18 hotels in the region, 15 have signed an agreement with local procurement and supply units to purchase various perishable and non-perishable commodities.

Important initiatives of the project include

- Technical Expertise programmes for tourism stakeholders on waste management
- Equipping youths to undertake assignments that demand multi-skilling
- Ventures like farming, micro enterprises, procurement supply groups, village tours and tour guides initiated as part of RT ensured the local people their own place in the tourism industry
- The Village Life Experience (VLE) tour which aims to preserve local art, culture, traditions and livelihood is being coordinated and owned by local community.

Currently around 1,100 local people or 1/6th of the local community, are directly benefitting from tourism. This mutual and beneficial action has decreased the disparity between community and the tourism industry by developing and linking micro and medium enterprises. More than 600 women, 500 farmers and 230 homesteads engaged in this activity are earning money through this initiative. Around 1,100 families are getting economic benefit thereby helping to eradicate poverty in the area.











### Heritage

#### Garuda Indonesia Experience Garuda Indonesia

Garuda Indonesia introduced its distinctive service, the "Garuda Indonesia Experience", which is a service concept based on Indonesia's rich cultural heritage. This unique service blends the country's warm and gracious hospitality as well as its unique atmosphere with the airline's professional service, which puts priorities in safety and comfort.

The service concept was launched as part of Garuda Indonesia's commitment as the national flag carrier to maintain and preserve Indonesia's rich cultural heritage, and in line with the airline's continuous efforts to better serve its passengers.

The Indonesian hospitality concept was then translated into services that delighted the five senses including:

Sight: Use of materials and ornament uniquely owned by Indonesia for aircraft's interior and cabin crews' uniform

Sound: The "Sound of Indonesia" is the official music played on board Garuda Indonesia flights, in the airline's lounges, and in the Garuda Indonesia sales offices

Taste: The richness taste of Indonesian food and beverage to the passengers

Scent: The "Garuda Aromatic Fragrance" blend was exclusively created by Mustika Ratu to be used as the official fragrance of Garuda

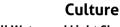
Indonesia at the aircraft, lounge and all sales outlets

Touch: The hospitality showed at all services point by Garuda Indonesia's people professional including reliable, competent and

helpful.

By offering product and services based on Indonesian culture and hospitality, the local passengers travelling abroad can feel quite at home during their flights with Garuda Indonesia, while for foreign visitors can feel the hospitality and nuances that are uniquely Indonesia, even before they arrive in the country.











The 13-minute show is a truly unique water, land and sky based 360 degree experience. The objective of the 'Wonder Full' Light and Water Show at Marina Bay Sands Integrated Resort is to create a free 'must-see' show appealing to locals and tourists alike, and to facilitate the positioning of the Marina Bay Sands Integrated Resort precinct as a vibrant and highly entertaining area in the minds and hearts of all visitors. The attraction acts as a 'beacon across the bay', encouraging locals and visitors to visit Marina Bay as well as the Integrated Resort.



Laservision looked to provide a never before seen 3D fantasy to bring this vision to life. "Wonder Full" is the story of Water and Light creating Life, told using Water and Light. Using enormous Water Screens, vibrant multicolour High Powered Lasers, Searchlights, Spot Lights, Fountains, Surround Sound, Strobes, Bubble Factories, Flame Effects, LED Lighting, High Definition Video Projection, and Special Effects, the spectacular explores humanity and the beauty of the human experience through original footage from Singapore. An original sound score and an abundance of mediums spanning the 40 hectare Marina Bay Sands site combine to light up the waterfront and skies of the Marina Bay area every evening of the week.



Designed to appeal to all ages and demographics regardless of nationality, the spectacular is a Son et Lumiére of international calibre, reflecting both the status of the Marina Bay Sands Integrated Resort and the nation of Singapore. At the same time, 'Wonder Full' also showcases and celebrates local Singapore talents.

Wonder Full has become a symbol of the Marina Bay precinct, helping to raise the profile of the iconic MBS structure and maintain its position as Singapore's leading integrated resort.











### **Education and Training**

Building Futures Accor New Zealand

Building Futures reaches out to disadvantaged people, particularly indigenous youth, to provide on-the-job training leading to a national qualification and – in many cases – paid employment. The programme has assisted over 300 disadvantaged young people find meaningful career options in the hotel industry between 2010 and 2013.

Candidates complete a rigorous recruitment process to select the most passionate and committed trainees. Building Futures participants can benefit from training in the following areas: Porter, Housekeeping, Food & Beverage – Restaurant, Food & Beverage – Conferencing, and Front Office.

Linking the Building Futures qualifications to NZQA qualifications means that graduates have a nationally-recognised certificate enabling them to find full-time employment – either at Accor or elsewhere. Building Futures helps launch fulfilling career paths and a number of graduates have already been promoted to supervisory roles or given new opportunities in other departments.











## **Marketing Media - Consumer Travel Brochure**

Shop Guam Festival Travel and Shopping Guam Visitors Bureau, Guam

The Shop Guam Festival began in 2012 as a global campaign that aimed to create an interactive shopping experience; highlighting Guam as a modern, fashionable and diverse destination to shop. In 2013, Guam Visitors Bureau wanted to develop a Co Op programme to help market the local businesses. The concept of a Shop Guam Festival travel and shopping brochure has emerged. It features special offers for shopping, dining, entertainment, option tours as well as cultural events on Guam during the festival. The brochure is in 6 different languages distributed by a network of international travel agents.

#### Objectives are

- Promote Guam's tax-free shopping, diverse entertainment options and international cuisines.
- Promote Shop Guam Festival as the best time of year to shop in a relax island environment.
- Recruit local businesses to join Shop Guam Festival Co Op to offer special deals for tourists.
- Increase retail spending by key target tourists by translating Shop Guam Festival special offers into 6 different languages and aggressively promoting them through international channels.
- Mobilise international agents to develop Shop Guam Festival tourism package with the brochure.
- Motivate international travel agents with special incentive programs.

The target audiences of Shop Guam Festival brochure are international tourists from 8 of the core travel markets of Guam: China, Hong Kong SAR, Japan, Korea ROK, Philippines, Chinese Taipei, USA and Russia.





## Marketing Media - Travel Advertisement Broadcast Media

Kuoni together with SOTC Making Holidays a Priority for Indians Kuoni Travel (India) Pvt. Ltd.

Kuoni India launched a new television commercial (TVC) in line with its new brand architecture. The new commercial highlights the brand promise of 'We are for holidays' and inspires consumers across segments to stand up for their holidays.

Through this TVC, the holiday brand seeks to change the mind-set of Indian holidaymakers by promoting holidays as a priority for everyone. The paper plane TVC, conceptualised by the creative agency TBWA is based on the insight that Indian travelers plan their holidays with enthusiasm spending days and night thinking, dreaming and planning a holiday. However, the realities of everyday life like work, savings or responsibilities bring them back to being an adult contemplating to embark on that much desired holiday. The TVC encouraged them not to let their holiday spirit die and to enjoy their holidays, creating memories to last a lifetime. This campaign endeavored to motivate every Indian to make holidays a priority and to lower the guilt associated with taking holidays.











### Marketing Media – Travel Advertising Print Media "Living Canvas"

Rosewood Hotels & Resorts®

Rosewood Hotels & Resorts®' "Living Canvas" global print advertising campaign was launched in the Americas, Europe, Middle East and Asia regions to refresh/introduce the brand to the market with a fresh, sophisticated and intriguing image and positioning.

The print campaign employed stylish black and white photography by Danish fashion photographer Anders Overgaard in a story-telling approach to capture engaging and spontaneous moments, accompanied by minimalistic, journal entry-style copy. Taken in Beijing, New York, Abu Dhabi and Mexico, the images were designed to portray a genuine "caught moments" of Rosewood guests having immersive experiences unique to those locations

More than 10 print creative versions were developed expressing each of the location's unique environment and culture while also focusing heavily on personal details in the shot, sparking a feeling of discovery and leaving a lasting impression.

The Living Canvas print media campaign spearheaded the communication of a new chapter for Rosewood Hotels & Resorts in an innovative and impactful manner, setting a firm foundation of awareness and interest in the introduction of the Rosewood brand to Asia.



## Marketing Media – Travel Poster

Korean Royal Court Cuisine and Bibimbap Korea Tourism Organization, Korea SAR

The Korean Royal Court Cuisine and Bibimbap aims to introduce Korean cuisine to the world including hansik, which consists of fresh seasonal dishes, along with bibimbap, one of the most popular Korean dishes.





#### Marketing Media – Promotional Travel Video

Malaysia Truly Asia – The Essence of Asia Tourism Malaysia, M&C SAATCHI (M) SDN BHD

The beauty of Malaysia can be described in so many ways, but only by experiencing its wonders can one truly be touched. To stir emotions and "touch" viewers, the 5-minute video is a journey through the most intimate, tactile experiences, pairing Malaysia's sights, colours, celebrations and cultures with a rearranged rendition of the Malaysia Truly Asia theme song performed by acclaimed Malaysian singer/songwriter Yuna.





## Marketing Media – Public Relations Campaign

2013 Visa go Hong Kong Super Shopper Hong Kong Tourism Board

Leveraging on the summer sale, the Hong Kong Tourism Board (HKTB) has partnered with Visa to roll out the "Visa go Hong Kong Super Shopper" contest as the PR anchor of "Hong Kong Summer Spectacular", a promotional window launched by the HKTB to encourage visitors to make Hong Kong their holiday destination in summer.

Staged for the fourth consecutive year, "Visa go Hong Kong Super Shopper" is known as the biggest annual shopping contest in Asia. In order to broaden the spectrum of the event, the contest this year has been transformed into a brand new format and took on the theme "Treasure Hunt" to showcase the city's diverse tourism offerings, so much more than a shopping paradise. The campaign was run in Mainland China and 8 short-haul markets including Indonesia, Japan, Malaysia, the Philippines, Singapore, South Korea, Taiwan and Thailand, where contestants were recruited to take part in the contest in Hong Kong.

















## Marketing Media – Social Media Thailand Only Tourism Authority of Thailand

In October 2013, Google introduced their social networking service, Google+, in Thailand, which allows for high-resolution picture sharing within a community of people who share the same interests. The Tourism Authority of Thailand (TAT) approached Google+ to help attract more international tourists to the country by creating the "Amazing Thailand" page in order to promote Thailand and build a new audience.

Harnessing the power of Google+, particularly its picture sharing functionality, TAT invited people to use the hashtag #ThailandOnly to highlight the very best of their country. Using various images and pictures, the campaign was driven online by inviting other Google+ Communities to get involved and share their love of all things Thai. This in turn engaged new, prospective tourists to experience the uniqueness and beauty of Thailand.

In just over 9 days, 110,000 photos were uploaded to the Google+ Event page, breaking a world record for the largest online photo album. In only 6 months, over 600,000 photos have been shared using the #ThailandOnly hashtag, resulting in more than 3 million comments and user interactions.

The campaign captured the Thai public's imagination and established a new habit of sharing Thai attractions and events on Google+. The hashtag #ThailandOnly continues to lure tourists to Thailand, helping to add to the 19% growth in tourism. Today the photowall still exists, with thousands of photos being shared every week.

#### **Marketing Media - Web Site**





Rosewood Hotels & Resorts® successfully conveyed the A Sense of Place® philosophy through its new website by employing destination-oriented imagery, sound and video to enhance the user experience and offers insiders' guides to Rosewood destinations around the globe.

The image-heavy, editorial-style website lured visitors to peruse the site as if on a virtual journal experiencing Rosewood's different destinations, and beautifully encapsulated the brand's enhanced identity to intrigue site visitors to discover more about Rosewood and ultimately stimulate bookings.

The website boldly featured Rosewood's destinations and the journeys supported by striking black-and-white photography and destination videos. The website also introduced "Rosewood Curators" – a select group of internationally recognised, high-profile personalities and tastemakers who provided inspirational tips and insider knowledge on Rosewood destinations.

In three months after the launch, the website achieved notable results including 29% increase in page views, 15% increase in number of visits and 12% increase in number of online bookings.









#### Marketing Media – E-Newsletter





Kerala Tourism e-Newsletter goes worldwide, reaching out to domestic and foreign travellers, tour operators, travel writers, journalists, hotels, airlines, resorts and institutions related to travel and tourism.

The monthly e-Newsletter carries all events and developments in Kerala. Special stories are prepared in such a manner that the subscribers are informed about the current tourism scenario in Kerala and on upcoming events.









#### Travel Journalism - Destination Article

Hong Kong Now
Written by Peter Jon Lindberg and photographed by Adam Friedberg
Travel & Leisure Magazine, October 2013, USA

Can a 21st-century megacity retain its soul? Beneath Hong Kong's ultramodern surface, Peter Jon Lindberg finds a dynamic group of artists, designers, chefs, and entrepreneurs who are reimagining the city's landscape with a new appreciation for its past.











#### **COVER STORY**

## Team on board

The team that boards together bonds together. Raini Hamdi looks at a rise in Asian meetings on cruise ships and why teambuilding occurs more effortless at say than on land as cruise lines would have us helieve









#### Travel Journalism – Industry Business Article

Team On Board By Raini Hamdi TTGMice, November 2013, Singapore

With mega cruise ships spouting facilities unimaginable before – from rock-climbing walls and sports courts to ice-skating rinks and zip lines – teambuilding on board has become a new phenomenon. In the main article, Raini Hamdi dives into why teambuilding occurs more effortless at sea, how the hassle-free and all-inclusive nature of cruising makes it attractive for more Asian meeting planners to hold their events on board and how cruise companies, for which the meetings market is an important component to fill up huge capacities, are doing just about everything to fish for the business.

The article also carries sidebars looking at the pros and cons of teambuilding at sea and corporates' opinions about it, filed by Mimi Hudoyo, S. Puvaneswary, Paige Lee Pei Qi, Rosa Ocampo, Prudence Lui and Shekhar Niyogi





## Travel Journalism – Travel Photograph

Footprints on the Beach Tourism Authority of Thailand

The picture shows the footprints of many tourists in the sand after their visit during the day at Mae Hat Beach, in Ko Pha-ngan, Surat Thani Province in the Southern Thailand.



## Travel Journalism – Travel Guidebook Colours of the Sky Tourism Authority of Thailand

Colours of the Sky compiled and presented rare yet attractive images of birds in the sky and in their natural habitats, plus various stories focusing on popular bird-watching sites located in each region of Thailand. The book targets tourist, eco tourists and birdwatchers and are distributed though TAT overseas and domestic offices.







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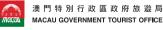


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