

Awards and Achievements

1. Travel Destination – Hong Kong

- » Destination for Fashion Arts, 2023 GO TRAVEL ANNUAL Hotel & Travel Awards
- » Distinguishable Tourism City, The 6th China National Travel Award for the Best Innovation Cases, China National Travel Annual Awards
- » Most Popular Cultural Tourism Destination, Guangzhou International Travel Fair 2023
- » Top 3 Highest Destination Value Achievement, Astindo JATIM Award

2. Organisation

Hong Kong Tourism Board

- » Top 10 Outstanding Destination Marketing Team, National Tourism Fashion Awards

Hong Kong Tourism Board Annual Reports

- » Silver Award in Interactive Annual Report: Non-Profit Organizations, Questar Awards 2022
- » Bronze Award in Annual Reports – Online: Tourism, Galaxy Awards 2022
- » Honours in Mobile media: Annual Report, Galaxy Awards 2022

Hong Kong Tourism Board Website

- » Silver Award in Web Accessibility, Web Accessibility Recognition Scheme 2022-2023

3. Hong Kong Tourism Board Initiatives

360 Hong Kong Every day

- » Bronze Award in Excellence in Content Marketing, Marketing Excellence Awards 2023, Marketing Interactive

Arts in Hong Kong 2022 – SEA artist collaboration

- » Gold Award in Best PR-Led Integrated Communications, Singapore PR Awards 2023, Marketing Interactive
- » Gold Award in Best Regional PR, Singapore PR Awards 2023, Marketing Interactive
- » Gold Award in Best Use of Social Media, Singapore PR Awards 2023, Marketing Interactive

Arts in Hong Kong 2023

- » Excellence in Marketing Collaboration Award, HKMA/ViuTV & Now TV Awards for Marketing Excellence

Astindo Travel Fair 2023

- » Best NTO Booth Decoration

China Chic Meets Hong Kong Style

- » Silver Award in Mega Event Marketing, Golden Mouse Digital Marketing Awards
- » Bronze Award in 2023 Best Public Event, Campaign Event Marketing Awards 2023
- » Excellence in Tourism Brand Marketing, IAI Awards

Harbour Fiesta

- » Gold Award in Promotion/Marketing - Tourism, Mercury Awards 2022
- » Bronze Award in Campaigns: Brand Awareness, Mercury Awards 2022

Hello Hong Kong

- » Platinum Awards in Advertising/Marketing | Ads | Advertising Campaign, MarCom Awards 2023
- » Platinum Awards in Advertising/Marketing | Online, MarCom Awards 2023
- » Platinum Awards in Strategic Communications | Marketing/Promotion Campaign | Branding, MarCom Awards 2023
- » Platinum Awards in Strategic Communications | Marketing/Promotion Campaign, MarCom Awards 2023
- » Gold Award in Launch Marketing, Thailand Marketing Excellence Award 2023
- » Gold Award in Communications/ Public Relations, Thailand Marketing Excellence Award 2023
- » Silver Award in Advertising, Galaxy Award 2023
- » Silver Award in Communications/ Public Relations, Singapore Marketing Excellence Award 2023
- » Silver Award in Influencer/ KOL marketing, Singapore Marketing Excellence Award 2023
- » Bronze Award in Integrated Marketing, Malaysia Marketing Excellence Award 2023
- » Bronze Award in Integrated Marketing, Singapore Marketing Excellence Award 2023
- » Bronze Award in Mobile Marketing, Thailand Marketing Excellence Award 2023
- » Bronze Award in Integrated Marketing, Thailand Marketing Excellence Award 2023
- » Honors in Promotion: Special Project, Galaxy Award 2023
- » Honors in Promotion: Tourism, Galaxy Award 2023
- » The Great Wall Culture and Tourism Branding Awards, 2022-2023 The Great Wall Awards

Hello Hong Kong – Seeing is Believing

- » Gold Award in Campaign of the Year, PR Awards 2023, Marketing Interactive
- » Silver Award in Best Pandemic Response, PR Awards 2023, Marketing Interactive

Hong Kong Cyclothon

- » Bronze Award in Best Reputation Management Strategy, PR Awards 2023, Marketing Interactive

Hong Kong Great Outdoors

- » Bronze Awards in Website: Non-profit, Galaxy Awards 2022

Hong Kong Neighbourhood – West Kowloon

- » Grand Award (Marketing), PATA Gold Awards 2022
- » Gold Award in Tourism: Campaign, Astrid Awards 2022
- » Gold Award in Promotion: Local Attraction, Galaxy Awards 2022
- » Gold Award in the Best Use of Venue, 2022 MARKies Awards
- » Gold Award in Advertisements / Commercials: Campaign - Multi-platform, Questar Awards 2022
- » Gold Award in Corporations: Tourism / Travel, Questar Awards 2022, Questar Awards 2022
- » Gold Award in Non-profit organizations: Art / Culture, Questar Awards 2022
- » Gold Award in Non-profit organizations: Tourism/Travel, Questar Awards 2022
- » Silver Award in Campaign, Astrid Awards 2022
- » Silver Award in Special Project: Tourism Campaign, Astrid Awards 2022
- » Silver Award in Special Project: Community Involvement, Galaxy Awards 2022
- » Silver Award in Tourism: Video, Astrid Awards 2022
- » Bronze Award in Promotion: Tourism, Astrid Awards 2022
- » Bronze Award in Special Project: Integrated Campaign, Astrid Awards 2022
- » Bronze Award in Tourism: Advertisement, Astrid Awards 2022
- » Bronze Award in Advertising: Campaign/ Video, Questar Awards 2022
- » Excellence in Social Good, 2022 HKMA/ViuTV & Now TV Awards for Marketing Excellence
- » Cultural Protection & Inheritance Award, Voyage 2022 Sustainability Awards

Hong Kong New Year Countdown Celebrations 2022

- » Gold Award in the Entertainment Event, Eventex Awards 2022
- » Silver Award in the “Live Show” category, Eventex Awards 2022
- » Silver Award in Best Event Production in Marketing Events Awards 2022

Hong Kong Through the Lens of Gen-Z

- » Winner of Marketing (National – Asia), PATA Gold Awards 2023
- » Grand Award in Tourism/Travel, ASTRID AWARDS 2023
- » Platinum Award in Branded Content: Age-Group Marketing – Youth, MUSE Creative Awards
- » Platinum Award in Strategic Program: Social Media Campaign, MUSE Creative Awards
- » Gold Award in Tourism/Travel: Design, Astrid Awards 2023
- » Gold Award in Branded Content: Travel & Tourism, MUSE Creative Awards

- » Gold Award in Integrated Marketing: Social Media, MUSE Creative Awards
- » Gold Award in Social Media: Video, MUSE Creative Awards
- » Silver Award in Special Projects: Cross-Media Editorial Storytelling, Astrid Awards 2023
- » Silver Award in Promotion/Marketing: GenZ, Mercury Awards 2023
- » Bronze Award in Tourism/Travel: Campaign, Astrid Awards 2023
- » Bronze Award in Design: Key Visuals, Mercury Awards 2023
- » Bronze Award in Social Media: Instagram, Mercury Awards 2023
- » Bronze Award in Tourism/Travel: Video, Astrid Awards 2023
- » Bronze Award in Best Social Media Strategies, DigiZ Awards 2023
- » Bronze Award in Best Video/Live Streaming Campaign, DigiZ Awards 2023
- » Honorable Mentions in Promotion/Marketing: Awareness Campaigns, Mercury Awards 2023
- » Honorable Mentions in Tourism/Travel: Video, Mercury Awards 2023

One-stop Information Hub for Hong Kong MICE Travel

- » Bronze Award in Tourism/ Travel, iNova Awards 2023

Philippine Travel Agency Association Travel Expo

- » Best Decorated Booth, PTAA 30th TravelExpo 2023

Rediscover the Exciting Hong Kong

- » Gold Award in Topic Marketing, Golden Mouse Digital Marketing Awards
- » Silver Award in Tourism Brand Marketing, IAI Awards
- » Silver Award in Marketing Comprehensive Award – Tourism and Sightseeing, Tiger Roar Awards
- » Excellence in Marketing Individual Award – Social Media Marketing Category, Tiger Roar Awards

Taipei International Travel Fair 2023

- » Best Pavilion

4. Visitor Services

Visitor Centres

- » Gold Award in Contact Centre Service Team Award, Customer Service Excellence Award 2022