

RECOGNITIONS AND AWARDS

獎項與成就

Hong Kong 香港



- TripAdvisor.com
"Top 10 Destinations in the World" in
Traveler's Choice Destinations Awards
「全球十大旅遊勝地」
- Selling Long Haul magazine
"Long Haul Destination of the Year for City Breaks" in
Travel Agents Choice Awards
「年度最佳長途旅遊城市」
- Business Traveller Asia Pacific magazine
"Best Business City in the World"
「全球最佳商務城市」
- Business Traveller China magazine
"Favourite Business City in the World"
「全球最喜愛的商務旅遊城市」
- CEI Asia Pacific magazine
"Best City for MICE Events"
「亞太區最佳 MICE 城市」

"Hong Kong. Asia's World City" Marketing Platform 「香港・亞洲國際都會」推廣平台



DESTINATION IMAGE PRINT AD 旅遊目的地形象平面廣告

- Astrid Awards 2012
Gold Award - "Advertisement - Print" category
「平面廣告」組別金獎
- PATA Awards 2012
Gold Award - "Marketing Media: Travel Advertisement Print Media" category
「推廣媒體：旅遊推廣平面廣告」組別金獎

BRAND VIDEO 品牌宣傳短片

- PATA Awards 2012
Gold Award - "Marketing Media: Promotional Travel Video" category
「推廣媒體：旅遊推廣短片」組別金獎
- Astrid Awards 2012
Silver Award - "Video/DVD: Brand Experience" category
「影片/數碼光碟：品牌體驗」組別銀獎
- Mercury Excellence Awards 2012
Bronze Award - "Advertising: Television Ads" category
「廣告：電視廣告」組別銅獎

McDull Family Promotion 麥兜親子遊推廣

INTEGRATED MARKETING CAMPAIGN 綜合推廣計劃

- Mercury Excellence Awards 2012
Silver Award - "Campaigns - Non Profit/ Public Affairs:
Government Agency" category
「推廣計劃 - 非牟利/公共事務：政府機構」組別銀獎

POP-UP BOOK 立體書

- Astrid Awards 2012
Grand Award - "Best of Self Promotion" and
Gold Award - "Brochures: Special Purpose" category
「最佳自我推廣」大獎及「小冊子：特別項目」組別金獎
- Mercury Excellence Awards 2012
Gold Award - "Custom Publications: Travel/ Tourism" category
「特色刊物：旅遊」組別金獎



- Galaxy Awards 2011
Gold Award - "Brochures: Special Purpose"
category
「小冊子：特別項目」組別金獎



Meetings, Incentives, Conventions & Exhibitions 會議展覽獎勵旅遊

MEETINGS & EXHIBITIONS HONG KONG (MEHK) 香港會議及展覽拓展部

THE BLACK BOOK - A MICE GUIDE FOR HONG KONG 《香港會展獎勵旅遊指南》

- QUESTAR Awards 2011
Gold Award - "Advertisements/Commercials:
Travel & Tourism" category
「廣告：旅遊」組別金獎
- Galaxy Awards 2011
Gold Award - "Brochures: Non-Profit Organisation" category
「小冊子：非牟利機構」組別金獎

MEHK SUCCESS STORIES VIDEO MEHK 成功案例短片

- QUESTAR Awards 2011
Silver Award - "Advertisements/Commercials:
Travel & Tourism" category
「廣告：旅遊」組別銀獎



- Galaxy Awards 2011
Honors Award - "Videos & DVDs: Marketing" category
「影片及數碼光碟：市場推廣」組別優異獎

RECOGNITIONS AND AWARDS

獎項與成就

Digital Marketing

數碼媒體推廣



“DISCOVER HONG KONG • CITY WALKS” MOBILE APPLICATION
「香港·都會漫步遊」手機應用程式

- Astrid Awards 2012
Bronze Award - “Special Projects: iPhone Application” category
「特別項目：iPhone 應用程式」組別銅獎
- Galaxy Awards 2011
Honors Award - “Promotion: Tourist/ Travel Destination Campaign” category
「推廣：旅遊目的地宣傳策略」組別優異獎

“DISCOVER HONG KONG • AR” MOBILE APPLICATION
「香港·AR旅遊導覽」手機應用程式

- Galaxy Awards 2011
Silver Award - “Emerging Media: Interactive Brand Campaign” category
「嶄新推廣媒體：互動品牌宣傳策略」組別銀獎



“2011 HONG KONG SUMMER SPECTACULAR” MINISITE
「2011 香港夏日盛會」專題網站

- PATA Awards 2012
Gold Award - “Marketing Media Awards: Website” category
「推廣媒體：網站」組別金獎



“2011 HONG KONG HALLOWEEN TREATS” MINISITE
「2011 香港萬聖狂歡月」專題網站

- Mercury Excellence Awards 2012
Silver Award - “Websites/ Emerging Media: Microsite” category
「網站/嶄新推廣媒體：專題網站」組別銀獎
- Astrid Awards 2012
Bronze Award - “Websites: Campaign Site” category
「網站：活動特設網站」組別銅獎



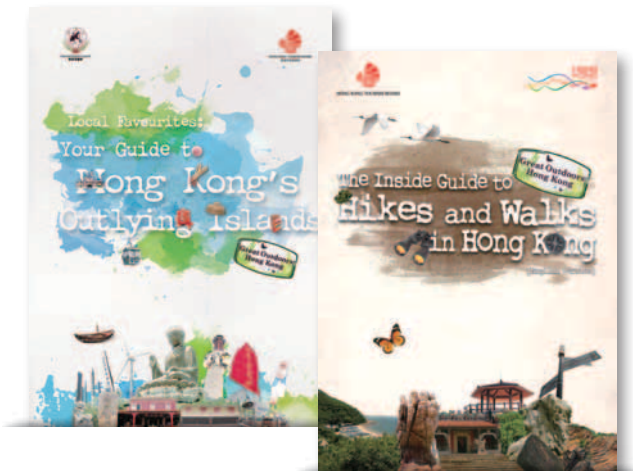


“2011 HONG KONG HALLOWEEN TREATS” CHINA VIRAL CAMPAIGN
「2011 香港萬聖狂歡月」中國網絡營銷

- Mercury Excellence Awards 2012
Gold Award - “Websites/Emerging Media: Social Network” category
「網站/嶄新推廣媒體：社交媒體」組別金獎

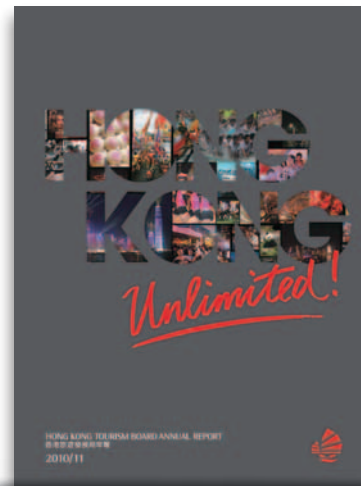
“Great Outdoors HongKong!”
Guidebooks
「香港郊野全接觸！」系列指南

- PATA Awards 2012
Gold Award - “Travel Journalism: Travel Guidebook” category
「旅遊刊物：旅遊指南」組別金獎



HKTB's Annual Report 2010/11
旅發局 2010/11 年報

- Astrid Awards 2012
Bronze Award - “Annual Reports: Non-Profit Organisations” category
「年報：非牟利機構」組別銅獎



Visitor Services
旅客服務

HONG KONG INTERNATIONAL AIRPORT
CUSTOMER SERVICE EXCELLENCE PROGRAMME
2011/12 香港國際機場優質顧客服務計劃

- Individual Award - Wandy Yik, Arthur Ho
個人獎 – 易韻婷、何港生
- Team Award - Windy Chiu, Lily Yip
團隊獎 – 趙淑儀、葉芷莉