

PATA[®] **GOLD** **AWARDS** **2022**

Pacific Asia Travel Association

MARKETING

SUSTAINABILITY AND SOCIAL RESPONSIBILITY

PATA[®] GOLD AWARDS 2022

Pacific Asia Travel Association

In this Winners' Showcase souvenir e-booklet, the Pacific Asia Travel Association (PATA) is proud to honour the outstanding achievements of this year's 27 PATA Grand and Gold Awards.

During the Virtual PATA Gold Awards Ceremony, two Grand Title Winners were presented to the 'Best of the Best' winners in the categories of Marketing, and Sustainability and Social Responsibility. A total of 25 Gold Awards were also presented to the winning entries in the above-mentioned categories.

The 2022 PATA Gold Awards, open to members and non-members of the Association, attracted a total of 136 entries from 56 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.



澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE



MESSAGE FROM

Maria Helena de Senna Fernandes

Director of the Macao Government Tourism Office (MGTO)

The PATA Gold Awards are a great annual celebration to acknowledge the talent amongst our tourism industry, which the Macao Government Tourism Office is honored to help bring to the limelight for the past 27 years.

This year's winners showcase a new round of tourism initiatives tailored to the Asia-Pacific region and beyond. Tourism stakeholders unfolded yet again multiple creative marketing campaigns to reach out to the changing priorities and preferences of travelers. The initiatives in sustainability and corporate responsibility also continued to press ahead with the mission to keep our industry on track for a responsible development, with tourism resilience also highlighted this year as a newly added category, all in line with the global effort to fulfill the United Nations 2030 Sustainable Development Goals.

As we look forward to the normalization of safe travel, Macao is committed to take its "tourism +" development to a brand-new level and we take inspiration from the spirit of the winners. Congratulations to all!

JUDGING COMMITTEE



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Leung-Maradik**

*Corporate Director of Sales &
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Shannon Guihan

*Chief Sustainability Officer &
Head of TreadRight
The Travel Corporation, Canada*



Tunku Iskandar

*Group Executive Chairman
Melewar Group, Malaysia*

The background is a dark blue space filled with numerous small white and light blue stars. Overlaid on this are several thin, golden, wavy lines that create a sense of motion and depth. The text is centered and rendered in a clean, modern, golden font. The word 'PATA' is the largest, followed by 'GRAND' and 'AWARDS' in slightly smaller sizes. The year '2022' is contained within a solid golden rectangular box. The entire composition is framed by a thin golden border.

PATA[®] **GRAND**
Pacific Asia Travel Association **AWARDS** **2022**

MARKETING

Hong Kong Neighbourhoods - West Kowloon Hong Kong Tourism Board, Hong Kong SAR



Our opportunity came with the coming fruition of the government-backed West Kowloon Cultural District – the home of Hong Kong’s newest art museums, cultural attractions, and creative spaces. Although West Kowloon Cultural District housed these newest attractions, it lacked a local community to give local personality and authenticity. To tell a more interesting story, Hong Kong Tourism Board ran a Neighbourhoods campaign that expanded the district into the surrounding older districts, creating a contrast old new and old cultural traditions. We called this the West Kowloon Neighbourhoods - Creating Modern Traditions. We aimed to put people first and highlight the stories of people behind living traditions. We first invited local personalities in the community such as master craftsmen to tell their local stories of the tradition, neighbourhood and its revolution, to help our audience better understand its rich cultural and artistic features. This campaign marks HKTb’s first step in pioneering a more sustainable mode of tourism. Learnings from this campaign will serve as guardrails for future campaign design, ensuring that they start with engaging the local community, goes beyond preserving traditions to creating new ones, and drives long-term socio-economic benefit back to the local community itself.

SUSTAINABILITY AND SOCIAL RESPONSIBILITY

Wynn Sustainability Initiatives Wynn Macau, Limited, Macao, China



As a member of the tourism and hospitality sector, Wynn understands the importance of waste reduction at source and is always looking for innovative solutions to reduce institutional, food and energy consumption. In recent years, Wynn has adopted a number of new environmental technologies, including becoming the first integrated resort in Macau to jointly develop an automated filtered water bottling system with Nordaq, significantly reducing plastic waste and carbon footprint.

To help tackle the global food loss and waste issue, we adopted a life cycle approach (Sustainable Food Life

Cycle Journey), a series of programs and strategies that include responsible food sourcing, menu design, building green culture and applying world-class innovative technology.

Wynn is also the first integrated resort in Macau to introduce the Winnow Vision that provides data-driven insights through AI- machine learning technology. This data enables the creation of Food Donations and Upcycling Program with local social enterprises which is the first of its kind in Macau. In 2021, we expanded the Winnow program beyond our doors by collaborating with local institutions and raising awareness about food waste with “Cherish Food and Waste Reduction-Smart Technology Application” outreach program.

As the first and only enterprise in Macau to acquire MSC CoC and ASC CoC certifications, Wynn aims to ensure that seafood served is firmly in line with the highest standards of sustainable fishing practices, and actively promotes the environmental and social sustainability of farmed seafood. Wynn has demonstrated to guests and the community that high-end resorts are raising the standards of sustainable operation in the industry while maintaining five-star services.

The background is a dark blue space filled with numerous small white stars and larger, fainter blue stars. A network of thin, golden-yellow lines crisscrosses the scene, creating a sense of depth and connectivity. The entire composition is framed by a thin, golden-yellow border.

PATA[®] GOLD
Pacific Asia Travel Association **AWARDS 2022**

MARKETING CAMPAIGN (NATIONAL - ASIA)

Macao Week in China 2021
Macao Government Tourism Office, Macao, China



In the continuous efforts to revive the local economies, which have been severely impacted by the ongoing Covid-19 pandemic, Macao Week in China was launched for the 2nd consecutive year in 2021 after its' initial success in driving conversions on site and through online and offline awareness campaigns. To ride on the momentum of earlier success based on collective effort from tourism stakeholders and government entities, the 2021 series of "Macao Week" mega roadshows were successfully organised in Hangzhou-Zhejiang, Nanjing-Jiangsu, Shanghai, Chengdu-Sichuan and Chongqing. Macao was being showcased as a healthy, safe and glamorous travel destination along with eye-catching booths in themed zones, interactive experiences, stage performances, check-in games, gastronomic experiences and even trade seminars that provided business matching and networking on site to facilitate exchange and cooperation between tourism and MICE industry operators from Macao and the staging cities. Collaboration with KOLs on social media and online platforms as well as free media coverage by local media had effectively raised awareness of special travel offers promoted by the integrated resorts, airline, OTA and payment platforms. Overall, Macao Week in China 2021 had attracted over 1.9 million visitors, 560 million online views and stimulated a total tourism spending of around USD42 million, generated from bookings on air tickets, hotel accommodation, dinning tourism products, sale of "Made in Macao", "Macao's brands" and products from Portuguese-speaking countries.

MARKETING CAMPAIGN (NATIONAL - PACIFIC)

Open for Happiness Campaign Tourism Fiji, Fiji



“In March 2020, Fiji, one of the most sort-after tourism destinations in the world, was hit by the global pandemic, leading to the almost immediate closure of its international borders. Like many smaller third-world countries of the world, Fiji’s tourism sector was the economic backbone of the country. Its collapse sent a shockwave through the entire nation, shutting down countless resorts and businesses, leaving hundreds of thousands of Fijians unemployed and without a source of income.

The beginning of this story was painful but fast forward to mid-year 2022, and the nation has made enormous progress and is on its way to a full recovery. Visitor arrivals are on the rise, hotel occupancy hit 85% in July and recently, Fiji has removed the mandatory COVID-19 test – meaning travellers wishing to go to Fiji no longer have to do a COVID-19 test upon arrival or departure!

The results are remarkable, and the “Open for Happiness Campaign” played a huge role in the nation’s recovery. Learn about how a small team at Fiji’s national tourism body, Tourism Fiji, went to great lengths to secure a Hollywood celebrity, Rebel Wilson, manage logistics for her entire team, shoot an amazing campaign during a global pandemic and produce a piece of work that positively impacted the country’s speedy recovery. The campaign is the fruit of the collaborative work of the Fijian Government, its tourism operators, industry partners and stakeholders, who came together to share one message; that Fiji’s Open for Happiness!”

MARKETING (STATE, CITY - GLOBAL)

Gangwon Worcation Project Gangwon Tourism Organization, Korea (ROK)



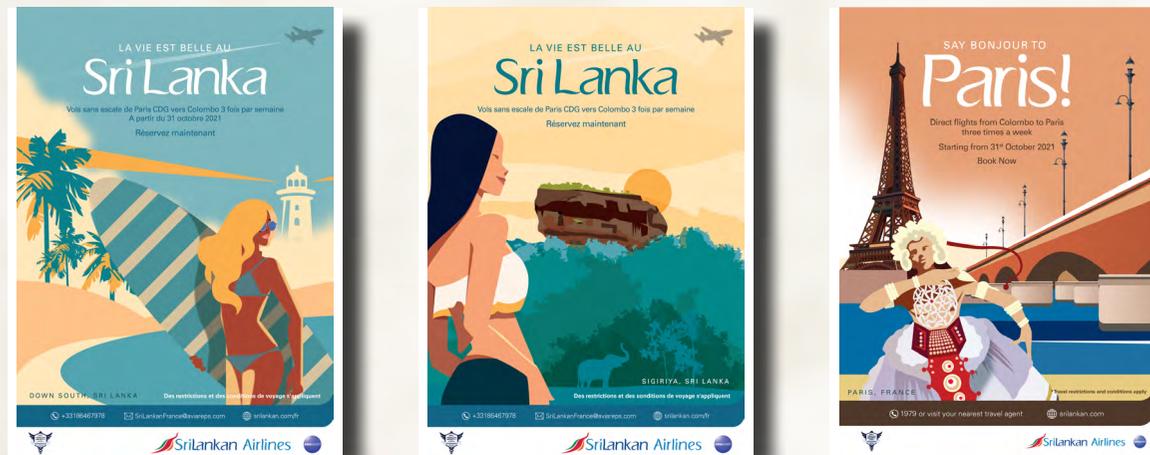
“THE NEW WAY WE WORK TODAY”

“Choose your work station in a forest or on the beach or the top of mountain, it's all set in Gangwon.”

“Gangwon province, Korea's best worcation destination that will transform the working environment into what you've dreamed of. 'Gangwon Worcation', the new normal tourism project”

MARKETING – CARRIER

Say Bonjour To Paris SriLankan Airlines, Sri Lanka



“The campaign was created in line with the re-launch of 3 weekly, direct flights to Paris, commencing October 2021. SriLankan Airlines returned to Paris after a break of 6 years as such, establishing the Airline brand was important for the longevity of the route and its contribution to the rest of the network. This rebirth honors the cooperation of two countries, which are bound together by the same things that define them in the past, present, and future.

This campaign was aimed at those interested in visiting a new destination that they had never been before, but not excluding those who were already familiar with the area. Since Paris is recognized as an iconic city of art; with over 1000 art galleries across; this route explores a well-balanced fusion of a signature French style of illustrating posters; with a recognizable vintage look that has depicted ‘Ceylon’ as a travel destination. The minimalist-vintage style is akin to that of theatrical and travel posters in France, and it is identifiable in Sri Lanka due to the popularity of the ‘stick no bills’ poster exhibition in Galle. Over the course of the reintroduction of the route to Paris, a number of media was released to create awareness of the route and the benefits of choosing to fly SriLankan Airlines. 360-degree campaign began with visual communications that expressed the campaign idea in an amplifiable and extendable way.”

MARKETING - HOSPITALITY

Yamagata Kaku's Yamagata Matsuri Forte Hotel Group, Chinese Taipei



Forte Hotels Taiwan's standalone project, the Yamagata Kaku Spa & Hotel in Jiaoxi, Taiwan, is named after one of Japan's most remote prefectures, Yamagata. Both destinations are known for agriculture, onsens, indigenous culture and natural beauty. The Japanese prefecture is also famous for its annual Hanagasa Matsuri festival in August, which celebrates midsummer's hard work with traditional dancing in colorful flowery costumes and hats.

To market the Yamagata Kaku in Taiwan, we planned our own Yamagata Matsuri in Taiwan to promote both our hotel and our friendship with Yamagata prefecture. The brand story of Yamagata Kaku was developed to be a quiet, contemplative onsen resort that celebrated the cultural exchange of Yilan and Yamagata.

MARKETING - INDUSTRY

*Accor Hotels The Perfect Escape
Quantcast, Australia*



Global hospitality brand Accor re-emerges as an advertiser as the Asia travel and tourism sectors recovers, using AI-powered programmatic advertising and deep audience intelligence to exceed targeted results, in partnership with iProspect and Quantcast.

DIGITAL MARKETING CAMPAIGN

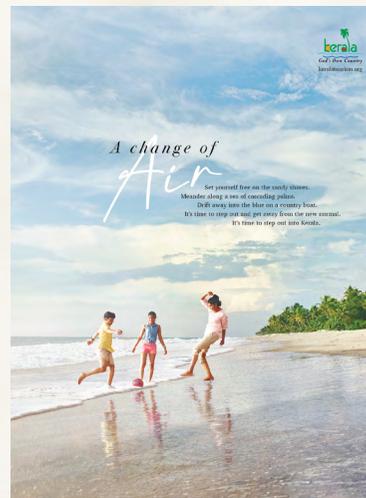
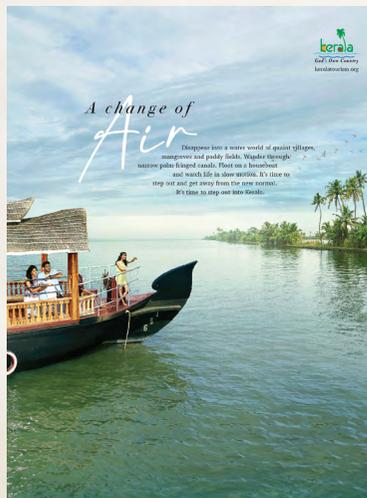
Khao Thai
Tourism Authority of Thailand, Thailand



The #KhaoThaiContest was held thrice. Twice in the year 2020 in the month of May and June, and once in 2021 in the month of April. The theme of the contest was of guessing the Thai Cuisine by the community posted on the social media platforms and the lucky winners were awarded Thai food from one of the best Thai restaurants in Mumbai (Seefah restaurant). The contest was a huge success keeping the audience engaged and educated about Thai food amidst the lockdown.

PRINTED MARKETING CAMPAIGN

A Change of Air Kerala Tourism, India



“The idea, drawn from physicians who often prescribe a ‘Change of Air’, was to flip the negative connotation around the pandemic-infected ‘Air’ and foreground the fresh air that abounds in Kerala’s greenery and open spaces as the healthiest way to beat the lockdown blues.

The images were crafted to feature wide, expansive angles, bringing out the open spaces, the endless skies and the greenery that is characteristic of Kerala. They evoke the spirit of the outdoors in the minds of people who were stuck inside their homes. Most of the images feature people who are carefree, energetic and active-something that had grown rare during the pandemic. The print ads featured Kerala’s core audience groups.

The campaign resulted in 75,37,617 arrivals in 2021 as compared to the 49,88,972 in 2020. A positive growth of 51.09% was marked over the previous year.”

TRAVEL VIDEO

A Journey Awaits - See You In Sarawak 2022!
Faithworks Studios, Malaysia



“A Journey Awaits’ begins with the enchanting sounds of an ‘Iban Pantun’ (poetry), one which calls upon the divine to bring healing to the world. As a message of hope, this is an invitation beyond borders to reconnect and awaken to new ways of seeing things. As we continue to regain control of our lives and health, Sarawak welcomes you to a new horizon.

Captured through the video’s rhythmic scenes, take a peek into what makes this a land of healing, filled with abundant nature and beauty.

The true essence of Sarawak is one that must be seen, felt and experienced personally to truly understand. It is a journey where adventures are just waiting to be discovered. So come reconnect with the earth and indulge your senses as you experience Sarawak. Find out what it means to encounter diversity in culture, adventure, nature, food and festivals.

Leave all your worries behind and immerse yourself in a world like no other. Welcome to Sarawak: A Journey Awaits!”

TRAVEL PHOTOGRAPH

WAU *Tourism Malaysia, Malaysia*



To highlight one of the most recognisable symbols of Malaysian culture. These traditional kites or “Wau” from Malaysia are both a cultural icon and a valuable part of the country's cultural heritage. The privilege of seeing a Wau being crafted is on a completely different level from the awe-inspiring and spectacular experience of watching one of these birds soar through the air. Even in modern times, it is not uncommon to see people in Kelantan and Terengganu flying kites, particularly when it is harvest time.

DESTINATION ARTICLE

Captivated by Cocos John Borthwick, Australia



“CAPTIVATED BY COCOS: One of the Indian Ocean’s smallest atolls is the Australian external territory of Cocos (Keeling) Islands — “Cocos” for short — a tiny coral outcrop of 21 islands, only two of which are inhabited. It is drop-dead beautiful and unplundered (so far) by volume tourism. There are 30 million coconut trees and 30,000 turtles. Add vivid reefs, a curious history of “tropical feudalism” and just 600 multicultural residents. The one sealed road, framed by cathedral palms, leads to empty beaches and a Robinson Crusoe-style lagoon. Diving, windsurfing, cottage accommodation and just two flights a week. PS: Don’t tell anyone.”

CLIMATE CHANGE INITIATIVE

*lyf one-north Singapore
The Ascott Limited, Singapore*



lyf one-north Singapore is a seven-storey, 324-unit serviced residence with a distinct communal co-living concept. The property contributes to its lush surroundings with landscaped gardens, elevated planters and public activity spaces. Recognised for its environmentally sustainable design features, the property was conferred the Green Mark GoldPLUS award by the Building and Construction Authority of Singapore. Prominent green features include energy-efficient LED lights with provision of motion sensors, and intelligent occupancy sensors in all rooms delivering up to 33% and 36% of energy savings respectively. Sun-shading fins as part of its unique window design help to reduce façade solar heat gain. On average annually, the property achieves energy savings of approximately 971,019 kWh and approximately 22,463 m³ in water savings.

CORPORATE AND SOCIAL RESPONSIBILITY

Meals that Heal Cinnamon Hotels & Resorts, Sri Lanka



“Sri Lankan hospitality, generosity and kindness are iconic values that govern our island way of living and as the larger population of Sri Lanka grappled with financial difficulties brought on during the post-COVID pandemic and economic crisis, Cinnamon Hotels & Resorts - explored avenues to support these communities.

Guided by the values of caring, trust, and integrity Cinnamon Hotels & Resorts launched ‘Meals that Heal’ in June 2021, as a means by which to effectively provide free meals to the low-income earning households and poverty stricken communities. This unique community CSR initiative was first introduced during the pandemic to support the economically underprivileged whilst enabling customers to be a part of the brand’s drive to provide communities with free meals. Since the inception of the project, Cinnamon Hotels & Resorts has been donating to neighbouring communities, flood victims, healthcare workers and children’s orphanages with the support of organisations and partners such as Union Assurance, Sri Lanka Red Cross and Sri Lanka Police. At present the initiative has donated over 10,000 meals in the last twelve [12] months to destitute community members in the Colombo and Greater Colombo areas.

The initiative will continue as a long-term project of the brand as Cinnamon Hotels & Resorts looks to strengthen this initiative further, together with their customers and corporate partners”

COMMUNITY BASED TOURISM

*Building Sustainable Keelung, Constructing Strategic Plan for
Conversation Capital of Urban Tourism
Keelung City Government, Chinese Taipei*



Keelung City Government, commissioned Ting-Hao-Talk, a professional curatorial team, to launch the “Building Sustainable Keelung, Constructing Plan for Conversation Capital of Urban Tourism” to promote the brand of Keelung City. The team started with four stages of “exploring”, “defining”, “developing” and “diffusing”, and carried out the stages of work as “counting the advantages of cities”, “excavating characteristic craftsmen”, “transforming local stories”, and “integrating virtual and substantial”. By sorting out the cultural texture of the city, and reinterpreting Keelung’s conversation capital of tourism, the life path of craftsmen in the city will become the travel purpose of in-depth experience, and therefore provides more reasons for travelers to visit Keelung.

CULTURE

Virtual experience of the 2021 Rainforest World Music Festival Sarawak Tourism Board, Malaysia



“The world is moving at an incredible pace. Rapid advancement of technology has resulted in the development and adaptation of modern conveniences which have led to lifestyle changes. Many of these changes threaten traditional methods of living, including the blurring and extinction of different elements of culture and heritage. The same can be said for “World Music”. World Music is defined as music from non-Western and countries. These include quasi-traditional, intercultural and traditional music. Sarawak is home to 28 different ethnic groups, each with their own unique languages, cultures, food and heritage, not to mention music and music instruments. Many of these music and instruments are becoming lost with the onset of modern pop music. The traditional sape (boat lute) is being replaced by modern guitars, the Dumbak is being replaced by modern drums and the selingut (nose flute) replaced by modern wind instruments, among others.

Sarawak Tourism Board (STB) recognised this as a growing concern and introduced the Rainforest World Music Festival in 1997 to preserve the traditional music and instruments of Sarawak. The Covid-19 pandemic saw the cancellation of the event in 2020 leading to the evolution of the 2021 festival where STB leveraged on digital technology to put on a virtual festival.

The festival merged the best elements of traditional music and modern technology to provide an interactive virtual festival that is free for all to watch, helping extend the reach of the festival while enforcing the importance and significance of maintaining cultural and world music.”

HERITAGE

Rejuvenating Ban Khok Mueang's Heritage through a Sustainable Practice of Community-based Tourism Designated Areas for Sustainable Tourism Administration – DASTA, Thailand



“Ban Khok Mueang is a small village situated in Prakhon Chai District, Buriram Province, one of the provinces in the lower northeast of Thailand. Given that the village is located on the high plains nearby the two extinct volcanoes, namely Phanom Rung Volcano and Plai Bud Volcano, and was part of the formerly prosperous Ancient Khmer Civilization, the village is, respectively, bestowed with nutrient-rich volcanic soil and valuable architectural ruins of a Khmer-Hindu sanctuary, inheriting the abundance of natural and cultural heritage from the past.

In 2018, Designated Area for Sustainable Tourism Administration (Public Organization) or DASTA, as an organization that works to establish a sustainable practice in tourism development, came to support Ban Khok Mueang village in developing its first community-specific tourism plan that is deemed to provide community members with a practical guideline of tourism management and development. Among several other communities, Ban Khok Mueang was chosen by DASTA to be one of the model tourist communities for community-based tourism development. For 7 years, the synergy between DASTA and Ban Khok Mueang has been strengthened through the implementation of several activities/projects that, all in all, help the community develop its competence in community-based tourism management strategically and systematically.

Nowadays, besides having well-established economic self-sufficiency created through a sustainable practice of community-based tourism, Ban Khok Mueang also successfully achieves its objective of revitalizing and maintaining the significance and relevance of natural and cultural heritage in relation to the ever-changing way of life of people in the community.”

HUMAN CAPITAL DEVELOPMENT INITIATIVE

A decade of effort in nurturing entrepreneurs a case of IFTM in Macao SAR Macao Institute for Tourism Studies, Macao, China



Higher education institutions (HEIs) are important human capital development outlets that impact regional development. In a nutshell, human capital is an important factor that triggers and supports entrepreneurial activities. Entrepreneurship provides important contributions to stimulate economic and regional development, job creation, innovation and the development of the tourism industry. The objective of this case report is to showcase in detail a multi-level human capital development. The effort was triggered by the organisational support given by the Macao Institute for Tourism Studies (IFTM) towards human capital development through the development of a range of initiatives: 1) equipping students with entrepreneurial skills via an innovative design of an entrepreneurship course (trains hundreds per year); 2) knowledge sharing with and support to local entrepreneurs via the creation of industrial projects (a total of 43 projects) and guest speaker scheme (a total of 70 guest speakers); 3) stimulating skills development and motivation via an entrepreneurship competition called “Idea-cation”; 4) supporting aspiring students, alumni and nascent entrepreneurs via the creation of a business incubator called “Ideation Lab”; 5) providing physical and online retail platform for entrepreneurs with a facility called iRetail Lab (currently 14 tenant businesses). According to the most updated statistics, a total of 73 cases of start-up by students and graduates were discovered serving the tourism industry, these business ventures generated close to 1,000 employment opportunities. Ultimately, these efforts are in line with the strategic direction set by the government which aims to stimulate entrepreneurship and innovation, diversification of the economy, regional development, and job generation.

TOURISM DESTINATION RESILIENCE (ASIA PACIFIC)

Sustainable Tourism Livelihood Recovery Program Nepal Tourism Board, Nepal



Nepal Tourism Board (NTB) contributed to the revival of the tourism sector by supporting the livelihoods recovery of most affected workers by providing short-term employment opportunities to retain the critical workforce associated with this sector, as well as enhancing the capacity of the tourism associations including private sector tourism stakeholders to accelerate the recovery efforts.

In the year 2021, NTB developed numerous small-scale tourism infrastructures and tourism products like hiking routes, cycling routes, and foot trails which will be a key driver for the local economic development in the respective sites, and might be a new attraction for the local visitors offering income opportunities for the local people resulting to support to eliminate poverty of the local community. NTB employed 5,645 vulnerable tourism workers (4,203 male and 1,442 female) via short-term employment opportunities and created 76,948 person-days of total employment which constitutes 25.5% women, 5.4% Dalit, 66.1% Janajati, 28% others. In addition, the project engaged 20.4% of youth (16 to 24 years), 25.5% of young adults (25 to 30 years), 40.3% of middle-aged adults (31 to 45 years) and 13.8% of old age people (>45 years old) respectively for short term employment programme. Through short-term employment, helped vulnerable tourism workers to meet their immediate livelihoods needs and also gain additional income through cash transfers against their involvement in the construction and renovation of small-scale tourism infrastructure.

As a result, those tourism workers who were involved in project interventions likely increased their incomes, increase food purchasing power in crisis, and also ensured better access to food to themselves as well as their households. Involvement of tourism workers in short-term employment supported workers to come out from the depression caused by the halt of the tourism business and the loss of their jobs. The project empowered workers, and increase female participation, and the involvement of youth which supports inclusive and resilient economic development. The employment program during the COVID crisis and in the immediate needs serves as a foothold for programming while suffering a shock, and also supports to transition into recovery and longer-term development programming with a strong local partnership.

TOURISM DESTINATION RESILIENCE (GLOBAL)

Marianas Tourism Resumption Investment Plan Marianas Visitors Authority, Northern Mariana Islands



“At a time during the pandemic when most destinations had closed to or were undecided on how to manage leisure international travel, the Marianas Visitors Authority (MVA) was proactive in producing a plan to jumpstart tourism. While some may have considered being a small destination as a disadvantage, The Marianas capitalized on its close-knit community to create the Tourism Investment Resumption Plan (TRIP) founded on:

- Community consensus and cooperation with safety protocols, including mask wearing, hand-washing, social distancing, and early and high vaccination rates
- Extraordinary inter-agency collaboration led by the Office of the Governor, Commonwealth Healthcare Corp., CNMI COVID-19 Task Force, and the MVA in seeking input from all stakeholders, public and private, in creating and implementing TRIP
- Welcoming various perspectives and working to address the needs of public and private parties toward the mutual goal of getting businesses reopened, employees back to work, and the tourism economy restarted
- Remaining responsive to ever-changing COVID-19 conditions both locally, nationally, and internationally to ensure the continued safety of both the community and visitors

As a result of this collective approach, strong communication, and proactive cooperation, since its inception in July 2021 the TRIP program and Marianas-South Korea Travel Bubble have operated without interruption or suspension. Visitors from South Korea continue to travel in increasing numbers to The Marianas. TRIP’s attractive incentives, its effective system of screening incoming passengers, and the destination’s low COVID case rate and high vaccination rate gave our visitors confidence that The Marianas is a safe place to visit. “

TOURISM FOR ALL

Accessible Tourism Attraction Development Project Korea Tourism Organization, Korea (ROK)



“The Accessible Tourism Attraction Development Project guarantees everyone the right to enjoy tourism, including those with mobility difficulties (e.g., the disabled, the elderly, pregnant women, and families with children) and secure regional tourism competitiveness by vitalizing a barrier-free tourism industry. The barrier-free tourist attraction development project, led by the KTO, is a major tourism project that aims to develop barrier-free tourist attractions in Korea. Launched in 2015, the project has created a total of 112 accessible tourist destinations as of 2022. The project plans to continuously create 20 to 30 barrier-free tourist attractions a year.

Korean laws related to improving circumstances to create a barrier-free environment are the “Act on the Guarantee of Convenience Promotion of Persons with Disabilities, Senior Citizens, Pregnant Women and Nursing Mothers” and the “Act on Promotion of the Transportation Convenience for Mobility Disadvantaged Persons”. The former aims to ensure the equal use of facilities by those with mobility problems, including people with disabilities; whereas the latter is about guaranteeing the rights to mobility such as transportation means and mobility convenience facilities. Based on these legal grounds, the KTO initiated a series of projects in 2015, to provide the disabled with a fair tourism environment. The development of this project focuses on considering the opinions of people with disabilities who will actually visit these sites. For this, people with disabilities directly participated as representatives in the whole process, ranging from selecting target tourist destinations, to implementing and monitoring the projects upon completion.”

WOMEN EMPOWERMENT INITIATIVE

Second Careers Jetwing Hotels, Sri Lanka



Second Careers; a creative and inclusive recruitment project was initiated at Jetwing Hotels employing women aged 45 and above, from economically challenged backgrounds, providing employment in areas of Housekeeping, Kitchen and Garden, augmenting their existing skills in managing their households to a professional environment through a structured onboarding and skills development programme. The project has thus far proven to be a sustainable solution to the difficulties in attracting female talent to the tourism workforce, while empowering local women of need, socially and economically through capacity building for better accessibility to engage in skilled jobs in hospitality.

YOUTH EMPOWERMENT INITIATIVE

City of Gourmet - Youth Development and Integration Program Sands China, Macao, China



“Sands China Ltd. (SCL) is dedicated to local youth development, which echoes the Macao Government’s policy of “building Macao with talent”. The Integrated Youth Talents Development Program aims to build a multi-dimensional mechanism to facilitate local youth’s career advancement and strengthen Macao’s positioning as a UNESCO Creative City of Gastronomy, World Centre of Tourism and Leisure and Tourism Training Hub for the Greater Bay Area.

SCL’s youth empowerment initiative covers a series of programs in multiple areas. Among them, over 20 programs are designed to develop F&B young talents in three different career stages: Before Employment, Onboarding and After Employment. Featuring industry experts and our world-class chocolate masters and tea masters as tutors, the training programs aim to guide and inspire the young generation whilst also equip them with valuable skills to thrive in the F&B industry. Successful trainees are promoted to assistant managers within 18 months. “Diverse, High-quality, Dynamic” are the key features of the programs. By fully utilizing its unique hospitality resources from master chef classes to practicum at Michelin-starred restaurants, SCL offers an abundance of horizontal and vertical talent development opportunities to meet the ever-changing business and market needs.

SCL strongly believes that the concerted efforts to nurture young talents will drive Macao’s economic growth and long-term prosperity and support the sustainable development of the F&B scene.”



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