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# PATA 20 GOLD 25 AWARDS

Marketing | Sustainability and Social Responsibility

# EXPERIENCE **MACAO**

All Year Round

March –  
Macao International Parade



September –  
Macao International Fireworks Display Contest



November –  
Macao Grand Prix



May –  
Macao International  
Dragon Boat Races



February –  
Chinese New Year Celebrations



December –  
Light Up Macao



MACAO GOVERNMENT  
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# PATA 20 GOLD 25 AWARDS

## *Celebrating Excellence in Asia Pacific Travel and Tourism*

The Pacific Asia Travel Association (PATA) Gold Awards continues to honour outstanding achievements in the travel and tourism industry across the Asia Pacific region. Since its inception in 1984, the PATA Grand and Gold Award-winning projects have set benchmarks for excellence and innovation, inspiring industry professionals to strive for the highest standards.

This year, the PATA Gold Awards undergo a significant refinement to more effectively highlight the diverse achievements across key sectors of the travel and tourism industry. As a result, PATA will present two Grand Title Winners for the best-of-show entries in the categories of **Marketing** and **Sustainability & Social Responsibility**, with a total of **27 Gold Awards** to be presented within these two categories.

This year marks a significant milestone as the Association proudly celebrates the Macao Government Tourism Office (MGTO) for its valuable partnership for the PATA Gold Awards for the past 30 years. MGTO's unwavering commitment has played a vital role in recognising excellence, driving innovation, and fostering growth across the travel and tourism industry.

All award recipients will be celebrated at the **PATA Gold Awards 2025 Gala Dinner on August 27**, held in conjunction with PATA Travel Mart 2025 in Bangkok, Thailand. The winning entries will also be showcased at the Mart, providing significant exposure to all delegates.

Winning a PATA Gold Award serves as a major accolade, enhancing an organisation's marketing and public relations profile. Awardees will be featured in the PATA Newsletter and will benefit from extensive international media exposure through press releases and other promotional avenues.

Furthermore, all winners will receive a complimentary copy of the PATA Gold Awards 2025 winners' showcase e-booklet, which highlights the achievements of each winning entry.

Entries will be evaluated by an esteemed panel of independent travel industry experts. The deadline for submissions is **May 20, 2025**. We encourage you to explore the categories, review the criteria, and begin preparing your submissions today.

# SECTION I: GENERAL INFORMATION

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PATA 20  
GOLD 25  
AWARDS

Marketing | Sustainability and Social Responsibility

*\*Entry details and requirements vary, so please study the award category descriptions carefully.*

## **GENERAL RULES**

1. PATA members, chapter members, and non-member organisations are welcome to submit entries.
2. Published writers and photographers are welcome to submit entries in the following categories
  - Best Photography in a Marketing Campaign
  - Best Article in a Marketing Campaign (Business)
3. All entries must promote PATA-member destinations or PATA-member organisations. Entries must have been implemented, released or published during the 2024 calendar year. Programmes and products that were significantly revised in 2024 are also eligible.
4. Multiple entries from the same entrant are acceptable.
5. Entries from members, chapter members and non-members from small, medium or large organisations will be equally judged by the international judging committee.
6. Collaterals entered as part of a Marketing campaign category may also be entered in other categories, however, a separate entry fee must accompany the collaterals.
7. **IMPORTANT FOR REGISTRATION:**
  - To apply, please click [here](#) for online registration and upload your entries at our Dropbox or email separately to [goldawards@PATA.org](mailto:goldawards@PATA.org).
  - To email or upload your entries on [dropbox](#), please submit one report per entry in soft copy (One complete file maximum 20 pages). Other supporting materials, pictures and videos should be embedded in the same report as a link for judges to view. The file must be a word document, PDF file or common electronic file in low resolution for review only, such as JPG. The document must not be larger than 7MB.

### 8. PAYMENT

- For PATA members, please fill in the same username and password to obtain the PATA member rate. Once you have registered online, please upload your entries on dropbox or email your entries to [goldawards@PATA.org](mailto:goldawards@PATA.org).
  - Entry fees listed on the online registration page are only chapter and non-member rates. If you are chapter and non-member, please go ahead and register online and upload your entries on dropbox or email separately to [goldawards@PATA.org](mailto:goldawards@PATA.org).
  - Payment by credit card: when you register online, please select “Checkout” in the payment section. Please note a 4% processing fee will be applied for payment by credit card.
  - Payment by wire transfer, please contact [goldawards@pata.org](mailto:goldawards@pata.org). We will issue your invoice separately and take care of registration for you. Please provide us your preferred category with organisation detail and email us to get an invoice. Proceed to process the payment at your local bank, and email the wire transfer reference and your entries to [goldawards@PATA.org](mailto:goldawards@PATA.org). Please note an additional US\$35 for bank service fee will be added.
9. All entries must be in English. Marketing collaterals in languages other than English are eligible but you must submit full English translations with each entry.
10. All winners will receive one plaque. Additional plaques may be ordered for an additional fee.
11. PATA reserves the right to withhold bestowing awards of a winning entry in any categories that fall short of previous winners' quality.

## **DEADLINE & NOTIFICATION**

All entries must be submitted to PATA headquarters in Bangkok on or before **May 20, 2025, 12 AM Bangkok**. No exceptions or extensions will be made. PATA executives will assemble a panel of independent, international experts to evaluate the entries.

Award recipients will be notified by **July 10, 2025**, in order that a representative may then arrange to receive the award at the PATA Gold Awards 2025 Gala Dinner on **August 27** during PATA Travel Mart 2025 at QSNCC, Bangkok, Thailand

# SECTION II: CATEGORIES, FEES AND JUDGING CRITERIA

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# PATA GOLD AWARDS 2025

## CATEGORIES, FEES AND JUDGING CRITERIA

There are two broad categories. All entries will be eligible to be the Grand Title Winner of the PATA Gold Award in the respective category. The international judging committee will select the best of show entries to be the Grand Title Winner.

### 1. Marketing *(17 Gold Awards and one Grand Title)*

### 2. Sustainability and Social Responsibility *(10 Gold Awards and one Grand Title)*

## MARKETING AWARDS

*Seventeen Gold Awards and one Grand Title*

1. **Best Destination Marketing Campaign**  
*(Destination Marketing Organisation - Asia)*
2. **Best Destination Marketing Campaign**  
*(Destination Marketing Organisation - Pacific)*
3. **Best Destination Marketing Campaign**  
*(Destination Marketing Organisation - Americas & EMEA)*
4. **Best Marketing Campaign - Carrier** *(Airline, Cruise, Airport)*
5. **Best Marketing Campaign - Hospitality**  
*(Hotel, Resort or Management Company)*
6. **Best Marketing Campaign - Industry**  
*(Any other tourism business)*
7. **Best Integrated Digital Marketing Campaign** *(Destination)*
8. **Best Integrated Digital Marketing Campaign** *(Industry)*
9. **Best Printed Marketing Campaign** *(Destination)*
10. **Best Printed Marketing Campaign** *(Industry)*
11. **Best Sustainable and Inclusive Marketing Campaign**
12. **Best Article in a Marketing Campaign** *(Destination)*
13. **Best Article in a Marketing Campaign** *(Industry)*
14. **Best Use of Emerging Technology in Marketing**
15. **Most Engaging Social Media Campaign**
16. **Best Travel Photography in a Marketing Campaign**
17. **Best Travel Video in a Marketing Campaign**



The PATA Gold Awards in Marketing recognise excellence in innovative, impactful, and effective marketing campaigns that promote travel and tourism across the Asia Pacific region. These awards celebrate outstanding efforts in branding, digital engagement, storytelling, and the strategic use of emerging technologies to enhance audience engagement.

**Entry Fee:** US\$200 for PATA members and US\$400 for chapter members and non-members

*\*Note: A 4% processing fee will be applied for payment by credit card.*

**General Entry Requirements:**

- Complete registration by following the instructions in the “General Rules” section (#7 Registration and #8 Payment).
- Submit one report per entry in soft copy with a maximum of 20 pages in a single file. The format must be in a Word document, PDF file, or common electronic format in low resolution for review only, such as JPG and WMV when applicable, and not larger than 7MB.
- The report must contain the following information:
  - Project title
  - Objectives
  - Short synopsis (100-150 words maximum)
  - Target audience
  - Strategy and execution
  - Promotional elements and distribution channels
  - Stakeholder engagement
  - Results and impact generated
- Other supporting materials, including pictures and videos, should be embedded in the same report or provided as a link for judges to view.
- Marketing campaigns that are ongoing at the time of submission must be at least six months into implementation to qualify.
- All entries are required to upload on dropbox LINK or email separately to [goldawards@PATA.org](mailto:goldawards@PATA.org). PATA will acknowledge your submission within 1 - 2 business days.
- Short synopsis (100 - 150 words maximum) to be used in case your organisation wins the award.

1. **Best Destination Marketing Campaign** *(Destination Marketing Organisation - Asia)*
2. **Best Destination Marketing Campaign** *(Destination Marketing Organisation - Pacific)*
3. **Best Destination Marketing Campaign** *(Destination Marketing Organisation - Americas & EMEA)*

*This award recognises exceptional marketing campaigns by Destination Marketing Organisations (DMOs) and National Tourism Organisations (NTOs) that effectively promote a destination, increase brand awareness, and drive visitor interest.*

**Judging Criteria:**

- Creativity and originality
- Effectiveness in promoting the destination
- Target market reach and engagement
- Quality of content and execution
- Measurable impact and success

4. **Best Marketing Campaign - Carrier** *(Airline, Cruise, Airport)*

*Recognising outstanding marketing efforts by airlines, cruise lines, and airports that effectively promote travel, enhance brand positioning, and engage target audiences.*

**Judging Criteria:**

- Branding and messaging effectiveness
- Engagement and reach of the campaign
- Innovation in approach and execution
- Success in driving customer interest and bookings

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## 5. **Best Marketing Campaign - Hospitality** *(Hotel, Resort or Management Company)*

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*This category honours innovative marketing campaigns by hotels, resorts, and hospitality groups that enhance brand reputation, customer engagement, and property awareness.*

### **Judging Criteria:**

- Brand consistency and storytelling
- Engagement and customer interaction
- Unique selling proposition and differentiation
- Measurable success in attracting guests

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## 6. **Best Marketing Campaign - Industry** *(Any Other Tourism Businesses)*

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*Recognising marketing excellence from tourism-related businesses such as travel agencies, tour operators, and attractions that have effectively reached and influenced their target markets.*

### **Judging Criteria:**

- Innovation and creativity
- Effectiveness in audience engagement
- Strength of branding and messaging
- Demonstrable business impact

- 
7. **Best Integrated Digital Marketing Campaign** *(Destination)*
  8. **Best Integrated Digital Marketing Campaign** *(Industry)*
- 

*This award highlights innovative, multi-channel digital marketing campaigns that effectively leverage social media, email marketing, content marketing, and digital advertising to engage audiences and promote travel.*

**Judging Criteria:**

- Use of digital tools and platforms
- Creativity and originality
- Engagement and audience reach
- Overall campaign impact

- 
9. **Best Printed Marketing Campaign** *(Destination)*
  10. **Best Printed Marketing Campaign** *(Industry)*
- 

*Honouring outstanding traditional print marketing materials such as brochures, magazines, posters, and other collateral that successfully communicate a brand's message and attract interest.*

**Judging Criteria:**

- Design and visual appeal
- Clarity of messaging
- Creativity and storytelling
- Effectiveness in achieving campaign goals

- 
11. **Best Article in a Marketing Campaign** *(Destination)*  
12. **Best Article in a Marketing Campaign** *(Industry)*
- 

*Highlighting well-written articles that effectively promote destinations and businesses.*

**Entry requirements:**

Entries submitted by publications or publishing companies rather than the individual writer or photographer must include a waiver letter authorising permission for that person's work to be submitted.

**Judging Criteria:**

- Quality of writing
- Informational value
- Storytelling and engagement
- Motivational impact

- 
13. **Best Use of Emerging Technology in Marketing**
- 

*Recognising campaigns that creatively leverage new technologies such as artificial intelligence (AI), augmented reality (AR), virtual reality (VR), and interactive tools to enhance customer engagement and brand awareness.*

**Judging Criteria:**

- Innovation in technology use
- Effectiveness in engagement
- User experience and interaction
- Overall campaign success

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## 14. Most Engaging Social Media Campaign

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*Awarding social media campaigns that effectively capture audience attention, encourage interaction, and amplify brand messaging across digital platforms.*

### **Judging Criteria:**

- Engagement and reach
- Creativity in content and format
- Effectiveness in storytelling
- Measurable campaign success

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## 15. Best Sustainable and Inclusive Marketing Campaign

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### **Entry requirements:**

Celebrating campaigns that promote sustainability, inclusivity, and responsible tourism, showcasing eco-conscious practices and/or diversity within the travel industry.

### **Judging Criteria:**

- Focus on sustainability and inclusivity
- Authenticity and responsible messaging
- Innovation in approach
- Impact on target audience and community

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**16. Best Travel Photography in a Marketing Campaign**

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*Honouring outstanding use of photography used in a marketing campaign by visually conveying a compelling story and capturing audience interest.*

**Entry requirements:**

Entries submitted by publications or publishing companies rather than the individual writer or photographer must include a waiver letter authorising permission for that person's work to be submitted.

**Judging Criteria:**

- Technical quality and composition
- Creativity and storytelling
- Motivational impact

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**17. Best Travel Video in a Marketing Campaign**

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*Recognising high-quality video content that successfully promotes a brand, destination, or experience through engaging visuals and storytelling.*

**Entry requirements:**

1. A signed release letter stating that the entrant has permission from the video owner/producer to enter the video for award consideration and to allow the video to remain at PATA Headquarters, from where it may be loaned for promotional purposes on behalf of the entrant. The file must be a word document, PDF file or common electronic file in low resolution for review only, such as JPG and WMV. The document must not be larger than 7MB.
2. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

**Judging Criteria:**

- Technical excellence and production quality
- Visual appeal and creativity
- Effectiveness in conveying a message
- Promotional value and audience impact



## SUSTAINABILITY AND SOCIAL RESPONSIBILITY

*Ten Gold awards and one Grand Title*

- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. <b>Best Climate Action Initiative</b> (<i>Destination</i>)</li> <li>2. <b>Best Climate Action Initiative</b> (<i>Industry</i>)</li> <li>3. <b>Best Cultural Heritage Preservation Initiative</b></li> <li>4. <b>Best Ecosystem &amp; Wildlife Conservation Initiative</b></li> <li>5. <b>Best Human Capital Development Programme</b></li> </ol> | <ol style="list-style-type: none"> <li>6. <b>Community-Based Tourism Excellence</b></li> <li>7. <b>Destination Resilience</b> (<i>All Destinations</i>)</li> <li>8. <b>Tourism for All: Best Inclusion and Diversity Initiative</b></li> <li>9. <b>Best Women Empowerment Initiative</b></li> <li>10. <b>Best Youth Empowerment Initiative</b></li> </ol> |
|--|---|

**Entry Fee:** US\$200 for PATA members and US\$400 for chapter members and non-members

*\*Note: A 4% processing fee will be applied for payment by credit card.*

### General Entry Requirements:

- Complete registration by following the instructions in the “General Rules” section (#7 Registration and #8 Payment).
- Submit one report per entry in soft copy with a maximum of 20 pages in a single file. The format must be in a Word document, PDF file, or common electronic format in low resolution for review only, such as JPG and WMV when applicable, and not larger than 7MB.
- The report must contain the following information:
 

<ul style="list-style-type: none"> <li>• Project title</li> <li>• Objectives</li> <li>• Short synopsis (100-150 words maximum)</li> <li>• Target audience</li> </ul>	<ul style="list-style-type: none"> <li>• Strategy and execution</li> <li>• Promotional elements and distribution channels</li> <li>• Stakeholder engagement</li> <li>• Results and impact generated</li> </ul>
--	--
- Other supporting materials, including pictures and videos, should be embedded in the same report or provided as a link for judges to view.
- Marketing campaigns that are ongoing at the time of submission must be at least six months into implementation to qualify.
- All entries are required to upload on dropbox LINK or email separately to [goldawards@PATA.org](mailto:goldawards@PATA.org). PATA will acknowledge your submission within 1 - 2 business days.
- Short synopsis (100 - 150 words maximum) to be used in case your organisation wins the award.

1. **Best Climate Action Initiative** (*Destination*)
2. **Best Climate Action Initiative** (*Industry*)

*Recognising outstanding initiatives that address climate change in the travel and tourism sector through innovative strategies, resource efficiency and carbon reduction efforts, ensuring long-term environmental sustainability.*

These include, but are not limited to, initiatives that:

- implement low-carbon and net-zero strategies in tourism operations,
  - promote sustainable mobility, renewable energy, and green infrastructure,
  - develop waste management and circular economy solutions,
  - encourage climate-conscious traveller behaviour and awareness campaigns, and
  - provide scalable and replicable models for climate action within the tourism industry.
1. The report must contain the following information: project title, objectives, short synopsis (100-150 words maximum), target audience, strategies, stakeholder engagement, awareness generated by project, roles and responsibilities of persons involved, evaluation and overall effectiveness. The report should also answer the following specific questions:
    - a. Has your organisation/destination increased its tourism business as a result of climate action initiatives?
    - b. Has climate action been the focus of your organisation's/destination's advertising and/or public relations campaigns within the past year? If so, please give details.
    - c. Is there a senior person responsible for environmental concerns in your organisation/destination?
    - d. Does your organisation/destination have a system in place for employees/stakeholders to make suggestions to help improve environmental standards?
    - e. Does your organisation/destination participate in or actively encourage community environmental programmes?
    - f. What are the local communities' involvement and impact?
  2. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

**Judging Criteria:**

Carbon Reduction, Sustainability Impact, Innovation, Awareness, Replicability

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### 3. Best Cultural Heritage Preservation Initiative

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*Recognising initiatives that protect, preserve, and promote cultural heritage, ensuring the long-term sustainability of historical sites, traditions, and intangible cultural assets.*

These include, but are not limited to, initiatives that:

- restore and safeguard cultural landmarks, historical sites and artefacts;
- revitalise and sustain traditional arts, crafts, music and performances;
- engage local communities in heritage tourism development while maintaining authenticity; and/or
- integrate innovative technology to enhance cultural heritage experiences.

**Judging Criteria:**

Cultural Impact, Community Engagement, Authenticity, Sustainability, Effectiveness.

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### 4. Best Ecosystem & Wildlife Conservation Initiative

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*Recognising outstanding projects that protect and restore natural ecosystems, safeguard biodiversity, and ensure the ethical and sustainable management of wildlife.*

These include, but are not limited to, initiatives that:

- prevent habitat destruction and support ecosystem restoration efforts;
- implement conservation programmes that reduce visitors' impact on wildlife;
- promote sustainable tourism activities that protect natural habitats and species;
- raise awareness and educate visitors and local communities on biodiversity conservation efforts; and/or
- contribute to research, monitoring and policy development for long-term ecosystem and biodiversity protection.

**Judging Criteria:**

Conservation Impact, Sustainable Management, Biodiversity Protection, Awareness, Long-Term Viability

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## 5. Best Human Capital Development Programme

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*Recognising exemplary initiatives that enhance skills, training, and career development in the travel and tourism industry, fostering a well-equipped workforce for the future.*

These include, but are not limited to, initiatives that:

- provide vocational training, mentorship and career development programmes;
- upskill tourism professionals through innovative learning methodologies;
- support workforce diversity, equal opportunities and career progression;
- integrate digital and AI-driven tools for training and professional growth; and/or
- ensure long-term employability and industry competitiveness.

### **Judging Criteria:**

Skills Development, Industry Relevance, Workforce Impact, Inclusiveness, Sustainability

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## 6. Community-Based Tourism (CBT) Excellence

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### **Description:**

*Recognising outstanding community-based tourism (CBT) initiatives that empower local communities – particularly rural and indigenous, celebrate cultural traditions and provide authentic visitor experiences while ensuring sustainability.*

These include, but are not limited to, initiatives that:

- prioritise community leadership, ownership and benefit-sharing;
- support traditional livelihoods through tourism while ensuring cultural authenticity;
- promote responsible tourism practices in villages and communities to minimise negative impacts;
- enhance visitor experiences through meaningful interactions with local communities; and/or
- encourage partnerships between tourism stakeholders and CBTs.

### **Judging Criteria:**

Community Leadership, Cultural Integrity, Economic Benefit, Visitor Engagement, Sustainability

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## 7. Destination Resilience *(All Destinations)*

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*Recognising destinations that implement strategies to strengthen their resilience against crises, climate change and economic disruptions, ensuring long-term sustainability.*

These include, but are not limited to, initiatives that:

- implement disaster preparedness and risk management strategies;
- create adaptive and diversified tourism models that support economic and social resilience;
- improve the quality of infrastructure and services to withstand shocks and crises;
- foster multi-stakeholder collaboration to enhance destination resilience; and/or
- implement recovery plans that ensure rapid and sustainable rebound post-crisis.

### **Judging Criteria:**

Crisis Preparedness, Adaptive Strategies, Economic & Social Resilience, Stakeholder Collaboration, Long-Term Sustainability

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## 8. Tourism for All: Best Inclusion and Diversity Initiative

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### **Description:**

*Recognising initiatives that promote accessibility, inclusivity and diversity in tourism, ensuring equitable experiences for all travellers regardless of ability, gender, ethnicity or socioeconomic background.*

These include, but are not limited to, initiatives that:

- create accessible tourism experiences for travellers with disabilities;
- support underrepresented groups in the tourism workforce and leadership;
- provide training for staff to respect, accommodate and sensitively engage with diverse travellers;
- improve infrastructure and services to cater to diverse traveller needs; and/or
- implement inclusive policies that promote equal opportunities in tourism.

**Judging Criteria:** Accessibility, Inclusiveness, Staff Training & Awareness, Social Impact, Industry Influence

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## 9. Best Women Empowerment Initiative

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*Recognising initiatives that promote gender equality and empower women in the tourism industry through leadership, entrepreneurship and professional development opportunities.*

These include, but are not limited to, initiatives that:

- support female entrepreneurs and women-led tourism enterprises;
- provide training, mentorship and networking opportunities for women;
- advocate for policies that promote gender equity in the tourism workforce;
- address challenges faced by women in tourism through education and awareness; and/or
- ensure economic benefits and social mobility for women in tourism communities.

### **Judging Criteria:**

Gender Impact, Economic Empowerment, Leadership Development, Equal Opportunity, Sustainability

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## 10. Best Youth Empowerment Initiative

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*Recognising initiatives that support young professionals and students in the tourism industry, providing them with skills, knowledge and opportunities for career advancement.*

These include, but are not limited to, initiatives that:

- offer tourism education, internships and training programmes for youth;
- create employment pathways and entrepreneurship opportunities for youth;
- engage youth in sustainable and responsible tourism development;
- use digital platforms and technology to upskill young professionals; and/or
- foster leadership and innovation among youth in the travel industry.

### **Judging Criteria:**

Skills & Career Development, Youth Engagement, Innovation, Industry Integration, Long-Term Impact.

# SECTION III: PATA GOLD AWARDS 2024

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# PATA GRAND TITLE WINNERS 2024



## MARKETING

[Hello Hong Kong Recovery Campaign](#)  
Hong Kong Tourism Board, Hong Kong SAR



## SUSTAINABILITY AND SOCIAL RESPONSIBILITY

[More Intrepid Women For Nepal](#)  
Intrepid DMC Nepal





# PATA GOLD AWARDS 2024



## MARKETING CAMPAIGN (NATIONAL - ASIA)

Hello Hong Kong Recovery Campaign  
Hong Kong Tourism Board, Hong Kong SAR



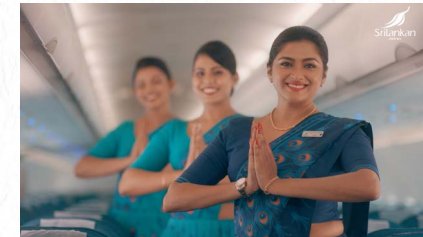
## MARKETING CAMPAIGN (NATIONAL - PACIFIC)

The Treasured Test  
Tahiti Tourisme, French Polynesia



## MARKETING CAMPAIGN (STATE AND CITY - GLOBAL)

Nurturing Jeju's Wellness Tourism Ecosystem From Policy to Practice  
Jeju Tourism Organization's Comprehensive Approach to Wellness Tourism Development  
Approved by PATA Gold Awards Marketing Campaign



## MARKETING - CARRIER

Colours of Jaffna  
SriLankan Airlines Ltd., Sri Lanka



## MARKETING - HOSPITALITY

Studio City Water Park  
Melco Resorts & Entertainment, Macao, China



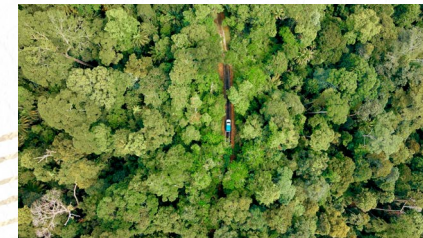
## DIGITAL MARKETING CAMPAIGN

WhatsApp Maya Holiday Heist  
Kerala Tourism, Government of Kerala, India



## PRINTED MARKETING CAMPAIGN

Hello Hong Kong Recovery Campaign  
Hong Kong Tourism Board, Hong Kong SAR



## TRAVEL VIDEO

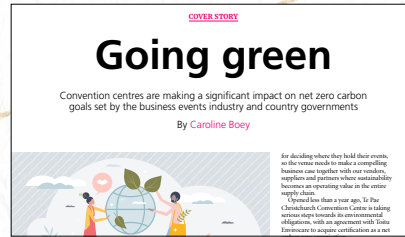
Truly Wondrous, Nature & Rainforest  
Tourism Malaysia, Malaysia

# PATA GOLD AWARDS 2024



## TRAVEL PHOTOGRAPH

Monk on the raft  
Tourism Authority of Thailand,  
Thailand



## BUSINESS ARTICLE

Going green  
TTG Asia Media Pte Ltd, Singapore



## DESTINATION ARTICLE

The Simple Bear Necessities of Life  
Anabel Dean, Australia



## CLIMATE CHANGE INITIATIVE

SolarPV Installations  
Jetwing Hotels Ltd., Sri Lanka



## CORPORATE AND SOCIAL RESPONSIBILITY

From Kitchen to Chicken and Beyond  
Sivatel Bangkok Hotel, Thailand



## COMMUNITY-BASED TOURISM

Tourism Thrives when communities unite (Sustainable Tourism for Livelihood Recovery Project)  
Nepal Tourism Board, Nepal



## CULTURE (JOINT WINNER)

Revitalizing the Unique Performing Arts and Traditional Local Wisdom of the Trai Trung Community through the Establishment of Cultural Community Tourism  
Designated Areas for Sustainable Tourism Administration – DASTA, Thailand



## CULTURE (JOINT WINNER)

The Diversity of Southern Border  
Tourism Authority of Thailand, Thailand

# PATA GOLD AWARDS 2024



## HERITAGE

Building on Ancient Inspiration for Inter-generational Heritage of Sangkhlok Wares Designated Areas for Sustainable Tourism Administration – DASTA, Thailand



## WOMEN EMPOWERMENT INITIATIVE

Empowering Marginalized Women in Bali  
Destination Asia



## HUMAN CAPITAL DEVELOPMENT INITIATIVE

Tourism Human Capital Development Macao Government Tourism Office, Macao, China



## YOUTH EMPOWERMENT INITIATIVE

Nurturing Macau's future leaders and cultivating our Team Members  
Galaxy Entertainment Group, Macao, China



## TOURISM DESTINATION RESILIENCE (ASIA PACIFIC)

Rising Star! The Sustainable and Informational 'Stargazing Tourism' in Jeollanam-do Province, Republic of Korea (ROK)  
Korea Tourism Organization, Korea (ROK)



## TOURISM FOR ALL

Gangneung Accessible Tourism City Establishment Project  
Gangneung City, Korea (ROK)

## HEAD OFFICE

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True Digital Park Unicorn Building  
Sukhumvit Road, Bang Chak,  
Phra Khanong, Bangkok 10260  
Tel: +66 (0)2-460-9264  
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 PATA.HQ

 PATA\_HQ

 PATA\_HQ

 Pacific Asia Travel Association (PATA)

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MACAO GOVERNMENT TOURISM OFFICE

EVENT TECH PARTNER

