

PATA[®] **GOLD** **AWARDS** **2022**

Pacific Asia Travel Association

MARKETING

SUSTAINABILITY AND SOCIAL RESPONSIBILITY



EXPERIENCE
MACAO
Unlimited



MACAO GOVERNMENT TOURISM OFFICE



Celebrating Excellence in Pacific Asia Travel and Tourism

The Pacific Asia Travel Association (PATA) Gold Awards, now in its 38th year, recognizes the best in marketing, creativity and innovation tailored for the Asia Pacific region and beyond.

PATA will present two Grand Title Winners for best of show entries in the following broad categories: Marketing, and Sustainability and Social Responsibility with 25 Gold Awards.

Award recipients will be announced live at the virtual PATA Gold Awards Ceremony on October 7, 2022, which will also be broadcasted worldwide through the PATA YouTube channel and Zoom platform.

Winning a PATA Gold Award provides a major boost to an organisation's marketing and public relations profile. The winning entries will be featured in the PATA News and will enjoy the benefit of gaining international media exposure through press releases and other promotional channels.

All winners will receive complimentary copies of the PATA Gold Awards 2022 winners' showcase e-booklet summarising the highlights of each winning entry.

Entries will be judged by independent travel industry experts. The deadline for submissions is **June 30, 2022**. We invite you to review the categories, study the requirements and begin preparing your entry today.

We are proud to announce that, once again, the Macao Government Tourism Office is the official sponsor of the PATA Gold Awards.

SECTION I: GENERAL INFORMATION

PATA[®] GOLD AWARDS 2022
Pacific Asia Travel Association

MARKETING

SUSTAINABILITY AND SOCIAL RESPONSIBILITY

GENERAL RULES

1. Entry details and requirements vary, so please study the award category descriptions carefully.
2. PATA member, chapter member and non-member organisations are welcome to submit entries. Travel Video – TV, Travel Photograph – TP, Destination Article – DA, and Business Article – BA categories are open to all published writers and photographers.
3. All entries must promote PATA-member destinations or PATA-member organisations. Entries must have been implemented, released or published during the 2021 calendar year. Programmes and products that were significantly revised in 2021 are also eligible.
4. Multiple entries from the same entrant are acceptable. Entries from members, chapter members and non-members from small, medium or large organisations will be equally judged by the international judging committee.
5. 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.
- 6. IMPORTANT FOR REGISTRATION:**
 1. To apply, please click [here](#) for online registration and email your entries separately to goldawards@PATA.org or upload at our [Dropbox](#). For enquiries, please contact goldawards@PATA.org.
 2. To email your entries, please submit one report per entry in soft copy (One complete file maximum 20 pages). Other supporting materials, pictures and videos should be embedded as a link in the same report 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 and WMV. The document must not be larger than 7MB.

7. PAYMENT

1. Entry fee listed on the online registration page displays only chapter and non-member rates. If you are a chapter and a non-member, please register online and email your entries separately to goldawards@PATA.org.
2. For PATA members, please fill in the use the same username and password for accessing publications to obtain the the PATA member rate. Once you have registered online, please email your entries to goldawards@PATA.org. If you do not have a username/password, please contact goldawards@PATA.org.
3. Payment by credit card: when you register online, please click "Checkout" in the payment section.
4. If paying by wire transfer, please be informed that we will issue your invoice separately and take care of registration for you. Therefore, please provide us your preferred category and email goldawards@PATA.org to obtain bank details. Please then proceed to process payment at your local bank, and email the wire transfer reference and your entries to goldawards@PATA.org. Please add an additional USD35 for bank service fees.
8. 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.
9. All winners will receive one plaque. Additional plaques may be ordered for an additional fee.
10. 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 emailed to PATA headquarters in Bangkok on or before **June 30, 2022**. 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 announced live at the virtual PATA Gold Awards Ceremony on October 7, 2022, which will also be broadcasted worldwide through the PATA YouTube channel and Zoom platform.

SECTION II: CATEGORIES, FEES AND JUDGING CRITERIA



PATA GOLD AWARDS 2022

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** *(14 Gold Awards and one Grand Title)*
2. **Sustainability and Social Responsibility** *(11 Gold Awards and one Grand Title)*

MARKETING AWARDS

Fourteen Gold Awards and one Grand Title

MA	Marketing Campaign <i>(National - Asia)</i>
MP	Marketing Campaign <i>(National - Pacific)</i>
MW	Marketing Campaign <i>(National - The rest of the world)</i>
MG	Marketing Campaign <i>(State and city - Global)</i>
MC	Marketing - Carrier <i>(Airline, cruise, airport)</i>
MH	Marketing - Hospitality <i>(Hotel, resort, or management company)</i>
MI	Marketing - Industry <i>(Any other travel organisation and private sector)</i>
MS	Marketing - Start-up

DM	Digital Marketing Campaign
PM	Printed Marketing Campaign
VI	Travel Video
TP	Travel Photograph
DA	Destination Article
BA	Business Article

Entry fee, entry requirements and judging criteria for

MA	Marketing Campaign <i>(National - Asia)</i>
MP	Marketing Campaign <i>(National - Pacific)</i>
MW	Marketing Campaign <i>(National - The rest of the world)</i>
MG	Marketing Campaign <i>(State and city - Global)</i>
MC	Marketing - Carrier <i>(Airline, cruise, airport)</i>
MH	Marketing - Hospitality <i>(Hotel, resort, or management company)</i>
MI	Marketing - Industry <i>(Any other travel organisation and private sector)</i>
MS	Marketing - Start-up
DM	Digital Marketing Campaign
PM	Printed Marketing Campaign

Entry Fee: US\$150 for PATA members and US\$300 for chapter members and non-members

Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to goldawards@pata.org or upload at our [Dropbox](#). Please submit one report per entry in soft copy. It must be one complete file with a maximum of 20 pages either a word document or PDF file or common electronic file in low resolution for review only, such as JPG and WMV and not be larger than 7MB.
3. The report must contain the following information: project title, short synopsis, objectives, target markets, evolution of programme, promotional elements and distribution, roles and responsibilities of persons involved, and results generated.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.
5. Marketing campaigns that are underway at the time of submission must be at least six months into implementation to qualify.

Judging Criteria:

Objectives, Development, Presentation (Graphics & Video), Creativity and Results Generated

VI | Travel Video

Entry Fee: US150 for PATA members and US\$300 for chapter members and non-members

Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email goldawards@pata.org or upload at our [Dropbox](#). Copy of a brief report containing the following information: Title of entry, target audience, distribution, objectives, producer and narrator names and results generated with a link to view the video.
3. 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 either a word document or 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.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

Judging Criteria:

Technical Quality, Visual Appeal, Informational Content, Motivational/Promotional Value and Effectiveness of the Project

TP	Travel Photograph
DA	Destination Article
BA	Business Article

Entry Fee: PATA members: USD100 per article/photograph
For chapter members and non-members: US\$150 per article/photograph

Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to goldawards@pata.org or upload at our [Dropbox](#). The file must be either a DOC or PDF file or common electronic file low resolution for review only, such as JPG and WMV. The document must not be larger than 7MB.
3. 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 for TP: Technical Quality, Creativity, Motivational Impact
Judging criteria for DA: Writing, Informational Value, Motivational Impact
Judging criteria for BA: Writing, Informational Value

SUSTAINABILITY AND SOCIAL RESPONSIBILITY

Ten gold awards and one Grand Award

CC	Climate Change Initiative
CSR	Corporate Social Responsibility
CBT	Community based Tourism
CU	Culture (Traditional performance and visual arts)
HCD	Human Capital Development Initiative
HE	Heritage (Manmade or natural cultural inheritance)
TA	Tourism for All
TD	Tourism Destination Resilience (Asia Pacific)
TG	Tourism Destination Resilience (Global)
WE	Women Empowerment Initiative
YE	Youth Empowerment Initiative

CC | **Climate Change Initiative**

The PATA Gold Award recognises organisations or destinations that are tackling climate change issues to create a low-carbon, sustainable future for the travel and tourism industry. These include, but are not limited to, initiatives that:

- demonstrate and raise awareness of low-carbon travel and tourism options,
- document measurable impacts of low-carbon travel and tourism options on local economies, communities and environments,
- encourage replication of low-carbon travel and tourism innovations across the tourism supply chain, and
- provide a business case to attract investment in low-carbon travel and tourism innovations

Entry Fee: US\$150 for PATA members and US\$300 for chapter members and non-members

Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to goldawards@pata.org or upload at our [Dropbox](#). Please submit one report per entry in soft copy. It must be one complete file with a maximum of 20 pages either a word document or PDF file or common electronic file in low resolution for review only such as JPG and WMV and not be larger than 7MB. The report must contain the following information: project or programme title, evolution of project with dates of each stage of development, technical details (site area, conservation techniques, etc.), awareness of the project, supporting materials (photos, videos and news articles), roles and responsibilities of persons involved, and results generated. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

In addition, please answer the following six questions and include in the report:

- a. *Has your organisation/destination increased its tourism business as a result of environmental initiatives?*
- b. *Have environmental issues 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?*

Judging Criteria:

Objectives, Benefits, Impact on Environment and Local Community, Awareness of the Programme and Effectiveness of the Programme

CSR | Corporate Social Responsibility

The PATA Gold Award recognises organisations or destinations that are embracing international corporate social responsibility (CSR) standards. The International Standards Organisation defines corporate social responsibility in ISO 26000 as:

The responsibility of an organisation for the impacts of its decision and activities on society and the environment, through transparency and ethical behaviour that:

- Contributes to sustainable development, including health and welfare of society
- Takes into account the expectation of stakeholders
- Is in compliance with applicable laws and is consistent with international norms of behaviour
- Is integrated throughout the organisation and practices in its relationship

Entry Fee: US\$150 for PATA members and US\$300 for chapter members and non-members.

Entry Requirements:

1. To register, please follow instruction on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to goldawards@pata.org or upload at our [Dropbox](#). Please submit one report per entry in soft copy. It must be one complete file with a maximum of 20 pages either a word document or PDF file or common electronic file in low resolution for review only such as JPG and WMV and not be larger than 7MB.
3. The report must contain the following information: project title, objectives, short synopsis, strategies, operations, community and charitable commitments, stakeholder engagement, awareness generated by project, roles and responsibilities of persons involved, evaluation and overall effectiveness.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

Judging Criteria:

Objectives, Community and Charitable Commitments, Stakeholder Engagement, Operations and Effectiveness of the Programme

CBT | Community based Tourism

It opens for both CBT supporter and CBT initiative

Entry Fee: US\$150 for PATA members and US\$300 for chapter members and non-members

Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to goldawards@pata.org or upload at our [Dropbox](#). Please submit one report per entry in soft copy. It must be one complete file with a maximum of 20 pages either a word document or PDF file or common electronic file in low resolution for review only such as JPG and WMV and not be larger than 7MB.
3. The report must contain the following information: project title, short synopsis, objectives, how your organisation involves and empowers adjacent and/or affected communities, while also ensuring community ownership and management or nature/cultural recourses and authentic experiences for visitors, supporting materials (photos, videos and news articles), roles and responsibilities of persons involved and results generated.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

Judging Criteria:

Benefit, Impact on Local Community, Awareness of the Programme and Effectiveness of the Programme

CU		Culture (Traditional performing and visual arts)
HE		Heritage (Manmade or natural cultural inheritance)

Entry Fee: US\$150 for PATA members and US\$300 for chapter members and non-members

Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to goldawards@pata.org or upload at our [Dropbox](#). Please submit one report per entry in soft copy. It must be one complete file with a maximum of 20 pages either a word document or PDF file or common electronic file in low resolution for review only such as JPG and WMV and not be larger than 7MB.
3. The report must contain the following information: project title, synopsis, a full history of the project, technical details, cultural or historical impact of the project, uniqueness of the project, awareness generated by the project, roles and responsibilities of persons involved, local community involvement and impact and results of the project.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

Judging Criteria:

Preservation, Development, Uniqueness of the Project, Impact on Local Community and Effectiveness of the Programme

HCD | Human Capital Development

The PATA Gold Award recognises travel and tourism-related organisations or destinations that embrace initiatives that enhance human capital development in both academic institutions and industry professionals.

Entry Fee: US\$150 for PATA members and US\$300 for chapter members and non-members

Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to goldawards@pata.org or upload at our [Dropbox](#). Please submit one report per entry in soft copy. It must be one complete file with a maximum of 20 pages either a word document or PDF file or common electronic file in low resolution for review only such as JPG and WMV and not be larger than 7MB.
3. The report must contain the following information: project title, short synopsis, objectives, how your organisation involves and empowers adjacent and/or affected communities, while also ensuring community ownership and management or nature/cultural recourses and authentic experiences for visitors, supporting materials (photos, videos and news articles), roles and responsibilities of persons involved and results generated.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

Judging Criteria:

Objectives, Benefits to Travel Industry, Originality, Evaluation and Effectiveness of the Programme

TA | Tourism for All

The PATA Gold Award recognises travel and tourism-related organisations or destinations that embrace initiatives that provide accessibility and opportunities for all including people with disabilities. These include, but are not limited to, initiatives that:

- Demonstrate, promote and raise awareness of equal opportunities for people with disabilities
- Provide educational activities for people with disability and enhance opportunities for working within the tourism industry
- Establish tourism as a tool for the promotion of equality and empowerment

Entry Fee: US\$150 for PATA members and US\$300 for chapter members and non-members

Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to goldawards@pata.org or upload at our [Dropbox](#). Please submit one report per entry in soft copy. It must be one complete file with a maximum of 20 pages either a word document or PDF file or common electronic file in low resolution for review only such as JPG and WMV and not be larger than 7MB.
3. The report must contain the following information: project title, objectives, short synopsis, target audience, strategies, awareness generated by project, roles and responsibilities of persons involved, evaluation and results generated.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

Judging Criteria:

Objectives, Awareness and Reach, Creativity, Stakeholder Engagement, Effectiveness of Programme and Results Generated

TD | Tourism Destination Resilience (Asia Pacific)

Resilience enables destinations to withstand adversity and bounce forward from crises and disasters. Resilience is also essential for sustainability. Without resilience, years of progress in regenerating an ecosystem or eliminating poverty could be lost in one disaster. This is why PATA advocates that for a tourism destination to be sustainable, it must first be resilient enough to protect local environments, local communities and local economies through an adaptive, multi-stakeholder, and regenerative approach.

This Gold Award seeks Asia Pacific leaders that clearly demonstrate a commitment and progress toward developing destination resilience in one or more of the following areas:

- | | | | |
|------|-------------------------------|-----|-------------------------------------|
| i) | risk assessment & management, | iv) | proactive destination management, |
| ii) | crisis communications, | v) | resilient infrastructure, and |
| iii) | post-crisis recovery, | vi) | product and market diversification. |

Entry Fee: US\$150 for PATA members and US\$300 for chapter members and non-members

Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to goldawards@pata.org or upload at our [Dropbox](#). The submission must be one report per one entry in soft copy with maximum 20 pages in one file only. The format must be in word document, PDF file or common electronic format in low resolution for review only, such as JPG and WMV, and not larger than 7MB.
3. The report must contain the following information:
 - i) description of the destination,
 - ii) which specific resilience area(s) are important to develop,
 - ii) what impacts the resilience initiative and development will create,
 - iii) short synopsis outlining how an adaptive, multi-stakeholder, and regenerative approach will be employed,
 - iv) expected achievements and results to be generated to better protect local environments, local communities and local economies.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

Judging Criteria:

Clarity, creativity and persuasiveness of developing the destinations resilience, Clearly considered and logical process of initiative implementation, Potential effectiveness of the programme to protect local environments, local communities and local economies

TG | Tourism Destination Resilience (Global)

Resilience enables destinations to withstand adversity and bounce forward from crises and disasters. Resilience is also essential for sustainability. Without resilience, years of progress in regenerating an ecosystem or eliminating poverty could be lost in one disaster. This is why PATA advocates that for a tourism destination to be sustainable, it must first be resilient enough to protect local environments, local communities and local economies through an adaptive, multi-stakeholder, and regenerative approach.

This Gold Award seeks global leaders that clearly demonstrate a current industry best practice on destination resilience in one or more of the following areas:

- | | | | |
|------|-------------------------------|-----|-------------------------------------|
| i) | risk assessment & management, | iv) | proactive destination management, |
| ii) | crisis communications, | v) | resilient infrastructure, and |
| iii) | post-crisis recovery, | vi) | product and market diversification. |

Entry Fee: US\$150 for PATA members and US\$300 for chapter members and non-members

Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to goldawards@pata.org or upload at our [Dropbox](#). The submission must be one report per one entry in soft copy with maximum 20 pages in one file only. The format must be in word document, PDF file or common electronic format in low resolution for review only, such as JPG and WMV, and not larger than 7MB.
3. The report must contain the following information:
 - i) description of the destination
 - ii) which specific resilience area(s) are a global best practice,
 - ii) why the initiative was needed,
 - iii) short synopsis outlining how/if a an adaptive, multi-stakeholder, and regenerative approach was employed,
 - iv) evaluation of achievements and results generated to better protect local environments, local communities and local economies.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

Judging Criteria:

Clarity, creativity and persuasiveness of best practice description, Process of implementation, Effectiveness of the programme to protect local environments, local communities and local economies

WE | Women Empowerment Initiative

The PATA Gold Award recognises travel and tourism-related organisations or destinations that embrace initiatives that forge positive visibility in women. These include, but are not limited to, initiatives that:

- Demonstrate and promote equal opportunities for women
- Encourage women in leadership or women-led tourism projects
- Raise awareness about gender parity and contribute to advancing women
- Celebrate women's diversity and social, political and economic achievements
- Provide educational activities for women to better improve their opportunities for working within the tourism industry
- Establish tourism as a tool for the promotion of gender equality and women's empowerment
- Facilitate their access to jobs and/or create possibilities for career enhancement in tourism

Entry Fee: US\$150 for PATA members and US\$300 for chapter members and non-members

Entry Requirements:

1. To register, follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to goldawards@pata.org or upload at our [Dropbox](#). Please submit one report per entry in soft copy. It must be one complete file with a maximum of 20 pages either a word document or PDF file or common electronic file in low resolution for review only such as JPG and WMV and not be larger than 7MB.
3. The report must contain the following information: project title, objectives, short synopsis, target audience, strategies, operations, community commitments, stakeholder engagement, awareness generated by project, roles and responsibilities of persons involved, evaluation and overall effectiveness.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

Judging Criteria:

Objectives, Awareness and Reach, Impact on Opportunities for Women, Creativity, Stakeholder Engagement, Effectiveness of Programme and Results Generated

YE | Youth Empowerment Initiative

PATA Gold Awards recognises travel and tourism-related organisations or destinations that embrace initiatives that empower youth to become active members of the travel and tourism industry.

Entry Fee: US\$150 for PATA members and US\$300 for chapter members and non-members

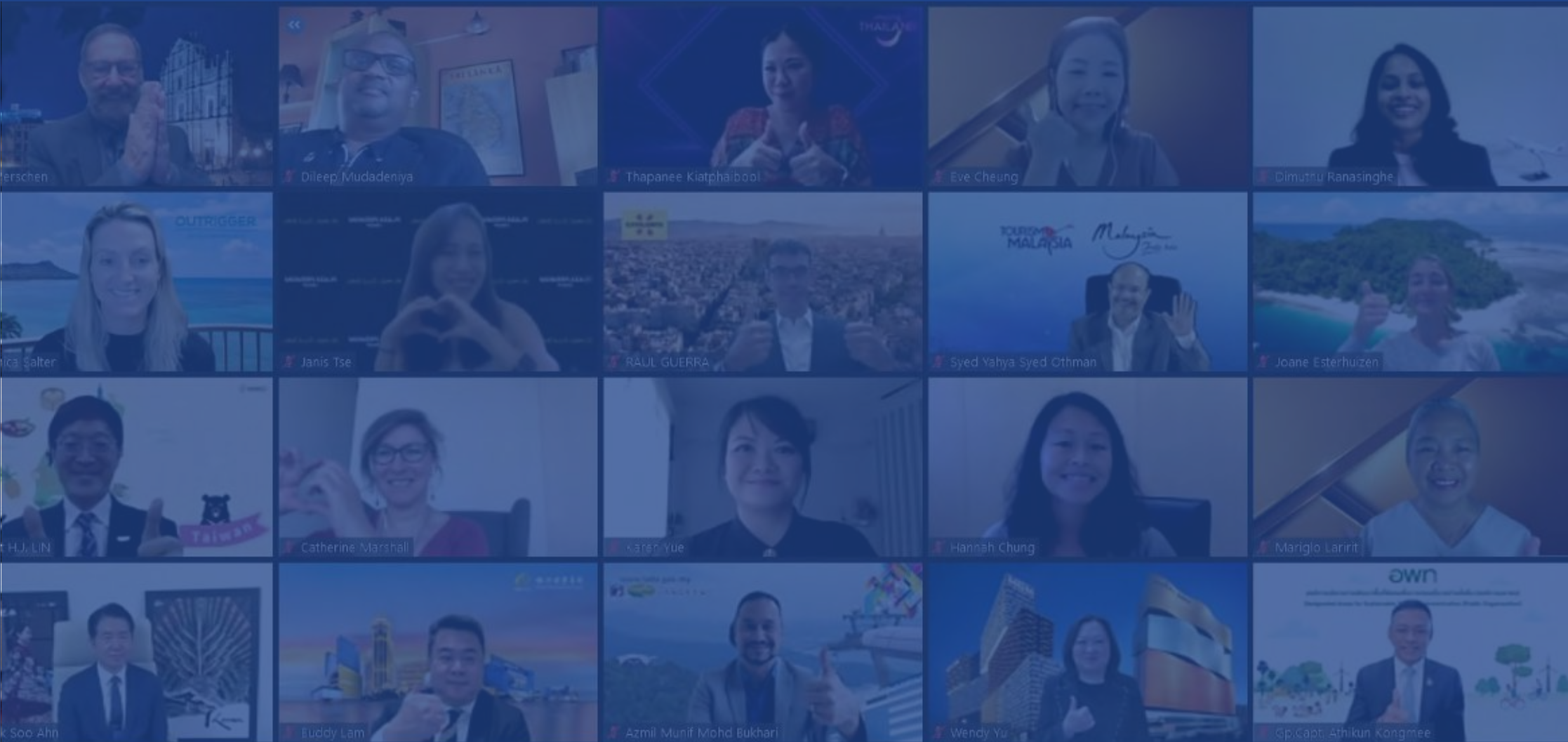
Entry Requirements:

1. To register, please follow the instructions on “General Rules section #6 Registration and #7 Payment”
2. Please email your entries separately to goldawards@pata.org or upload at our [Dropbox](#). Please submit one report per entry in soft copy. It must be one complete file with a maximum of 20 pages either a word document or PDF file or common electronic file in low resolution for review only such as JPG and WMV and not be larger than 7MB.
3. The report must contain the following information: project title, objectives, short synopsis, target audience, strategies, stakeholder engagement, awareness generated by project, roles and responsibilities of persons involved, evaluation and overall effectiveness.
4. Other supporting materials, pictures and videos should be embedded in the same report or as a link for judges to view.

Judging Criteria:

Objectives, Awareness and Reach, Impact on Opportunities for Youth, Creativity, Effectiveness of Programme and Results Generated

SECTION III: PATA GOLD AWARDS 2021



PATA GRAND TITLE WINNERS 2021



MARKETING

Dream Now and Travel Later
Macao Government Tourism Office
USA Representative Office, Macao, China



SUSTAINABILITY AND SOCIAL RESPONSIBILITY

Cinnamon Travel Pledge
Cinnamon Hotel Management Ltd, Sri Lanka



PATA GOLD AWARDS 2021



**MARKETING CAMPAIGN
(NATIONAL - ASIA)**

*Special Authority of Thailand
Tourism Authority of Thailand,
Thailand*



**MARKETING CAMPAIGN
(STATE AND CITY - GLOBAL)**

*360 Hong Kong Moments -
Great Outdoors
Hong Kong Tourism Board, Hong Kong SAR*



MARKETING - CARRIER

*#SirLankanPromises
SriLankan Airlines Ltd., Sri Lanka*



MARKETING - HOSPITALITY

*The Outrigger Promise
Outrigger Hospitality Group, USA*



MARKETING - INDUSTRY

*Plaza Premium Group -
Build Back Better
Plaza Premium Group, Hong Kong SAR*



**DIGITAL MARKETING
CAMPAIGN**

*Legends of Catalonia
Catalan Tourist Board, Spain*



**PRINTED MARKETING
CAMPAIGN**

*DIVE INTO YOUR DREAM -
MALAYSIA 365 DAYS
Tourism Malaysia, Malaysia*



TRAVEL VIDEO

*A Glimpse into Meridian Adventure
Dive Resort - Raja Ampat
Meridian Adventure Dive Resort,
Indonesia*

PATA GOLD AWARDS 2021



TRAVEL PHOTOGRAPH

*The sunset view of Jingzaijiao
Tile-paved Salt Fields
Tourism Bureau, Chinese Taipei,
Chinese Taipei*



DESTINATION ARTICLE

*Georgia, queen of the desert
Catherine Marshall, Australia*



BUSINESS ARTICLE

*Loyalty wars (TTG Asia July 2020)
TTG Asia Media Pte Ltd, Singapore*



CLIMATE CHANGE INITIATIVE

*Above & Beyond - Melco's Sustainability
Strategy
Melco Resorts & Entertainment,
Macao, China*



COMMUNITY AND SOCIAL RESPONSIBILITY

*Be GREEN and GREAT in the time of
COVID-19
Ayala Land, Inc. - Ten Knots Group,
Philippines*



COMMUNITY BASED TOURISM

*Tour Dure
Korea Tourism Organization, Korea
(ROK)*



CULTURE

*Galaxy Entertainment Group -
Promoting Cultural
Tourism through our Foundation
Galaxy Entertainment Group, Macao,
China*



HERITAGE

*THE DIVERSE HERITAGE OF KUBANG
BADAK BIOGEOTRAIL
Langkawi Development Authority
(LADA), MalaysiaLanka
China*

PATA GOLD AWARDS 2021



YOUTH EMPOWERMENT INITIATIVE

MGM Youth Empowerment and Engagement Initiative
MGM China, Macao, China



HUMAN CAPITAL DEVELOPMENT INITIATIVE

DASTA CBT Integrated Curriculum
Designated Areas for Sustainable Tourism Administration (DASTA), Thailand



www.PATA.org

HEAD OFFICE

Level 26 Unit A, Gaysorn Tower
127 Ratchadamri Road, Lumpini,
Pathumwan Bangkok 10330

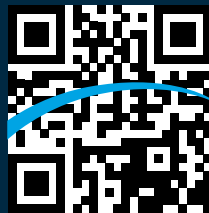
Tel: +66 (0)2-017-5757
Email: membership@PATA.org

PATA CHINA

Beijing, China
Tel: +86 (0)10 6500-1397
Fax: +86 (0)10 6500-1497
Email: china@PATAchina.org

PATA EUROPE, WEST ASIA, AFRICA

London, UK
Tel: +44 (0)7932 074-978
Email: europe@PATA.org



PATA.HQ PATA_HQ PATA_HQ



PATA PREMIER MEDIA PARTNER



PATA STRATEGIC PARTNERS



PATA PREFERRED PARTNERS



MEDIA PARTNER



PATA ALLIANCE PARTNER



PATA GOLD AWARDS SPONSOR



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

PATA BUILDS YOUR BUSINESS | NETWORK | PEOPLE | BRAND | INSIGHTS
Engaging since 1951