

PATA Acclaims Tourism Industry Best Practice

2006-04-25

The Pacific Asia Travel Association (PATA) presented plaques to over 30 winners in the 2006 PATA Gold Awards programme at the 55th PATA Annual Conference.

Twenty nine Gold Awards were handed out during the 2006 PATA Gold Awards Luncheon hosted by the Macau Government Tourist Office (MGTO).

Earlier, during the opening session of the Conference, four PATA Grand Awards were presented for best-of-show entries submitted by The South China Morning Post, Singapore Airlines, Kerala Tourism and the Mount Lavinia Hotel in Sri Lanka.

The 2006 PATA Grand Award for Heritage was presented to The South China Morning Post, Hong Kong SAR for its "Hong Kong's Vibrant Rural Communities" campaign. Published in The South China Morning Post, the series of articles vividly illustrates how the traditional villages of Hong Kong have adapted to the 21st century and the role they play in conserving Hong Kong's heritage.

The Marketing award went Singapore Airlines for its "Singapore Airlines Recovery Initiatives - Maldives, Sri Lanka and Bali." SIA successfully rallied the support of industry partners and tourism authorities in the Maldives, Sri Lanka and Bali. The airline garnered its global network and resources to promote a wide-ranging recovery programme. The promotion of the Maldives and Sri Lanka received enthusiastic response: more than 2,000 passengers purchased holiday packages.

The Environmental award went to Kerala Tourism, India for its "Zero Waste Kovalam." The project aims to tackle the waste issue in the fishing village and beach destination of Kovalam by changing the way the community uses materials and resources. Zero Waste is an ethical, economical and efficient way of looking at material use, reducing the production of waste, and enhancing waste management procedures.

The Education and Training award went to Mount Lavinia Hotel, Sri Lanka for its "Youth Trainee Programme." The programme aims to advance youth employment opportunities in the tourism industry.

In addition to the four Grand Awards, 29 PATA Gold Awards were presented to the winners listed in full below. Multiple Gold Awards went to Banyan Tree Holdings, Kerala Tourism, Tourism New Zealand and Sarawak Tourism Board.

The winning campaigns were selected from over 200 Gold Award entries by panels of international experts in each category. The awards were open to both PATA and non-PATA members, with the exception of the journalism awards, which were open to all published writers and photographers.

The PATA Gold Awards are generously sponsored by the Macau Government Tourist Office.

2006 PATA Grand and Gold Award Winners

GRAND AWARDS

1. Education and Training

Youth Trainee Programme

Mount Lavinia Hotel, Sri Lanka

2. Environment

Zero Waste Kovalam

Kerala Tourism, India

3. Heritage

Hong Kong's Living Villages

Mr Kevin Sinclair

The South China Morning Post, Hong Kong SAR

4. Marketing

Tourism Recovery Initiatives - Bali, Maldives and Sri Lanka Singapore

Airlines

Singapore Airlines, Singapore

GOLD AWARDS

Marketing Awards

1. Government/Destination (National)

Make Yourself 100% at Home

Tourism New Zealand, New Zealand

2. Government/Destination (State/City)

Sydney in Winter 2005 Campaign

Tourism New South Wales, Australia

3. Carrier (International - Air)

Singapore Airlines Boarding Pass Privileges Programme 2006

Singapore Airlines, Singapore

4. Airport (International)

Munich Airport International, Germany

5. Industry -- Business Hotel

Hilton Kuala Lumpur, Malaysia

6. Industry -- Hotel and Resort

Maison Souvannaphoum Hotel by Colours of Angsana

Banyan Tree Holdings, Singapore

7. Industry - Payment Card Company

Promoting Asia Pacific Travel, Post-Tsunami

Visa International Asia Pacific, Singapore

8. Industry - Distribution Network

Re-Energising the Abacus Brand Campaign

Abacus International, Singapore

9. Tour Operator/Travel Agent

Okinawa India Holy Maha Bodhi Friendship Exchange Programme

Okinawa Tourist Service, Japan

10. Industry -- Spa

Angsana Spa Kuala Lumpur

Banyan Tree Holdings, Singapore

11. Environmental -- Ecotourism/Travel-Related

Kumbalangi Rural Tourism Project

Kerala Tourism, India

12. Environmental -- Corporate Environmental

Shangri-La's Tanjung Aru Resort- Environmental Management Programmes

Shangri-La's Tanjung Aru Resort, Malaysia

13. Environmental Education Programme

The Mahout Adventure Club, Sri Lanka

14. Heritage and Culture - Heritage

Restoration and Re-use of Shigar Fort Palace

Shigar, District Skardu, Baltistan, Northern Areas of Pakistan

Aga Khan Cultural Service Pakistan

15. Heritage and Culture - Culture

Rainforest World Music Festival

Sarawak Tourism Board, Malaysia

16. Educational and Training - Educational Programme

Tourism New Zealand Online Trade Training Modules

Tourism New Zealand, New Zealand

17. Education & Training -- Publication

Ayurveda: the Mantra of Niramaya

Kerala Tourism, India

18. Consumer Travel Brochure

Royal Orchid Holidays

THAI Airways International, Thailand

19. Travel Advertisement - Print Media

The Journal - Sabah, Sarawak, Langkawi

Tourism Malaysia

20. Travel Advertisement -- Electronic Media

Butler

Langham Hotels International, Hong Kong SAR

21. Travel Poster

Sarawak

Sarawak Tourism Board, Malaysia

22. Destination Article - Magazine

Jewel of India

Mr Tad Friend

Travel +Leisure, USA

23. Industry Business Article - Trade Publications

Development of Bangladesh Tourism in a "Thrust Sector" with No Thrust

Mr Raquib Siddiqi

The Bangladesh Monitor, Bangladesh

24. Industry Business Article - Consumer Publications

Niche Tourism - Small is Beautiful

Ms Kamal Gill

Today's Traveller, India

25. Travel Photograph

Haircut in Beijing

Mr Macduff Everton

National Geographic Traveler, USA

26. Travel Guidebook

Aboriginal Australia: An Owners Manual

Mr Ian Crawshaw, Australia

27. Travel Video Award

Yokoso! Japan

Ministry of Land, Infrastructure and Transport, Japan

28. Public Relations Campaign

Tiger Airways: Promoting Corporate Citizenship and Community Relations

Fleishman-Hillard Singapore

29. CD-Rom

Naturally Nepal Interactive CD-ROM

Nepal Tourism Board

30. Website

Tourism Malaysia -- Europe Website

Tourism Malaysia

31. E-Newsletter

Focus!

Outrigger on the Lagoon, Fiji.

HONOURABLE MENTIONS

Travel Guidebook

Insight Guides South India

APA Publications GmbH & Co. Verlag KG., Singapore

Travel Guidebook

Dhaka Calling

Mr Kazi Wahidul Alam

Bangladesh

Destination Article - Magazine

Touch Me, Heal Me

Mr P.F. Kluge

National Geographic Traveler, USA

Destination Article-Newspaper

Rhythms of Thailand

Mr Rob Mckeown

The Boston Globe, USA

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