



## Call for entries for this year's PATA Gold Awards

Organisations and individuals who have made outstanding contributions to the tourism industry in the Asia-Pacific region over the past year are being called on to enter the Pacific Asia Travel Association (PATA) Gold Awards 2022. Interested parties in Macao are encouraged to submit an application by 30<sup>th</sup> June, ahead of the virtual PATA Gold Awards Ceremony on 7<sup>th</sup> October.

PATA is a non-profit organisation that acts as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. The association has held the awards for 38 years now and they have been sponsored by the Macao Government Tourism Office for the past 27 years.

This year, the association is enhancing the awards programme with two new categories in order to reinforce its position as an innovative and prestigious format for recognising the achievements of the Asia-Pacific travel and tourism industry. The two new categories will be "Tourism Destination Resilience (Global)" and "Tourism Destination Resilience (Asia Pacific)". PATA expects to announce other new categories soon, including a top social media campaign award.

The virtual awards ceremony, which is being broadcast worldwide via PATA's YouTube channel, will see all of the winners being announced live. There will be two "Grand Title Winners" for 'best-of-show' entries in the broad categories of "Marketing" and "Sustainability and Social Responsibility". A total of 25 Gold Awards will be given out by PATA, with 14 awards and one Grand Title Winner in the "Marketing" category and 11 awards and one Grand Title Winner in "Sustainability and Social Responsibility" category.

The award entries will be judged by an independent panel of travel industry experts and any award recipient will have the opportunity to be recognised onstage at the PATA Annual Summit in Ras Al Khaimah, UAE on 25<sup>th</sup> October.

For more information, please visit [www.pata.org/pata-gold-awards](http://www.pata.org/pata-gold-awards).



PATA Gold Awards nominations are open until 30<sup>th</sup> June (Photo courtesy of PATA)