



**CREATIVE TRAVEL**

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## Creative Travel India Wins PATA 2009 GOLD AWARD for “Creatively Yours”

**New Delhi, September 25, 2009**

Creative Travel is proud to announce that our monthly newsletter, “Creatively Yours” has won the PATA 2009 Gold Award. This is indeed a very special honour for us. “Creatively Yours” goes out to over 35,000 travel professionals all over the world and has an excellent readership rate. Started in September 2005, the newsletter will celebrate 4 years of delivery next month. “Creatively Yours” is focused on the region and covers stories relevant to real-time operations of our partners and other sellers of India. The newsletter has always been at the forefront of information dissemination when any incident occurred in the sub-continent. This was especially vital when the incidents were taking place in Mumbai last November and when the international travel community was asking for information from the destination. “Creatively Yours” sent out 5 global updates that were highly appreciated. Over 1,000 mails of appreciation and support to the destination were received.

By disseminating information regarding product updates and special promotions in the Indian Subcontinent through the newsletter, we have been able to get in touch with old clients, strengthen the rapport with the currently existing ones and build up fresh liaison with the prospective new ones as well as create a brand recall of Creative Travel as a preferred and reliable service partner.

Through “Creatively Yours” we strive to provide our partners with tourism updates about important business developments in the Indian Subcontinent including new destinations and their support infrastructure. By means of this newsletter we regularly offer details on special trade promotions / study trips which can be availed of by our partners so as to educate themselves on the destination that they are promoting.

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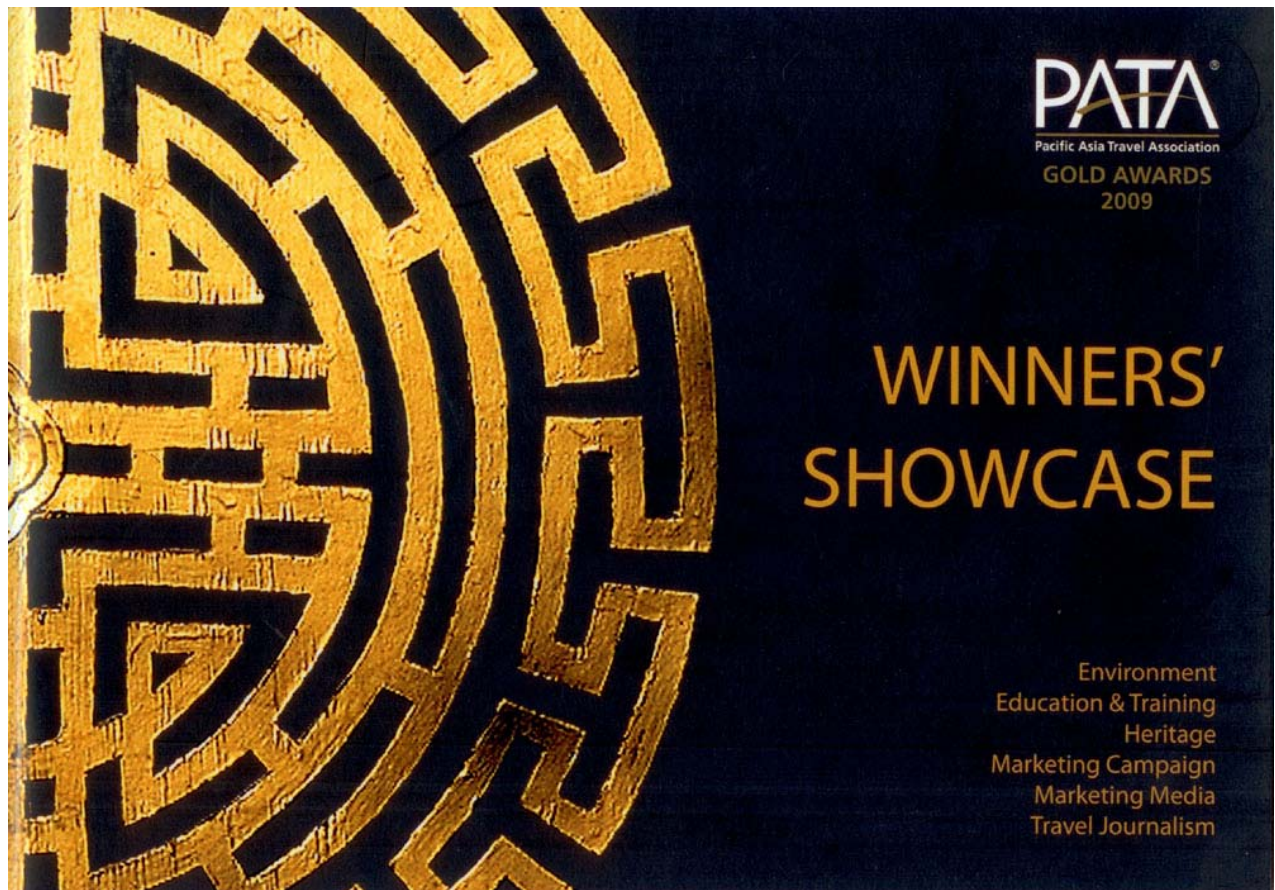
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We at Creative Travel are delighted to have "Creatively Yours" honoured by PATA. The award was received by our Jt Managing Director, Rohit Kohli, at the PATA Travel Mart in Hangzhou, China in on September 25<sup>th</sup> 2009.

A high Resolution Image of the event can be downloaded from the following links-

[http://www.creative.travel/images/sep09\\_ct\\_pata\\_gold\\_award.jpg](http://www.creative.travel/images/sep09_ct_pata_gold_award.jpg)

To see the latest copy of the newsletter, go to - [http://www.travel2india.com/creatively\\_yours.htm](http://www.travel2india.com/creatively_yours.htm)



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**PATA**<sup>®</sup>  
Pacific Asia Travel Association  
**GOLD AWARDS  
2009**

In this Winners' Showcase souvenir booklet, the Pacific Asia Travel Association (PATA) is proud to honour the outstanding achievements of the 24 organisations and individuals this year receiving PATA Grand Awards and PATA Gold Awards.

During a special luncheon at PATA Travel Mart 2009 in Hangzhou, China (PRC), four Grand Awards will be presented to the 'best-of' winners in the categories of Education & Training, Environment, Heritage and Marketing Campaign.

A total of 23 Gold Awards will be also presented to winning entries in the above-mentioned categories as well as in Marketing Media (nine sub-groups) and Travel Journalism (four sub-groups).

The 2009 PATA Gold Awards, open to members and non-members of the Association, attracted a total of 236 entries from 120 public and private sector travel and tourism organisations.

PATA wishes to acknowledge the generous support of the Macau Government Tourist Office in sponsoring once again the PATA Gold Awards.



澳門特別行政區政府旅遊局  
MACAU GOVERNMENT TOURIST OFFICE

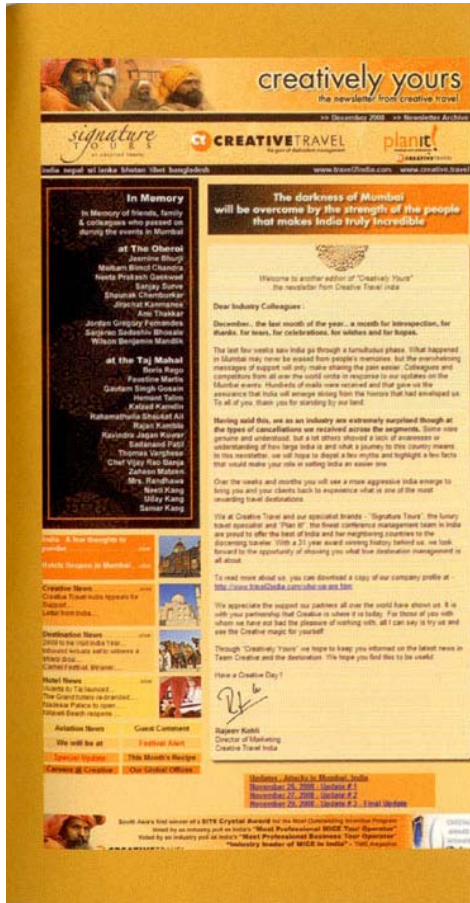
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## Marketing Media

E-Newsletter

**Creatively Yours**  
Creative Travel Pvt. Ltd, India

Using the newsletter as a medium of monthly communication, Creative Travel has strengthened the rapport with existing partners and has been able to widen clients' geographical base. The newsletters provide unbiased information to establish credibility among the industry in general.

The newsletter provides company's partners with tourism updates on important business developments in the Indian subcontinent - including new destinations, their support infrastructure, special trade promotions and study trips.

*"Layout is clear and easily navigated," - Judge's comment.*

*"Achieves the stated promotional goals of establishing credibility within the industry," - Judge's comment.*



Pacific Asia Travel Association 35

**FOR IMMEDIATE RELEASE**

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**PRESS RELEASE**

July 30th, 2009

**PATA announces 2009 Awards winners**

The Pacific Asia Travel Association (PATA) is pleased to announce the winners of the 2009 PATA Gold Awards, sponsored by the Macau Government Tourist Office. This year the awards recognise the achievements of 24 separate organisations and individuals.

For 2009 there are 23 PATA Gold Awards to be presented, with multiple awards going to Hong Kong Tourism Board, Korea Tourism Organization and Ministry of Tourism, Government of India. The awards ceremony takes place on September 25th during PATA Travel Mart 2009 in Hangzhou, China (PRC).

PATA Grand Awards are presented to the outstanding entries in the four principal categories: Marketing, Education and Training, Environment and Heritage. This year the Grand Awards go to Visa Worldwide Pte. Limited (Marketing); Bintan Resorts (Education and Training), Spice Village Thekkady, India (Environment) and Temple Tree, Malaysia (Heritage).

The Macau Government Tourist Office (MGTO) has generously sponsored the PATA Gold Awards for the past 14 years. MGTO Director João Manuel Costa Antunes said, "Our applause goes to all the winners for their excellent projects. It is inspiring to see such a wide spectrum of organisations and individuals from the tourism industry demonstrating their best in times of adversity. I believe they are encouraging examples for all members of the industry to continue to pursue excellence, innovation and advancement."

**PATA Grand Awards 2009**

**1. Education & Training**

'Education and Employment Assistance Programme'  
Bintan Resorts

With the aim of elevating the standard of education of the local students, the scheme provides scholarships and bursaries to students from the seven selected villages. This is an avenue for promising youths to continue and/or pursue higher education, to attain better employment opportunities and to focus upon the importance of an individual's contribution to the travel industry. As of 2008 more than 4,600 local students from various levels of institutions have benefited directly from the scheme.

'This is a remarkable project. Very well presented and argued. They must be commended for their commitment to the community. This type of activity has been argued for before but now we have a living example. The offering of scholarships bursaries is noteworthy', – judge's comment.

**2. Environment**

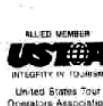
'Spice Village and the Community'  
Spice Village, Thekkady A Unit of CGH Earth, India

Set in the Periyar forest region, with its great biological and ethnographic cultural diversity, Spice Village creates an identity that blends in with the ambience of the region, while being distinctive. The environmentally-friendly practices include dry/wet waste management, efficient microbial composting, food waste composting and use of non-renewable resources and solar panels. Local community participation is the major focus in the programme.

'Spice Village has managed to succeed in turning an effective management programme into its own company ethos. This comprehensive and 'honest' environmental initiative has resulted in an extraordinary living and breathing visitor experience', - judge's comment.

"It is evident that what has been created is a culture of responsibility. A responsibility to protect and promote this unique environment whilst preserving many of local skills and traditions as means of ensuring they will be past on for generations to come. Spice Village should be seen as beacon of success for others to follow." – Judge's comment.

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### 3. Heritage & Culture

'Temple Tree - A Resort of Many Cultures'  
BON TON Sdn Bhd., Malaysia

Antique buildings of Chinese, Malay, Indian, Eurasian & Arab origin make up this 14 suite hotel. These predominantly timber villas range from 70 - 110 years old and were sourced from all over the Malaysian peninsula. They were first dismantled and then re-erected piece by piece on site in Langkawi. Many were derelict when found, but have now been preserved for future generations. These preserved houses are now used as a hotel to promote a truly Malaysian holiday experience. Guests may choose between five different cultural styles. Visitors are provided with a unique opportunity to experience, understand and enjoy the value of these heritage assets. Profits from the resort help to fund LASSie (Langkawi Animal Shelter and Sanctuary Foundation). Temple Tree conserves heritage whilst assisting the foundation to carry out its ideals of receiving, rehabilitating and caring for neglected abused.

'This is an excellent private sector initiative and contribution to Asian heritage restoration and cultural presentation', – judge's comment.

'A good example of a public-private sector partnership. Government-backed tourism loan helped fund the project', – judge's comment.

### 4. Marketing

Visa Travel Happy  
Visa Worldwide Pte. Ltd.

Visa's new travel-focused advertising campaign in Asia Pacific aimed at capturing a very common love for travel celebrating the multi-cultural, multi-faceted face of travel with the singular card that makes it possible. Launched in Asia Pacific, the commercial recreates the dance made famous by internet celebrity Matt Harding in his self-made quirky video travel diaries. Matt repeats his signature jig in China PRC, Indonesia, Japan, Singapore, the USA and Vietnam - celebrating how Visa has freed him from the hassle of exchanging cash for each country's local currency as he travels around the world. The 'travel happy' dance continues in Visa's second commercial by various merchants including cruise operators, hotel and restaurant staff, tour guides, and taxi drivers, all performing their renditions of Matt's famous dance. The message is simple – merchants around the world accept Visa.

'Well executed campaign with FUN. The creative use of a YouTube internet celebrity made this promotion so unique and different,' – judge's comment.

'It is catchy and memorable and it makes you smile. The three pillars of success', – judge's comment.

### PATA Grand Awards 2009

#### Education & Training

'Education and Employment Assistance Programme'  
Bintan Resorts

#### Environment

'Spice Village and the Community'  
Spice Village, Thekkady A Unit of CGH Earth, India

#### Heritage & Culture

'Temple Tree - A Resort of Many Cultures'  
BON TON Sdn Bhd., Malaysia

#### Marketing

Visa Travel Happy  
Visa Worldwide Pte. Ltd.

### PATA Gold Awards 2009

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**Marketing - Primary Government Destination**

2008 Korea, Sparkling Campaign  
Korea Tourism Organization

**Marketing - Secondary Government Destination**

DreamSeason in God's Own City  
Kerala

**Marketing - Allied Partner**

VisitBritain & British Airways Partnership Project  
British Tourist Authority

**Marketing - Carrier**

Cathay Pacific New Cabin Designs Marketing Campaign  
Cathay Pacific Airways Ltd., Hong Kong SAR

**Marketing - Hospitality**

The Taj Mahal Palace & Tower, Mumbai after Attack and Re-launch Campaign  
Taj Hotels Resorts and Palaces

**Marketing - Industry**

Perfect Moments  
Kuoni Travel (India) Pvt. Ltd., India

**Ecotourism Project**

Xizha Eco-tourism Community Project – 'Same Ancient Town, Different Wuzhen'  
China Wuzhen Tourism Development Co., Ltd., China (PRC)

**Corporate Environmental Programme**

Together we can make it, The Jetwing Eternal Earth Project  
Jetwing, Sri Lanka

**Environmental Education Programme**

Environmental Education at Frangipani Langkawi Resort & Spa  
Frangipani Langkawi Resort & Spa, Malaysia

**Heritage**

Mamallapuram  
Tamil Nadu Tourism Development Corporation, India

**Education and Training**

Singapore Specialist Program  
Singapore Tourism Board

**Marketing Media - Consumer Travel Brochure**

Enhancement of the Complete Suite of HKTBB  
Hong Kong Tourism Board

**Marketing Media - Travel Advertisement Broadcast Media**

Incredible India  
Ministry of Tourism, Government of India

**Marketing Media - Travel Advertisement Print Media**

Malaysia Truly Asia -- Truly More with every Visit. It must be Malaysia  
TBWA-ISC Malaysia

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**Marketing Media - Travel Poster**

Incredible India  
Ministry of Tourism, Government of India

**Marketing Media - Promotional Travel Video**

Meetings & Exhibitions Hong Kong (MEHK)  
Hong Kong Tourism Board

**Marketing Media - Public Relations Campaign**

Enviro.aero - An Industry United  
Air Transport Action Group (ATAG), Switzerland

**Marketing Media - Web site**

Responsible Tourism Guide to the Mekong www.ExploreMekong.org  
USAID, ACE Project, Mekong Tourism and OPEN Advertising

**Marketing Media - E-Newsletter**

Creatively Yours  
Creative Travel Pvt. Ltd, India

**Travel Journalism – Destination Article**

Taipei 2.0 by Jennifer Chen  
Travel + Leisure Southeast Asia, September 2008

**Travel Journalism - Industry Business Article**

DMCs defined: The real knights of creativity  
TTGmice, September 2008  
TTG Asia Media Pte Ltd, Singapore

**Travel Journalism - Travel Photograph**

Path to the Past  
Lester V. Ledesma  
Ink Publishing, Singapore

**Travel Journalism - Travel Guidebook**

Korea, Sparkling 365-365 Reasons to Visit Korea  
Korea Tourism Organization

**Honourable mentions**

**Marketing Media - Promotional Travel Video**

Experience Macau  
Macau Government Tourist Office  
Macau SAR

**Travel Journalism – Destination Article**

Is Baja on the Block? by James Conaway  
National Geographic Traveler, November/December 2008

**Travel Journalism – Destination Article**

Shanghai Surprise by Julie Miller  
Vive magazine, April 2008, Australia

**-ENDS-**

Issued by:  
PATA Corporate Communications,

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**About PATA**

The Pacific Asia Travel Association (PATA) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with private and public sector members PATA enhances the sustainable growth, value and quality of travel and tourism to, from and within the region. PATA provides leadership and counsel on an individual and collective basis to nearly 100 government, state and city tourism bodies; international airlines, airports and cruise lines as well as many hundreds of travel industry companies across the Asia Pacific region and beyond. Thousands of travel professionals belong to nearly 40 PATA chapters worldwide and participate in a wide range of PATA and industry events. PATA's Strategic Intelligence Centre (SIC) offers unrivalled data and insights including Asia Pacific inbound and outbound statistics, analyses and forecasts as well as in-depth reports on strategic tourism markets.

PATA is a not-for-profit organisation. For more information, please visit [www.pata.org](http://www.pata.org).

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