

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ



MINISTRY OF TOURISM
Republic of Maldives

C i r c u l a r

Circular no: 88-IIHR/CIR/2019/11

To: All Tourist Establishments

Date: 20th February 2019

Subject: 2019 PATA Gold Awards, Call for Entries

Dear Sir / Madam,

We have received note to call for entries from Pacific Asia Travel Association (PATA) regarding 2019 PATA Gold Award. This year there are award categories in Marketing – Government Destination, Environment and Marketing - Media and many more. Sponsored by the Macau Government Tourist Office (MGTO) for the past 24 years, the PATA Gold Awards sets industry standards for excellence and innovation.

All tourist establishments who have made outstanding contributions in successfully promoting the travel industry in the Asia Pacific Region are encouraged to submit entries to the 2019 PATA Gold Awards before April 30, 2019. The Awards presentation will take place during the PATA Travel Mart on September 19, 2019 in Astana, Kazakhstan.

The winners of the award are entitled to the following privileges:

- Gain a major boost to an organization's marketing and public relations profile
- Attract valuable media coverage in various PATA communications channels including the weekly PATA e-newsletter, press releases and social media channels
- Entitled to leverage the prestigious PATA Gold Awards Winner logo on collateral materials
- Highlights of the winning entries on display at the PATA Travel Mart for delegates to enjoy
- Featured in the winners' showcase booklet and PATA Gold Awards video

For more information visit their website, www.PATA.org/goldawards

Yours sincerely,


Aishath Ali
Director General

Mr. Moosa Hassan
Deputy Director General
Ministry of Tourism, Maldives
finance@maldivestourism.gov.mv



February 18, 2019

PATA Gold Awards 2019 opens for submissions until April 30

Dear Mr. Moosa Hassan,

I'm delighted to inform you that the 2019 Pacific Asia Travel Association (PATA) Gold Awards opens for submission until **April 30, 2019**. The PATA Gold Awards Dinner and Presentation will take place on September 19, as part of PATA Travel Mart 2019 from September 18-20 at the Korme Exhibition Centre in Astana, Kazakhstan. *There are several categories that you may find interesting to your organisation including Marketing – Government Destination, Environment and Marketing – Media and many more.*

Sponsored by the Macao Government Tourism Office (MGTO) for the 24th consecutive year, the PATA Gold Awards sets industry standards for excellence and innovation.

Winner privileges:

- Gain a major boost to the organisation's marketing and public relations profile
- Attract valuable media coverage in various PATA communications channels including the weekly PATA e-newsletter, press releases and social media channels
- Entitled to leverage the prestigious PATA Gold Awards Winner logo on collateral materials
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Judged by an international panel of experts, the Gold Awards recognise exceptional achievement in seven broad categories with 29 Gold Awards and four Grand Awards on offer:

- Marketing Campaign (seven Gold Awards and one Grand Award)
- Environment (three Gold Awards and one Grand Award)
- Corporate Social Responsibility (one Gold Award)
- Heritage & Culture (three Gold Awards and one Grand Award)
- Education & Training (one Gold Award and one Grand Award)
- Marketing Media (ten Gold Awards)
- Travel Journalism (four Gold Awards)

PATA Gold Awards details, brochure, and information about past winners are all available at www.PATA.org/goldawards.

View video from the PATA Grand and Gold Awards [2018](#), [2017](#), [2016](#), [2015](#), [2014](#) and [2013](#), and pictures from [2018](#), [2017](#), [2016](#), [2015](#), [2014](#) and [2013](#).

Sincerely,

A handwritten signature in black ink, appearing to read "Mario Hardy". The signature is written over a faint, light blue watermark of the PATA logo.

Dr Mario Hardy
Chief Executive Officer
Pacific Asia Travel Association (PATA)