



Chinese Tourist Welcome Award

WINNERS

2004-2024



The CTW Chinese Tourist Welcome Award has been organized annually by the COTRI China Outbound Tourism Research Institute since 2004. Recognized as the premier award program in the Chinese outbound tourism sector, it has honored over 150 recipients, including tourism service providers, Destination Management Organizations, National Tourism Organizations, retailers, hospitality businesses, and marketing and communication firms for their excellence in service quality. Each year, the CTW Award and its winners receive extensive recognition through widespread coverage in international print and digital media.

The 2025 CTW Award ceremony is scheduled for May 15, 2025, during the Guangzhou International Travel Fair (GITF), which will take place from May 15 to 17, 2025. GITF, the oldest international tourism fair in China and the largest in South China, is celebrating its 33rd anniversary this year. Once again, it will feature a major international tourism conference organized by COTRI.

Following, a list of all winners per year and category.

CTW Awards

2024

Product Innovation:

Jugal Holidays – **Gold**

Municipalidad de Mendoza – **Silver**

Africa Tourism Research Network – **Bronze**



Marketing:

Tourism New Zealand – **Gold**

Tourism Promotions Board Philippines – **Silver**

M+ – **Bronze**



Service Quality:

Blimey – **Gold**

VFS GLOBAL – **Silver**

Palladio Hotel MGallery Buenos Aires – **Bronze**



CTW Awards

2024

Internet/Media:

Más Turismo Chino – **Gold**

Almasalla Arabian Travel & Tourism News Portal – **Silver**

TravelDailyNews Media Network – **Bronze**



Overall Performance:

PATA Nepal Chapter – **Gold**

Azerbaijan Tourism Board – **Silver**

Strategic Dialogues Foundations – **Bronze**



CTW Awards

2023

Innovation:

Edith Cowan University – **Gold**

Greentech Asia – **Silver**

Retex China – **Bronze**

Marketing:

Sri Lanka Tourism – **Gold**

Hong Kong Tourism Board – **Silver**

South African Tourism Beijing Office – **Bronze**

Media-internet:

PromPeru – **Gold**

Tourism Fiji – **Silver**

Turespana Guangzhou Office – **Bronze**



School of
Engineering



TURESPAÑA



**HONG KONG
TOURISM BOARD**



CTW Awards

2023

Overall performance:

Saudi Tourism Authority – **Gold**

Macao Government Tourism Office – **Silver**

EU-China Commission – **Bronze**

Service quality:

Spain is Excellence – **Gold**

Wharf Hotels – **Silver**

Apstar Tours Limited – **Bronze**



旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO



WHARF HOTELS
NICCOLO HOTELS MARCO POLO HOTELS

SAUDI
TOURISM
AUTHORITY



CTW Awards

2019

Product Innovation:

Albatros Expedition – **Gold**

Compass Edge Limited – **Silver**

Kaytrip – **Bronze**

Dark Sky Association – **Bronze**

Foundation Leuchtenburg – **Honorary**

Los Angeles Tourism and Convention

Board – **Honorary**

Service Quality:

Viking Cruises – **Gold**

The English Lake District Forum – **Silver**

Universal Vision – **Bronze**

Goodtime Travel – **Bronze**

Ctour Holiday – **Honorary**

Hastings Hotels Group – **Honorary**



Goodtime Travel Services Pty Ltd
好時光旅行社



CTW Awards 2019

Marketing:

PromPeru – **Gold**

Dubai Duty Free– **Silver**

London North Eastern Railway – **Bronze**

Papua New Guinea Tourism Promotion Authority– **Bronze**

Star Entertainment Group – **Honorary**

El Corte Ingles – **Honorary**

Internet/Media:

South African Tourism Beijing Office – **Gold**

Slovenian and Croatian Tourism Boards – **Silver**

Royal Caribbean Cruises Service (China) – **Bronze**

Polish National Tourist Office Beijing– **Bronze**

Phuket Yingjaroen – **Honorary**

The British Museum – **Honorary**



新南非·新体验



THE STAR
ENTERTAINMENT
GROUP



波兰
旅游局



The British
Museum

CTW Awards 2019

Overall Performance:

Manchester Airport – **Gold**

Dubai Tourism – **Silver**

Jamaica Tourist Board – **Bronze**

Hong Kong Disneyland – **Bronze**

Aeroporti di Roma – **Honorary**

Thomas Cook – **Honorary**



CTW Awards 2018

Marketing:

City North Hotel – **Bronze**

Mustard Seed Oy – **Bronze**

Royal Museums Greenwich – **Silver**

Tourism Ireland – **Gold**



Product Innovation:

Beiwei 55° – **Bronze**

Federation of Tourism for Walloon Brabant – **Silver**

Tallink Silja Oy – **Gold**



Waterlooandbeyond.be



Service Quality:

Henri Willig Cheese – **Bronze**

EETS Budapest – **Bronze**

Dan Hotels Israel – **Silver**

Nelson Mandela Bay Tourism – **Gold**



CTW Awards 2018

Internet/Media:

Schönbrunn Palace – **Bronze**

Pan Ukraine – **Silver**

Merlin Entertainments plc. – **Gold**



Overall Performance:

Turismo de Portugal – **Bronze**

Paris Aéroport Charles de Gaulle – **Silver**

Macao Government Tourism Office – **Silver**

World Tourism Cities Federation – **Gold**



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



CTW Awards 2017

Marketing:

Dolores Travel Services – **Bronze**

Bloomington MN CVB USA - **Silver**

Sharjah Commerce and Tourism Development Authority - **Gold**

Product Adaptation:

Aurora Xplorer - **Bronze**

Ravenglass & Eskdale Railway - **Silver**

Lake district china forum - **Silver**

Ullswater Steamers - **Silver**

Bintan Resorts International Pte Ltd - **Gold**

Service Quality:

Gulu&Hirst - **Bronze**

Morocco Golf Services - **Bronze**

Royal Museums Greenwich - **Silver**

Castle “In Love with the Wind” - **Gold**



English
Lake
District



CTW Awards 2017

Internet/Media:

Zapptax Europe - **Bronze**

Safety Tax Free GmbH - **Silver**

Igola Travel Consultant and Services - **Gold**



SAFETY TAX FREE GmbH

iGola

 **zapptax**
tax free on your mobile

Overall Performance:

Poseidon Expeditions - **Bronze**

Tuniu Corporation - **Silver**

Los Angeles Tourism & Convention Board - **Gold**



Los Angeles
TOURISM & CONVENTION BOARD

CTW Awards 2016

Marketing:

Speedbird Safaris – **Bronze**

Aspen Snowmass – **Silver**

Wonderful Indonesia – **Gold**

Georgian National Tourism Administration – **Gold**



Service Quality:

Hullu Poro Group – **Bronze**

Solihull Tourism Forum – **Silver**

NTGF China Welcome Training Program – **Northern**

Tourism Growth Fund, VisitBritain & VisitEngland – **Gold**



Product Innovation:

Journey Plus – **Bronze**

Hunt USA – **Silver**

Dart River – **Gold**



CTW Awards 2016

Internet/Media:

Oskar – **Bronze**

Else Globe – **Silver**

Dragon Trail Interactive – **Gold**



Overall Performance:

Guam Visitors Bureau – **Bronze**

China - CEEC Tourism Coordination Centre – **Silver**

Egyptian Embassy in China Tourism Office – **Silver**

Manchester City Football Club – **Gold**



China-CEEC
中国-中东欧国家合作



CTW Awards 2015

Product Innovation:

APSTAR TOURS LIMITED - **Bronze**

TURISMO TORINO E PROVINCIA - **Silver**

Ministry of Tourism Ecuador - **Gold**



Service Quality:

NATIONAL TOUR ASSOCIATION - **Bronze**

CLE PRIVEE - **Silver**

Società per Azioni Esercizi Aeroportuali - S.E.A. -

AEROPORTI MILANO LINATE E MALPENSA - **Gold**



Marketing:

VisitAberdeen - **Bronze**

WILD TAIGA - **Silver**

Consorzio di valorizzazione culturale La Venaria Reale - **Gold**



CTW Awards 2015

Internet/Media:

Levi Tourist Office - **Bronze**

DIMA - **Silver**

SHOP & TRAVEL IN BELGIUM - 德尚杂志 - **Gold**



Overall Performance:

Tallink Silja Line 塔林客诗丽雅游轮公司 - **Bronze**

VisitBritain's GREAT China Welcome programme - **Silver**

Visit York - **Gold**



CTW Awards 2014

Product Innovation:

RoomsXML - **Bronze**

Ceres - Apulia Brics - **Silver**

Eurail.com - **Gold**



Service Quality:

Chang you ao zhou 畅游澳洲 - **Bronze**

InnovaTax Free Group - **Silver**

Lux* Resorts - **Gold**



Marketing:

Sharjah Commerce & Tourism Development Authority - **Bronze**

WorldDutyFree Group - **Silver**

Jili Tour 吉利游 - **Gold**



CTW Awards 2014

Internet/ Media:

Rwanda Development Board - Bronze

Maldives Marketing and Public Relations Corporation- Silver

GBTimes - Gold



Overall Performance:

Gibraltar Tourist Board – Bronze

Gebr. Heinemann SE & Co. KG –Silver

Jamaica Tourist Board – Gold



CTW Awards 2013

Product Innovation:

Sun International - Bronze

Fundatia Euro-Asia Promotion and Cultural Fundation - Silver

Travel Trade China - Gold



Service Quality:

Himalayan Kingdom Tours - Bronze

The River Lee Hotel - Bronze

Abel Tasman Sea Shuttle - Silver

Alila Hotels and Resorts - Gold



Marketing:

Transaero - Bronze

Nicholas Publishing International - Silver

NTO of Serbia (NTOS) & NTO of Montenegro (NTOMNE) - Gold



CTW Awards 2013

Internet/ Media:

Central Hall Westminster - Bronze

Tahiti Tourisme - Silver

Shanghai QinLu Electrical Technology Co.,
Ltd. & Xi'an HuaFan Instruments Co., Ltd. - Gold



Overall Performance:

Uniline Croatia - Bronze

El Corte Ingles - Silver

Voortrekker Monument & Nature Reserve - Gold



CTW Awards 2012

Product Innovation:

Multilink Capital Resources – Holiday Autos Asia - Bronze

Chinese Business Trainers - Silver

Slovenian Tourist Board - Gold



Service Quality:

Blue Sky Holidays - Bronze

Victoria and Albert Museum - Silver

Seychelles Tourism Board - Gold



Marketing:

Dubai Ski and Playnation - Bronze

United Airlines - Silver

Zagreb Tourist Board - Gold



CTW Awards 2012

Internet/ Media:

Surtrek Tour Operator - Bronze

Lake St Clair Lodge - Silver

Consensio Holidays Ltd - Gold



Consensio

Overall Performance:

Value Retail - Bronze

AVIS Rent A Car - Silver

National Tour Association (NTA) - Gold



CTW Awards 2011

Product Innovation:

Transromanica - Bronze

Croatian & Slovenian National Tourism Boards 克

罗地亚国家旅游局 - 斯洛文尼亚旅游局 - Silver

ItalyTales - Gold



Service Quality:

Blue Sky Holidays - Bronze

Panoramic Travel Group - Panoramic 旅游集团 - Silver

Museo del Baile Flamenco - Gold



Marketing:

Zagreb Tourist Board - 萨格勒布旅游局 - Bronze

Egyptian Embassy in China Tourism Office - 埃及驻华使馆旅游处 - Silver

India Tourism Beijing Office - 印度旅游部北京办事处 - Gold



CTW Awards 2011

Internet/ Media:

Zambia Tourism Board - Bronze

Tourism Quebec - Silver

Atlantis The Palm - Gold



Overall Performance:

United Airlines - Bronze

The British Museum 大英博物馆 - Silver

Malaysia Tourism Promotion Board - Gold





中国出境游研究所

CHINA OUTBOUND TOURISM
RESEARCH INSTITUTE

CTW Awards 2011

Social Media Marketing:

Travel Alberta - Bronze

CTC Canada - Silver

Banff Lake Louise Tourism - Gold



Retail:

Multilink Capital Resources – Holiday Auto Asia - Bronze

Wempe - Silver

Value Retail - Gold



CTW Awards 2010

Product Innovation:

mojo-travels GmbH (Germany) mojo旅行社 - Bronze

China Central Asia Russia Business Co. Ltd. (China)

中亚新俄商务咨询有限公司 - Silver

Dragon Trail (China) 龙途旅游咨询机构 - Gold



Service Quality:

Bothe Clubreisen (Germany) 波特旅行巴士公司 - Bronze

PromPeru (Peru) 秘鲁国家旅游局 - Silver

Philippine Department of Tourism (Philippines) 菲律宾国家旅游局 - Gold



Marketing:

Zanzibar Commission for Tourism (Tanzania) 坦桑尼亚-桑给巴尔旅游局/ - Bronze

Aberdare Safari Hotels Ltd (Kenya) 肯尼亚-阿伯代尔游猎酒店集团 - Bronze

Egyptian Embassy in China Tourism Office - 埃及驻华使馆旅游处 - Silver

India Tourism Beijing Office - 印度旅游部北京办事处 - Gold



CTW Awards 2010

Internet/ Media:

Multilink Capital Resources, Ltd (Hong Kong SAR) 香港万兴资本有限公司 - Bronze

Daodao.com (TripAdvisor China) (China) 到到网 - Silver

Travel Trade China (China) 国际旅游交易网 - Gold



Overall Performance:

CIBTM (China) 中国（北京）国际商务及会奖旅游展览会 - Bronze

Czech Tourism (Czech Republic) 捷克国家旅游局 - Silver

CBN travel service (UK) 中商世界游 - Gold



CTW Awards

2009

Product Innovation:

Fert Tours International (Switzerland) - Bronze

Newland Travel (UK) - Bronze

Auto Europe (China) - Silver

Helsinki City Tourist & Convention Bureau - Gold



Service Quality:

The National Tour Association (NTA) - Bronze

LatinAsia Travel Services (Mexico) - Bronze

Green Globe (China) - Silver

Jamaica Tourist Board (Jamaica) - Gold



Marketing:

Amstar DMC México - Bronze

SuperClubs (Jamaica) - Bronze

Government of Dubai, Department of Tourism

and Commerce Marketing - Silver

LA INC. The Los Angeles Convention & Visitors Bureau and

Los Angeles World Airports - Gold



CTW Awards 2009

Internet:

The Voortrekker Monument (South Africa) - Bronze

British Virgin Islands Tourist Board - Bronze

Tanzania National Parks /

Ngorongoro Conservation Area Authority (NCAA) (Tanzania) - Silver

World Travel Online (China) - Gold



Overall Performance:

Vienna Tourist Board - Bronze

Edeluc - Silver

Tourism Authority of Thailand - Gold



CTW Awards 2008

Product Innovation:

Northwest Airlines - Bronze

Euro-Alarm Beijing Co., Ltd. - Silver

St. Andrews Luxury Golf - Gold



Service Quality:

Flash Tour - Bronze

Switzerland Tourism Board - Silver

Travconsult - Gold



Marketing:

Nelson Mandela Bay Tourism (South Africa) - Bronze

Baltic Travel Solutions - Silver

Ghana Ministry of Tourism and Tourism Board - Gold

Ministry of Culture And Tourism of Ethiopia & Ethiopian Airlines - Gold



CTW Awards 2008

Internet:

AVIS China - Bronze

Deutsches Küstenland e. V. (German Coastline) - Silver

Jamaica Tourism Board - Gold

AVIS 安飞士租车



JAMAICA
TOURIST BOARD

Overall Performance:

Usedom Tourismus GmbH - Bronze

PATA - Silver

Ivy Alliance - Gold



PATA[®]
Pacific Asia Travel Association



CTW Awards 2007

Product Innovation:

ACCOR France - Bronze

HiTouch (Germany) - Silver

Interhome (Switzerland) - Gold



Service Quality:

Haxenhaus zum Rheingarten (Germany) - Bronze

Hard Rock Cafe (USA) - Silver

Hamburg Tourism Board (Germany) - Gold



Marketing:

Nelson Mandela Bay Tourism (South Africa) - Bronze

Club China Wallonie-Bruxelles (Belgium) - Silver

African Network / Starline Travel and Tours - Gold



CTW Awards 2007

Internet:

Ni Hao Project (Hungary) - Bronze

Maldives Tourism Promotion Board - Silver

Puerto Rico Tourism Company - Gold



Overall Performance:

Tourism Malaysia - Bronze

China Business Network (UK) - Silver

Global Refund China - Gold



CTW Awards 2006

Product Innovation:

China Holidays - Bronze

All England Lawn Tennis & Croquet Club Wimbledon - Silver

Fairy Tale Road - Gold



Human Resources Development:

Marriott International - Bronze

Ciudad de Torremolinos - Silver

Galleries Lafayette - Gold



Marketing:

Progestur Espana - Bronze

Agenzia per il Turismo di Firenze - Silver

Austria Tourism Board - Gold



CTW Awards 2006

Internet/Media:

Atlasz World Travel - Bronze

Meissen Porcelain - Silver

Gassan Diamonds - Gold



MEISSEN COUTURE
1710



Overall Performance:

Tarsus Group - Bronze

KD Köln-Düsseldorfer Deutsche Rheinschiffahrt - Silver

Visit London - Gold



CTW Awards 2005

Product Innovation:

Athens Silk Road International Travel - Bronze

Montpellier Tourist Office - Silver

Slovak Tourist Board - Gold



Human Resources Development:

Consorcio Turistico de Madrid - Bronze

China Consulting Christian Schneider - Silver

Hotellerie Suisse & Switzerland Tourism - Gold



Marketing:

City of Munich Tourist Office - Bronze

Astir Palace - Silver

Munich Airport International - Gold



CTW Awards 2005

Website:

Swarovski Tourism Services - Bronze

Berlin Tourism Marketing - Silver

Hessen State Tourism Board - Gold



Overall Performance:

Site Pont du Gard - Bronze

Accor Hotels - Silver

Switzerland Tourism - Gold



CTW Awards 2004

Companies:

Orbis Travel - Bronze

Global Refund Germany - Silver

Accor Hotels - Gold



Cities:

City Marketing Schwerin - Bronze

Cologne Tourist Board - Silver

Vienna Tourist Board - Gold



Regions and Countries:

Tourism Association Mecklenburg-Western Pomerania - Bronze

Malta Tourism Authority - Silver

German National Tourist Board - Gold

