



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**

中国旅游更多  
**MÁS TURISMO CHINO**



**TravelDailyNews**  
Media Network

## 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**

AUSTRALIA  
**ECU**  
EDITH COWAN UNIVERSITY



**TURESPAÑA**



 **GreentechAsia**

# 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



# 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**

Goodtime Travel Services Pty Ltd  
好時光旅行社

Hastings Hotels Group – **Honorary**



# 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 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**



Dan Hotels  
Israel

# 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**



حكومة الشارقة  
Government of Sharjah  
هيئة الإنماء التجاري  
والسياحي بالشارقة  
Sharjah Commerce & Tourism  
Development Authority



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



# 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

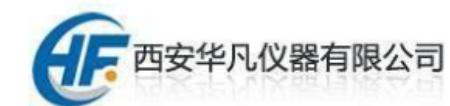


Tahiti Tourisme - Silver



Shanghai QinLu Electrical Technology Co.,

Ltd. & Xi'an HuaFan Instruments Co., Ltd. - Gold



## Overall Performance:

Uniline Croatia - Bronze



El Corte Inglés - 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



## Overall Performance:

Value Retail - Bronze

AVIS Rent A Car - Silver

National Tour Association (NTA) - Gold



**Consensio**

# 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



# 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



### Overall Performance:

Usedom Tourismus GmbH - Bronze

PATA - Silver

Ivy Alliance - Gold



# 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

Galeries 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



## 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

