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### **Ngong Ping 360's Environmental Programme Wins PATA Gold Award**

(Hong Kong, 20 September 2010) The Pacific Asia Travel Association (PATA), an internationally-recognised travel and tourism organization with over 1,000 members from 104 countries, has honoured Ngong Ping 360's commitment to environmental excellence by awarding it with the PATA Gold Award 2010 for its programme titled "Promote Ecology and Conservation on Lantau".

Ngong Ping 360 won the award in the "Corporate Environment Programme" after being selected out of 200 entries submitted by 80 organisations and individuals worldwide.

"Winning the PATA Gold Award is a strong endorsement of our continuous efforts and initiatives promoting eco-tourism," said Mr Y T Li, Managing Director of Ngong Ping 360.

"Ngong Ping 360 is pleased to receive the award. Importantly, it is an appreciation of the travel trade partners' efforts to bring tourists around the world to come and see the other side of Hong Kong, in addition to the popular shopping and dining paradise that lives vibrantly in the metropolitan destination," added Mr Li.

The winning programme is one of Ngong Ping 360's latest tourist products to promote eco-tourism in Hong Kong. Targeting nature lovers, particularly the young aged groups, the product aims to present visitors the ecological and cultural heritage of Lantau Island – one of the least-developed areas in Hong Kong.

Guided eco-tours, workshops, mini-experiments, presentation and seminars will be arranged for visitors, allowing them to throw themselves into exploring the beautiful countryside of Hong Kong.

The winning entry impressed the judging panels, comprised of members from reputable travel trade professionals, with the quality, project objectives, and commitment of the attraction to promote eco-tourism.

PATA Awards are presented to outstanding entries in the four principal categories of Marketing, Education and Training, Environment, and Heritage. This year the awards were presented to 24 separate organisations and individuals in recognition of their achievements to the development and promotion of travel and tourism across the Asia Pacific region.

For details of Ngong Ping 360's Environmental Programme, visitors may browse the attraction's website at:

<http://www.np360.com.hk/html/eng/lantau/eco-tourism.html>

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**Photo:**

Managing Director of Ngong Ping 360 Mr Y T Li (Middle) received the PATA Gold Award from Mr João Manuel Costa Antunes, Chairman-Elect of PATA (Left) and Mr Gregory Duffell, Chief Executive Officer of PATA (Right) at the prize presentation ceremony.

