

A Great Experience Deserves The Spotlight

- The search for Singapore's best tourism experiences

Singapore, 31 May 2011 – The search for Singapore tourism's cream of the crop kicks off once again on 1 June 2011, with the opening of nominations for the Singapore Experience Awards 2011.

Organised by the Singapore Tourism Board (STB), the Singapore Experience Awards is the most prestigious awards platform in Singapore's tourism sector. It celebrates outstanding individuals and organisations who represent the pinnacle in delivering distinctive, compelling Singapore experiences in all tourism-related industries, namely Attractions, Business Travel and MICE, Dining, Education, Entertainment, Healthcare, Hospitality and Retail.

Towards a holistic approach in experience creation

Businesses today need to take a step further to better understand consumers' needs and stay ahead of the game. This means innovating and enhancing capabilities to deliver exceptional experiences consistently. The Awards this year will therefore place an even greater focus on innovation and productivity, serving to reinforce the importance of adopting a holistic approach towards experience and value creation. The industry's recognition and commitment to this effort will ensure long-term business viability and sustainability.

Organisations understand this challenge and are embarking on the necessary steps, making inroads to meeting and exceeding customers' needs by hitting the right touch points. This is evident by the results of the Customer Satisfaction Index of Singapore (CSISG), which have shown improvement for the Retail, Food & Beverage and Tourism sectors since 2009.

It is also clear that consumers have become more discerning and vocal at expressing their preferences. Last year, some 34,000 unique nominations were received, an increase of around 10,000 nominations from the previous year.

“It is heartening to see businesses take steps to undertake product and process innovation, and adopt a holistic approach that encompasses all types of consumers at every focal point. This will ensure Singapore’s ability to constantly offer quality experiences and set us apart as a premier destination of choice,” said Ms Neeta Lachmandas, STB’s Executive Director of Capability & Innovation and Visitor Information & Feedback.

Nominations to start 1 June 2011

The nomination period will span one month and close on 30 June 2011. Submissions will undergo stringent assessments to ensure the selection of high caliber quality nominees, with the process culminating in the highly-anticipated gala awards ceremony scheduled in October later this year. The qualifying period for all entries is from 1 January 2010 to 31 December 2010.

Over 30 awards will be given out at this annual platform with award recipients spanning six categories – Customer Service, Events, Experience, Marketing and Media, Outstanding Contribution and Special Recognition.

Nominations can be submitted online via the Awards’ website at www.singaporeexperience.com, which also contains detailed information about the awards and criteria. Nomination forms for the Customer Service category are also available at major attractions, food & beverage outlets, hotels, retail outlets, Singapore Visitors Centres¹, and STB’s premises located at Tourism Court. A panel of local and international judges will assess all nominations.

Please refer to **Annex A** for the full list of Singapore Experience Awards 2011, nomination processes and criteria.

¹ A list of the Singapore Visitors Centres is available at <http://www.yoursingapore.com/content/traveller/en/plan-your-trip/travel-essentials/singapore-visitors-centres.html>

About the Singapore Experience Awards

As the most prestigious awards platform in Singapore's tourism industry, Singapore Experience Award recipients - individuals and organisations from sectors encompassing Attractions, Business Travel and MICE, Dining, Education, Entertainment, Healthcare, Hospitality and Retail- are judged to have shown they are the best in delivering a holistic customer experience – one that packages quality product and service delivery to create a distinctive and compelling experience. For more information, visit www.singaporeexperience.com. The Singapore Experience Awards is part of TravelRave, Asia's first mega travel & tourism trade festival which brings together a series of world-class travel and tourism events for industry leaders, experts, and professionals around the region to collaborate and develop solutions, share insights and best practices, showcase innovations and celebrate tourism achievements.

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "YourSingapore" brand. For more information, please visit <http://www.stb.gov.sg/>.

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1. SINGAPORE EXPERIENCE AWARDS 2011 LIST OF AWARD CATEGORIES

a. Events

1. Association Conference of the Year
2. Exhibition of the Year
3. Leisure Event of the Year
4. Meeting of the Year
5. Trade Conference of the Year

b. Experience

6. Best Business Event Service Experience
7. Best Business Event Venue Experience
8. Best Dining Experience
9. Best Education Experience
10. Best Enrichment Experience
11. Best Healthcare Experience
12. Best Hotel Experience
13. Best Nightspot Experience
14. Best Shopping Experience
15. Best Travel Experience
16. Best Visitor Attraction Experience

c. Marketing and Media

17. Best Singapore Experience Story – Broadcast
18. Best Singapore Experience Story – Digital
19. Best Singapore Experience Story – Print
20. Most Innovative Marketing Initiative

d. Service

21. Customer Service – Food & Beverage
22. Customer Service – Hotel
23. Customer Service – Nightspot
24. Customer Service – Retail
25. Customer Service – Tour Guiding
26. Customer Service – Transport (Taxi)
27. Customer Service – Visitor Attraction

e. Special Recognition

28. Breakthrough Contribution to Tourism

f. Outstanding Contribution

29. Lifetime Achievement for Outstanding Contribution to Tourism
30. Business Event Ambassador (by Industry Nomination)
31. Tourism Entrepreneur of the Year

2. Description of Award Categories:

2.1. Events (Self-Submission)

Award	Description
Association Conference of the Year	<p>The Association Conference of the Year recognises an association conference and the organiser(s) that have demonstrated excellence in organising and delivering a quality event for association members in terms of project management, growth and sustainability of the event, contribution to the industry growth and service excellence.</p> <p>This award is open to any Association Conference held in Singapore from 1 January 2010 to 31 December 2010.</p>
Exhibition of the Year	<p>The Exhibition of the Year award recognises a trade exhibition and the organiser(s) that has demonstrated excellence in organising and delivering a quality event in terms of the project management, growth and sustainability of the event, contribution to the industry growth and service excellence.</p> <p>This award is open to any trade exhibition held in Singapore from 1 January 2010 to 31 December 2010.</p>
Leisure Event of the Year	<p>The Leisure Event of the Year award recognises a leisure event and the organiser(s) that has demonstrated excellence in organising and delivering a quality event which created substantial economic impact within Singapore, attracted visitors (from Singapore and overseas), generated media profile and positively promoted Singapore as a premier destination. These may be one-off or recurring events.</p> <p>This award is open to any leisure event held in Singapore from 1 January 2010 to 31 December 2010.</p>
Meeting of the Year	<p>The Meeting of the Year award recognises a corporate or incentive meeting and the organiser(s) that have demonstrated excellence in organising and delivering a meeting in terms of innovativeness and creativity, and service excellence.</p> <p>This award is open to any corporate or incentive meeting held in Singapore from 1 January 2010 to 31 December 2010.</p>

Trade Conference of the Year	<p>The Trade Conference of the Year award recognises a trade conference and the organiser(s) that have demonstrated excellence in organising and delivering a quality event for trade participants in terms of project management, growth and sustainability of the event, contribution to the industry growth and service excellence.</p> <p>This award is open to any Trade Conference held in Singapore from 1 January 2010 to 31 December 2010.</p>
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2.2. Experience (Self-Submission)

Award	Description
Best Business Event Service Experience (Industry Nomination)	<p>The Best Business Event Service Experience Award recognises a service provider that has demonstrated excellence in their delivery, service excellence, proactiveness and dedication to continual staff upgrading and training programmes.</p> <p>This award is open to any business events service partner (accommodation, logistics, audio/visual support, booth design and construction, marketing communications, etc) which provided business events service delivery from 1 January 2010 to 31 December 2010. Entry for this award is by nomination only.</p>
Best Business Event Venue Experience	<p>The Best Business Event Venue Experience Award recognises a business events venue that has demonstrated unique venue appeal, facilities and versatility in settings as well as excellence in service, elevating the standard of world-class MICE facilities in Singapore.</p> <p>This award is open to any venue in Singapore that has hosted a business event in from 1 January 2010 to 31 December 2010.</p>
Best Dining Experience	<p>The Best Dining Experience award recognises restaurants which provide their guests with memorable dining experience. Through their business, product and service excellence, they are able to attract visitors from overseas and positively promote Singapore as the premier lifestyle destination. Please note that this is not a food award.</p> <p>The Award is open to all licensed, full-service restaurants, which must have been in operation within calendar year 2010.</p>
Best Education Experience	<p>The Best Education Experience award recognises educational institutions which provide their students with a vibrant and conducive campus life for students through the provision of good curriculum, pedagogy,</p>

Award	Description
	<p>facilities and support services. The educational institution must be able to attract students from Singapore and overseas, and enhance Singapore's status as an education hub.</p> <p>This Award is open to all certified* institutions, which must have been in operation within the calendar year of 2009.</p> <p>*Institutions must have been certified by the Ministry of Education / EduTrust / Council for Private Education</p>
Best Enrichment Experience	<p>The Best Enrichment Experience award recognises enrichment programmes, developed, delivered and marketed by organisations and institutions, which provide international students and/or visitors with an innovative and inspiring enrichment experience. The nominated enrichment programme must be able to attract students/visitors from overseas, and enhance Singapore's status as an education hub.</p> <p>This Award is open to organisations and institutions, whose nominated enrichment programme must have been in operation within the calendar year of 2010.</p>
Best Healthcare Experience	<p>The Best Healthcare Experience award recognises healthcare institutions which provide medical services to local and international patients and promote Singapore as a healthcare hub. It recognises the contribution to tourism through the provision of good medical services, technology, facilities and support services for patients.</p> <p>This Award is open to Ministry of Health-licensed healthcare institutions, which must have been in operation within the calendar year of 2010.</p>
Best Hotel Experience	<p>The Best Hotel Experience award recognises hotels which provide their guests with memorable experiences through the delivery of services, facilities, products and environment. Through business, product and service excellence, they are able to promote Singapore as the premier lifestyle destination.</p> <p>This Award is open to all gazetted hotels, which must have been in operation within the calendar year of 2010.</p>
Best Nightspot Experience	<p>The Best Nightspot Experience award recognises establishments which provide their guests with memorable nightlife experiences. Through their business, product and service excellence, they must be able to attract visitors (from Singapore and overseas) and positively promote Singapore as the premier lifestyle destination.</p>

Award	Description
	<p>This Award is open to all licensed nightspots, which must have been in operation within the calendar year of 2010.</p>
Best Shopping Experience	<p>The Best Shopping Experience award recognises establishments which provide their clientele with memorable shopping experiences. Through business, product and service excellence, they must be able to attract visitors (from Singapore and overseas) and positively promote Singapore as the premier lifestyle destination.</p> <p>This Award is open to all licensed retail establishments, which must have been in operation within the calendar year of 2010.</p>
Best Travel Experience	<p>The Best Travel Experience award recognises tour plans, developed and marketed by travel agencies (Singapore-based and/or overseas-based), which provide their clientele with memorable experiences of Singapore. The travel plan must be able to attract visitors from overseas to Singapore, and positively promote Singapore as a premier travel destination.</p> <p>This Award is open to all travel agencies, whose nominated travel plan must have been in operation within the calendar year of 2010.</p>
Best Visitor Attraction Experience	<p>The Best Visitor Attraction Experience award recognises visitor attractions which provide their guests with memorable experiences. Through business, product and service excellence, they must be able to attract visitors (from Singapore and overseas) and positively promote Singapore as the premier destination.</p> <p>This Award is open to all visitor attractions which must have been in operation within the calendar year of 2010.</p>

2.3. Marketing and Media (Self-Submission)

Award	Description
Best Singapore Experience Story – Broadcast	<p>The Best Singapore Experience Story – Broadcast award recognizes original broadcast stories which focus primarily on Singapore, and showcase Singapore as a unique tourism destination delivering memorable visitor experiences.</p> <p>This award is open to foreign producers of original broadcast stories which were broadcast within calendar year 2010. Stories must have been created primarily for broadcast.</p>

Award	Description
Best Singapore Experience Story – Digital	<p>The Best Singapore Experience Story – Digital award recognizes original digital stories which focus primarily on Singapore, and showcase Singapore as a unique tourism destination delivering memorable visitor experiences.</p> <p>This award is open to creators of original digital stories which were published within calendar year 2010. Eligible story mediums include blogs, videos and other internet-based, mass communications mediums. Stories must have been created primarily for online dissemination.</p>
Best Singapore Experience Story – Print	<p>The Best Singapore Experience Story – Print award recognizes original print stories which focus primarily on Singapore, and showcase Singapore as a unique tourism destination delivering memorable visitor experiences.</p> <p>This award is open to foreign writers of original print stories which were published within calendar year 2010. Stories must have been created primarily for Print.</p>
Most Innovative Marketing Initiative	<p>The Most Innovative Marketing Initiative award recognises marketing initiatives that have demonstrated ingenuity, technical quality, considered planning and effective execution in creating an integrated brand marketing campaign specific to a tourism/travel business in Singapore.</p> <p>This award is open to any tourism/travel-related organisation (encompassing Attractions, Business Travel and MICE, Dining, Education, Entertainment, Healthcare, Hospitality, Retail) which has created a unique and innovative marketing initiative through the use of television, radio, social media, etc within calendar year 2010.</p>

2.4. Customer Service (Public & corporate nomination)

Award	Description
Customer Service – Food and Beverage	This award is open to all service staff working in full-service food and beverage outlets.
Customer Service – Hotel	This award is open to all service staff working in gazetted hotels.
Customer Service – Nightspot	This award is open to all service staff working in nightspots.
Customer Service – Retail	This award is open to all service staff working in retail outlets / shopping centres / department stores.
Customer Service – Tour Guiding	This award is open to all licensed and practising tour guides.

Customer Service – Transport (Taxi)	This award is open to all licensed and practising taxi drivers.
Customer Service – Visitor Attraction	This award is open to all service staff working in visitor attractions.

2.5. Special Recognition (Not open to public nomination or self- submission)

Award	Description
Breakthrough Contribution to Tourism	This award recognises the efforts of exceptional individuals and/ or organisations in developing and growing Singapore's tourism sector through providing products / services that made a significant impact on the Singapore tourism scene. Apart from economic benefits such as visitor arrivals and tourism receipts, these products / services also bring added value through creating greater awareness of Singapore as a destination and shaping a positive image of Singapore as a must-see destination.

2.6. Outstanding Contributions (Not open to public nomination or self- submission)

Award	Description
Lifetime Achievement for Outstanding Contribution to Tourism (Closed Nomination)	This award honours an individual whose contributions have had a significant impact on the development of tourism in Singapore. Vision, dedication and commitment to the future of tourism are the qualities which will distinguish the recipient in earning the respect of all in the industry and in Singapore.
Business Event Ambassador (by Industry Nomination)	This award honours an individual from a trade or professional association (outside the MICE industry) whose contribution has had a significant impact on the development of the business events industry in Singapore.
Tourism Entrepreneur of the Year (Closed Nomination)	This award honours outstanding individuals who have applied their business acumen, creativity and innovative talents to assist the growth and development of the tourism industry in Singapore. Entrepreneurial and leadership skills are among the qualities that will distinguish the recipient, who has also been responsible for growth in the financial or operating performance of the organisation concerned.

3. Judging Process

Submissions and nominations will be judged by members of a panel of local and overseas judges. The panel comprises representatives from the relevant sectors of the industry. They are recognised professionals in their respective fields and bring expertise and experience in recognizing the best of Singapore's tourism industry.

Judges' identities will be revealed after completion of the judging process.

4. How to Participate

4.1. Organisation-based Awards (Self-Submission)

- Organisations are able to submit an entry through our website, www.singaporeexperience.com. After registering with us, users will be able to download the entry forms for each award. Users can complete forms offline, then login again to upload/submit forms.

Note: This is applicable for all awards except the “Best Business Event Service Experience”

- Organisations are able to nominate other organisations online for the “Best Business Event Service Experience” award

4.2. Individual-based Customer Service Nomination (Public or Corporate Nomination)

- Public Nomination → the public are able to nominate customer service professionals:
 - Online at www.singaporeexperience.com
 - By completing and submitting a nomination form (which can be found in major hotels, attractions, retail and dining establishments, Singapore Visitors Centre from June 2011)
- Corporate Nomination → organisations are able to nominate outstanding employee(s) for the relevant award by submitting the following:
 - Full Name of Employee
 - Length of Service with Organisation
 - List of Training Programmes the Employee completed in 2010
 - Compliments / Feedback received from Customers in 2010 (minimum of 5)

4.3. Individual-based Outstanding Contribution Nomination (Industry Nomination)

- Industry members are able to nominate outstanding individuals for the Business Event Ambassador award

5. Eligibility and Qualifying Period

The qualifying period for all entries is between 1 January 2010 and 31 December 2010.

5.1. “Customer Service” Category

- Nominee must have worked for the organisation for a minimum of 6 months
- Nominee must be a full-time, customer service employee, i.e. working a minimum of 35 hours or more per week

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