

A Great Experience Deserves The Spotlight

- Singapore Tourism's Finest Compete for Industry's Top Honours -

Singapore, 10 Oct 2011 – A total of 82 finalists will be vying for 27 award categories at this year's Singapore Experience Awards, the most prestigious awards platform in Singapore's tourism industry.

Organised by the Singapore Tourism Board (STB), the Singapore Experience Awards are the distinctive marks of excellence accorded to recipients who consistently innovate, create and deliver compelling and memorable destination experiences.

Reflecting the vibrancy of our tourism landscape is our diverse mix of finalists, ranging from first-time awards participants such as Mercury Marketing & Communications for Audi Fashion Festival Singapore and The Lo & Behold Group for Tanjong Beach Club, to past awards recipients like the Ritz-Carlton, Millenia Singapore, and the Science Centre Singapore. With finalists such as Osia Bar Restaurant, Mount Alvernia Hospital and Singapore Changi Airport also in the running, this also clearly demonstrates that size does not matter when it comes to delivering a quality experience. With the requisite desire, passion, and creativity, any truly committed organisation can achieve experiential excellence. A full list of this year's finalists can be found in **ANNEX A**.

The task of identifying the best in Singapore's tourism industry fell to an esteemed panel of judges, comprising local and international professionals in various fields, such as the dining, education, human resources, banking and design consultancy sectors. With their invaluable experiences and industry expertise, our judges have helped to determine who the top providers of quality, holistic experiences truly are.

Nominations went through a stringent and rigorous judging process that included one-on-one interviews, role-playing scenarios, mystery shopping, and site visits.

Sharing his judging experience for the Awards is Mr Ian Wilson, Regional Vice President, China and South East Asia of The Fairmont Hotels, "Being part of the judging panel was an enriching and inspiring experience, as it was wonderful to see the deep-seated passion shown by each of our finalists. It is precisely this drive and passion to excellence that defines our finalists, in their ability to create winning Singapore experiences. We are committed to recognizing such exemplary experience designers as the best in their fields and role models for the industry, in our drive towards service excellence in Singapore's tourism industry."

Award recipients of the Singapore Experience Awards 2011 will be unveiled at a gala presentation ceremony on 17 October 2011 at the Marina Bay Sands, graced by President Dr Tony Tan.

The Singapore Experience Awards is organised in conjunction with TravelRave 2011, and is the first event on the TravelRave calendar. TravelRave is Asia's mega travel and tourism festival and is a platform for industry leaders, experts and professionals to uncover business opportunities, share insights and best practices, showcase industry innovations and celebrate tourism achievements.

Further Inspiring Experience Creation at the Singapore Experience Conversation

Into its second edition this year is the Singapore Experience Conversation, an exclusive forum organised to inspire continuous innovation and productivity in experience creation. This forum is an annual highlight to the Singapore Experience Awards and provides an opportunity for experience providers to have an open dialogue about inspirations and challenges arising from an ever-changing consumer landscape.

Themed "Singapore, A City That Inspires", this year's Conversation is proud to have as its keynote speaker Mr Claus Meyer, Owner of The Meyers Group and Co-Founder/Co-Owner of the restaurant Noma – awarded the best restaurant in the world by The S. Pellegrino World's 50 Best Restaurants in 2010 and 2011. This will be followed by panel discussions on how experience design can be a competitive strategy in the various tourism industries.

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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.

About TravelRave

TravelRave is Asia's mega travel and tourism festival, showcasing world-class business events for tourism leaders and professionals from across the travel eco-system to maximise business opportunities, share insights and best practices, showcasing innovations and to celebrate our tourism achievements. Leveraging the buzz and dynamism of the Asian travel and tourism industry, TravelRave sets the stage for collaboration and enables the industry to harness the vast growth potential presented in the region.

Partner events include:

* Asia Travel Leaders Summit * Asia for Asia * Asia Pacific Hotel and Tourism Investment Conference * Aviation Outlook Asia * Cornell Hotel Society Asia Pacific Regional Conference * Condé Nast Traveler World Savers Congress * ITB Asia * Singapore Experience Awards * UNWTO High Level Meeting in Asia * Web In Travel Conference *

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/>.

For more information, please contact:

Ms Jane Lee

Assistant Manager

Communications Division

Singapore Tourism Board

Tel: +65 6831 3384

Email: jane_lee@stb.gov.sg

Or the STB Media Hotline at + 65 9011 2071

LIST OF FINALISTS FOR THE SINGAPORE EXPERIENCE AWARDS 2011**EVENTS****Association Conference of the Year**

- 2nd World Conference on Research Integrity 2010, Nanyang Technological University, National University of Singapore, Singapore Management University and Agency for Science, Technology and Research
- 6th World Congress on Biomechanics 2010, Biomedical Engineering Society (Singapore)
- Harvard Project for Asian and International Relations (HPAIR) 2010 Asia Conference, Harvard University and Singapore Management University

Exhibition of the Year

- Blueprint Fashion Trade Show, Mercury Marketing and Communications
- BEX Asia 2010, Reed Elsevier Singapore (2008) Pte Ltd
- International Furniture Fair Singapore 2010/27th ASEAN Furniture Show, International Furniture Fair Singapore Pte Ltd

Leisure Event of the Year

- Audi Fashion Festival Singapore, Mercury Marketing & Communications
- Singapore Garden Festival 2010, National Parks Board
- ZoukOut Singapore 2010, Zouk

Meeting of the Year

- Ernst & Young Asia Pacific Tax Symposium and Transfer Pricing Forum 2010, Ernst & Young
- Global Tax Symposium – Asia & Indirect Tax 2010, PriceWaterhouseCoopers
- Nomura Asia Equity Forum 2010, Nomura

Trade Conference of the Year

- Ageing Asia Investment Forum™, Xperiential Events Pte Ltd
- IDEM Singapore 2010, Koelnmesse Pte Ltd & Singapore Dental Association
- SingTel i.luminate Business Innovation Forum 2010 & Accelerate 2010, Singapore Telecommunications Limited

MARKETING AND MEDIA**Best Singapore Experience Story – Broadcast**

- “CNNGo Singapore” by CNN International
- “Samantha Brown: Passport to Asia (Singapore Episode)” by Optomen Productions, USA
- “Top Chef Season 7 - Season Finale” by BRAVO Channel, USA

Best Singapore Experience Story – Digital

- “Money Down, The Sky’s The Limit” by Anthony Dennis, USA
- “The Power List: 30 People who have shaped Singapore” by Balvinder Singh, Ben Slater, Charlene Fang, Daven Wu, Eddie Tee, Elaine Ee and Michele Klyne, CNNGo
- “Winners of Singapore Best Eats 2010” by Balvinder Singh, Ben Slater, Charlene Fang, Daven Wu, Eddie Tee, Elaine Ee and Michele Klyne, CNNGo

Best Singapore Experience Story – Print

- “Gourmet Island” by Vir Sanghvi, Hindustan Times Brunch
- “Singapore Spice” by Bobby Ghosh, Cooking Light
- “Singapore Swing” by Brad A. Johnson, Angeleno

MARKETING AND MEDIA (cont'd)

Most Innovative Marketing Initiative

- "Be a Changi Millionaire" by Changi Airport Group
- "CSI : The Experience Exhibition" by Science Centre Singapore
- "Christmas with an OC attitude 2010" by Orchard Central

EXPERIENCE

Best Business Event Service Experience

- Pico Art International Pte Ltd for Singapore Airshow 2010
- Pico Art International Pte Ltd for Singapore Garden Festival 2010
- The Fullerton Hotel Singapore for Travel + Leisure Travel Agent Advisory Board

Best Business Event Venue Experience

- Raffles City Convention Centre, Fairmont Singapore
- Suntec Singapore International Convention & Exhibition Centre
- The Fullerton Hotel Singapore

Best Dining Experience

- Osia Bar Restaurant
- Stellar
- The White Rabbit

Best Education Experience

- Institute of Technical Education College West
- PSB Academy
- SIM Global Education

Best Enrichment Experience

- Overseas Student Programmes (Behind-the-Scenes, Guided Tours & Camps), Wildlife Reserves Singapore
- Science Enrichment Programmes, Science Centre Singapore
- SOTC Outlearn 'ANIME' Tour, SOTC Outlearn

Best Healthcare Experience

- Mount Alvernia Hospital
- Parkway Hospitals Singapore Pte Ltd
- Specialist Dental Group

Best Hotel Experience

- Royal Plaza on Scotts
- The St. Regis Singapore
- The Ritz-Carlton, Millenia Singapore

Best Nightspot Experience

- Overeasy
- Tanjong Beach Club
- The Butter Factory

Best Shopping Experience

- ION Orchard
- Metro Paragon
- Singapore Changi Airport

Best Travel Experience

- The Singapore Story, East West Executive Travellers
- The Time Of Empire™ - A Colonial District Walk, Journeys Pte Ltd
- The Tipple Exchange™ - A Boat Quay Singapore River Walk, Journeys Pte Ltd

EXPERIENCE (cont'd)

Best Visitor Attraction Experience

- Night Safari
- Sentosa
- Singapore Botanic Gardens

CUSTOMER SERVICE

Customer Service – Food & Beverage

- Manjeet Kaur, Resorts World at Sentosa Pte Ltd
- Ni Putu Sumiati, Lawry's The Prime Rib Singapore Pte Ltd
- Paramasivan s/o Ganesan Suppiah, 1 TwentySix by 1-Rochester Group

Customer Service - Hotel

- Romualdo Bacani Corpuz, Swissotel The Stamford
- Salwa Binte Dawan, Swissotel The Stamford
- Tan Seow Chyi Evelyn, Park Hotel Clarke Quay

Customer Service - Nightspot

- Chirag s/o DilipKumar, W Wine Bar
- Fokeerbux Imtehaz, Greenhouse Bar at Krish the Restaurant
- Selamat Bin Hamdan, The Butter Factory

Customer Service - Retail

- Eliza May Francisco Gloria, BCBG, Wing Tai Clothing Pte Ltd
- Herdawati Bte Mansor, BCBG, Wing Tai Clothing Pte Ltd
- Pauline Sin Pau Leng, 313@Somerset, Land Lease Retail Investments 1 Pte Ltd

Customer Service – Tour Guiding

- Ainah Binte Manap
- Jimmy Quek Chin Wee

Customer Service – Transport (Taxi)

- Harold Khoo Teck Kiat, SMRT Taxis Pte Ltd
- Olivia Chua Cheo Tee, Comfort Transportation Pte Ltd
- Jason Tan Teck Siong, Comfort Transportation Pte Ltd
- Tay Seng Kok, SMRT Taxis Pte Ltd

Customer Service – Visitor Attraction

- Ang Chien Hui, Mount Faber Leisure Group
- Chen Weiting, Sentosa Luge Company Pte Ltd
- Jhanine Ranario Nazar, Wildlife Reserves Singapore
- Joseph Chung Saik Tee, Singapore Philatelic Museum

** All listings are in alphabetical order*

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