

A Great Experience Deserves The Spotlight - Honouring Singapore Tourism's Finest -

Singapore, 17 Oct 2011 – The best of Singapore's tourism sector were recognised this evening at the Singapore Experience Awards 2011. Held at the Marina Bay Sands, the gala presentation ceremony was graced by Guest-of-Honour President Tony Tan Keng Yam.

The annual Singapore Experience Awards is the most prestigious awards platform in Singapore's tourism industry. The evening celebration saw accolades given out to exemplary organisations and individuals for their remarkable contributions to the industry as well as for their dedication, passion and commitment to delivering unique and compelling experiences.

Ms Aw Kah Peng, Singapore Tourism Board's Chief Executive said, "Our award recipients tonight have all clearly delivered on the promise of experience. They have successfully integrated service excellence, immersive story-telling and new concept creation, to concoct a total experience that will keep customers coming back, and even convert visitors into advocates for destination Singapore."

The evening also paid tribute to three individuals who have distinguished themselves by consistently exemplifying the spirit of innovation, entrepreneurial and leadership in defining, and redesigning, powerful Singapore experiences in the tourism sector.

The pinnacle of these awards, the Lifetime Achievement for Outstanding Contribution to Tourism, was accorded to Dato' Dr. Jannie Chan, Executive Vice Chairman of The Hour Glass Limited and President of the Singapore Retailers Association, for her relentless efforts in championing the retail industry in Singapore and successfully raising its professionalism and standards.

The Business Event Ambassador award was presented to Dr. Andy Nazarechuk, President of APacCHRIE, for his significant contributions in promoting Singapore as a global education hub and center for MICE education.

The Tourism Entrepreneur of the Year award went to Mr Loh Lik Peng, Director of Unlisted Collection, for his innovative and creative contributions to the transformation of Singapore's boutique hotel scene.

This year, the Special Recognition (Breakthrough Contribution to Tourism) award was given to both Integrated Resorts (IRs) – Marina Bay Sands and Resorts World Sentosa for being major catalysts of Singapore’s tourism development, and for the generation of strong positive spin-offs that span numerous sectors such as the arts and entertainment, dining, retail, hospitality, attractions and Meetings, Incentives, Conventions and Exhibitions (MICE). The IRs have also significantly boosted Singapore’s reputation as a must-visit destination to a global audience.

A full list of the award recipients and finalists of the Singapore Experience Awards 2011 is enclosed in **Annex A**. Citations for the Outstanding Contribution award category and the Special Recognition category can also be found in **Annex B**.

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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

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, 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/>.

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

- **Harvard Project for Asian and International Relations (HPAIR) 2010 Asia Conference, Harvard University and Singapore Management University (Recipient)**
- 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)

Exhibition of the Year

- **Blueprint Fashion Trade Show, Mercury Marketing & Communications (Recipient)**
- 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 (Recipient)**
- Singapore Garden Festival 2010, National Parks Board
- ZoukOut Singapore 2010, Zouk

Meeting of the Year

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

Trade Conference of the Year

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

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

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

Best Singapore Experience Story – Digital

- **“Winners of Singapore Best Eats 2010” by Charlene Fang, Jenny Tan and Schnap Studio (Recipient)**
- “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

Best Singapore Experience Story – Print

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

MARKETING AND MEDIA (cont'd)

Most Innovative Marketing Initiative

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

EXPERIENCE

Best Business Event Service Experience

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

Best Business Event Venue Experience

- **Suntec Singapore International Convention & Exhibition Centre (Recipient)**
- Raffles City Convention Centre, Fairmont Singapore
- The Fullerton Hotel Singapore

Best Dining Experience

- **Osia Bar Restaurant (Recipient)**
- Stellar
- The White Rabbit

Best Education Experience

- **Institute of Technical Education College West (Recipient)**
- PSB Academy
- SIM Global Education

Best Enrichment Experience

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

Best Healthcare Experience

- **Mount Alvernia Hospital (Recipient)**
- Parkway Hospitals Singapore Pte Ltd
- Specialist Dental Group

Best Hotel Experience

- **The St. Regis Singapore (Recipient)**
- Royal Plaza on Scotts
- The Ritz-Carlton, Millenia Singapore

Best Nightspot Experience

- **The Butter Factory (Recipient)**
- Overeasy
- Tanjong Beach Club

Best Shopping Experience

- **ION Orchard (Recipient)**
- Metro Paragon
- Singapore Changi Airport

Best Travel Experience

- **The Singapore Story, East West Executive Travellers (Recipient)**
- 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

- **Sentosa (Recipient)**
- Night Safari
- Singapore Botanic Gardens

CUSTOMER SERVICE

Customer Service – Food & Beverage

- **Manjeet Kaur, Resorts World at Sentosa Pte Ltd (Recipient)**
- 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 (Recipient)**
- Salwa Binte Dawan, Swissôtel The Stamford
- Tan Seow Chyi Evelyn, Park Hotel Clarke Quay

Customer Service – Nightspot

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

Customer Service – Retail

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

Customer Service – Tour Guiding

- **Jimmy Quek Chin Wee (Recipient)**
- Ainah Binte Manap

Customer Service – Transport (Taxi)

- **Harold Khoo Teck Kiat, SMRT Taxis Pte Ltd (Recipient)**
- 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

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

OUTSTANDING CONTRIBUTION

Business Event Ambassador

- **Dr. Andy Nazarechuk, President, APacCHRIE (Recipient)**

Tourism Entrepreneur of the Year

- **Loh Lik Peng, Director, Unlisted Collection (Recipient)**

Lifetime Achievement for Outstanding Contribution to Tourism

- **Dato' Dr. Jannie Chan, Executive Vice Chairman, The Hour Glass Limited (Recipient)**

SPECIAL RECOGNITION

Breakthrough Contribution to Tourism

- Integrated Resorts, Marina Bay Sands, Resorts World Sentosa (Recipient)

** All listings are in alphabetical order*

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CITATIONS FOR THE OUTSTANDING CONTRIBUTION AWARD CATEGORY

Lifetime Achievement for Outstanding Contribution to Tourism

DATO' DR. JANNIE CHAN

Executive Vice Chairman, The Hour Glass Limited

Dato' Dr Jannie Chan is a businesswoman whose achievements are recognised both in Singapore and around the world.

The Hour Glass, a company Jannie co-founded in 1979, is a leading contemporary specialist watch retailer in the Asia Pacific region. The concept of a luxury watch retail experience was unheard of at the time, but she guided its growth from a single retail operation to become the most geographically diverse specialist luxury watch retailer in Asia, representing a stable of over 60 brands with a regional network of 27 boutiques strategically located in prime shopping belts in Australia, Hong Kong, Japan, Malaysia, Singapore and Thailand. The Hour Glass also pioneered the development and promotion of contemporary horological culture in this region through the launch of TEMPUS – The Great Watchscapade in 2004 and TEMPUS – The Temple of Time in 2007, enhancing horological awareness in Asia, as well as raising the level of understanding and appreciation of specialist luxury timepieces.

Jannie has decades of experience in the retail trade. She is the first woman president of the Singapore Retailers Association, and in that capacity has undertaken various actions to promote and raise the standards, profile and image of the retail industry by promoting innovation, creativity and excellence. As the Chairman of the Great Singapore Sale Steering Committee, she played a significant role not only in establishing the Great Singapore Sale as a highlight on Singapore's events calendar for both locals and visitors, but in bringing the industry together to collectively ring in robust sales year-on-year. This annual fiesta is now one of the biggest shopping events in the world, with Frommer's Travel Guides calling it one of "300 Unmissable Events and Festivals Around the World".

Jannie's ability to galvanise action among fellow industry members and stakeholders in the public and private sector has seen her bringing in other impactful retail events such as securing the hosting of the 15th Asia-Pacific Retailers Convention & Exhibition or APRCE, the largest international retailers' convention to be accompanied by a retail exhibition in the region. She is also the Convention Chairperson.

Jannie is a firm believer in total quality and its people. As the Chairman of the Retail Academy of Singapore and Chairman of the Retail Industry Skills and Training Council, she drives efforts to strengthen the capabilities of the industry through productivity and training initiatives. She has worked towards the professionalism of the industry through recognition platforms like the SRA Awards, and educational platforms such as the National Retail Scholarships, the SRA Institute for Retailing, and the Singapore Retail Industry Conference.

For her relentless efforts in championing the retail industry in Singapore, and successfully raising its professionalism and standards, the Singapore Tourism Board is honoured to present to Dato' Dr Jannie Chan the award for Lifetime Achievement for Outstanding Contribution to Tourism.

Business Event Ambassador
DR. ANDY NAZARECHUK
President, APacCHRIE

Dr Andy Nazarechuk, the founding Dean of University of Nevada Las Vegas – Singapore (2005-2011), is a leader in both the academic and the professional worlds of hospitality development. As the President of APac-CHRIE (Asia Pacific Council on Hotel, Restaurant and Institutional Education) – the largest hospitality educators association in Asia, Dr Andy is responsible for promoting the association's vision of expanding hospitality educational quality and excellence in the region. In his current role as President, Dr Andy continues to promote Singapore as a global education hub and center for MICE education. Dr Andy also serves on a variety of committees, including the United Nations World Tourism Panel of Tourism Experts, the Development Agency Tourism Industry Skills & Training Council, and is on the International Advisory Board for Singapore Pools.

Dr Andy is a forerunner in championing Business Events in Singapore through his regular speaking engagements at a wide variety of conferences, professional and industry events, as well as a regular guest lecturer for other universities. He constantly promotes Singapore as the premier MICE destination in the region, spreading the message of Singapore's Tourism and MICE industries which continue to set new standards for the region and Singapore as a model city and a place to come for both education and business.

On the academic front, in his capacity as Dean of UNLV Singapore, Dr Andy helped develop the Singapore's Workforce Development Skills diploma in MICE. This eight month educational program is designed to help upgrade Singapore's workers in the MICE industry.

Dr Andy has also been the key driver in Singapore's successful hosting of the Asia Pacific CHRIE Conference 2009. Dr Andy galvanised over 10 local polytechnics and various government agencies to jointly submit a bid to host the conference. The APac-CHRIE Conference, held annually brings hospitality educators together to discuss educational issues, present academic papers, and discuss current trends in the region. UNLV Singapore hosted the conference in 2009, with approximated 280 attendees. This conference was planned, organized, and executed entirely by UNLV Singapore undergraduate students and set a new standard for student educational experiences that is now being replicated by other schools in the region. UNLV Singapore students also created the first APacCHRIE student conference, again setting a new standard for the conference that will be continued in future years.

Furthermore, Dr Andy played an instrumental role in Singapore's hosting of the first International Convention Expo Summit (ICES) in May of 2008 and subsequently in 2010. Created by UNLV over 15 years ago in Las Vegas, the conference now alternates between Singapore and Hong Kong. This international conference brings together industry professionals, academic leaders, and graduate students to share knowledge concerning the MICE industry.

Dr Andy is an internationally known speaker, facilitating workshops, teaching courses and addressing conferences and conventions for hotel professionals and academics on topics ranging from human resource motivation and management to casino management. His collaboration has been sought for international initiatives in countries around the world including: China, South Korea, France, Poland, Ukraine, Egypt, Japan, Taiwan, Brazil, Oman, Vietnam, Singapore, the Philippines, Australia, Macau, Palau, Saipan, to name just a few.

Dr Andy holds both Bachelor of Science and Master of Science degrees in Hospitality from UNLV as well as a doctorate in Educational Leadership from the University of La Vern, California. His professional background in the hospitality industry includes serving as the Director of Catering and Convention Services at the Sahara Hotel and Casino, which at the time was one of the largest facilities in Las Vegas

Tourism Entrepreneur of the Year
LOH LIK PENG
Director, Unlisted Collection

Mr Loh Lik Peng was born in Dublin, Ireland to Singapore parents who were practicing medicine there at the time. He attended Law school in England, University of Sheffield and Postgraduate at London School of Economics followed by bar exams in London. He returned to Singapore in 1997 and practised litigation law for three years before leaving the profession to set into the hospitality industry. In 2001, he seized the opportunity to enter the industry by purchasing the 10,000 sq ft Regal Inn. Through meticulous planning and ingenious design, a product of Singapore's heritage was not only preserved but transformed into a hip boutique hotel, Hotel 1929. The hotel was awarded the "URA Architectural Heritage Award" in 2003 and the project won him the Tourism Entrepreneur Award in the 2004 Tourism Awards.

Lik Peng's innovative concept for Hotel 1929 demonstrates an exciting fusion of old and new. He then went on to set up the New Majestic Hotel which was awarded the "URA Architectural Heritage Award" in 2006 and Majestic Restaurant whose accolades include World Gourmet Summit 2010 for Asian Restaurant of the Year, Singapore's Best Restaurants Guide 2011 for Hall of Fame Award and CNNGO.com Best Eats Awards 2010 for Singapore's Best Hotel Restaurant amongst many. JING, the sister restaurant of Majestic, located at One Fullerton was recently accorded "Two Stars" by Wine & Dine Singapore's Top Restaurant 2010/2011.

The overseas ventures in London and Shanghai in 2010 are yet another demonstration of his boldness, knack of seizing opportunities and creative reuse of rare beauties. The Bethnal Green Town Hall, which has stood in the heart of London's vibrant East End since Edwardian times, is home to the Town Hall Hotel Apartments after a sensitive restoration. The restaurant and bar situated within, Viajante, designed by award-winning architects and headed by Chef Patron Nuno Mendes, received its first Michelin Star in the guide's 100th anniversary in UK less than a year of its opening. Over in Shanghai, The Waterhouse at South Bund is a unique boutique hotel located on the banks of the Huangpu River. Table No. 1 by Jason Atherton is a destination restaurant in The Waterhouse serving world influenced modern European cuisine.

Closer to home in Singapore, a totally experimental boutique hotel, Wanderlust, is set to draw madcap voyagers and curious travellers to its doorstep. Located in Little India, the building was originally an old school built in the 1920s. The four-storey hotel was designed by four different local leading design firms, Asylum, PhunkStudio, iFurious and DP Architects to give each floor a unique look and feel. For giving the revitalised old building a new sense of place within the eclectic urban montage of Little India, the project was recently awarded the "2011 URA Architectural Heritage Awards". Two restaurants were also unveiled. COCOTTE, located within Wanderlust, serves up unpretentious, rustic French cuisine in a casual and comfortable setting. In a partnership with illustrious Chef; André Chiang, Restaurant ANDRE was listed as the top 10 restaurants in the world worth a plane ride by the New York Times, since its opening in October.

Lik Peng is a member of Singapore Tourism Board's Tourism Consultative Council as well as the 2nd Vice President of Singapore Hotel Association and Vice Chairman of Shatec Institutes. His latest appointment in 2011 sees him as a Board Member at the National Heritage Board (NHB), Chairman-Designate for Singapore Philatelic Museum Board and a member of the Fundraising Committee (sub-committee of the NHB Main Board).

CITATIONS FOR THE SPECIAL RECOGNITION AWARD CATEGORY

Breakthrough Contribution to Tourism

INTEGRATED RESORTS: MARINA BAY SANDS AND RESORTS WORLD SENTOSA

It was a significant year of transformation for Singapore tourism in 2010 with the opening of the two Integrated Resorts. Changing the skyline dramatically with their iconic structures, the Integrated Resorts represent an evolved tourism model with the visitor's perspective in mind – that today's traveller does not visit a destination for a single purpose. He wants an integrated experience: the ability to sample a variety of quality cuisine, a diversity of entertainment options, and generally being able to combine the experience of enjoying destination Singapore from both a business as well as leisure perspective.

The Singapore tourism landscape is today at its most vibrant, and the Integrated Resorts have greatly contributed to this. They have brought and will probably continue to bring many „firsts" into Singapore as well as the region including world-renowned celebrity chef restaurants, critically-acclaimed theatrical productions, and iconic attractions such as the Sky Park, the Universal Studios Singapore and the upcoming Marine Life Park which is set to be the largest oceanarium in the world. The addition of new and unique retail space spanning more than 840,000 square feet within both Integrated Resorts, about 4,000 hotel rooms and increase of 180,000 square metres in MICE space, both augments the retail and events landscape and significantly boosts Singapore's ability to host large-scale events. These developments have not only raised the bar for the quality and diversity of offerings available but have also generated a palpable buzz in the city for locals and visitors alike, raising Singapore's international profile and appeal.

Singapore continues to be a great place to do business and the boost the Integrated Resorts have given to the economy include the combined investment of S\$12 billion in developing the tourism sector. The spending of incremental visitors in the Integrated Resorts and the rest of the economy generated an estimated S\$3.7 billion in nominal value-add in the first three quarters of 2010.

To date, the two Integrated Resorts have directly generated about 22,000 jobs, of which 70% are local employment. Structuring the local workforce for the delivery of these quality products required identifying new skills needed for these industries and broadening the scope of education and training options, and both Integrated Resorts have contributed to this development by offering internships or scholarships to the tertiary institutions in Singapore, with the opportunity for students to turn them into full-time employment. The transfer of knowledge and expertise between the Integrated Resorts and the tertiary institutions has also been essential in ensuring a curriculum that remains relevant and practical. These have helped other tourism businesses grow their capabilities, thereby increasing the capabilities of the wider tourism industry.

There are also significant spill-over effects with increased business opportunities from construction firms to small and medium-sized enterprises (SMEs) providing pest control, security, laundry services and even website design companies, with the development of the Integrated Resorts.

For their diverse combination of offerings, extensive business and employment opportunities, and for providing an integrated lifestyle experience unique to Singapore that has been a game changer for the tourism landscape, the Singapore Tourism Board would like to bestow the Integrated Resorts with the award for Breakthrough Contribution to Tourism.