

## **ANNEX B**

### **Citations for Top Awards recipients of the Singapore Tourism Awards 2024**

#### **Top Awards**

##### **Lifetime Achievement for Outstanding Contribution to Tourism: Mrs Pamela Lee**



Mrs Pamela Lee's exemplary career spanned several decades, leaving an enduring legacy within STB and the tourism sector. During her time with STB, she led the development of major projects, including the first tourism masterplan in the 1980s – ranging from the conservation of key heritage buildings like CHIJMES and Raffles Hotel, the historic Civic District and cultural precincts such as Chinatown, Little India and Kampong Gelam, to the relocation of the iconic Merlion.

In 2022, the French Government conferred her the title of “Officier des Arts et des Lettres” (Officer of Arts and Letters). It is one of the most honorific awards of the French Republic and rewards those who have contributed to the promotion of arts and cultural heritage in France and the world. She was conferred the award for the strong cooperation she initiated between France and Singapore in heritage conservation when she brought in a French conservation expert to restore a shophouse at 53 Armenian Street in 1987. This project contributed greatly to the public awareness of Singapore’s nascent Conservation Programme.

##### **Outstanding Tourism Entrepreneur: Mr Ron Tan, Executive Chairman & Group Chief Executive Officer, NEON Group**



Mr Ron Tan played a pivotal role in steering NEON to become one of Singapore’s fastest growing experience companies, securing several rounds of funding to drive its growth in Singapore and globally. Under his leadership, NEON has secured partnerships with renowned international studios such as Disney, Marvel, Hasbro, Universal, Lionsgate, 20th Century Studios and Warner Bros., as well as with governments for major cultural IPs (Intellectual Property).

These partnerships showcased NEON’s capability as a Singaporean company in developing and executing world-class immersive experiences, building Singapore’s global brand positioning. Today, NEON's experiences are visited by approximately 10 million visitors a year globally. Ron has also led NEON to deliver various leisure offerings in Singapore such as *Avatar: The Experience*, the upcoming

*Impressions of Monet* at Gardens by the Bay, and *Harry Potter: Visions of Magic*, an upcoming permanent attraction at Resorts World Sentosa – further strengthening Singapore’s appeal as an attractive destination for our visitors.

**Special Recognition:**

**Mr Kung Teong Wah, General Manager, PARKROYAL COLLECTION Pickering, Singapore**



Mr Kung Teong Wah is a dedicated advocate for digital transformation within the hospitality industry. He actively seeks out and pilots new technologies, securing hotel owners’ buy-in to implement personalised, data-driven initiatives aimed at enhancing guest experiences.

In his role, he has also spearheaded collaborations with start-ups to explore AI marketing initiatives and improve guest navigation within and around the hotel.

Teong Wah is part of the first batch of Tcube<sup>3</sup> Champions and kickstarted the inaugural Tcube Champion sharing event to his industry peers. He is also part of the Data Analytics SHift (DASH) Programme, as a pathfinder to drive industry data use cases.

**Special Recognition:**

**Mr Damian D’Silva, Chef and Owner, Rempapa**



Widely recognised as the “grandfather of Singapore’s heritage cuisine”, Mr Damian D’Silva actively champions Singapore’s food heritage, tradition and culture.

A judge on the reality competition show, MasterChef Singapore, since 2018, Chef Damian has also been involved in various productions and projects that showcase Singapore’s rich culinary heritage.

In 2023, he was the first Singaporean to be accorded the prestigious Artisan & Authenticity Award 2024 from La Liste, which is a special distinction that recognises establishments whose creations highlight their region or country’s culinary heritage.

<sup>3</sup> Tourism Technology Transformation Cube (Tcube) is an STB programme that brings together digital initiatives, resources and thought leadership content to support the tourism sector’s digital transformation.

**Special Recognition:  
Changi Airport Group**



Changi Airport Group (CAG) swiftly resumed operations in all its four terminals in 2022 to accommodate the surge in travel demand. It rapidly restored its links and flight capacity to other cities, while launching a Global Recovery Campaign with STB and Singapore Airlines. This swift recovery has facilitated the strong rebound in tourist arrivals into Singapore. For full year 2023, 58.9 million passengers passed through Changi Airport, rebounding to 86% of pre-COVID traffic levels.

This was an 83% increase from the 32.2 million passengers handled by Changi in 2022.

In addition, CAG has consistently demonstrated excellence and dedication in innovation, service, operational efficiency and infrastructure development, including the revamp of Terminal 2 to introduce new experiences for passengers and visitors, enhancing the destination attractiveness of Singapore.

When travel was at a standstill during the pandemic, CAG experimented with new tourism experiences for local residents – such as the Changi Festive Village to celebrate year-end festivities and Changi Jurassic Mile as an outdoor attraction – and continued to transform its operations with agility to improve efficiencies and manpower productivity and enhance the passenger experience.

**Special Recognition:  
Singapore Airlines Group**



The Singapore Airlines (SIA) Group, including SIA, Scoot, Pelago and Kris+, is recognised for its exceptional contributions to Singapore's strong tourism recovery. The SIA Group was among the first to resume services and ramp up capacity, capturing pent-up demand as air travel returned. In FY2022/23, the SIA Group achieved its highest net profits in its 76-year history and continued to achieve new records in FY2023/24.

The SIA Group also worked closely with the tourism sector to raise awareness of Singapore as an attractive destination and drive exploration of all it has to offer. Additionally, the SIA Group has consistently exemplified mastery and commitment in innovation, cabin products development, service and operational efficiency, raising the profile of Singapore globally.

During the pandemic, the SIA Group engaged the local community through an innovative suite of 'Discover Your Singapore Airlines' experiences, such as the exclusive Restaurant

A380@Changi dining experience inside its Airbus A380 aircraft, and exclusive behind-the-scenes tours of its training facilities over two weekends.

**Best Business Event Champion:**

**Ms Lynette Tan, CEO and Chairwoman, Space Faculty Asia**



Ms Lynette Tan is a champion of the Asia's deep-tech sector, working through her organisation to nurture global talent from passion to profession.

Her passion for Science, technology, engineering, and mathematics (STEM) and vision for building future global leaders led to partnerships that unlocked access to top congresses in the business world. Her winning bid for the World Robot Olympiad International Finals 2025 put Singapore on the world stage. The event is set to welcome the brightest minds and roboticists from around the world to compete and foster innovation growth.

A member of STB's Conference Ambassador Programme, Lynette actively promotes Singapore's strengths to the international community through her extensive network.