

ANNEX B

Citations for award recipients of the Singapore Tourism Awards 2023

Top Awards

Lifetime Achievement for Outstanding Contribution to Tourism: Mr George Tanasijevich



Mr George Tanasijevich was the former President and CEO/Managing Director of Marina Bay Sands (MBS), where he oversaw the development of the integrated resort, comprising state-of-the-art convention and exhibition facilities, three luxury hotel towers topped with a SkyPark Observation Deck and infinity pools, world-class entertainment, shopping and dining outlets and the iconic ArtScience Museum.

He was STB's main point-of-contact throughout his tenure in MBS, starting from Las Vegas Sands Corporation's bid submission in 2006 through to his departure in October 2022. Mr Tanasijevich ensured MBS continued to reinvest in its infrastructure and refresh its product offerings, from the F&B and retail concepts to the programming for theatres and the ArtScience Museum.

During the pandemic, Mr Tanasijevich ensured that MBS stepped up to support the nation's efforts, including serving as a Stay-Home Notice (SHN) Designated Facility, as well as taking the lead in implementing the Government's safe management measures.

Mr Tanasijevich also led discussions with the Singapore government on MBS' S\$4.5B expansion plans, which includes an all-suite luxury hotel tower, a rooftop attraction, additional MICE space and a live entertainment arena with approximately 15,000 seats. During his time with MBS, Mr Tanasijevich also actively contributed to the wider tourism and business industry in Singapore through his roles as a Board Member of the U.S.-Japan Business Council, Inc., Singapore International Chamber of Commerce and the Singapore Hotel Association.

Customer Service Excellence



Customer Service Excellence for Attractions: **Pang Jun Yuong**

Security Executive, Certis Aviation Security (Jewel Changi Airport)

Jun Yuong recognises the organisational priority of putting guests' safety and security first, but often goes the extra mile to deliver outstanding service to guests at Jewel Changi Airport. His work ethic is driven by a deep sense of appreciation and gratitude for his role and colleagues. Jun Yuong believes that taking a few extra minutes of his time to accompany guests in need of wayfinding can help them save time and improve their experience. During one of his midnight shifts, he helped a stranded traveller find hotel accommodation through multiple calls at short notice, purchase a local SIM card and exchange currency, leaving a deep impression on the grateful traveller.



Customer Service Excellence for Food and Beverage:

Lim Pei Shan

Guest Relations Manager, The Lo & Behold Group (Esora)

As the first point of contact with Esora's guests, Pei Shan takes note of their special requests and discusses with the team if there are opportunities to further personalise the guests' dining experience. A firm believer that good service elevates the guest experience, Pei Shan takes the initiative to know the guests better, including their needs and goals for dining at the restaurant. During one of her interactions, the guests shared that they missed a pufferfish delicacy from Japan, which was served in 10 different ways. Pei Shan promptly asked the chef if it was possible to recreate the menu. The chef managed to do so and Pei Shan invited the guests to dine again, where they thanked her and the chef for helping them to experience the delicacy in Singapore.



**Customer Service Excellence for Hotels:
Swaran Muru**

Guest Relations Manager, Shangri-La Singapore

Swaran takes his role as a Guest Relations Manager seriously and strives to make hotel guests feel special. He goes the extra mile to review the list of guests in advance and pays extra attention to returning guests to personalise their stay. Swaran would then work with his team to plan and prepare for the guests' arrivals based on their profiles, preferences and requests. Even during his absence, Swaran ensures his assistant reviews the list and disseminates the information to the relevant teams. Going beyond his duty, he once read up about an eye procedure in his own time to learn how he could care for a regular guest who stayed at the hotel after an eye surgery.



**Customer Service Excellence for Nightspots:
Mohamed Azlam S/O Abdul Kadir**

Head Bartender, O/T Bar

Azlam believes that great service is about creating a warm and comfortable environment so that guests feel welcomed and relaxed. As a keen observer, Azlam proactively approaches guests he senses they need assistance or are not touching their food. He is also adept at handling difficult customer situations. In a particularly challenging instance, Azlam patiently escorted out an intoxicated guest who was shouting at his female companions. Azlam then provided the shaken female companions with water to help them calm down and rest. The female guests were appreciative and became regulars at the bar after the incident.



Customer Service Excellence for Retail:

Lim Bee Hoon, Natalie

Customer Service Officer, Retail, City Developments Limited (City Square Mall)

Natalie demonstrates that consistency and even the smallest actions can have a significant impact on the customer experience. To help new staff learn how to interact with customers, Natalie would ask them to observe her on duty as she feels hands-on training is more effective. Natalie also sources for refresher courses for the team to ensure excellent customer service is consistently delivered. Besides finding opportunities to strike a conversation with customers, Natalie rallies her colleagues to proactively create a good experience through small acts of thoughtfulness. During rainy days, Natalie and her colleagues would pool together their own umbrellas and lend them to customers who need it. When she notices shoppers carrying many items, she offers to help store the items temporarily, or offer more bags.




Customer Service Excellence for Tourist Guiding:



James Chen

Tourist Guide, Monster Day Tours

James feels that sincerity and authenticity are important to build relationships with guests and engages them through small talk to learn more about them. He stresses the need for simplicity and clarity in his communication, so that information can be easily understood and customised to provide further context. To provide a positive experience, he tailors his tours to the guests' needs even if it means going beyond the allotted time and budget. When he has guests who are late to the tour, he ensures other guests in the group remain happy while waiting by entertaining them through jokes and humour. James would offer them ice cream or coffee as a form of service recovery.

	<p>Customer Service Excellence for Transport: Faiz Bin Abdullah Altway <i>Station Manager, SMRT Trains Ltd</i></p> <p>Faiz understands that commuters expect a reliable transport system without disruptions and pleasant staff interaction. He believes that with passion, one would be more willing to pick up relevant skills to serve commuters. To improve his communication with more commuters, Faiz took the initiative to learn Mandarin through YouTube. During one of his night duties, Faiz also helped a stranded child who missed the last train and had no alternatives to travel home as he did not have any cash or his mobile phone, and his parents were overseas. Faiz offered the boy some light snacks to calm him down before calling a taxi and sending him home personally.</p>
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Experience Excellence (Leisure)

	<p>Outstanding Attraction Experience: Avatar: The Experience by NEON, Disney Location-Based Experiences and Lightstorm Entertainment</p> <p>Avatar: The Experience opened at Gardens by the Bay's Cloud Forest in October 2022. Inspired by the movie, Avatar, the immersive walkthrough event used proximity sensors to detect motion and trigger effects, providing a contactless tech experience to immerse guests in the fictional world of Pandora. It was designed and produced as an experience that can be packaged, transported and reused at other locations, which reduces its overall carbon footprint.</p>
	<p>Outstanding Tour Experience: Kayak Sailing in Singapore, Mangrove and Culinary Adventure by Kayak Fishing Fever Pte Ltd</p> <p>Kayak Sailing in Singapore, Mangrove and Culinary Adventure offers a rare opportunity for visitors to get up close with the natural ecosystem and habitation while providing an authentic glimpse of life on Pulau Ubin. The tour also provides a comprehensive overall narrative on various aspects of sustainability such as food and nature.</p>
	<p>Outstanding Hotel Experience:</p>



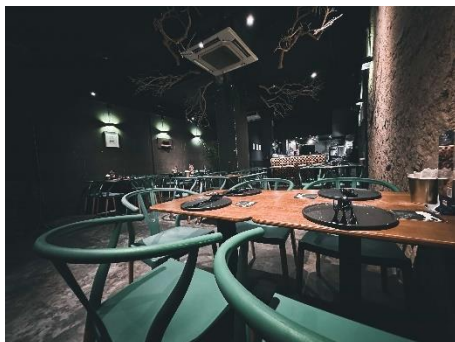
Shangri-La Rasa Sentosa, Singapore

Shangri-La Rasa Sentosa, Singapore rolled out its refreshed mascot "Toots" to enliven visitors' stays and engaged them virtually through Augmented Reality via Instagram Stories. The beachfront resort also introduced the first dedicated meat-alternative restaurant, Casserole, in a Singapore hotel. It also implemented paperless check-in, paperless ordering in restaurants through digital menus, and installed solar air-conditioning systems to reduce its carbon footprint.



**Outstanding Fine Dining Experience:
JAAN by Kirk Westaway**




JAAN by Kirk Westaway serves modern British cuisine at the top of Swissotel the Stamford with a stunning view of the Singapore skyline. The two Michelin-starred restaurant's refreshed interior aims to transport guests on a journey to Devon in Southwest England, the home region of Executive Chef, Kirk Westaway. JAAN by Kirk Westaway uses sustainably sourced and fresh produce, and harvests different greens, flowers and herbs daily from the hotel's aquaponics farm. The award-winning establishment also had previous four-hands collaborations with other notable chefs such as Chef Adam Handling of Frog by Adam Handling and Chef Jimmy Lim of JL Studio.



**Outstanding Casual Dining Experience:
Blue Smoke**

Blue Smoke uses an open fire of wood and charcoal to serve up uniquely Asian flavours while retaining its Nanyang Teochew cuisine philosophy. There is zero dependence on gas since mostly charcoal and wood are used for cooking. The cost savings serve as a great conversational and educational topic with its guests, creating a more positive engagement and experience. Blue Smoke also conducted ticketed Masterclasses via Zoom and Facebook to teach customers simple, traditional meal preparations at home. A series of online talk shows, A Few Good Pints, were created with notable industry leaders from varying disciplines and enabled Blue Smoke to grow the brand beyond its previous sphere of influence and beyond Singapore.

Outstanding Shopping Mall Experience:

	<p>ION Orchard</p> <p>ION Orchard managed a quick turnaround in their marketing direction with the resumption of travel and their festive activations. The mall had a wide range of differentiated partnerships and activations and created many comprehensive, large-scale experiences from seasonal physical displays and live performances, to smaller-scale workshops to engage customers and enhance the customer experience. ION also piloted food waste recycling through insect feed technologies and held hands-on workshops for shoppers in collaboration with their tenants.</p>
	<p>Outstanding Retail Store Experience: GINLEE Studio _Make by GINLEE</p> <p>GINLEE Studio offers a shop-cum-workshop space in-store to engage customers in the process of creation, with customisation services available for selected products. Its omnichannel approach, from its online store's in-store collection services to customers' involvement in the production process, ensures a seamless retail experience. To eliminate waste, GINLEE Studio also introduced the Get-Order-On-Demand (GOOD) initiative.</p>
	<p>Outstanding Nightspot Experience: Manhattan Bar, Conrad Singapore Orchard</p> <p>Manhattan Bar, Conrad Singapore Orchard is a New York-themed bar inspired by the Golden Age of cocktails and fine drinking. A glamorous space with a plush and sophisticated vibe reminiscent of old New York, Manhattan ranked #9 in Asia's 50 Best Bars 2022 and is consistently recognised as one of the World's 50 Best Bars. Unique drinks are jointly created with guest bartenders from around the world. Besides boasting a wide selection of food and drinks that aligns with the bar's theme, Manhattan also features over 100 oak barrels, with the world's first in-hotel Rickhouse.</p>



**Outstanding Wellness Experience:
Xiu Nature Connections (Re-remembering Pte. Ltd.)**

Xiu Nature Connections (Re-remembering Pte. Ltd.) provides forest therapy and nature-inspired rest experiences. Apart from its collaboration with Changi Airport Group to incorporate forest bathing into indoor green spaces, it also partnered stakeholders such as Far East Hospitality, Seek Sophie and ClassPass to drive global outreach for their forest bathing programmes. Xiu Nature Connections' unique wellness offerings also garnered interest and sales from MICE and corporate groups.



**Outstanding Leisure Event:
Anime Festival Asia
by SOZO PTE LTD**

Established in 2008, **Anime Festival Asia (AFA)** is the longest running Japanese-culture event in Singapore. The event incorporated new elements to enhance visitor experience and leveraged technology to increase event outreach, such as AFASTATION TV, a monthly stream on YouTube and Facebook; and dedicated V-tuber (virtual youtuber) programming. The event pivoted to online retail for its event merchandise by launching AFASHOP, and introduced AFAVERSE, a physical and digital experience with gamification elements.

Experience Excellence (MICE)



**Outstanding Event Venue Experience:
Sands Expo and Convention Centre (Marina Bay Sands)**

Sands Expo and Convention Centre revamped its MICE strategy to reposition Marina Bay Sands from a one-venue destination to part of a vibrant and integrated precinct showcasing Singapore and Marina Bay. It leveraged the downtime to transform spaces and enrich MICE delegates' experience, including F&B options in MICE areas which were well received by clients. Sands Expo and Convention Centre also continued its push for sustainability and wellness initiatives and offerings for MICE events while raising employee skillsets in key focus areas such as sustainability and digitalisation.

	<p>Outstanding Event Organiser: Constellar Exhibitions Pte Ltd</p> <p>Constellar Exhibitions Pte Ltd developed brand new recurring platforms including Agri-Food Tech Expo Asia, showcasing innovations in the industry aligned with Singapore’s agri-food ambitions, receiving over 6,000 attendees over its inaugural 3-day edition. It also grew content pillars and forged strong industry partnerships to strengthen the quality of existing events, such as partnerships with the World Economic Forum to co-locate the Advanced Manufacturing Value Chain strategic meeting during Industrial Transformation APAC 2022. Constellar maximised event engagement through customised itineraries, including onsite and offsite visits based on specific areas of interest, to facilitate networking sessions.</p>
	<p>Outstanding Business Event: FHA <i>Informa Markets</i></p> <p>FHA 2022 was restructured into 2 tradeshow and saw a strong rebound in attendance to be the most attended Food and Hospitality event in Asia. FHA enhanced product offerings through new components such as Alternative Protein Asia and Hospitality 4.0, which showcased novel food products and hospitality technology respectively. FHA also mandated end-to-end sustainability practices and measurement efforts which reduced waste and carbon emissions.</p>

Enterprise Excellence



**Outstanding Achievement in Sustainability:
Mandai Wildlife Group**

Mandai Wildlife Group manages world-renowned wildlife parks including the Singapore Zoo, Night Safari and River Wonders, which are awarded or certified for their sustainable designs. The organisation enhanced local habitats and ecological connectivity at Mandai Wildlife Reserve to protect biodiversity, including building the Mandai Wildlife Bridge to provide a safe passage for wildlife over Mandai Lake Road and restoring degraded areas in the precinct. It also achieved 80% reduction in single use plastics across parks and converted its in-park trams and buggies to run on electricity. Mandai Wildlife Group also collaborated with international sustainability associations to share best practices with a larger audience and inspire global businesses to follow suit.




**Outstanding Business Innovation:
GlobalTix**

GlobalTix capitalised on the rising use of eWallet payments by offering different payment methods via e-Wallets. This allowed businesses to tap on markets and users that they were unable to reach previously. GlobalTix's payment redirecting service allows their clients such as tourism stakeholders to reach out to a larger audience, improve customer experience by reducing the need for additional interfaces, and has a multiplier effect for tourism companies. The platform also provides fixed foreign exchange rates, enabling companies to increase revenues.



**Outstanding Marketing Idea:
Discovery Neverending NFTs
Sentosa Development Corporation**

Discovery Neverending NFTs by Sentosa Development Corporation (SDC) leveraged the popularity of non-fungible tokens (NFTs) ownership among its target segments to increase brand awareness and engagement. It also used the programmability of NFTs to drive conversion and spend by designing real-life perks that were redeemable on Sentosa. 1,972 NFTs – featuring art by local artists – were launched for free and can be

	<p>obtained with a Sentosa Islander membership. One of the top performing campaigns for Sentosa in 2022, the campaign led to increased sign-ups for its loyalty programme (Islander Membership) among a new customer segment (Gen Zs) as well as an existing key demographic (young working adults), and an estimated PR value of S\$100,000.</p>
	<p>Outstanding Employer: Resorts World at Sentosa Pte Ltd</p> <p>Resorts World at Sentosa Pte Ltd implemented a structured approach in talent management and development and a tiered skill allowance framework. The organisation upskilled their staff through close to 300,000 training hours in 2022 and has a dedicated Innovation Department to work with departments on innovation and work processes.</p>