**Singapore Tourism Awards Nomination Forms**

These forms are for tourism establishments’ internal use only. Final nominations should be submitted online using the form in [www.singaporetourismawards.gov.sg](http://www.singaporetourismawards.gov.sg).

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# **Customer Service Excellence**

This form is for establishments’ internal use only. Final nominations should be submitted online using the form in [www.singaporetourismawards.gov.sg](http://www.singaporetourismawards.gov.sg).

Category of award:

Full Name of contact person:

Designation of contact person:Email:

Telephone:

Name of staff:

Name of Organisation:

Designation of staff:

Length of Service:

1) Reason for Nomination:

2) Examples where staff has given exemplary customer service as part of national Covid-19 efforts, as part of essential services, or for businesses that had to remain closed for a long period.

Story 1:

Story 2:

Story 3:

Supporting documents (link to video/images/certificates/compliments):

# **Experience Excellence – Leisure (Except Outstanding Tour Experience)**

This form is for establishments’ internal use only. Final nominations should be submitted online using the form in [www.singaporetourismawards.gov.sg](http://www.singaporetourismawards.gov.sg).

Category of award:

Name of establishment:

Full Name of Contact Person:

Designation:

Email:

Telephone:

Name of establishment:

About establishment:

Website link:

Q1: Is the business SG Clean certified? Yes/No/Not applicable

Q1a. If the business is not SG Clean certified, please share if the team is in the midst of applying for SG Clean certification (i.e. already submitted the application to the relevant government agency).

Yes/No

Q1b. If the business is not SG Clean certified and is in the midst of applying for SG Clean certification, please state the date that the application was submitted to the relevant government agency.

Open-ended

Q2: Has the business implemented all relevant Safe Management Measures as required by the Ministry of Manpower (MOM) and complied with the COVID-19 (Temporary Measures) (Control Order) Regulations?

Yes/No

Q3: How has the business transformed operations/processes\* and/or products/experiences# based on evolving customer needs during COVID-19, resulting in improved customer experience?

*Please share details for all relevant examples, including the month when the transformation was launched/implemented.*

*\* Examples: introduction of contactless payment, online bookings, more seamless and fuss-free execution of SMMs, clear and concise communication efforts of SMMs etc.*

*# Examples: by leveraging intra/cross sector collaborations/activations, incorporation of virtual/hybrid elements etc.*

Supporting documents (link to video/images/certificates):

# **Experience Excellence – Outstanding Tour Experience**

This form is for establishments’ internal use only. Final nominations should be submitted online using the form in [www.singaporetourismawards.gov.sg](http://www.singaporetourismawards.gov.sg).

Full Name of Contact Person:

Designation:

Email:

Telephone:

Name of establishment:

About establishment:

Name of Tour Company: *(Please note that the name provided will be extracted for use on public platforms.)*

Name of the Tour Experience: *(Please ensure that the tour is currently running on a regular basis (for e.g. weekly or monthly). Do note that the name provided will be extracted for use on public platforms.)*

About tour: *(Please provide a detailed description of the tour including tour itinerary, content, and format of tour experience. Feel free to surface the information as an attachment under ‘Supporting documents’.)*

Website link: *(Please provide the link(s) to the tour listing for the nominated tour. Kindly include all platforms that the tour is being listed on.)*

Q1: Is the business SG Clean certified? Yes/No/Not applicable

Q1a: If the business is not SG Clean certified, please share if the team is in the midst of applying for SG Clean certification (i.e. already submitted the application to the relevant government agency).

Open-ended

Q1b: If the business is not SG Clean certified and is in the midst of applying for SG Clean certification, please state the date that the application was submitted to the relevant government agency.

Q2: Has the business implemented all relevant Safe Management Measures as required by the Ministry of Manpower (MOM) and complied with the COVID-19 (Temporary Measures) (Control Order) Regulations? Yes/No

Q3: What makes this tour an Outstanding Tour Experience?

(*Please demonstrate how the proposed tour i) is unique (in terms of format/usage of technology/experiential elements/collaborations formed etc) ii) has a compelling narrative and/or features the stories of people/places/precincts of Singapore)*

Supporting documents (link to video/images/certificates): (*E.g. Customer reviews, relevant marketing collaterals)*

# **MICE**

This form is for establishments’ internal use only. Final nominations should be submitted online using the form in [www.singaporetourismawards.gov.sg](http://www.singaporetourismawards.gov.sg).

Category of award:

Full Name of Contact Person:

Designation:

Email:

Telephone:

Name of business/organisation:

About business/organisation:

Website link:

Q1: What did the business do to ensure it stayed relevant in 202 1?

Q2: Is the business SG Clean certified? Yes/No/Not Applicable

Q3: Does the business comply with all Safe Management Measures, rules and regulations? (Yes/No)

Q4: How has the business/organisation reimagined its customer experience and/or transformed its processes and operations to adapt to the evolving situation and consumer needs in 2021? (eg contactless practices, virtual or hybrid event formats)

Q5: Has the business/organisation collaborated with businesses in different sectors from their own? Yes/No

Examples:

Supporting documents (link to videos/images/certificates):

# **Outstanding Business Innovation**

This form is for establishments’ internal use only. Final nominations should be submitted online using the form in [www.singaporetourismawards.gov.sg](http://www.singaporetourismawards.gov.sg).

Full Name of contact person:

Designation:

Email:

Telephone:

Name of business/organisation:

About business/organisation:

Website link:

1) Does the business comply with all Safe Management Measures, rules and regulations? (Yes/No)

2) In what ways has the business transformed its processes to adapt to the evolving situation in 2021? (examples: new tech solutions, pivoting to new operations or ways of business)

3) What kind of positive outcomes has the business seen as a result of the changes it made in 2021? (examples: impact on revenue, efficiency/productivity, customer experience)

Supporting documents (link to videos/images/certificates):

# **Outstanding Marketing Idea**

This form is for establishments’ internal use only. Final nominations should be submitted online using the form in [www.singaporetourismawards.gov.sg](http://www.singaporetourismawards.gov.sg).

***Campaigns where the marketing efforts began in 2021 but culminated in 2022 can still be considered.***

Full Name of contact person:

Designation:

Email:

Telephone:

Name of business/organisation:

About business/organisation:

Website link:

Campaign Name:

Campaign Budget:

Q1: What were the objectives (e.g. business, marketing and communications) of the marketing idea?

Q2: Who was the target audience?

Q3: Describe the marketing idea and how it was innovative.

Q4: Describe how the marketing idea was executed.

Q5: Please provide the quantifiable outcomes of the marketing idea (e.g. reach, engagement, media coverage, customer reactions, revenue):

Supporting documents (link to videos/High-res images/certificates):

# **Special Award for Community Care (Business and Individual)**

This form is for establishments’ internal use only. Final nominations should be submitted online using the form in [www.singaporetourismawards.gov.sg](http://www.singaporetourismawards.gov.sg).

Designation (if nominee is an individual):

Full Name of contact person:

Designation of contact person:

Email:

Telephone:

Name of organisation or individual:

Designation (if nominee is an individual):

1) Describe how the organisation or individual has:

* Displayed care for others beyond their own organisation or themselves (e.g. via donations, charitable/voluntary acts), inspired others in society and worked in close collaboration with a diverse range of stakeholders.
* Displayed selflessness to help others in society during these tough times, showed leadership and initiative to step up and lead positive change.

2) What was the timeframe of the community effort? (eg Jan-Dec 2021, ongoing, June 2021)

3) What was the estimated reach of the community effort? (eg number of people assisted)

4) Does the business comply with all Safe Management Measures, rules and regulations. (Yes/No)

Supporting documents (link to video/images/certificates/compliments):

# **Special Award for Sustainability**

This form is for establishments’ internal use only. Final nominations should be submitted online using the form in [www.singaporetourismawards.gov.sg](http://www.singaporetourismawards.gov.sg).

Full Name of contact person:

Designation:

Email:

Telephone:

Name of business/organisation:

About business/organisation:

Website link:

Describe how the business has adopted practices in any of the following areas:

Environment

* Environmental sustainability to lower / offset operating carbon footprint. E.g. pivoted to lower carbon-footprint products and services.
* Proactively reached out/marketed environmental sustainability-related initiatives.

Economy

* Adopted more resource-efficient operations, and/or established resilient supply chains.

Social

* Nurtured a sustainable workforce via diversity & inclusivity-related initiatives and policies.
* Developed sustainability-related knowledge and aptitude in the workforce
* Inspired others in the industry to adopt the same practices.

Supporting documents (link to videos/images/certificates):

# **Special Award for Exemplary Employer**

This form is for establishments’ internal use only. Final nominations should be submitted online using the form in [www.singaporetourismawards.gov.sg](http://www.singaporetourismawards.gov.sg).

Full Name of contact person:

Designation of contact person:

Email:

Telephone:

Name of individual:

Name of organisation:

Designation (if nominee is an individual):

1) How has the employer shown exemplary commitment to retain jobs and capabilities, while ensuring staff welfare is protected during challenging times?\* (Please include examples in your response)

2) How has the employer developed and implemented other initiatives to look after employee welfare in the workplace and beyond?\* (Please include examples in your response)

Supporting documents (link to video/images/certificates/compliments):