**Singapore Tourism Awards 2023 Nomination Forms**

These forms are for tourism establishments’ internal use only. Final nominations should be submitted online using the form via [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 via* [*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:

Q1: Reason for Nomination:

Q2: Examples where staff has given exemplary customer service:

Story 1:

Story 2:

Story 3:

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

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

This form is for establishments’ internal use only. Final nominations should be submitted online using the form via [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: Did the business implement all relevant Safe Management Measures as required by the Ministry of Manpower (MOM) and complied with the COVID-19 (Temporary Measures) (Control Order) Regulations in 2022? Yes/No

Q3: How has the business transformed operations/processes\* and/or products/experiences# based on evolving customer needs and business climate (e.g., 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 visitor experiences(s), online bookings, more seamless execution and communication of SMMs etc.*

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

Q4: Has the business implemented any sustainable practices for its events/product offerings /services? *Please share details and whether the implemented sustainable practice/s resulted in cost savings/improved in customer experiences/impactful environmental outcomes etc.*

Q5: Attach Supporting documents (link to video/images/certificates):

# **Experience Excellence – Outstanding Wellness Experience**

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

Name of establishment:

Full Name of Contact Person:

Designation:

Email:

Telephone:

Website link:

About establishment: *This should include details such as the focus and vision of your establishment*

Q1: Which categories of Wellness does your experience fit within? \*  
 *\*Wellness Categories & Description:*

|  |  |  |  |
| --- | --- | --- | --- |
| Fitness & Lifestyle | Emotional & Mental Wellness | Complementary Health & Alternative Therapies | Wellness Resorts & Facilities |
| (e.g. Big box gyms, Boutique fitness studios, Health & Nutrition, Sustainable Dining) | (e.g. Meditation & mindfulness programmers, sleep science, float therapy, wellness tech, Art jamming and & craft workshops) | (e.g. Traditional Chinese Medicine, Ayurveda, Jamu, Body Works, Cryotherapy) | (e.g. Wellness-centric Hotels, Retreats, Integrated Wellness Centres, Medspas, Dayspas) |

Q2: **About product/experience:** *Please provide a detailed description of your offered wellness experiences including experience format and programme outline, if any, and the launch date of the product. It should also include what you hope to achieve with this product and what you want your customers to take away when they experience it e.g. change their perspective on what constitutes wellness or how they may prioritise wellness for themselves. Programmes that were launched for Wellness Festival Singapore may also be nominated. Additional information may be included as an attachment under ‘Supporting Documents’.*

Q3. **Describe why this is an outstanding wellness product/experience**. E.g. Has the business developed new and differentiated products/experiences# based on evolving wellness consumer needs and industry climate (e.g., identified industry gaps; consumer needs; COVID-19 climate), resulting in improved wellbeing for your customers and/or an increased number of customers?   
  
*# Examples: by leveraging intra/cross sector collaborations/activations, new wellness concepts, etc.*

Q4. How has the new wellness product/experience benefitted the business? *(e.g., Product sales; attendance; foot-fall; Y-o-Y/M-o-M growth, new revenue channel)*

Q6: Did the business implement all relevant Safe Management Measures as required by the Ministry of Manpower (MOM) and complied with the COVID-19 (Temporary Measures) (Control Order) Regulations in 2022? Yes/No/NA

Q7: Attach 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 via [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: *(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’.)*

Key messaging from tour: *(Please elaborate on the key message takeaway for the audience, and how this is made relatable to them during the tour. E.g. Tour encourages sustainable living, promotes the pursuit of our well-being in an urban setting, highlights Singapore’s role as a regional business hub)*

Details on commencement and frequency of tours: *(Please ensure that the tour should have minimally commenced in 2022, and is currently running on a regular basis e.g. weekly or monthly.)*

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: Did the business implement all relevant Safe Management Measures as required by the Ministry of Manpower (MOM) and complied with the COVID-19 (Temporary Measures) (Control Order) Regulations in 2022? Yes/No

Q2: What makes this tour an Outstanding Tour Experience?

*(Please highlight elements of the tour experience that are unique and differentiate it from other tours in the market. E.g. Tour incorporates alternative formats/technology/experiential elements/cross-sector collaborations/unexplored themes and places)*

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: (For event venue experience category) Is the venue SG clean certified? Yes/No

Q2: How has the business /organisation transformed its processes and operations to adapt to new challenges and consumer needs in 2022? This may include cross sector collaborations.

Q3: How has the business/organisation reimagined its product offerings to enhance the customer experience and amplify event outcomes?

Q4: Has the business/organisation adopted new sustainability practices in 2022? Provide detailed examples.

Provide supporting documents where relevant (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 via [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:

Q1: In what ways has the business transformed its processes to adapt to the evolving situation in 2022? (examples: new tech solutions, pivoting to new operations or ways of business)

Q2: What kind of positive outcomes has the business seen as a result of the changes it made in 2022? (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 via [www.singaporetourismawards.gov.sg](http://www.singaporetourismawards.gov.sg).

***Campaigns where the marketing efforts began in 2022 but culminated in 2023 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: Please provide a summary of the situation, objectives, and how the marketing idea addressed the situation (150 words).

Q2: Who was the target audience? What was the identified consumer insight and how did you arrive at this insight?

Q3: Please explain the marketing idea. This should include the following:

* How the idea had addressed the consumer insight
* How the idea and strategy influenced the creative execution
* How the idea has reimagined marketing efforts in the tourism industry.

Q4: Please describe how the marketing idea was executed and how it had included innovative platforms.

Q5: Please demonstrate how the marketing idea has been effective in delivering the intended objectives. This may include:

* Business impact (e.g., revenue)
* Marketing outcomes (e.g., quantifiable outcomes such as change in target audience behaviour or awareness, overall sentiment, engagement, media coverage, etc.)
* Impact on the tourism industry

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

# **Outstanding Achievement in Sustainability**

This form is for establishments’ internal use only. Final nominations should be submitted online using the form via [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:

Q1: 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):

# **Outstanding Employer**

This form is for establishments’ internal use only. Final nominations should be submitted online using the form via [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:

Q1: Describe how the business has adopted practices in any of the following areas:

Learning & Development

* Initiatives to equip employees with relevant skills/training with tangible business outcomes to be primed for increased resilience. E.g., % of operating budget dedicated to training budget or employees are given XX hours of training annually
* Processes in place to identify, manage and develop talents to ensure a strong leadership pipeline and succession planning for key positions.

Workplace Productivity

* Ability to utilise technology and data to streamline work processes and boost employee productivity.
* Participate in job redesign leading to job enhancements with salary increments or unstacking of jobs to make it more accessible for alternative segments of population; and/or process/infra redesign leading to man-hour savings

HR Practices

* Adopted HR best practices to implement progressive workplace practices. E.g., flexible working hours, compensation and rewards system to motivate performance and increase retention rate
* Demonstrated innovativeness and proactiveness to attract and retain talent.

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