



Annex B

Top Three Award Recipients Citations

Lifetime Achievement for Outstanding Contribution to Tourism



Mrs Geraldene Lowe-Ismail

Mrs Lowe-Ismail is Singapore’s veteran guide, “an institution” of the tourist guide profession. She started out as an airline officer and worked her way through various positions in the tourism sector. Her wide travelling and working experience was recognised by the government, which approached her to train tourist guides when the tourism industry was in its infancy in the 1960s. She became a full time licensed tourist guide subsequently and began conducting her immersive walking tours, which have been featured in international travel guides such as Lonely Planet, Frommers and Fodor’s. Mrs Lowe-Ismail was a founding member and first President of the first tourist guide association in Singapore. She also helped set up the Singapore Heritage Society in 1986. Mrs Lowe-Ismail continues to be a mentor and a source of inspiration for tourist guides to this day.

Tourism Entrepreneur of the Year



Ms Yeoh Siew Hoon

A leading media voice for Asia Pacific’s travel industry, Ms Yeoh is the brains behind the WIT-Web In Travel, a multi-media platform launched in 2005 that focuses on the travel marketing, distribution and technology sector in Asia Pacific. Recently acquired by U.S. based Northstar Travel Media, WIT continues to be steered by Ms Yeoh, growing from strength to strength. Ms Yeoh has nearly 30 years of experience in the travel industry and was the recipient of the PATA Journalist of the Year award in 1996 and other industry accolades. In her former role as Editorial Director of Reed Business Information Asia, Travel & Meetings Group, she established numerous industry-defining travel titles such as TTG China and Business Travel News Asia/Pacific. Ms Yeoh is passionate about nurturing the young and is a strong advocate of women’s role in the





travel industry. She also believes strongly in giving back to society, having co-organised various charity events as part of WIT events.

Best Business Event Champion



Professor Lee Yuan Kun

Despite his busy schedule as Associate Professor, Microbiology, National University of Singapore, Prof Lee has been devoting much of his time in championing Singapore's Meetings, Incentive Travel, Conferences and Exhibitions (MICE) industry. As the President of the Singapore Society for Microbiology and Biotechnology as well as the International Union of Microbiological Societies, he was instrumental in helping Singapore win the hosting rights for the World Congresses of the International Union of Microbiological Societies (IUMS) 2017. As STB's conference ambassador, Prof Lee has been pivotal in his involvement and support for the MICE 2020 Roadmap, a medium term plan jointly developed by the industry and STB to sustain Singapore's leadership position as a MICE destination.

Special Recognition Recipients Citations

Exceptional Achievement

Chingay Parade Singapore, People's Association

Since 2012, Chingay Parade Singapore has been named *Leisure Event of the Year* for three consecutive years, testament to its dedication towards delivering an exceptional experience for its audiences. The event, organised by People's Association, started out in 1973 as a neighbourhood parade with predominantly Chinese cultural influences that took place during Chinese New Year. Over the past four decades, it has continued to improve and evolve. Today, Chingay Parade Singapore is a grand, iconic annual event that creatively showcases Singapore's rich ethnic and cultural diversity as well as vibrant cultures from other parts of the world. It remains accessible to the masses, allowing everyone from the young to the old, from local residents to visitors, to come together and revel in the spectacular celebration of cultural diversity.





Night Safari, Wildlife Reserves Singapore

The Night Safari was recipient of *Best Visitor Attraction Experience* from 2009 to 2010 and 2012 to 2014 as well as finalist for the award category in 2011. It was the world's first nocturnal park to offer visitors an immersive close-up experience to tropical wildlife in their naturalistic enclosures. Opened in 1994, Night Safari remains one of the award-winning zoos managed by Wildlife Reserves Singapore (WRS), and is exemplary of the tourism sector's ability to think out-of-the-box and create innovative, ground-breaking products. Not resting on its laurels, the park continues to devote efforts towards reinventing, renewing and upgrading its offerings to keep delighting its visitors and staying ahead of the competition. It also focuses on improving its customer service and arming its staff with in-depth zoology knowledge, to deliver a visitor experience that not just enjoyable and memorable, but also instils a deeper understanding and greater appreciation of wildlife.

