

ENHANCED FUNDING FOR TOURISM INNOVATION CHALLENGE (HOTELS) TO SUPPORT POST –PILOT ADOPTION



It is recognized that there are some identified problem statements that require more complex integration with hotels' existing enterprise/ operation systems and/ or interface with infrastructure, resulting in high costs for post-pilot adoption.

With this in mind, **all Pilot Hotel Partners will be eligible to apply for enhanced funding support to adopt approved solutions for selected problem statements from the Tourism Innovation Challenge.**

See below for full details. For enquiries, please email [Priscilla CHEONG@stb.gov.sg](mailto:Priscilla.CHEONG@stb.gov.sg) and [Jacqueline WEE@stb.gov.sg](mailto:Jacqueline.WEE@stb.gov.sg).

WHAT YOUR HOTEL NEEDS TO DO TO QUALIFY FOR ENHANCED FUNDING

To qualify for the enhanced funding support, be sure to do the following:

- ✓ Engage the solution provider (of your choice) offering solution(s) that address the qualifying problem statements.
- ✓ Issue a Letter of Commitment to the partner solution provider **before 28 August 2017**. This is to be printed on your hotel's letterhead.
- ✓ Complete implementation and piloting of solution.

CHALLENGE PROCESS



DETAILS OF ENHANCED FUNDING FOR TOURISM INNOVATION CHALLENGE

	DEVELOPMENT/ PILOT PHASE	POST-PILOT PHASE
Fund Recipient	SOLUTION PROVIDER	HOTEL
Eligibility Criteria	Singapore-registered business with at least 1 pilot partner	Singapore-licensed hotels that have participated in prototyping any one of the approved solutions for the Innovation Challenge.
Support Funding Level	Successful SME and Non-SME applicants will receive funding support of up to 70% of qualifying costs.	Successful SME applicants will receive funding support of up to 90% of qualifying costs* Successful Non-SME applicants will receive funding support of up to 70% of qualifying costs
Qualifying Solutions	Solution(s) addressing any of the problem statements in the Innovation Challenge that requires development	Any approved solutions prototyped and piloted via the Tourism Innovation Challenge, excluding solutions addressing statements 4c and 5**. See list of qualifying problem statements below.
Qualifying Costs	Professional Services; Hardware, Software, Materials & Consumables; Training; Testing and Certification; Third Party Audit	
Application Deadline	28 August 2017, 1800hrs	31 January 2019, 2359hrs

*Excludes hardware/ equipment costs which will be capped at up to 70% support level.

**Problem statements 4c and 5 will be eligible for existing BIF funding support of up to 50% of qualifying costs for non-SMEs and up to 70% of qualifying costs for SMEs. All other BIF funding parameters remain applicable.

LIST OF QUALIFYING PROBLEM STATEMENTS FOR ENHANCED FUNDING SUPPORT

S/N	Problem Statement
1a	Check-in / check-out processes: How might we automate the regulatory checks required as part of the check-in and check-out processes to save on Front Office manpower hours?
1b	Check-in / check-out processes: How might we collect guests' preferences before they arrive at the front desk?
2	How might we enable effective maintenance of building and guestroom facilities through the use of sensor technology and analytics to monitor performance and detect failure?
3	How might we enable tracking of inventory and auto-trigger procurement of commonly used items e.g. beverages, linen, amenities etc?
4a	Linen and Bed Making: How might we autonomously transport dirty linen from hotel rooms to the back-of-house collection point?
4b	Linen and Bed Making: How might we enable hotels to automatically share count of linen sent to and returned by the laundry vendor?
6	How might we automate personalised recommendations for guest itineraries so that it reduces the Concierge's workload?
7a	Next gen customer engagement: How might we allow hotels to communicate and elicit guest feedback from alternative channels e.g. social media, messaging apps, to perform service recovery or raise service standards?
7b	Next gen customer engagement: How might we enable hotels to cater to guests' preferences effectively and raise service standards and increase revenue as a result?