

ANNEX A

The Singapore Tourism Awards 2026 Award Categories

Categories open for nomination:

Experience Excellence (Leisure)

1. Outstanding Attraction Experience
 - This award recognises an attraction that has demonstrated excellence through differentiated offerings that cater to evolving tourism trends and customer needs, whilst delivering a unique and memorable experience for visitors.
2. Outstanding Food & Beverage Experience
 - This award recognises an F&B establishment (including restaurants and bars) that has offered a compelling and differentiated experience for customers.
3. Outstanding Hotel Experience
 - This award recognises a hotel that has integrated a compelling concept, exceptional service, comforting amenities, and unique experiences to deliver a memorable stay for guests.
4. Outstanding Leisure Event and Experience
 - This award recognises a world-class and differentiated leisure event and/or an experience that has addressed the needs of attendees, has created significant commercial impact and has driven visitors to Singapore.
5. Outstanding Retail Experience
 - This award recognises a retail outlet or shopping mall that has offered a compelling, differentiated, and/or innovative experience for customers.
6. Outstanding Tour Experience
 - This award recognises a quality tour that has provided an authentic Singapore experience through compelling and engaging storytelling, accompanied by immersive and interactive elements to elevate the experience.

Experience Excellence (MICE)

7. Outstanding Business Event
 - This award recognises a business event that has demonstrated excellence and made a significant impact on the development of the business events industry in Singapore.
8. Outstanding Event Organiser (MICE)
 - This award recognises an organiser that has demonstrated excellence in organising and delivering quality business events.

9. Outstanding Event Venue Experience (MICE)

- This award recognises a business event venue that has elevated the standards of world-class MICE facilities in Singapore.

Enterprise Excellence

10. Outstanding Achievement in Sustainability

- This award recognises a business/organisation that has demonstrated industry leadership in sustainability and inspired others to adopt sustainable practices, in the face of increasing supply chain pressures and climate-related risks.

11. Outstanding Business Innovation

- This award recognises a business/organisation that has introduced bold, creative solutions to address key challenges and deliver tangible positive outcomes.

12. Outstanding Marketing Idea

- This award recognises a business/organisation that has used agile, bold, and creative marketing to effectively engage new or existing audiences despite the challenging environment.

Tourism Star (*formerly known as Customer Service Excellence*)

This award category recognises customer service professionals from the various tourism industries who have delivered distinctive and compelling customer experiences.

13. Tourism Star for Attraction

14. Tourism Star for Food & Beverage

15. Tourism Star for Hotel

16. Tourism Star for Retail

17. Tourism Star for Tourist Guiding

The following categories are conferred, and not open for nomination:

Top Awards

18. Best Business Event Champion

- This award recognises an individual from trade or professional association who has contributed to the growth of the local business events industry and supported the goal to triple MICE tourism receipts by 2040. They are also strong advocates of the association and active lobbyists in attracting events, amplifying Singapore's status as the World's Best MICE City.

19. Breakthrough Contribution to Tourism

- This award recognises individuals and/or organisations that have developed and grown Singapore's tourism sector through providing products/services/events that have made a significant impact in the development and growth of Singapore's tourism sector through various products and services.

20. Lifetime Achievement for Outstanding Contribution to Tourism

- This award recognises an individual whose contributions have had a significant impact on the development of tourism in Singapore. Their vision, dedication and commitment set them apart while earning the respect of all within the sector and Singapore.

21. Outstanding Employer

- This award recognises a business/organisation that has adopted good practices in learning & development, workplace productivity, and/or progressive HR practices in employee experience & well-being; talent attraction/retention/management; diversity, equity & inclusion; and workplace culture & engagement.

22. Outstanding Tourism Entrepreneur

- This award recognises an individual who has demonstrated business acumen, entrepreneurial and leadership skills, creativity and innovative talents, and has helped to enhance Singapore's destination competitiveness.

23. Special Recognition

- This award recognises individuals and/or organisations for their outstanding creativity, innovative best practices, and significant contributions to the tourism sector.

** All listings are in alphabetical order.*