



Singapore Kindness Movement

National Kindness Awards- Service Gold 2020 Fact Sheet

Mandarin Terms:

National Kindness Awards-Service Gold Award 全国行善-服务金奖

Gracious Guest 客座奖

About Service Gold Awards 2020

In its 26th year, the Service Gold Award is an annual award organised by Singapore Kindness Movement (SKM) with Singapore Hotel Association (SHA). It recognises outstanding service staff in the hospitality industry. It serves to highlight kind and gracious service delivered by both the front and back end staff. There are 68 participating hotels, with 120 winners selected from the hospitality sector, along with 8 Gracious Guest award recipients, in a celebration of good service being reciprocated.

Nomination process

Representatives are selected by a panel consisting of representatives from the hotel industry and SKM based on nominations from fellow colleagues, supervisors and hotel guests.

The Gracious guests were nominated by hotel staff and serves as a reminder that kindness and graciousness go both ways. This reinforces the message that appreciation of kindness plays an important part in encouraging and motivating service.

Total number of winners: 127 recipients

Service Gold Award: 120 recipients

Gracious Guests: 7 recipients

Total number of participating hotels: 68