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**SPEECH BY DR WILLIAM WAN, GENERAL SECRETARY, SINGAPORE KINDNESS
MOVEMENT, AT THE SERVICE GOLD AWARDS ON WEDNESDAY, 10 MARCH
2021, 3 PM AT FURAMA RIVERFRONT HOTEL**

Mr Alvin Tan, Minister of State, MTI and MCCY

Ms Kwee Wei-Lin, President, SHA

Leaders of the Hotel Industry,

Award Winners and Distinguished guests, Ladies and Gentlemen,

1. Good afternoon and Thank you for joining us wherever you are, at the National Kindness Awards- Service Gold 2020.
2. This is Service Gold Award 2020. For 26 years, the Singapore Hotel Association and Singapore Kindness Movement collaborated to celebrate kindness in the hospitality sector.
3. My wife and I celebrated our 50th Wedding Anniversary last year. We checked into one of the hotels for a weekend staycation. We will always treasure the fond memories because we had a golden time.
4. Why was it a golden time? No, it's not because it was our golden anniversary. No, it's not the beauty and ambiance of the hotel setting, the cleanliness and comfort of the room, and the wonderful facilities made available to us.
5. These no doubt contributed to the pleasant experience. But these are expected fixtures in any world-class hotel.
6. What made it a golden experience was the attitude and aptitude of the staff.

7. **First, the staff was respectful.** They treated us as their VIPs and gave us undivided attention whenever we talked to them or they to us. They identified us by our names. We were not VIPs, of course, but we were made to feel equally important, respected, and valued. They gave us a warm welcome and a fond farewell.

8. **Second, the staff was responsive.** On one of the days, my wife slipped and fell. You should see the reactions and responses of the staff. They were very caring and comforting, and at the same time efficient and efficacious. They did everything necessary to make sure that she was fine.

9. **And third, the staff was reassuring.** The senior management took the trouble to find out how she was at the appropriate time. During our stay, we encountered managers who took the trouble to engage us – to find out how we were enjoying the stay. We chatted about anything and everything. These encounters were spontaneous and meaningful. They reassured us that we were not just a digit on their computer screens. The warmth of human touch and human connectivity was most reassuring.

10. “Hospitality” refers to the friendly reception and treatment of guests or strangers. It is the quality or disposition of receiving and treating guests and strangers in a warm, friendly, and generous ways. And these were exactly the quality we experienced during our staycation.

11. We are here to celebrate these qualities in the hospitality industry. And I want to congratulate all the award winners. You are our champions and inspiration. As long as you continue to embrace and manifest these heart-warming qualities of kindness, the hotel industry can only thrive and grow under

all circumstances, because your guests are human, and humans will always need the warmth of human connectivity to feel complete and whole.

12. Thank you again and have a wonderful day!