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WELCOME ADDRESS BY MS KWEE WEI-LIN, PRESIDENT, SINGAPORE HOTEL ASSOCIATION, AT THE SERVICE GOLD AWARD ON WEDNESDAY, 10 MARCH 2021, 3 PM AT FURAMA RIVERFRONT HOTEL

Mr Alvin Tan, Minister of State, Ministry of Trade and Industry and, Ministry of Culture, Community and Youth

Dr William Wan, General Secretary, Singapore Kindness Movement

Distinguished Guests

Award Winners

Ladies and Gentlemen

1. Good afternoon and a warm welcome to the SHA/SKM Service Gold “National Kindness Award cum Gracious Guest Recognition” Event.
2. I am really delighted to be here today to congratulate all our Service Gold winners for their kind deeds. Your empathy and genuine care have made a positive impact on our guests. Thank you for being excellent role models and do keep up your good work.
3. Despite the challenges of the COVID-19 pandemic, I am happy to learn that there is no shortage of heart-warming stories - for you have shown to us that kindness has no boundaries, is not time-limited and certainly cannot be contained by a virus. Hence, today we will be recognising 120 winners from 68 hotels who have walked the extra mile to uplift guest experiences.

4. Additionally, it gives me great pleasure to express my appreciation to our 7 Gracious Guests who were nominated by our hotels for their considerate acts - your thoughtfulness will further motivate our employees to put kindness at the heart of their service delivery. Thank you for inspiring us with your graciousness.
5. On this note, I would like to acknowledge SKM, our long-standing partner of 26 years, for all their help in this award scheme to promote kindness in the hotel industry.
6. My sincere thanks also goes to MOS Tan for taking time off his busy schedule to grace our event. Your presence and support truly means a lot for our industry.
7. To all attendees, I wish you an enjoyable and fruitful session ahead.
8. Congratulations once again to all winners and gracious guests!
9. Thank you.

