



Singapore Kindness Movement

National Kindness Awards- Service Gold 2021 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 2021

The Service Gold Award is an annual award organised by Singapore Kindness Movement (SKM) with Singapore Hotel Association (SHA). 2021 is the 27th edition of this award. It recognises outstanding service staff in the hospitality industry and serves to highlight outstanding and gracious service delivered by both the front and back end staff. There are a total of 73 participating hotels, with 138 winners selected from the hospitality sector, along with gracious guest award recipients, in a celebration of good service being reciprocated.

Nomination process

Winners 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 serve 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: 138 recipients

Gracious Guests: 8 awardees

Service Gold Award: 130

Total number of participating hotels: 73