

# Press Release



FOR IMMEDIATE RELEASE

## Marina Bay Sands clinches two wins at the Singapore Tourism Awards 2021

*It was commended for community care and for delivering an Outstanding Event Venue Experience during the COVID-19 pandemic*

**Singapore** (26 July 2021) – Marina Bay Sands took home two accolades for Outstanding Event Venue Experience and Community Care at this year's Singapore Tourism Awards 2021, one of the most prestigious awards in the country's tourism industry.

This year's awards pay tribute to the businesses and individuals who showed extraordinary resilience during the COVID-19 pandemic. For its notable care and dedication towards its Team Members and the wider community during the challenging period, Marina Bay Sands was accorded the newly introduced 'Special Award for Community Care (Business)' award.



*Left: Prior to the government-mandated 'Circuit Breaker' in April 2020, Marina Bay Sands made the conscious decision to donate unused produce to The Food Bank Singapore*

*Right: During a 24-hour packathon, 10,000 care kits were created for local migrant worker communities and low-income families supported by Singapore Red Cross*

Through Marina Bay Sands' community engagement programme, Sands Cares, additional resources such as financial, social and in-kind support were extended to fund a broad range of pandemic-related causes. It engaged its Team Members to volunteer through hygiene kit builds, food donation drives and other outreach programmes that address the critical and changing needs of the vulnerable. Marina Bay Sands supported over 30 different charities and organisations in 2020, benefitting seniors, persons with special needs to migrant workers and

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art communities. Partners include The Food Bank Singapore, Singapore Institute of Technology, Cerebral Palsy Alliance Singapore and AWWA.

Mr Paul Town, Chief Operating Officer, Marina Bay Sands, said: “Marina Bay Sands’ commitment towards Singapore has always gone beyond meeting its economic and tourism goals. With people at the heart of our business, social giving quickly took precedence when the pandemic struck. We share this honour with our stakeholders who have journeyed with us to create a driving force for good in the past year.”



*Marina Bay Sands' state-of-the-art Hybrid Broadcast Studio*

At the virtual awards ceremony, Marina Bay Sands was also accorded the ‘Outstanding Event Venue Experience’ award for its efforts in consistently delivering outstanding experiences for business events even during such unprecedented times.

From the launch of the industry’s first Hybrid Broadcast Studio to the successful hosting of key pilot events in Singapore since last year, Marina Bay Sands has demonstrated its leadership in Singapore’s recovery journey for business meetings. The integrated resort was also a testbed for new meeting concepts and digital solutions such as temperature-checking kiosks that use facial recognition or a QR code for quick registration, and wearable dongles that track movements throughout events as well as interactions between attendees.

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In November 2020, Marina Bay Sands played host to TravelRevive, Singapore's first pilot tradeshow to trial the industry's new hybrid event model to guide safe business events for the future. With close to 1,000 local and international attendees on-site, it integrated technology to reimagine new end-to-end customer journeys, allowing the seamless exchange of ideas across borders and with safe distancing measures in place at the event.

"The past 18 months have been a trying period for everyone, but it has also demonstrated the resilience of the industry and our Team Members. They rallied on with a spirit of innovation and nimbleness to adapt with the evolving COVID-19 situation. We are humbled to be conferred this award and will continue to pursue excellence as we adapt to new ways of conducting business," added Mr Town.

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#### **About Marina Bay Sands Pte Ltd**

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, more than 2,500 hotel rooms and suites, the rooftop Sands SkyPark, and the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com)

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