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NEON executive chair & group CEO honoured at Singapore Tourism Awards 2024



NEON, a global experience entertainment company, has announced that **Ron Tan**, group CEO and executive chairman, was presented with the Outstanding Tourism Entrepreneur award at the Singapore Tourism Awards. The prime minister of Singapore, **Lawrence Wong**, presented the accolade during a ceremony at the Raffles City Convention Centre on 28 June 2024.

The Singapore Tourism Awards 2024 recognised outstanding people and businesses that embody enterprise excellence and provide memorable experiences across tourism-related industries. Tan was recognised for his significant contribution to the sector, alongside other winners such as the Changi Airport Group (CAG) and the Singapore Airlines (SIA) Group.

"I am deeply honoured to receive the Outstanding Tourism Entrepreneur Award," says Tan. "This award is a testament to the commitment and dedication of our global team, and I am receiving the award on everyone's behalf. I would like to thank the Singapore Tourism Board for this award and also to extend my deepest gratitude to our Board of Directors, shareholders, studio partners, and the various government partners, as well as our partners and collaborators worldwide, whose support have been instrumental in our success.

"This recognition is a celebration of our journey and I am grateful to be able to share this extraordinary moment with all of you."

Award builds on previous success

The Outstanding Tourism Entrepreneur award comes after the Singapore Tourism Awards recognised NEON's ground-breaking development *Avatar: The Experience* at Gardens by the Bay with the Outstanding Attraction Experience award in 2023. Over 419 show days, 2,630,925 people visited the enticing Pandora experience, breaking previous records for the most attendance of any NEON IP show worldwide.



NEON is now preparing for the opening of two more internationally acclaimed experiences: the Asia Premiere of *Harry Potter: Visions of Magic*, which opens in Resorts World Sentosa in the last quarter of 2024, and *Impressions of Monet*, a multi-sensory experience that features the art, life, and gardens of French painter Claude Monet, the master of Impressionism, opening on 12 July at the Flower Dome @ Gardens by the Bay.

Using the Group's different capabilities in cutting-edge technology and unique ideas, NEON will continue to push the boundaries of experiential entertainment to provide innovative, immersive, and unforgettable experiences to audiences globally. The company focuses on expanding its reach, investing in new opportunities, and continuously improving operational capabilities with the support of stakeholders, partners, and collaborators.

NEON also recently joined forces with the Egyptian Ministry of Tourism and Antiquities to announce that *Ramses and the Gold of the Pharaohs* will debut in Tokyo in spring 2025.

- Singapore Travelling exhibitions Exhibit design Tourism Awards

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Charlotte Coates is blooloop's editor. She is from Brighton, UK and previously worked as a librarian. She has a strong interest in arts, culture and information and graduated from the University of Sussex with a degree in English Literature. Charlotte can usually be found either with her head in a book or planning her next travel adventure.

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