



SINGAPORE MADE EASY

The Compact Guide
for Travel Agents



An Introduction



Inside Changi Airport

Compact yet captivating — that is the best way to describe Singapore's splendour. It's a dazzling destination where diverse cultures converge in a harmonious blend. Known as a metropolis melting pot, Singapore marries Chinese, Malay, Indian, and Western influences to create a vibrant kaleidoscope of experiences in its every corner.

Beyond its rich culture and heritage, Singapore boasts a futuristic cityscape that harmoniously blends with nature's vibrant palette. Renowned as one of the world's greenest, cleanest, and safest cities, it offers a perfect balance for travellers seeking both tranquillity and excitement. Plus, with Singapore's cutting-edge public transportation system, exploring the city's wonders is a breeze.

For culinary connoisseurs, Singapore offers a feast for many tastes. From authentic local fares at bustling hawker stalls to Michelin-starred gourmet landmarks, the city is a paradise for foodies.

This sales guide highlights Singapore's unique allure, revealing why this remarkable city is a perfect paradise for culture enthusiasts, nature lovers, foodies, and thrill-seekers alike. It provides you with invaluable local insights to craft unforgettable itineraries and deliver exceptional experiences for your clients.

Important Basics for Travelling in Singapore



Grade +SS: Spotless Singapore

Singapore's reputation for cleanliness is upheld by strict regulations that keep the city clean and safe.

Visitors can contribute by properly disposing of all waste. Since June 1, 2024, it is mandatory to return trays and leave tables tidy in restaurants and food courts, including clearing used napkins, straws, and leftovers.



Dress to Express Respect

Modest attire is highly encouraged when visiting religious sites. To honour religious and cultural norms, it's advisable to cover shoulders and knees.



A Breath of Fresh Air

Singapore takes pride in its commitment to fostering clean and healthy environments for everyone. The city implements a rigorous smoke-free policy that extends to parks, bus stops, and covered walkways. For those who smoke, designated areas are thoughtfully provided.



Chew on These Regulations

While it may seem unusual, the sale and import of chewing gum is banned in Singapore, as are e-cigarettes.

It's wise to respect these regulations to avoid complications during your stay.



FAQs: Answering the Most Important Questions to Travel Smart

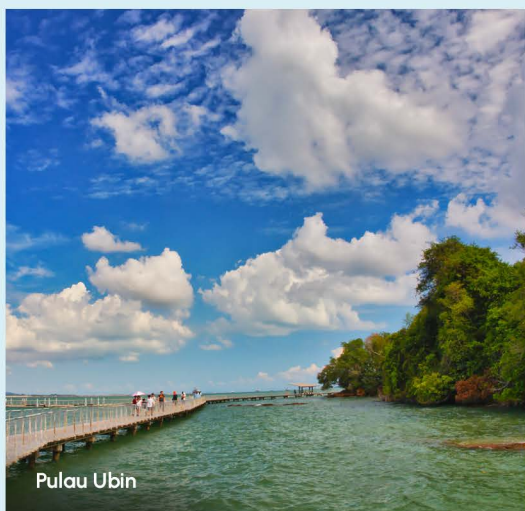


Vertical gardens of Parkroyal Collection

What Sustainability Efforts are Being Made?

Singapore is a global leader in sustainability, with initiatives like the Sustainable Singapore Blueprint focusing on green urban development, resource management, energy efficiency, climate action, and community engagement. Many of Singapore's hotels have embraced eco-friendly practices — Parkroyal on Pickering features a lush vertical garden, while Parkroyal Collection Marina Bay is renowned as the "Garden in a Hotel."

Local restaurants also prioritise sustainability, with establishments like SUSTAIN championing farm-to-table concepts and environmentally conscious dining practices.



Pulau Ubin

What are the Best Tips for Day Trips?

There are several fantastic nearby destinations perfect for day trips:

- **Pulau Ubin:** Experience rural Singapore with a visit to this tranquil island.
- **Southern Islands:** Set out on an island-hopping adventure for a taste of paradise.



FAQs: Answering the Most Important Questions to Travel Smart

Who is Singapore the Right Destination for?

Singapore's diversity makes it a destination for everyone. While the city-state is an ideal stopover thanks to its excellent international flight connections, it also offers unique experiences for many types of travellers, including:

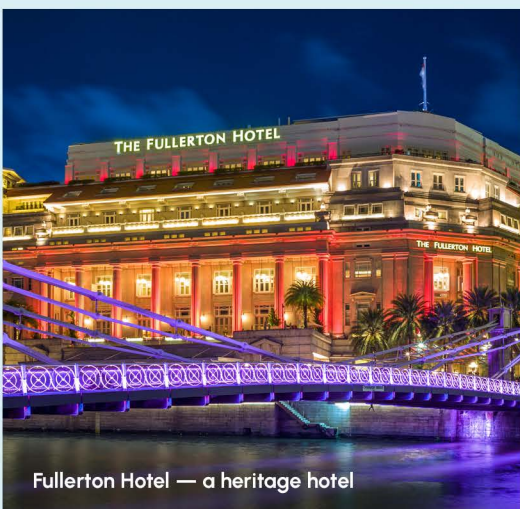
- **Families:** Singapore is packed with family-friendly attractions such as Sentosa Island, Universal Studios, and the world-famous Singapore Zoo, making it perfect for unforgettable family outings.
- **Food Lovers:** A paradise for food enthusiasts, Singapore boasts a culinary scene ranging from humble hawker stalls to Michelin-listed restaurants. The sheer variety of flavours and dining experiences makes it a must-visit for anyone passionate about food.
- **Business Travellers:** With world-class infrastructure and facilities, Singapore is a prime location for business travel, conferences, and events. Its strategic position as a global hub further cements its status as a major stopover destination.



Universal Studios Singapore

What is the Ideal Travel Duration for Singapore?

Given Singapore's compact size, we recommend a stay of 3 to 4 nights. This duration allows travellers to explore the city's main attractions without feeling rushed.



Fullerton Hotel — a heritage hotel



The Real Singapore: Expert Tips from Our Team

Nifty Neighbourhood Finds

"Journeying through the vibrant streets of **Chinatown** is a must," as suggested by our cultural expert and Tour Guide Terri Chua. "Here, your guests can truly immerse in the lively atmosphere of traditional markets, explore magnificent temples, and indulge in authentic Singaporean-Chinese fusion cuisine," she says. Terri also suggests **Little India**, a district bursting with colour, where vibrant streets, intricate temples, and mouth watering Indian dishes await. "Don't miss **Kampong Glam**," she further recommends, "a historic neighbourhood with the quirky Haji Lane, renowned for its vibrant street art, unique boutiques, trendy cafés, and lively nightlife. To delve deeper into Singapore's rich history and culture, I highly recommend visiting the **Singapore National Museum** — it offers a fascinating glimpse into the city's past."



Mid-autumn festival in Chinatown

Where Flora Meets Future



Supertree Groves in Gardens by the Bay

For those looking to experience nature with an innovative twist, our Reservations Executive May Chong, knows just the places to go. "Nature lovers should not miss the **Gardens by the Bay**, with its iconic Supertree Groves and the awe-inspiring Cloud Forest. Another must-visit spot is **Sentosa Island**, famous for its stunning beaches, thrilling adventure parks, and the captivating S.E.A. Aquarium."

If tranquillity is what your guests seek, May suggests the **Singapore Botanic Gardens**, a UNESCO World Heritage Site known for its lush greenery and serene ambiance.

Totally Singaporean, Totally Epicurean

Singapore is a true haven for foodies — our resident culinary expert and Travel Consultant Belinda Siew is here to guide your travellers. "There are so many dishes in Singapore that are simply a must-try! My all-time favourite is **Laksa**, a spicy coconut-based noodle soup available at many hawker stalls. Another favourite of mine is **Hainanese Chicken Rice**, featuring tender poached chicken paired with fragrant rice." For seafood lovers, Belinda recommends the iconic **Chili Crab**, a spicy delicacy best enjoyed with crispy mantou buns. And for a perfect start to the day? "You can't go wrong with traditional **kaya toast** — simple yet tasty toast with 'kaya' (coconut jam) and butter," Belinda concludes.



Traditional Laksa

A Lofty Heritage



Signature sling-cocktail of Raffles Hotel

Navigating Singapore's diverse hotel landscape can be daunting, but our General Manager Jane Boo, has your guests covered. For a memorable luxurious stay, she recommends **Marina Bay Sands**. "Swimming in the iconic rooftop infinity pool feels like you're in a movie!"

For those who appreciate who appreciate historic elegance, Jane suggests the **Raffles Hotel**, celebrated not only for its cultural heritage but also for the world-famous Singapore Sling cocktail. Another top choice is the **Fullerton Hotel**, located in the heritage-listed Fullerton building, which once served as the city's main post office.



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