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**FORBES TRAVEL GUIDE LAUNCHES IN SINGAPORE WITH THE ANNOUNCEMENT OF A FIVE-STAR SPA AND FIVE FOUR-STAR HOTELS**

*Five Luxury Hotels and Four Resort Spas Join an Elite Group of Star-Award Winners Worldwide, as the International Travel Company Extends its Asian Presence*

(Singapore, April 11, 2011) – Forbes Travel Guide, the originators of the prestigious Five-Star ratings program in the U.S., officially launched in Singapore today by announcing the Auriga Spa at Capella Singapore as a Forbes Travel Guide Five-Star spa. It joins an elite group of 54 Five-Star hotels, 22 Five-Star restaurants and 20 Five-Star spas in the Americas and Asia that hold Five-Star status. Among the newly rated hotels in Singapore, five properties were awarded the esteemed Forbes Travel Guide Four-Star award, joining a prestigious group of fine hotels worldwide.

Auriga Spa at Capella Singapore is the only hotel spa in Singapore to receive Forbes Travel Guide Five-Star status, bringing the total number of Five-Star Spas to 21 worldwide. Forbes Travel Guide awarded Four-Stars to three esteemed spas: The Oriental Spa at Mandarin Oriental, Singapore, The Spa at Four Seasons Hotel Singapore and Remède Spa at The St. Regis Singapore. This brings the total of Forbes Travel Guide Four-Star spas to 111 worldwide.

As announced today, the new Four-Star hotels in Singapore are Capella Singapore; Fairmont Singapore; Four Seasons Hotel Singapore; Mandarin Oriental, Singapore; and The Fullerton Bay Hotel Singapore. This brings the number of Forbes Travel Guide Four-Star hotels to 172 worldwide.

Shane O’Flaherty, President and CEO of Forbes Travel Guide said, “Singapore is recognized as a world class travel destination, and we are proud to bring our star ratings



system to the market, extending our presence in Asia. The service and product offerings in hotels and spas in Singapore are truly impressive, and we look forward to working closely with the hospitality industry and consumers here for many years to come.”

Forbes Travel Guide, formerly Mobil Travel Guide, is the originator of the prestigious Mobil Star ratings and certifications system, and has provided the most comprehensive ratings and reviews of hotels, restaurants and spas since 1958. Its system of inspections and ratings sets it apart as the undisputed authority on the finest hotels, restaurants and spas across the U.S., and in Asian markets including Beijing, Hong Kong, Macau, and now Singapore.

### **Detailed Inspections**

The Forbes Travel Guide inspection process includes unannounced visits by a professional inspector during which more than 550 service standards are evaluated throughout the property, as well as an announced inspection during which the inspector examines the cleanliness and condition of the property. The hotels and spas in Singapore awarded Forbes Travel Guide Five- and Four-Star designations have met or exceeded the company's high standards for service and facilities.

The news of the Forbes Travel Guide Star Award announcements comes at a time when Singapore tourism is refocusing its attention from quantity to quality. Senior Minister of State for Trade and Industry, Mr. S Iswaran suggested three strategic thrusts—Innovation, Integration and Productivity—to sustain Singapore’s tourism growth in the long run<sup>1</sup>.

“We are delighted to recognize these world class properties in Singapore; these hotels and spas, which are constantly striving to deliver a superior guest experience, join many of the finest hotels and spas worldwide,” commented Mr. O’Flaherty.

Each year, Forbes Travel Guide releases its proprietary list of Five- and Four-Star hotels, restaurants and spas. The complete list of the 2011 Forbes Travel Guide Star Award winners in Singapore is available at [www.forbestravelguide.com](http://www.forbestravelguide.com). It will also be published in the May 2011 issue of Forbes Asia magazine.

Follow Forbes Travel Guide on Facebook and Twitter at: [www.facebook.com/forbestravelguide](http://www.facebook.com/forbestravelguide); [www.twitter.com/ForbesInspector](http://www.twitter.com/ForbesInspector).

### **ABOUT FORBES TRAVEL GUIDE**

Forbes Travel Guide, originator of the prestigious Five-Star ratings and certifications, has provided the most comprehensive ratings and reviews of hotels, restaurants and spas since 1958. In October 2009, Mobil Travel Guide announced a strategic partnership with Forbes Media LLC.

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<sup>1</sup> Channel NewsAsia, “Singapore tourism sector needs to move towards quality”, 22 March 2011



This exclusive licensing agreement between two industry leaders with more than 140 years of combined experience transfers the hospitality industry's premier star rating and travel guide brand from ExxonMobil to Forbes. Forbes Travel Guide has a team of expert inspectors who anonymously evaluate properties against rigorous and objective proprietary standards, providing consumers the insight to make better-informed travel and leisure decisions.

#### **ABOUT FORBES MEDIA LLC**

Forbes Media encompasses *Forbes* and Forbes.com, the number 1 business site on the Web that reaches 18.6 million people monthly. The company publishes *Forbes* and *Forbes Asia*, which together reach a worldwide audience of more than 5.4 million readers. It also publishes *ForbesLife* and *ForbesWoman* magazines, in addition to local licensee editions in China, Croatia, Israel, Japan, Korea, Poland, Romania, Russia, Turkey and India. Other Forbes Media sites are: ForbesTraveler.com; Investopedia.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach nearly 40 million business decision makers each month.

*Issued on behalf of Forbes Travel Guide by Ruder Finn.*

#### **2011 Singapore Forbes Travel Guide Five-, Four- and Three-Star Award Winners**

**Forbes Travel Guide Five-Star Winners (1 Spa)**  
**Forbes Travel Guide Four-Star Winners (5 Lodgings; 3 Spas)**  
**Forbes Travel Guide Three-Star Winners (25 Lodgings)**

#### **SINGAPORE**

**Forbes Five-Star Spas**  
Auriga Spa at Capella Singapore

**Forbes Four-Star Spas**  
The Oriental Spa at Mandarin Oriental, Singapore  
The Spa at Four Seasons Hotel Singapore  
Remède Spa at The St. Regis Singapore

**Forbes Four-Star Lodgings**  
Capella Singapore  
Fairmont Singapore  
Four Seasons Hotel Singapore  
Mandarin Oriental, Singapore  
The Fullerton Bay Hotel Singapore



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TRAVEL GUIDE

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**Forbes Three-Star Lodgings**

Carlton Hotel Singapore  
Conrad Centennial Singapore  
Crockfords Tower at Resorts World Sentosa  
Goodwood Park Hotel Singapore  
Grand Hyatt Singapore  
Grand Park Orchard  
Hard Rock Hotel Singapore at Resorts World Sentosa  
Hotel Fort Canning  
InterContinental Singapore  
Marina Bay Sands Singapore  
Marina Mandarin Singapore  
Naumi Hotel Singapore  
New Majestic Hotel  
Pan Pacific Singapore  
Pan Pacific Orchard  
Raffles Hotel Singapore  
Shangri-La's Rasa Sentosa Resort, Singapore  
Rendezvous Hotel Singapore  
The Scarlet  
Shangri-La Hotel, Singapore  
The Fullerton Hotel Singapore  
The Regent Singapore  
The Ritz-Carlton, Millenia Singapore  
The St. Regis Singapore  
Wanderlust