

IAG ACADEMY IR AWARDS 2024 – BEST HOTEL ATTACHED TO AN IR

A world of endless possibilities awaits the modern luxury traveller at Marina Bay Sands

Since opening in 2010, Marina Bay Sands has redefined the cityscape of Singapore with its distinctive architecture and unparalleled experiences. Consisting of three unique towers crowned by the magnificent Sands SkyPark, the property's iconic hotel has caught the imagination of guests from all over the world with its awe-inspiring interiors, multitude of experiences and exemplary service.

With a multi-year US\$1.75 billion transformation underway, the resort has taken the luxury experience to the highest levels, pulling out all stops to ensure that guests' evolving expectations and demands are met in every way. It is well on track in its journey to elevate product offerings, with key milestones passed.

Phase 1 of the transformation started in 2021, introducing around 1,300 new rooms, including 390 new suites. Additional dining, entertainment and retail offerings have also been launched across the property. These include Paiza Sky Residence, a sky-high enclave atop Hotel Tower 2, reserved for the most distinguished hotel guests to enjoy food and drink throughout the day.

In 2024, Phase 2 was launched, with plans for around 550 new rooms, including 385 new suites. In total, the hotel will have approximately 1850 rooms, and among them, 775 suites. Additional enhancements to dining, entertainment and retail offerings are in the pipeline, alongside refurbishments to the Hotel Lobby and Sands SkyPark.

"We're attracting very high-level customers from all over the world, particularly Asia, and the feedback to the changes has been overwhelmingly positive," says Paul Town, Chief Operating Officer, Marina Bay Sands. "Customers are coming more often and staying longer. They're also spending more with us, and they're happier with the overall experience."

Check in to Unrivalled Luxury

The refurbishment has seen the launch of an elevated hospitality experience through The Sands Collection and The Paiza Collection.

The Sands Collection brings hospitality to new heights of luxury, with its timeless home-away-from-home ambience. Wide-ranging room types – from the Sands Premier Room with the minibar reimaged in a beautifully-designed Armoire and the Cocktail Trolley to the Sands Family Suite designed for families with young children – cater to varying guest needs.



The Paiza Collection's rooms and suites represent the pinnacle of timeless luxury and grandeur, welcoming guests to a unique residential concept reminiscent of an upmarket penthouse. Within it is the Paiza Royal Collection – the resort's crown jewel. All of the suites occupy the uppermost floors of the landmark address and have been designed to seamlessly blend with the lifestyle of the most discerning guests.

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Standout suites include the Horizon, Presidential and Chairman suites, each varying in size and offerings. Within the suites, the attention to detail extends to the smallest details. A Social Bar draws the eye in the living and dining area with its highly figured Italian Arabescato Corchia marble. In the bedrooms, the pièce de resistance is the Savoir mattress, constructed by hand using centuries-old techniques and layers of hand-teased horse tail, Mongolian yak wool and pure cashmere. A night fridge stocked with signature teas by homegrown brand Ette Tea Company and an extensive water programme, consisting of premium still and sparkling waters curated by a water sommelier, reflects the resort's emphasis on wellness. Other features include warming drawers that ensure porcelain cups are kept at the ideal temperature for brewing tea. A beautifully crafted, free-standing humidor stands to one side, calibrated for rare cigars that aficionados will appreciate.

Suites to Cater to Every Need



Appealing to guests with a penchant for wellness is the **Horizon Suite** – a one-bedroom sanctuary where centuries-old rituals combine with state-of-the-art facilities to inspire deep rejuvenation and pure serenity. The treatment areas in the suite are loosely divided into the facilitated and self-guided.

The former comprises a massage room with two tables, traditional hammam, dry sauna, ice well and steam shower. In another wing of the suite is the self-guided area. One is a room where a Himalayan salt wall has been erected, built from bricks made of the mineral. Relax on heated ceramic lounge chairs and induce a meditative state of mind. Beyond this is the private gym with panoramic views of Gardens by the Bay.

For those who enjoy entertaining, the **Presidential Suite** is where stately splendour meets refined revelry. Designed with two bedrooms, it comes in four configurations, one of which bears a state-of-the-art full swing golf simulator. From St Andrews to Pebble Beach and Torrey Pines, there is no need to travel to a golf course with these beautiful courses pre-loaded into the simulator. For an added touch of reality, golf sets from Titleist and TaylorMade are available, as well as Paiza-branded golf balls, gloves and other accessories.

Those travelling with multiple generations or with a yearning for hosting will appreciate the **Chairman Suite**, the most palatial of all the residences in Marina Bay Sands. Featuring three or four bedrooms, it has two living rooms and a media room with the 146-inch Samsung 'The Wall All-in-One' television spanning floor to ceiling.

World-class Facilities for Every Guest

Outside of the rooms, all hotel guests may enjoy wide-ranging facilities, depending on their interests.

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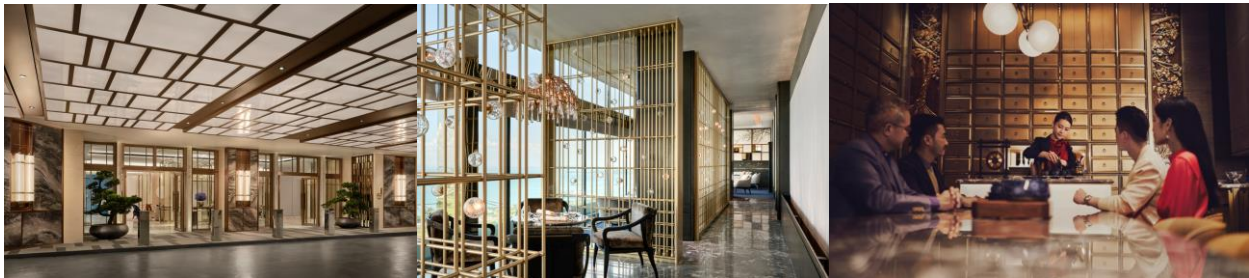
Art aficionados may take a self-guided tour of the numerous large-scale art pieces in the hotel lobby, ranging from Antony Gormley's *Drift* at Hotel Tower 1 atrium to Chongbin Zheng's *Rising Forest* at the Hotel Atrium.

Foodies may satiate their tastebuds at the celebrity chef and signature restaurants at the Hotel Lobby and Sands SkyPark – from Chef Tetsuya Wakuda's WAKUDA Restaurant & Bar to Chef Wolfgang Puck's Spago Dining Room.

Fitness enthusiasts may head to the world's largest Infinity Pool at Sands SkyPark, spanning 150m, or partake in the daily in-house wellness classes at the pool and at SkyPark Observation Deck.

Come October, parents looking for a moment of respite may enjoy the new fun-packed social corner, with a bustling line-up of child-friendly activities such as face painting, balloon sculpting and movie nights.

Paiza guests enjoy exclusive privileges, reserved for the most distinguished guests. Upon arrival, they are ferried to the hotel in a luxurious Rolls Royce Cullinan Black Badge and welcomed by their butler through the **Paiza VIP Arrival**, a discreet lounge fit for royalty and celebrities and surrounded by privacy and exclusivity. Throughout their stay, they have unfettered access to the **Paiza Sky Residence**, an exclusive enclave nestled atop Hotel Tower 2, on the 55th storey. From morning to afterhours, the sanctuary presents a repertoire of experiences, from brunch and afternoon high tea, with an opportunity to appreciate the elegant dance of a Tea Sommelier performing a Kungfu Tea Ceremony, to late night tipples.



Unparalleled Service

Trained to the exacting standards of Forbes Travel Guide, two teams - Premium Services and Butler Services – cater to guests' needs on and off property. The Premium Services team is stationed in two locations – Changi Airport and the Hotel. Their ambassadors offer a meet-and-greet service at the airport, taking care of transfers, in-room check-ins and check-outs for selected guests in the Sands Collection.

The Butler Services team cares for guests in the Paiza Collection, providing round-the-clock service. From in-room check-ins and check-outs, restaurant reservations and escorting of guests from one location to another on property, the butlers' impeccable attention to detail and dedication to personalised service and privacy are second to none.