

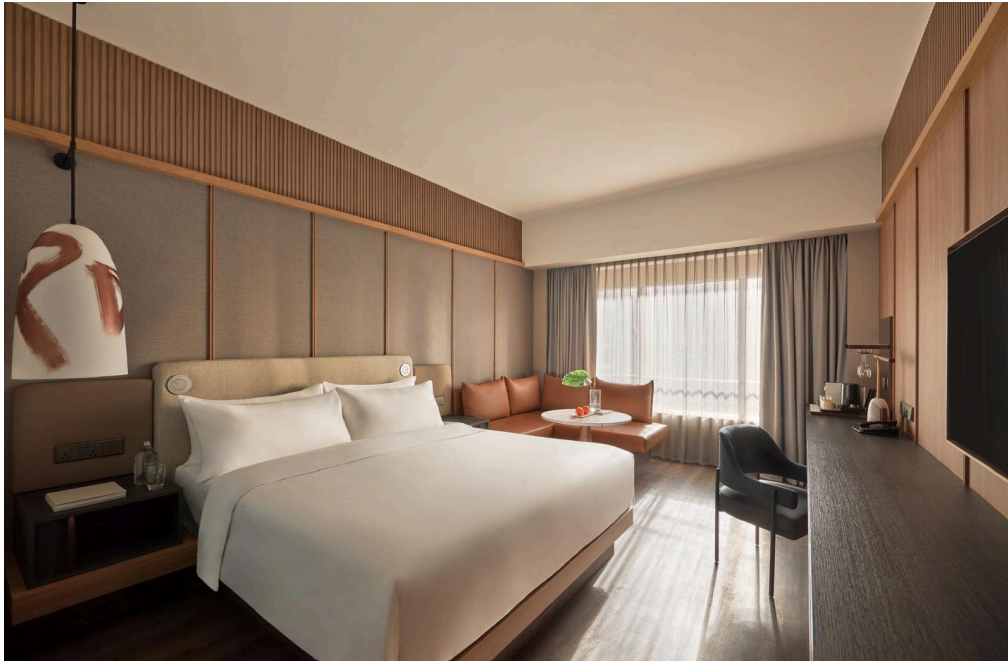


PRESS RELEASE

FOR IMMEDIATE RELEASE

Amara Singapore Enters A New Era

The proudly-Singapore hotel in Tanjong Pagar celebrates the completion of its makeover with a rediscover offer and heritage experiences.



Singapore, 16 September 2024 —Amara Singapore, the iconic 38-year-old hotel nestled in the heart of Tanjong Pagar, announces the culmination of its extensive transformational journey. Following an 11-month-long phased makeover, the hotel is excited to unveil the revitalised spaces and new experiences for guests.

Crafted in partnership with Studio HBA, a division of Hirsch Bedner Associates, the comprehensive makeover encompasses a redesign of the hotel's guest rooms, public spaces, meeting spaces, ballrooms, and dining establishments. Each aspect of the renovation has been thoughtfully undertaken to elevate the guest experience, offering a seamless blend of modern aesthetics and traditional warmth. The new design is inspired by the vibrant culture of Tanjong Pagar, paying homage to the city's rich heritage while embracing the cosmopolitan flair of the present.

"As a cornerstone of Singapore's hospitality landscape for over three decades, Amara Singapore has earned a quiet reputation for its dedication to providing exceptional service and unforgettable experiences. The completion of our transformation underscores our

commitment to evolving with the times while preserving the essence of that which has made us a cherished destination for both local and international guests. We look forward to introducing new experiences that cater to the modern business and leisure traveller, through a line-up of exciting partnerships that will connect our guests with the local community," shares Dawn Teo, Chief Operation Officer of Amara Holdings.



Nanyang Coffee and Popiah Making masterclass at Cafe Oriental

To enhance guests' stay journey at the hotel, Amara Singapore is launching a series of curated [Singapore Heritage Experiences](#). At the hotel's Cafe Oriental, which serves delicious local fare in a contemporary setting, guests can savour the intricacies of local "kopi" (coffee) and "teh" (tea) traditions while learning the craft of traditional popiah making. Introduced to Singapore by Chinese immigrants in the early 20th century, Popiah consists of a filling made from an assortment of julienned vegetables such as turnips, carrots, bean sprouts, and lettuce, along with diced eggs and prawns, all wrapped in a thin, paper-like crepe.

For those intrigued by the neighbourhood's rich past, an exclusive walking tour, led by professional guides who were once engaged in the city's gang culture, offers a compelling insight into Singapore's grittier history and the evolution of the dynamic district. Guests can



also immerse themselves in Singapore's Peranakan culture with an exclusive tour of The Intan, a home museum showcasing intricate artefacts that reflect the city's heritage.

To mark the completion of its renovation, the hotel has introduced a special Rediscover offer, inviting guests to experience luxury in the city with their newly refurbished rooms and eco-friendly amenities. Available for bookings from now until 11 October 2024, with stay dates up until 30 June 2025, the offer includes up to 35% off Best Flexible Rates, complimentary daily breakfast for two, and \$50 dining credits.

For more details, please visit

<https://singapore.amarahotels.com/offers/Rediscover-Amara-Singapore>

Please download high-res images [here](#).

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About Amara Singapore

Strategically located in the city's Central Business District in the heart of Tanjong Pagar, Amara Singapore is the brand's flagship hotel. In addition to 389 thoughtfully appointed guest rooms and suites, the hotel provides a diverse range of onsite dining options, wellness facilities and versatile meeting spaces. The Club rooms and suites offer exclusive privileges, including access to the Club Lounge, for an enhanced stay. Adjoined to the vibrant 100AM retail mall and office tower, Amara Singapore has a plethora of dining, retail and entertainment options at its doorstep and provides the perfect base to explore the city. For more information, visit singapore.amarahotels.com and follow on [Instagram](#).

About Amara Hotels & Resorts

Amara Hotels & Resorts is a regional hospitality group offering a fresh approach to modern travellers by creating tailored experiences and cherished memories. With a portfolio in Singapore, Bangkok and Shanghai, each Amara hotel is thoughtfully designed to its locale while embodying the brand philosophy of 'Always Amara', a commitment to sincere service and meaningful moments. For more information, visit amarahotels.com and follow on [Instagram](#).