Annex B

CSISG
Customer Satisfaction Index of Singapore

2018 Q3 SCORES
FOOD & BEVERAGE AND TOURISM

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This chart summarises the results of the CSISG 2018 satisfaction scores in the Food & Beverage and Tourism sectors at the sector, sub-sector and company levels.
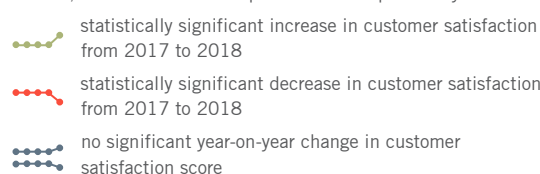
The sector scores (in gold) represents a weighted average of their respective sub-sector scores (in blue). Satisfaction scores for sub-sectors with individual company scores are weighted averages of these individual company scores.

All scores displayed are accurate to one-decimal place. Entities are presented in decreasing levels of satisfaction.

* Companies indicated with an asterisk(*) are companies that have performed significantly above their sub-sector average.

* Sub-sectors indicated with an asterisk(*) are sub-sectors that have performed significantly above their sector average.

The sparklines indicate the satisfaction score of their respective sectors, sub-sectors and companies over the past few years.

statistically significant increase in customer satisfaction from 2017 to 2018

statistically significant decrease in customer satisfaction from 2017 to 2018

no significant year-on-year change in customer satisfaction score

Annex B

2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2017–2018 Year-on-Year Change	/ % Change	SECTOR / Sub-sector / Company Measured
67.7	65.4	65.0	65.1	67.5	67.7	70.3	65.8	67.1	70.1	71.7	74.2	+2.48	(+3.5%)	**FOOD & BEVERAGE (Sector)**
Note 1	Note 1	Note 1	Note 1	Note 1	Note 1	Note 1	Note 1	Note 1	69.8	71.5	74.4	+2.86	(+4.0%)	*Restaurants (Sub-sector)*
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.1	72.0	76.9	+4.89	(+6.8%)	TungLok Signatures
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.9	72.6	75.2	+2.66	(+3.7%)	Crystal Jade Kitchen
NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	74.9	NA	NA	Soup Restaurant
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.7	71.1	74.7	+3.57	(+5.0%)	Fish & Co
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.4	73.5	74.6	+1.15	(+1.6%)	Boon Tong Kee
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.4	73.5	74.6	+1.07	(+1.5%)	Thai Express
NM	NM	NM	NM	NM	NM	NM	NM	NM	69.8	71.2	74.5	+3.28	(+4.6%)	Sakae Sushi
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.3	73.0	74.5	+1.47	(+2.0%)	Din Tai Fung
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.2	72.0	74.5	+2.52	(+3.5%)	Swensen's
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.1	72.6	74.2	+1.60	(+2.2%)	Jack's Place
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.1	73.4	74.2	+0.76	(+1.0%)	Astons
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.0	72.3	74.1	+1.80	(+2.5%)	Ajisen Ramen
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.1	70.6	74.0	+3.47	(+4.9%)	Manhattan Fish Market
NM	NM	NM	NM	NM	NM	NM	NM	Note 1	71.2	72.7	73.8	+1.11	(+1.5%)	Sushi Tei
NM	NM	NM	NM	NM	NM	NM	NM	NM	69.6	71.4	73.8	+2.38	(+3.3%)	Seoul Garden
NM	NM	NM	NM	NM	NM	NM	NM	NM	69.7	70.6	73.6	+3.08	(+4.4%)	Crystal Jade La Mian Xiao Long Bao
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.8	69.9	73.0	+3.08	(+4.4%)	Dian Xiao Er
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.0	72.3	72.7	+0.34	(+0.5%)	Nando's
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.6	72.0	72.0	+0.95	(+1.3%)	Pizza Hut
NM	NM	NM	NM	NM	NM	NM	NM	NM	69.3	69.6	71.6	+1.96	(+2.8%)	Xin Wang Hong Kong Cafe
NM	Note 1	Note 1	Note 1	Note 1	Note 1	Note 1	Note 1	Note 1	68.0	70.9	75.2	+4.31	(+6.1%)	Other restaurants
68.4	64.4	64.2	62.4	67.6	68.2	67.9	69.0	69.4	70.7	71.7	73.6	+1.97	(+2.7%)	*Fast Food Restaurants (Sub-sector)*
69.4	62.9	65.8	63.4	65.9	68.9	67.6	71.6	72.2	72.3	72.7	74.9	+2.25	(+3.1%)	McDonald's
66.5	64.7	63.6	62.0	70.3	67.5	68.9	69.6	67.6	71.0	72.9	74.2	+1.32	(+1.8%)	Burger King
NM	65.3	62.9	61.1	68.2	68.2	66.8	67.9	67.5	70.4	70.4	72.7	+2.25	(+3.2%)	KFC
NM	NM	NM	NM	NM	NM	NM	NM	NM	69.5	71.6	71.9	+0.31	(+0.4%)	Mos Burger
NM	NM	NM	NM	NM	NM	NM	NM	NM	68.8	70.7	71.9	+1.14	(+1.6%)	Subway
68.2	67.1	62.3	61.1	70.4	66.1	69.6	62.6	64.3	67.9	70.3	72.1	+1.81	(+2.6%)	Other fast food restaurants
NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	71.9	73.9	+1.94	(+2.7%)	*Cafes & Coffee Houses (Sub-sector)*
NM	68.1	67.0	64.3	68.0	68.8	73.4	69.1	70.1	72.7	73.2	75.6	+2.33	(+3.2%)	Starbucks
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.1	70.2	72.3	+2.11	(+3.0%)	Ya Kun
NM	NM	NM	NM	NM	NM	NM	NM	NM	69.6	70.3	71.4	+1.12	(+1.6%)	Toast Box
NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	72.2	74.2	+1.92	(+2.7%)	Other cafes & coffee houses
NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	73.6	75.3	+1.62	(+2.2%)	*Snack Bars & Food Kiosks (Sub-sector)*
NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	72.6	74.5	+1.98	(+2.7%)	Old Chang Kee
NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	71.0	71.7	+0.74	(+1.0%)	Jollibean
NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	74.2	75.8	+1.62	(+2.2%)	Other snack bars & food kiosks
71.0	68.6	67.1	69.3	73.5	70.0	74.5	69.1	69.4	71.1	74.2	75.1	+0.89	(+1.2%)	**TOURISM (Sector)**
71.5	71.0	67.9	70.3	75.3	72.6	79.8	72.6	70.3	72.8	73.3	74.1	+0.79	(+1.1%)	*Attractions (Sub-sector)*
72.3	70.4	67.5	70.3	74.5	73.1	78.1	71.6	71.6	74.3	74.9	75.6	+0.65	(+0.9%)	Sentosa
NM	NM	NM	NM	76.6	70.8	78.7	70.8	71.6	73.3	74.5	74.7	+0.17	(+0.2%)	Singapore Zoo
NM	NM	NM	NM	NM	NM	NM	NM	NM	72.1	73.2	74.4	+1.21	(+1.7%)	Gardens By The Bay
NM	NM	NM	NM	72.6	70.1	76.2	70.1	70.7	72.6	73.9	74.2	+0.30	(+0.4%)	Jurong Bird Park
NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	73.2	73.9	+0.70	(+1.0%)	Singapore Flyer
NM	NM	NM	NM	NM	NM	NM	NM	71.4	72.3	72.8	73.9	+1.10	(+1.5%)	River Safari
NM	NM	NM	NM	NM	NM	NM	NM	72.1	72.8	73.4	73.6	+0.28	(+0.4%)	S.E.A. Aquarium
NM	NM	NM	NM	75.7	74.9	81.6	73.2	73.1	71.0	71.9	73.1	+1.15	(+1.6%)	Universal Studios
NM	NM	NM	NM	73.2	71.7	76.1	70.7	70.7	72.2	71.1	72.8	+1.64	(+2.3%)	Night Safari
NM	NM	NM	NM	NM	NM	NM	NM	69.9	71.1	71.8	72.8	+1.02	(+1.4%)	Adventure Cove
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.1	70.4	70.9	+0.52	(+0.7%)	Singapore Discovery Centre
70.7	70.8	67.9	70.8	75.8	71.5	79.3	69.1	68.7	70.5	71.2	72.0	+0.82	(+1.2%)	Other attractions
Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	72.5	74.4	75.3	+0.89	(+1.2%)	*Hotels (Sub-sector)*
NM	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	74.9	75.1	75.7	+0.57	(+0.8%)	The Ritz-Carlton
NM	NM	NM	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	77.2	74.6	75.5	+0.92	(+1.2%)	Marina Bay Sands
NM	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	73.0	74.2	74.9	+0.69	(+0.9%)	Grand Hyatt
NM	NM	NM	NM	NM	NM	NM	NM	NM	73.9	73.5	74.7	+1.19	(+1.6%)	Pan Pacific Singapore
NM	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	75.6	72.8	74.4	+1.53	(+2.1%)	Shangri-La
NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	73.7	74.0	+0.37	(+0.5%)	Hotel Michael
NM	NM	NM	NM	NM	NM	NM	NM	NM	73.9	72.1	73.2	+1.12	(+1.6%)	Marina Mandarin
NM	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	73.3	72.2	73.1	+0.89	(+1.2%)	Mandarin Orchard
NM	NM	NM	NM	NM	NM	NM	NM	NM	66.8	70.6	71.3	+0.73	(+1.0%)	Fragrance Hotel
NM	NM	NM	NM	NM	NM	NM	NM	NM	67.8	69.5	70.6	+1.12	(+1.6%)	Hotel 81
NM	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	72.5	74.9	75.8	+0.88	(+1.2%)	Other hotels

NM Not Measured
NA Not Applicable

NM Not Measured

Customer Satisfaction scores are based on a 0 to 100 scale.

Note 1 Restaurants were previously measured at holding-level. Since 2016, brand-level entities were measured instead.
Note 2 Hotels previously surveyed both locals and tourists. Since 2016, only tourists were surveyed.
Note 3 Cafes & Coffee Houses and Snack Bars & Food Kiosks were previously measured as 1 sub-sector. Since 2017, they were measured separately.