

Annex B












2015 Q3 SCORES FOOD & BEVERAGE AND TOURISM

69.4 Tourism

70.8 Hotels*

	74.3 Marina Bay Sands*
	73.1 Shangri-La*
	72.6 The Ritz-Carlton*
	72.0 Resorts World Sentosa
	72.0 Mandarin Orchard
	71.3 Swissotel the Stamford
	70.3 Grand Hyatt
	69.7 Other hotels



70.3 Attractions*

	• 72.1 S.E.A. Aquarium*
	71.6 Sentosa
	71.6 Singapore Zoo
	• 71.4 River Safari
	71.0 Universal Studios
	70.7 Night Safari
	70.7 Jurong Bird Park
	• 69.9 Adventure Cove
	68.7 Other attractions

66.4 Travel & Tour Services




67.1 Food & Beverage

69.4 Fast Food Restaurants*






	72.2 McDonalds*
	67.6 Burger King
	67.5 KFC
	64.3 Other fast food restaurants

69.0 Bars & Pubs*







68.1 Cafes & Snack Bars

	70.1 Starbucks
	68.4 Coffee Bean & Tea Leaf
	67.7 Other cafes and snack bars

66.5 Food Courts

	• 69.0 NTUC Foodfare*
	67.7 Food Republic
	67.0 Koufu
	65.9 Kopitiam
	66.2 Other food courts

66.2 Restaurants

	• 70.0 Sushi Tei*
	69.0 RE&S*
	68.7 Crystal Jade*
	68.6 Sakae Holdings*
	• 68.0 Minor Food Group
	65.7 Other restaurants

This chart summarises the results of the CSISG 2015 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 2014 to 2015

 statistically significant decrease in customer satisfaction from 2014 to 2015

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

2007	2008	2009	2010	2011	2012	2013	2014	2015	2014-2015 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	+1.32 (+2.0%)	FOOD & BEVERAGE (Sector)
68.2	68.4	65.0	64.8	66.9	69.4	70.6	70.0	69.0	-1.06 (-1.5%)	Bars & Pubs (Sub-sector)
67.3	62.7	64.4	63.9	67.8	67.2	71.1	66.2	68.1	+1.83 (+2.8%)	Cafes & Snack Bars (Sub-sector)
NM	66.3	65.1	60.9	69.7	67.3	71.6	69.3	68.4	-0.93 (-1.3%)	Coffee Bean & Tea Leaf
NM	68.1	67.0	64.3	68.0	68.8	73.4	69.1	70.1	+0.99 (+1.4%)	Starbucks
NM	62.3	64.3	64.0	67.7	67.0	70.9	65.6	67.7	+2.12 (+3.2%)	Other cafes & snack bars
68.4	64.4	64.2	62.4	67.6	68.2	67.9	69.0	69.4	+0.40 (+0.6%)	Fast Food Restaurants (Sub-sector)
66.5	64.7	63.6	62.0	70.3	67.5	68.9	69.6	67.6	-2.03 (-2.9%)	Burger King
NM	65.3	62.9	61.1	68.2	68.2	66.8	67.9	67.5	-0.37 (-0.6%)	KFC
69.4	62.9	65.8	63.4	65.9	68.9	67.6	71.6	72.2	+0.54 (+0.8%)	McDonalds
68.2	67.1	62.3	61.1	70.4	66.1	69.6	62.6	64.3	+1.69 (+2.7%)	Other fast food restaurants
NM	NM	NM	59.2	62.6	64.8	65.5	66.1	66.5	+0.40 (+0.6%)	Food Courts (Sub-sector)
NM	NM	NM	NM	NM	60.0	65.9	67.7	67.7	-0.05 (-0.1%)	Food Republic
NM	NM	NM	NM	NM	63.6	63.7	66.0	65.9	-0.12 (-0.2%)	Kopitiam
NM	NM	NM	NM	NM	62.2	65.1	66.7	67.0	+0.29 (+0.4%)	Koufu
NM	NM	NM	NM	NM	NM	NM	NM	69.0	NA NA	NTUC Foodfare
NM	NM	NM	NM	NM	65.0	66.0	65.1	66.2	+1.11 (+1.7%)	Other food courts
67.5	67.4	65.8	66.5	68.4	68.2	71.7	64.1	66.2	+2.06 (+3.2%)	Restaurants (Sub-sector)
NM	65.0	66.7	66.0	69.0	67.3	71.3	68.6	68.7	+0.10 (+0.2%)	Crystal Jade
NM	NM	NM	NM	NM	NM	NM	NM	68.0	NA NA	Minor Food Group
NM	66.3	66.6	63.6	70.6	68.1	70.9	68.8	69.0	+0.21 (+0.3%)	RE&S
NM	65.1	66.4	65.5	69.6	67.9	67.9	68.7	68.6	-0.11 (-0.2%)	Sakae Holdings
NM	NM	NM	NM	NM	NM	NM	NM	70.0	NA NA	Sushi-Tei
NM	67.9	65.7	66.8	68.1	68.0	71.8	63.4	65.7	+2.25 (+3.6%)	Other restaurants
71.0	68.6	67.1	69.3	73.5	70.0	74.5	69.1	69.4	+0.31 (+0.4%)	TOURISM (Sector)
71.5	71.0	67.9	70.3	75.3	72.6	79.8	72.6	70.3	-2.31 (-3.2%)	Attractions (Sub-sector)
NM	NM	NM	NM	NM	NM	NM	NM	69.9	NA NA	Adventure Cove
NM	NM	NM	NM	72.6	70.1	76.2	70.1	70.7	+0.62 (+0.9%)	Jurong Bird Park
NM	NM	NM	NM	73.2	71.7	76.1	70.7	70.7	+0.09 (+0.1%)	Night Safari
NM	NM	NM	NM	NM	NM	NM	NM	71.4	NA NA	River Safari
NM	NM	NM	NM	NM	NM	NM	NM	72.1	NA NA	S.E.A. Aquarium
72.3	70.4	67.5	70.3	74.5	73.1	78.1	71.6	71.6	-0.05 (-0.1%)	Sentosa
NM	NM	NM	NM	76.6	70.8	78.7	70.8	71.6	+0.74 (+1.0%)	Singapore Zoo
NM	NM	NM	NM	75.7	74.9	81.6	73.2	71.0	-2.21 (-3.0%)	Universal Studios
70.7	70.8	67.9	70.8	75.8	71.5	79.3	69.1	68.7	-0.37 (-0.5%)	Other attractions
73.5	71.4	68.9	74.1	74.5	70.1	77.5	69.4	70.8	+1.33 (+1.9%)	Hotels (Sub-sector)
NM	74.6	74.4	78.0	79.9	72.8	80.5	69.6	70.3	+0.76 (+1.1%)	Grand Hyatt
NM	71.6	73.5	77.7	79.8	73.1	80.7	71.2	72.0	+0.80 (+1.1%)	Mandarin Orchard
NM	NM	NM	NM	NM	75.5	84.1	74.4	74.3	-0.08 (-0.1%)	Marina Bay Sands
NM	NM	NM	NM	NM	NM	78.4	71.9	72.0	+0.10 (+0.1%)	Resorts World Sentosa
NM	76.5	74.4	78.2	80.5	73.7	84.4	72.9	73.1	+0.16 (+0.2%)	Shangri-La
NM	74.6	77.0	79.2	79.7	72.8	81.5	72.6	71.3	-1.28 (-1.8%)	Swissotel the Stamford
NM	76.9	78.0	83.6	81.3	75.4	83.4	72.8	72.6	-0.25 (-0.3%)	The Ritz-Carlton
NM	70.3	65.8	72.1	72.7	68.5	74.8	68.1	69.7	+1.62 (+2.4%)	Other hotels
66.4	64.7	64.8	64.8	71.5	68.5	68.7	67.4	66.4	-0.99 (-1.4%)	Travel & Tour Services (Sub-sector)

NM Not Measured
NA Not Applicable

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