



For Immediate Release

Capella Singapore Appoints Trimaran Corporate Communications as PR and Marketing Agency to Uplift its Brand in Hong Kong and China

Hong Kong, 23 August, 2011 – Trimaran Corporate Communications (“Trimaran”) is pleased to announce its appointment as the Public Relations and Marketing Agency for Capella Singapore, the flagship property for Capella Hotels and Resorts in Asia located on Singapore’s premier resort destination, Sentosa Island.

With the appointment, Capella Singapore aims to bring its unique luxury experience as one of the world’s finest hotels to Hong Kong and China. Trimaran will be responsible for devising and managing an intensive integrated communications campaign in Hong Kong and China over a 12-month period to create a strong awareness and perception of its brand and service offerings among the ultra-luxury travelers in Hong Kong and China.

“As travelers from China and Hong Kong are travel-savvy and substantial luxury consumers, we are confident that they will enjoy Capella Singapore’s unique blend of old world colonial style opulence with contemporary elegance,” said Robert Lagerwey, General Manager of Capella Singapore. “Singapore is increasingly becoming popular as a destination for travel and regional conferences, especially for Hong Kong and Mainland tourists and we are looking forward to working with Trimaran to create further awareness of Capella Singapore to Hong Kong and China.”

Michelle Cheng, Managing Director of Trimaran said, “Capella Singapore is a significant hotel brand for Trimaran to work with and this appointment further expands our existing portfolio into the Asia market and beyond, growing our list of hospitality clients in Hong Kong and Macau. I’m confident that our team of dedicated professionals will apply our vast knowledge and access into the Asia luxury lifestyle market to accomplish Capella Singapore’s vision and mission to become the top of mind luxury hotel choice for travellers to Singapore.”

Effective immediately, Trimaran has officially started to launch marketing and public relations campaign as well as Capella Singapore's ongoing communications initiatives to drive publicity on product, services and promotions.

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About Trimaran Corporate Communications

Trimaran specialises in a comprehensive range of public relations, marketing and communications disciplines. Trimaran successfully organised a diverse spectrum of corporate communications projects, public relations campaigns, brand marketing programmes and events for leading corporations, financial institutions, hoteliers and real estate developers, and public sector bodies in Hong Kong, Macau, China, Singapore, New York, London and Dubai. Delivering these initiatives with efficiency and dedication, Trimaran continues to deliver world-class PR initiatives and events that raise our clients' profiles, deliver on their business objectives and surpass their expectations. Trimaran is an accredited member of the Council of Public Relations Firms of Hong Kong (cPRF) and a member of International Public Relations Association Limited (IPRA) and Hong Kong Public Relations Professionals' Association Limited (PRPA).





Capella Singapore, an ultra-luxury resort on Sentosa Island, offers an inspiring natural setting while providing easy access to Singapore's financial and shopping districts. Residing on 30 acres of lush rainforest, the resort's peaceful setting on a knoll is a rare masterpiece, boldly marrying Singapore's rich colonial heritage with a symphony of contemporary architectural curves and designs.

About Capella Singapore

Located on Singapore's premier resort destination, Sentosa Island, Capella Singapore offers an inspiring natural setting while providing easy access to Singapore's financial and shopping districts. The flagship property for Capella Hotels and Resorts in Asia promises the ultimate in personalised service and represents a new standard of luxury in Asia, combining the best of old and new Singapore. Capella Singapore offers the most spacious accommodations in Singapore. The 112 guestrooms include two Colonial Manors, villas that feature private plunge pools and outdoor bathtubs, suites and premier rooms. In addition, Capella Singapore offers the opportunity for extended stays with full access to the hotel's facilities via The Club at Capella Singapore. These long stay offerings include 72 sea-facing suites and duplexes and 9 manors with private pools. For more information or to plan an event at Capella Singapore, please visit www.capellasingapore.com

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