



NAVIGATING SINGAPORE

A Toolkit for Tour Recommendations



Contents Page

INTRODUCTION

Discover the many sides of Singapore through tours that bring the city to life, from hidden culinary gems and vibrant street art to outdoor adventures and immersive puzzle-based experiences. Whether you are exploring for the first time or returning with fresh eyes, this guide features standout tours that celebrate the stories, textures and spirit of the city.

CHAPTER 1 Services Available

Tour Operators	Pg 06
Destination Management Companies (DMCs)	Pg 08
Merchants	Pg 10
Template & Case Study	Pg 12
To-do List	Pg 13

CHAPTER 2 Featured Tours

Food Hunters	Pg 16
After-Hours Explorers	Pg 19
Thrill Seekers	Pg 21
Culture Enthusiasts	Pg 24



CHAPTER 1: SERVICES AVAILABLE

SERVICES

From storytellers to behind-the-scenes planners, every memorable experience in Singapore is shaped by the people who bring it to life. Tour operators craft personalised journeys, destination management companies (DMCs) coordinate every detail from arrival to departure, and merchants welcome guests into rich, hands-on encounters with local culture. Together, they create seamless, vivid ways to experience the city beyond the surface.

Tour Operators

Tour operators bring Singapore's stories to life through thoughtfully designed tours that connect guests with local culture in vivid and memorable ways, whether through heritage, food or architecture.



Culture Curious

Culture Curious offers customisable walking tours that explore Singapore's past and present through heritage, architecture and social history. Led by knowledgeable guides, each tour blends familiar and surprising stories, tailored to the group's interests for a personalised experience with local depth and insight.

Website: culturecurious.biz
Email: rachel@culturecurious.biz

Indie Singapore

Emphasising storytelling, Indie Singapore leads guests through hidden alleys, markets and historic districts that reveal the city's layered past. Guides create an experience that feels personal, like exploring with a local friend. Tours are personalised and easy-going, offering an insightful way to discover a side of Singapore many visitors miss.

Website: indiesingapore.com
Email: info@indiesingapore.com

Let's Go Tour Singapore

This award-winning operator offers a range of tours, from cycling and walking routes to food trails, boat rides and hands-on cooking classes. Each experience is designed to reveal insights into Singapore's history, culture and flavours. Customisation is available upon request, making these tours ideal for private groups, corporate events or themed outings.

Website: letsgotoursingapore.com
Email: bookings@letsgotoursingapore.com

Monster Day Tour

Brimming with energy and storytelling flair, Monster Day Tours offers experiences ranging from food adventures and cultural walks to tech-enhanced trails with AR. Guides bring each tour to life through personal stories, local insights, and humour, creating engaging and authentic connections to Singapore's vibrant culture.

Website: monsterdaytours.com
Email: info@monsterdaytours.com

Destination Management Companies

Destination Management Companies deliver seamless, bespoke itineraries, managing flights, accommodation, guided tours, events and tailored journeys. They offer customised travel experiences to Singapore, catering to large groups, business travel and special events.



Oriental Travel & Tours

Each journey is carefully curated to be intimate and meaningful, offering premium travel experiences that showcase Singapore's heritage, culture and hidden gems. Tours can be personalised to individual interests, making every exploration feel distinct, thoughtful and deeply engaging.

Website: orientaltours.com.sg

Sea Wheel Travel

Delivering outstanding travel itineraries that prioritise comfort and convenience, Sea Wheel Travel's seamless services are well-received across Greater China and Southeast Asia, offering guests an engaging and hassle-free glimpse into Singapore's charm.

Website: seawheel.com.sg

Email: info@seawheel.com.sg

The Traveller

The Traveller DMC specialises in seamless, exquisite travel experiences, offering bespoke itineraries for guests across Southeast Asia, India and Europe. Known for balancing efficiency with cultural depth, they create meaningful journeys that reflect Singapore's distinctive character.

Website: thetravellerdmc.com

Email: mkt@thetraveller.sg

Tour East

Combining logistical expertise with deep local knowledge, Tour East delivers remarkable travel itineraries. Popular with guests from Europe, Oceania and Asia, they bring decades of destination experience to every itinerary.

Website: toureast.net

Email: daytours@toureast.net

Merchants

Merchants offer engaging experiences like fragrance-making workshops, Peranakan cultural activities, private dining with sustainability lessons, gin tastings, and traditional tea appreciation, connecting visitors intimately with Singapore's heritage, cuisine, and local artisans.



Air CCCC

Founded by chefs Will Goldfarb and Matt Orlando with entrepreneur Ronald Akili, Air CCCC is a sustainability-driven dining concept in Dempsey Hill. It integrates farming, education and research with inventive dishes like fish bone noodles and banana skin caramel, all served in an intimate upstairs space that invites reflection on food and waste.

Website: aircccc.com
Email: info@aircccc.com.sg

Oo La Lab

At this hands-on fragrance studio, guests create their own signature scent through guided blending sessions that introduce the building blocks of perfumery. From base notes to final mix, each step is clear and approachable — a creative, tactile journey where scent becomes story.

Website: sg.oola-lab.com
Email: info@oola-lab.com

Peranakan Mansion @Joo Chiat

Set in a lovingly restored Joo Chiat shophouse, the Peranakan Mansion invites visitors to explore vibrant traditions through guided tours, cultural talks and creative workshops. Try on a Nyonya Sarong Kebaya or batik shirt, and learn intricate crafts like beadwork, batik painting and sarong wrapping in a richly detailed, hands-on experience.

Website: [instagram.com/sgperanakanmansion/](https://www.instagram.com/sgperanakanmansion/)
Email: straits_enclave@yahoo.com

Tanglin Gin

Rooted in Dempsey Hill, this homegrown distillery draws on local botanicals and Singapore's heritage to craft its signature gins. Join a distillery tour and tasting session, or try your hand at mixing drinks in a cocktail masterclass at the Tanglin Gin Jungle. Whether public or private groups, each session offers a spirited take on the city's flavour.

Website: tanglin-gin.com
Email: info@tanglin-gin.com

Tea Chapter

This traditional tea house offers private tastings and workshops that share the richness of Chinese tea culture. Guests are guided through the origins, flavour profiles and preparation techniques of each brew in a calm, personal setting — a gently immersive way to connect with one of the region's oldest living traditions.

Website: teachapter.com
Email: inquiry@teachapter.com

Right Tour, Right Guest

These examples show how tours can be matched to different visitors. From foreign delegates to discerning guests, each pairing demonstrates how thoughtful choices in content, setting and activity can make a visit more personal and memorable.

Traveller Profiles	Standard Tour Experience	Personalised Tour Experience
Foreign Delegates on Official Visits	Walk through Singapore’s innovation district and hear stories behind the nation’s growth in science, technology and entrepreneurship.	Meet local entrepreneurs and startups, hear firsthand about their journeys, and discover how Singapore nurtures innovation and global partnerships.
Leisure Travellers	City-based highlights with a focus on well-known attractions, including visits to heritage sites and popular neighbourhoods.	Visit local parks to observe tai chi or community gardening, explore heartland traditions like bird singing sessions, and discover daily life through stories shared in a local’s home.
Discerning Guests with Privacy Needs	Explore Little India’s vibrant streets and colourful markets, including stops at Tekka Centre and heritage landmarks.	Curate your saree style in a private session with a renowned Singaporean designer, indulge in a private tasting menu by a local top chef, and partake in a closed-door artisan workshop within a booked out studio.

Tour Customisation

SAMPLE TEMPLATE

Dear [Tour Operator’s Name], I’m writing to enquire about a customised tour for our guests. The details below are provided to help you tailor the itinerary to their needs.

Date & Time:

21st April, 12-5pm

Estimated Budget per Guest

\$SGD200

Organisation/ Guest Name:

John Doe

Tour Duration:

Half-day

Country of Origin

Australia

Specific Interest/ Request:

Food Tasting, etc

Jobs Roles/ Industry:

Financial Consultant

Language Preference:

English, Mandarin

Purpose of Visit:

Cultural Experience

Pick-up/Drop-off Point:

Raffles Hotel

Number of Pax:

15 Guest

Special Requirements:

Dietary restrictions

To-do list

It’s time to bring your plans to life. This checklist ensures everything runs smoothly, from finalising itineraries and logistics to staying organised for an unforgettable experience in Singapore.

01 Tour Logistics



Timing

Confirm itinerary and pick-up/drop-off times to ensure smooth logistics.



Transport

Verify vehicle bookings and confirm transport details, including type of vehicle, designated routes, and contingency plans for unexpected delays.



Guides Availability

Ensure the guide is available, briefed, and prepared.



Profile Overview

Brief the guide on the guest’s background, interests, and specific needs, such as dietary requirements or mobility assistance.



Personalisation Tips

Curate the itinerary based on guest interests (e.g. an art-focused tour for culture enthusiasts or a heritage route for history buffs). For inspiration, read the next section for tour ideas.



Personal Touches

Add thoughtful gestures like welcome notes or locally made gifts.



Local Recommendations

Provide curated suggestions for dining, shopping, and sightseeing that align with the guest’s preferences.



Final Check

Confirm the details with your tour operator in advance, allowing time for any last-minute adjustments if needed.



Emergency Contact

Keep contact information for key personnel and emergency services.

03 Welcome gestures

04 Check & Confirm

CHAPTER 2: FEATURED TOURS

SINGAPORE, YOUR WAY

Explore the city through activities that bring its stories, flavours and energy to life. From heritage walks and market tours to after-dark adventures and hands-on cultural encounters, each tour offers a different way to connect with the city. This selection highlights the variety and depth of what Singapore has to offer, one foray at a time.

Food Hunters

For travellers who chase flavour wherever they go, these tours lead with taste. From street food favourites and market stops to regional specialities and the traditions behind them, each experience offers a deeper connection to Singapore's culture, one dish at a time.



Everyday Street Art + Street Food Tour

This walking tour pairs street food and urban art in a richly layered look at Singapore's culture. As you savor dishes bursting with the bold spices of Southeast Asia, you'll hear the stories behind beloved hawker stalls while exploring alleyways where murals and textures tell their own vivid, unexpected side of the city.

Operated by: Everyday Tour Company

Website: everydaytourcompany.com/tour/street-food-tour/

Email: hello@EverydayTourCompany.com

Key Information:

	Frequency Daily		Number of Pax Flexible
	Price \$599 onwards		Duration 3.5 hours



Market + Street Food Tour

Start your morning with a walk through a local wet market, a sensory-rich microcosm where fresh produce, spices and daily rhythms come together. After brunch at a Michelin-recognised hawker spot serving local favourites, you'll weave through a neighbourhood known for its vibrant Malay heritage before ending in a private peranakan home with traditional treats and shared stories.

Operated by: Everyday Tour Company

Website: everydaytourcompany.com/tour/singapore-market-street-food-tour/

Email: hello@EverydayTourCompany.com

Key Information:

	Frequency Daily		Number of Pax Flexible
	Price \$599 onwards		Duration 3-4 hours



Market to Table Culinary Tour

Begin your day like a local, moving through a wet market to pick fresh produce and learn how Singaporeans shop. Then step into the kitchen for a hands-on cooking class, where friendly chefs guide you through dishes like Hainanese Chicken Rice, Laksa or Hokkien Prawn Noodles in a session that captures the flavour and warmth of Singaporean food culture.

Operated by: Let's Go Tour Singapore

Website: letsgotoursingapore.com/tours/market-to-table/

Email: bookings@letsgotoursingapore.com

Key Information:

	Frequency Daily (0900-1200)		Number of Pax Min. 2 pax
	Price \$129/pax		Duration 3-4 hours





The Fortune Teller's Legacy: Tales & Tastes of Chinatown

Solve cryptic riddles and uncover delicious stops in this self-guided Chinatown tour inspired by Madam Sampan, a fictional fortune teller from the 1900s. As clues arrive on your phone, explore heritage sites, taste local treats and uncover hidden stories while collecting pieces of her lost Wheel of Fortune on your journey card.

Operated by: Gourmazing

Website: <https://www.gourmazehunt.com/sg>

Email: hellosg@gourmazehunt.com

Key Information:



Frequency

Mon - Sat
(1000-1500)



Number of Pax

Max. 6 pax/ group



Price

\$65/pax



Duration

3 hours

Ugly Food Tour

Food is a lens for understanding Singapore's rich cultural mix in this tour through Geylang Serai, Joo Chiat and Katong. Taste Malay snacks, Indian sweets, Peranakan classics and Eurasian favourites, including Putu Piring from Netflix's Street Food, and see how connections between food, culture and community come to life.

Operated by: Indie Singapore Tours

Website: indiesingapore.com/food-adventures/singapore-ugly-food/

Email: info@indiesingapore.com

Key Information:



Frequency

Upon request



Number of Pax

Min. 2 pax



Price

\$110/ pax
\$380/ group of 4



Duration

2.5 hours



After-Hours Explorers

When the sun sets, Singapore transforms. Join guided experiences that bring the night to life, from street food trails and twilight paddles to moonlit encounters with the island's wild side. Whether in the heart of the city or deep within its natural hideaways, these tours offer a fresh perspective on Singapore after dark.



Naturalist Night Adventure

As night falls, the forest reveals a quieter, stranger side of Singapore. On this guided walk, you'll follow trails alive with Southeast Asia's largest ants and learn how their caste system shapes the colony, while UV light reveals glowing scorpions and the hidden life of the undergrowth in a journey shaped by science, curiosity and quiet wonder.

Operated by: The Untamed Paths

Website: theuntamedpaths.com/naturalist-night-adventure/

Email: dennis@theuntamedpaths.com

Key Information:



Frequency

Daily
(At night)



Price

\$79/pax



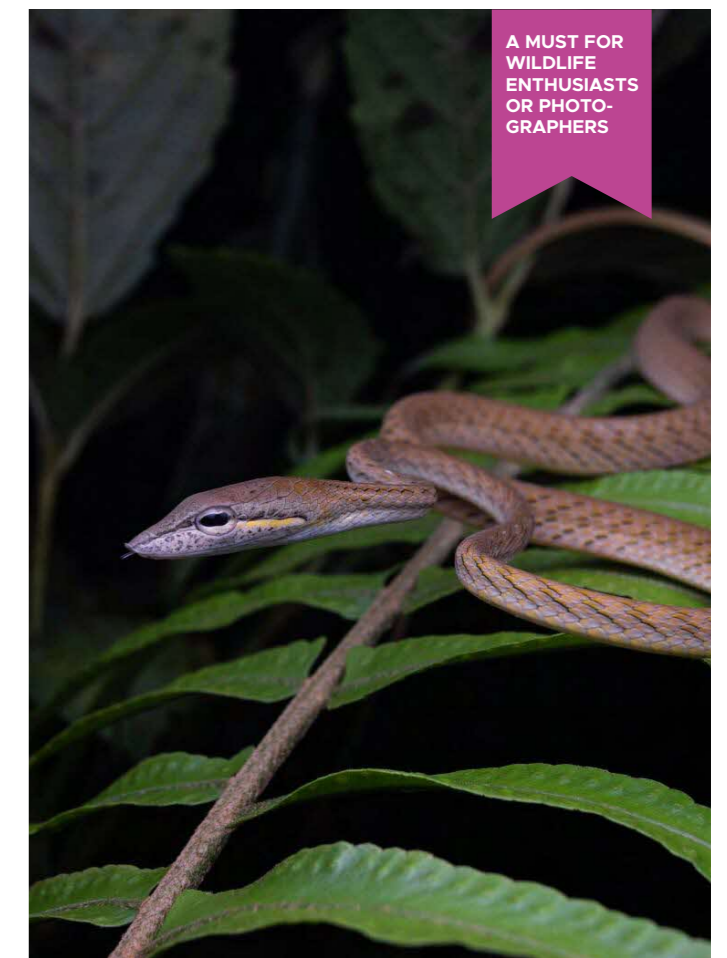
Number of Pax

Min. 2 pax



Duration

2 hours



A MUST FOR
WILDLIFE
ENTHUSIASTS
OR PHOTO-
GRAPHERS



Night Kayak Fishing Experience

Glide into calm coastal waters as the sun sets on the horizon. This guided night fishing trip takes you out in a leg-powered kayak to target Barramundi, Grouper and more. Cast your line beneath the stars, surrounded by stillness and sea breeze, then end the evening on Pulau Ubin with your catch cooked fresh in a quiet, satisfying close to the day.

Operated by: Fever

Website: fever.sg/starry-night

Email: max@fever.sg

Key Information:



Frequency

Fri and Sat
(1700-0000)



Price

\$149.90/pax



Number of Pax

Flexible



Duration

6-7 hours

Singapore Street Food and Night Tour

Let your evening unfold through Singapore's flavours and rhythms as you explore vibrant food streets, riverside stops and lively neighbourhood corners. Sample hawker favourites, soak in after-hours culture and end at Lau Pa Sat, where smoky satay and skyline views bring the night to a close.

Operated by: Monster Day Tours

Website: monsterdaytours.com/singapore-small-group-tours/street-food-and-night-tour

Email: info@monsterdaytours.com

Key Information:



Frequency

Upon Request



Price

\$450 onwards/
group



Number of Pax

Min. 2 pax
Max. 12 pax/tour



Duration

3.5 hours/
upon request



Thrill Seekers

For travellers who like their adventures fast and full of adrenaline, these experiences are anything but ordinary. From puzzle hunts across the city to immersive wartime trails, this category is made for those who like to move, think and explore at speed.



Chinatown Murders - Outdoors Escape Room Game Tour

A killer is on the loose in Chinatown and the clock is ticking. In this outdoor escape room turned guided tour, teams of 2 to 5 will navigate back alleys, crack cryptic clues and uncover buried secrets. Led by a live character with ties to the story, you'll move through real neighbourhood landmarks, solving the puzzle as the mystery unfolds and revealing a darker side of Chinatown's past.

Operated by: Tribe Tours

Website: tribe-tours.com/product/chinatown-murders-outdoor-escape-room-game-tour/

Email: bookings@tribe-tours.com

Key Information:



Frequency

Tues, Fri and Sun
(1000-1200)



Price

\$69/pax



Number of Pax

Min. 4 pax



Duration

2 hours





Japanese Occupation Adventure Trails

Travel back to 1942 and experience one of Singapore's most turbulent chapters. In this story-driven walking tour, you'll retrace the footsteps of wartime heroes, navigating historic precincts and uncovering hidden safehouses as you decode messages that could change history. Along the way, you'll learn about the events and spaces that shaped the city's wartime story, all while evading enemy agents determined to stop you.

Operated by: Lion Heartlanders

Website: lionheartlanders.com/national-education-guided-walks

Email: hello@lionheartlanders.com

Key Information:



Frequency
Upon request



Number of Pax
Min. 20 pax
Max. 200 Pax



Price
\$30/pax



Duration
3 hours

Kayak Sailing

Set out on a kayak sailing trip that combines wind power with waterborne adventure. No experience needed. Using a leg-powered Hobie kayak, you'll paddle toward Pulau Ubin, gliding past mangroves and spotting native wildlife before ending the day with a seafood feast at the island's last floating restaurant for a wild taste of Singapore.

Operated by: Fever

Website: fever.sg/kayak-sailing

Email: max@fever.sg

Key Information:



Frequency
Daily
(0700-1100)



Number of Pax
Flexible



Price
\$129.90/pax
(lunch included)



Duration
4 hours



Pulau Ubin Island Boat Tour + Kelong Visit

Take to the water on a 3-hour boat tour along Singapore's northeastern coast, where nature and tradition meet. Drift past mangroves and explore floating fish farms. See Pulau Ubin from a fresh perspective and hear how the island's past and present coexist. Along the way, learn about sustainable aquaculture and stop for a meal at a rustic kelong, a quiet pause surrounded by sea and sky.

Operated by: Let's Go Tour Singapore

Website: letsgotoursingapore.com/tours/lets-go-kelong-tour/

Email: bookings@letsgotoursingapore.com

Key Information:



Frequency
Daily



Number of Pax
Min. 5 pax



Price
\$135/pax



Duration
2.5 hours



My Bay Experience - History Wanderers

Trade city streets for open water on a kayak journey through the heart of Singapore. Glide past Kallang Basin, Merdeka Bridge and the Sports Hub as stories of the nation's past come to life. From colonial shorelines to modern skylines, each stretch reveals how the waterfront has shaped the city, seen from a slower, more reflective point of view.

Operated by: Indie Singapore Tours

Website: <https://indiesingapore.com/tour/history-wanderers>

Email: info@indiesingapore.com

Key Information:



Frequency
Upon request



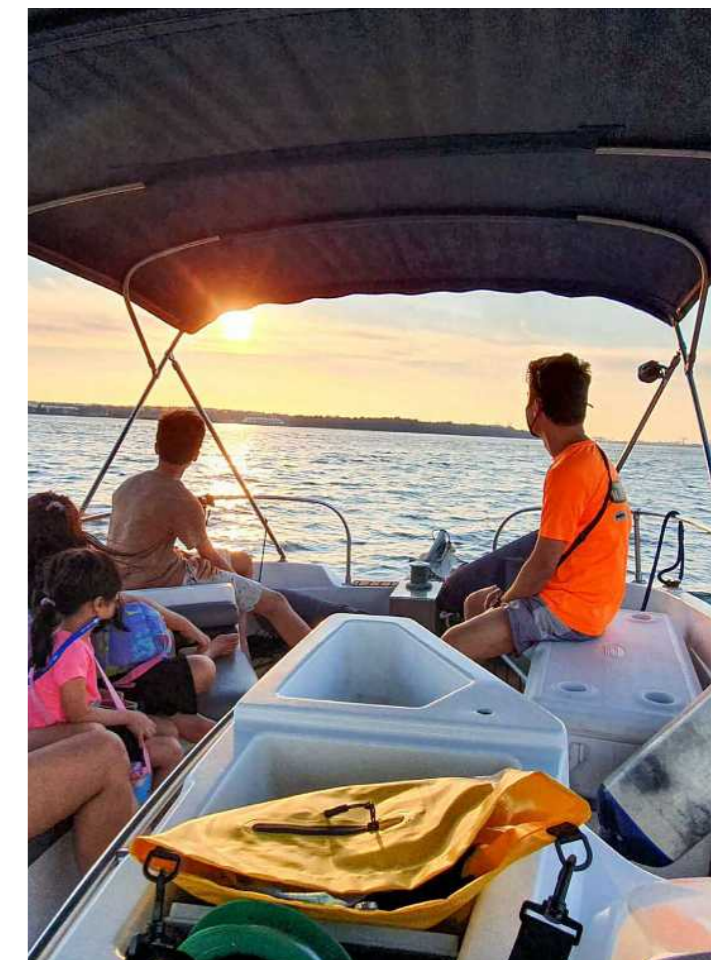
Number of Pax
Min. 8 pax



Price
\$75/pax
\$800/12 pax



Duration
2.5 hours



Culture Enthusiasts

These tours reveal the stories, traditions and daily experiences that shape Singapore's identity. Visit local markets, heritage sites and cultural enclaves to connect with the people and places that keep history alive.



About Mr Lee Kuan Yew

Who was Mr. Lee Kuan Yew beyond the public figure of Singapore's first Prime Minister and elder statesman? This tour explores his private life — as a child, a student, a devoted husband and a father. Walk through key moments from his younger years and learn about his family relationships, frugal habits, love of food, extraordinarily disciplined approach to health, deep commitment to learning, and enduring love of Mrs. Lee.

Operated by: Tribe Tours
Website: tribe-tours.com/product/about-mr-lee-kuan-yew/
Email: bookings@tribe-tours.com

Key Information:

	Frequency Every Sat (0930-1330)		Number of Pax Min. 4 pax
	Price \$140/pax		Duration 4 hours



A Journey Across the Heartlands

Slow down. Look closer. This is everyday Singapore. Where families gather in food courts, neighbours greet each other in lift lobbies, and children play under the shade of heritage trees. Visit a local housing estate and step into a typical apartment to see how space, routine and community come together. Along the way, you'll explore neighbourhood landmarks, taste traditional snacks, and get a glimpse of how Singaporeans really live.

Operated by: Oriental Travel and Tours
Website: orientaltours.com.sg/tour/a-journey-across-the-heartland/3
Email: sales@orientaltours.com.sg

Key Information:

	Frequency Daily		Number of Pax Min. 2 pax
	Price \$100/pax		Duration 3 hours

One-North - Silicon Valley of Singapore

Walk through Singapore's home of bold ideas and bright futures. At One-North, startups, researchers and entrepreneurs turn ambition into innovation, shaping industries that reach far beyond the city, powered by inspiring stories of resilience, creativity and forward thinking.

Operated by: Monster Day Tours
Website: monsterdaytours.com/nature-and-sustainability-tours
Email: info@monsterdaytours.com

Key Information:

	Frequency Upon request		Number of Pax Min. 2 pax
	Price Contact for details		Duration Approx. 2 hours





Sustainable Singapore Guided Walk

See how Singapore’s limited land transforms into a showcase of sustainability. Marvel at towering green walls, vast underground spaces, and the seamless blend of nature and urban design at Marina Bay and learn how city planners turned bold ideas into a model for liveable cities worldwide and how we all play a part in shaping a greener, brighter future.

Operated by: Lion Heartlanders
Website: <https://www.lionheartlanders.com/national-education-guided-walks>
Email: hello@lionheartlanders.com

Key Information:

	Frequency Upon request		Number of Pax Upon request
	Price Upon request		Duration Upon request

Growing Up – A Mural Walk in Chinatown

Take a walk through time in Chinatown, where the nostalgic murals of artist Yip Yew Chong line the streets with stories. These richly detailed paintings capture scenes from everyday life in 1960s to 1980s Singapore, from coffee shops to back alleys and kitchen tables. Along the way, you’ll hear the inspirations behind each work and spot the quiet details that bring the past to life.

Operated by: Indie Singapore Tours
Website: indiesingapore.com/tour/something-some-where-somewhen-art-walk/
Email: info@indiesingapore.com

Key Information:

	Frequency Every Sun (Upon request)		Number of Pax Min. 2 pax
	Price \$70/pax \$260/ group of 4		Duration 2.5 hours



Historical Singapore Bicycle Tour

Ride through Singapore’s history on a cycling tour that weaves together local life, landmark stories and riverside views. Pedal past iconic attractions and into a residential town, stop for kopi and snacks, then trace the city’s evolution from colonial fire stations to the modern skyline, exploring WWII sites and cultural monuments.

Operated by: Let’s Go Tours Singapore
Website: letsgotoursingapore.com/tours/historical-singapore-bicycle-tour-2024/
Email: bookings@letsgotoursingapore.com

Key Information:

	Frequency Daily (0830-1230)		Number of Pax Min. 2 pax
	Price \$80/pax		Duration 4 hours

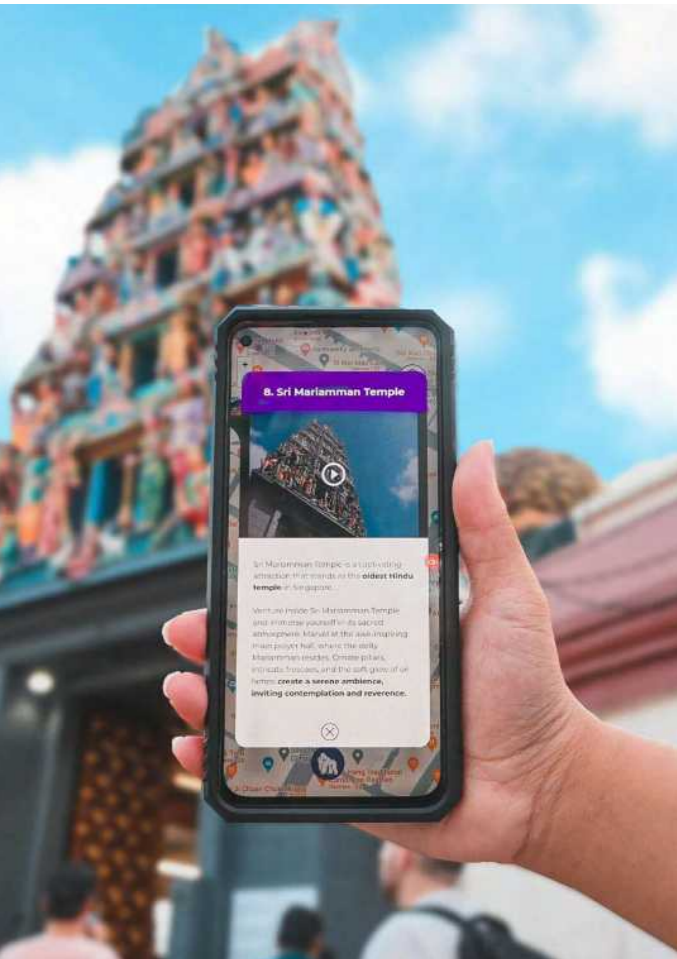
Mystical Melodies of Little India

Follow the trail of the mysterious parrot astrologer, Mr. Muniappan, on an augmented reality walk through Little India. As you move through colourful markets and quiet corners, scenes from the past unfold around you, blending myth and memory with the sights and sounds of this historic district.

Operated by: Monster Day Tours
Website: monsterdaytours.com/singapore-ar-tours
Email: info@monsterdaytours.com

Key Information:

	Frequency Upon request		Number of Pax Min. 10 pax Max. 300 pax
	Price \$500/ tour		Duration 3 hours





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For more information go to visitsingapore.com, or check with the tour operators listed in this booklet.