

TRAVEL AND HOSPITALITY

## “Crazy Rich Asians” inspires \$30K Singapore journey

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*Gardens by the Bay Conservatories. Image courtesy of Protravel International*

By STAFF REPORTS

Travel advisory Protravel International is catering to consumers' growing interest in visiting Singapore with a package that targets affluent Americans.

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The company's Crazy Rich Americans Love Singapore trip is based on the blockbuster movie “Crazy Rich Asians,” which depicted the lives of wealthy Singaporeans. Through a six-day trip, visitors will experience pampering and service, allowing them to live the lifestyles of the film's characters for a week.

"Singapore is a multi-faceted luxurious destination for cuisine, design, fashion, shopping and culture," said Becky Powell, president of Protravel International, in a statement. "It has been growing in popularity and our advisors report it's among the top five Asian destinations they are booking and on the bucket list of many."

### Movie meets reality

Protravel has designed an itinerary that begins with a flight on Singapore Airlines' first-class suite.

From there, guests will travel to the Marina Bay Sands Resort via a chauffeured car, where a two-bedroom suite will await them.

The tour will include both cultural and luxury experiences, with trips to sites such as the Singapore Botanic Gardens and Chinatown, as well as private visits to designers Kevin Seah, Lisa von Tang and Choo Yilin.

As both an experience and a souvenir, travelers will have a session with a local dressmaker, who will fit them for a custom silk suit or dress.

Other experiences include learning to play Mahjong from a master and taking in the various cuisines available in Singapore.



*Singapore skyline. Image credit: Protravel International*

Getting another side of the city-state, travelers will also stay at the Capella Singapore on Sentosa Island and The Capitol Kempinski Singapore.

Consumers can also customize their journey with stays at other properties.

The cultural phenomena Crazy Rich Asians has inspired other packages.

Hospitality group Four Seasons celebrated the film's release with a special package, as its Langkawi resort was featured on the big screen.

Acting as a backdrop for the film Crazy Rich Asians, Four Seasons Langkawi in Malaysia offered a getaway for travelers similar to what they see in the film with its Escape to Paradise promotion. Daily breakfast for two, round-trip rides between the airport and resort and more are offered a part of this package ([see story](#)).

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