



FOR IMMEDIATE RELEASE

GuideGecko knows “Singapore Inside Out”

*New online travel guide covers all but one place
for the 2010 Youth Olympic Games host city*

Singapore, July 19, 2010 – Just in time for the inaugural Youth Olympic Games in Singapore from August 14-26, GuideGecko.com today releases the most complete and up to date online travel guide to Singapore. Catering to travelers and locals alike, [‘Singapore Inside Out’](#) offers over 880+ insider tips on what to see and do, the best restaurants, bars, shops and hotels – all with photos and videos.

Singapore Inside Out provides a unique and powerful combination of a traditional guidebook with an online community. Users get the lowdown on the best Singapore has to offer. Must-see, must-try & must-do lists ensure users can easily navigate the site and get more than just listings and reviews. The site also features tailor-made itineraries and walking tours, and a unique 'Good & Bad' overview for all places, which allows users to find out quickly if a place is right for them.

“We provide the whole truth. If the toilet is dirty or the food mediocre, we'll say it”, says Dr. Daniel Quadt, Founder of GuideGecko. “We have the most complete coverage, including every place but one featured in the Lonely Planet and the Rough Guide combined, plus a galore of our own insider tips. As a special service, we also give personal answers to all questions, from ‘How much are the tickets?’ to ‘Where to celebrate my gold medal?’“. Questions are usually answered within 24 hours. The place left out from the Lonely Planet was deemed not good enough for inclusion.

The **independent, editorial information** is augmented by an **online community**. Users can easily add places, tours, reviews and ratings, share their photos and videos, ‘like’ their favorite spots, and ‘one-click’ vote what’s good & bad about each of them. This helps to keep the information up to date, while maintaining the overall quality of the recommendations. When users help others with updates and answers, they can become the Guru for their favorite places. The community also enables users to



connect with like-minded travelers and locals, get personal recommendations from people they trust, and even organize real life meet ups, e.g. for dinner and drinks.

All 880+ insider tips have been researched and reviewed by a team of six Singaporean writers, spending 216 days on the road, taking 3296 photos and videos, verifying 633 telephone numbers and even more prices and opening hours.

Visit “Singapore Inside Out” at www.GuideGecko.com/singapore-travel-guide. A media kit with key features, high-res photos and screenshots is available at www.GuideGecko.com/media.

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About GuideGecko

GuideGecko is an innovative publishing platform, travel bookstore and online community for travel, food and lifestyle guides. GuideGecko currently offers more than 3300 guidebooks as print and [PDF download](#), on 169 countries and 270 cities and regions around the world. All well-known series are available, including Lonely Planet, Rough Guides and Insight Guides, along with a large variety of less conventional titles such as Hedonist’s Guides and Trailblazer, amongst many others.

GuideGecko invites casual writers, bloggers and established authors to publish and sell their own guidebooks on www.GuideGecko.com. GuideGecko makes such guides available as PDF downloads and as printed books/booklets. Publishing is free and authors earn 50-75% on every copy sold. [Become a writer](#) and get published on GuideGecko!

The new [Singapore Inside Out](#) section features the most complete, in-depth coverage of Singapore, with over 880+ insider tips on what to see and do, the best restaurants, shops and bars - all with photos and videos. An integrated online community enables users to connect with like-minded travelers and locals and share their own reviews, photos and videos.

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For media enquiries, please contact:

Dr. Daniel Quadt

Email: media@guidegecko.com

Telephone: +65 65090940