



FOR IMMEDIATE RELEASE

## **GuideGecko knows “Singapore Inside Out”**

*New Website for Lifestyle, Food & Travel in Singapore,  
featuring 880+ Insider Tips for Locals and Travelers alike*

**Singapore, July 19, 2010** – GuideGecko.com, the innovative platform for travel and lifestyle guides today launches a major website extension, featuring the most complete **resource** and **community** for **lifestyle, food & travel in Singapore**. Catering to locals and travelers alike, '[Singapore Inside Out](#)' offers over 880+ insider tips on what to see and do, the best restaurants, shops and bars – all with photos and videos.

Users can explore the best things to do with kids, plan a shopping tour or nature walk, get tips on where to go for dinner, and discover new attractions from Sentosa to Sungei Buloh, including hidden gems such as the Johor Battery and the Labrador Secret Tunnels. Sports, activities and courses are also covered, as are bars and clubs.

Must-see, must-try and must-do lists make sure users can easily navigate the site and get more than just listings and reviews. The site also features 15+ walking tours and suggested itineraries for daytrips and more, 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. “As a special service, we also give personal answers to all questions, from ‘What’s the best restaurant for our anniversary dinner?’ to ‘Where can I go with kids?’”. Questions are usually answered within 24 hours.

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 locals and travelers, get personal recommendations from people they trust, and even organize real life meet ups, e.g. for walks, 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](http://www.GuideGecko.com/singapore). A media kit with key features, high-res photos and screenshots is available at [www.GuideGecko.com/media](http://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](http://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 locals and travelers and share their own reviews, photos and videos.

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