

IAG ACADEMY IR AWARDS – Best Hotel in an IR
Entry by Marina Bay Sands | August 2025

Marina Bay Sands has entered a new era of luxury hospitality, with the completion of a multi-year room transformation in May 2025. First announced in early 2022, the massive renovation is part of a US\$1.75 billion capital reinvestment, which extends beyond the rooms to other parts of the hotel, F&B, retail and lifestyle experiences. The aim is to set a pinnacle in luxury hospitality, with unprecedented experiences and service standards.

Nearly 20 best-in-class room types across The Sands Collection and The Paiza Collection

Following the completion of the room renovation, Marina Bay Sands has approximately 1,850 rooms, including 775 suites. In comparison, the integrated resort had 180 suites pre-renovation. The dramatic increase in suites was a strategic move as Marina Bay Sands shifts its focus and positioning from premium to luxury, in order to meet the growing demand of its key clientele.

The ultra-luxurious [Paiza Collection](#), comprising mostly suites, has around 370 best-in-class accommodation. Among the 13 distinct room types in The Paiza Collection, the crème de la crème includes:

- **The Chairman Suite (600 square metres):** With the option of three or four bedrooms, the expansive living areas are designed for entertaining on a grand scale, with a fully stocked kitchen and bar to host extravagant dinner events and parties. The suite is fitted with a private gym, spa facilities, grand piano, standalone humidor and all the trimmings needed for a spectacular stay.
- **The Presidential Suite (360 square metres):** Anchored by a well-stocked bar, the magnificent living area is the perfect backdrop for entertaining discerning guests. Guests looking to perfect their swing may do so in the Presidential golf suite, equipped with a state-of-the-art sports simulator and a full suite of golf accessories. This two-bedroom suite comes in a variety of configurations – beyond the golf suite, there are also suites with a media room, pool table or entertainment show kitchen completion with induction hob and deep fryer.
- **The Horizon Suite (330 square metres):** The one-bedroom spa sanctuary has state-of-the-art facilities to evoke deep rejuvenation and pure serenity. From a holistic hammam ceremony to personal training classes in a private gym, guests can experience a wellness retreat in the comfort of their own suites. Other facilities include a Himalayan salt wall with heated ceramic recliners, a dry sauna, a steam shower, and two massage beds, offering endless possibilities for rejuvenation.

The Paiza Collection received the Forbes Travel Guide Five-Star rating in February 2025, less than a year into its operations. The recognition by the global authority on luxury travel is testament to the high standards of luxury hospitality and service standards across the entire collection. Only 336 hotels worldwide and four hotels in Singapore received this prestigious accolade this year.

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[The Sands Collection](#) has around 1,480 rooms and suites, across six categories. The Sands Premier Room, at 45 square metres, is beautifully designed, with a Cocktail Trolley stocked with pre-mixed cocktails from celebrity chef and signature restaurants at Marina Bay Sands, and an Armoire with flora and fauna lacquered prints stocked with beverages. Even for entry level rooms, attention to detail is clear, from the sleek wireless charging surfaces to the double sinks in the bathroom, offering greater convenience to guests.

Within this collection, the Sands Family Suite is the go-to accommodation type for families with young children. The suite comes with one or two master bedrooms, and has a separate children's room with bunk bed. From baby food in the fridge to child-friendly shampoo and shower gel, parents can travel light when they stay at Marina Bay Sands. Children will have hours of fun in their own room, with a Nintendo Switch console, activity books and Rori the Lion themed plushies and adventure packs.

Sands Family Suite guests also have access to exclusive amenities for families. These include The Pantry, Play Den and Hideaway. As its name suggests, The Pantry is stocked with activity books, baby monitors, baby cots, plasters, swim diapers, snacks, strollers, and more. All items are provided free of charge or rented to guests, apart from selected items such as rash cream or electric nail trimmers which cannot be reused for hygiene reasons. At the Play Den, engagement ambassadors interact with children from 10am to 8pm daily, with a suite of fun and interactive activities to keep them occupied throughout the day. The Hideaway is a multi-purpose space, offering video games and eventually, a movie programme for the little ones.



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A world of possibilities with luxurious amenities and facilities

From arrival through departure, Paiza guests embark on an exclusive journey. At the airport, they board one of 40 luxury vehicles – among them Rolls Royce Cullinan Black Badges or Mercedes Maybachs – in the hotel’s fleet and travel to Marina Bay Sands.

After alighting at a private arrival lobby, they are welcomed with a freshly brewed cup of tea and a wet towel to freshen up. Their personal butler escorts them to their suite via a private lift lobby, designed for utmost privacy.

Throughout their stay, they have unfettered access to the Paiza Sky Residence, an executive club lounge nestled atop Hotel Tower 2, on the 55th storey. From morning to late night, the Paiza Sky Residence offers a repertoire of experiences, from brunch and afternoon high tea, with an opportunity to appreciate a Kungfu Tea Ceremony, to Skyline Jazz Sessions with live music performances in a speakeasy.

The guest experience extends beyond the hotel, with invitations to high-profile events, luxury goods previews, wine tastings, friendly golf matches with world-renowned golf professionals, or even a private yacht experience off the waters of Singapore.



All guests have access to the Infinity Pool and SkyPark Observation Deck throughout their stay. A wellness programme runs daily from Monday to Saturday, with activities such as Aqua Fit at the pool and Sound Meditation at the Observation Deck.

Setting a gold standard in service

Trained to the exacting standards of Forbes Travel Guide, two teams – Premium Services and Butler Services – cater to guests’ needs on and off property. The Premium Services team is stationed in two locations – Changi Airport and the Hotel. Their ambassadors offer a meet-and-greet service at the airport, taking care of transfers, in-room check-ins and check-outs for selected guests in the Sands Collection.

The Butler Services team cares for guests in the Paiza Collection, providing round-the-clock service. At 160 strong, this is one of the largest teams of butlers in the world. From in-room check-ins and check-outs, restaurant reservations and escorting of guests from one location to another on property, the butlers’ impeccable attention to detail and dedication to personalised service and privacy are second to none.