



## 2021 Q3 SCORES FOOD & BEVERAGE AND TOURISM

### ↔ 75.4 Tourism

#### ↔ 75.4 Attractions

- ↔ 75.9 Gardens By The Bay
- ↔ 75.7 Universal Studios
- ↔ 74.5 Singapore Zoo
- ↔ 74.4 Sentosa
- ↔ 75.6 Other attractions

#### ↔ 72.7 Food & Beverage

##### ↔ 74.0 Fast Food Restaurants

- ↔ 75.9 Subway
- ↔ 73.2 McDonald's
- ↔ 72.5 Burger King
- ↔ 69.8 KFC
- ↔ 77.1 Other fast food restaurants\*

### ↔ 73.1 Restaurants

- ↔ 76.8 Din Tai Fung\*
- ↔ 75.6 Crystal Jade Kitchen
- ↔ 73.5 Sakae Sushi
- ↔ 72.6 Pizza Hut
- ↔ 71.7 Swensen's
- ↔ 72.6 Other restaurants

#### ↔ 69.6 Cafes & Coffee Houses

- ↔ 72.3 Starbucks
- ↔ 68.8 Coffee Bean & Tea Leaf
- ↔ 65.6 Ya Kun
- ↔ 65.5 Toast Box

This chart summarises the results of the CSiSG 2021 satisfaction scores in the Food & Beverage, and Tourism sectors at the sector, sub-sector and company levels.




The sector scores (in gold) represents a weighted average of their respective sub-sector scores (in blue). Satisfaction scores for sub-sectors with individual company scores are weighted averages of these individual company scores.

All scores displayed are accurate to one-decimal place. Entities are presented in decreasing levels of satisfaction.

\* Companies indicated with an asterisk(\*) are companies that have performed significantly above their sub-sector average at 90% confidence.

\* Sub-sectors indicated with an asterisk(\*) are sub-sectors that have performed significantly above their sector average at 90% confidence.

The sparklines indicate the satisfaction score of their respective sectors, sub-sectors and companies over the past few years.

-  statistically significant increase in customer satisfaction from 2020 to 2021
-  statistically significant decrease in customer satisfaction from 2020 to 2021
-  no significant year-on-year change in customer satisfaction score

Entities shown in this scorecard have samples of  $N \geq 50$ .