

Press Release

For Immediate Release

Auspicious Blossoms At The St. Regis Singapore

Singapore, 25 January 2016 – The St. Regis Singapore is excited to announce the arrival of a real, living cherry blossom tree that now stands in the lobby of The St Regis Hotel Singapore.

The tree which measures 10 feet tall and 16 feet wide (approximately 3.1m by 4.8m), originates from Guangzhou in China and is the tallest and largest cherry blossom tree in Singapore.

Tradition has it that the larger the girth of the tree, the better the luck and prosperity it will bring. And The St Regis Singapore has been faithfully following that tradition come Spring each year.

“Having a live cherry blossom tree to celebrate the Lunar New Year has become a ‘tradition’ The St Regis Singapore has had since its opening in 2008,” said St Regis Singapore General Manager Mr Klaus Christandl.

Since its display on Saturday (Jan 23) this year, the tree has started sprouting leaves and is attracting attention from the public and the hotel’s guests.

The occurrence of sprouting leaves and flowers is deemed very auspicious as cherry blossoms symbolise love, hope and joy. The flowering tree is causing some excitement at the hotel as many believe that it means success, happiness and good fortune in the Year of the Monkey.

It is believed that anyone who visits the tree will enjoy the luck the cherry blossom tree brings. Those looking for good luck, success and even that special love connection, is encouraged to walk around the tree seven times.

Cherry blossom trees are notoriously delicate and do not thrive in Singapore’s humid weather. This makes a real tree in Singapore that sprouts leaves or flowers all the more uncommon.

“At The St. Regis Singapore, we aim to provide our guests with exceptional memories during their stay, and celebrating traditional festive seasons is one of the ways that we create lasting memories for our guests,” says Mr Christandl.

“Having a cherry blossom tree as the centerpiece in our lobby is a feature that our guests look forward to every year. In fact, many who arrive at the hotel for reunion dinners and corporate celebrations always take time to pause at our cherry blossom tree for a photo,” he said.

The cherry blossom tree will be displayed in the St. Regis Singapore lobby till end of February 2016.

The St. Regis Singapore is a property owned by members of Hong Leong Group, City Developments Limited, Hong Leong Holdings Limited and TID Pte. Ltd.

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