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SIA, CAG and STB Strengthen Commitment to Tourism with Largest Partnership to date

SINGAPORE, 30 June 2015 - Singapore Airlines (SIA), Changi Airport Group (CAG) and Singapore Tourism Board (STB) have stepped up efforts to jointly promote inbound travel to Singapore and Changi Airport, in the largest collaboration among the three partners to date. Under the new two-year partnership, the three parties will jointly invest \$20 million to collaborate in amplifying the Singapore experience to leisure, business and MICE audiences in more than 15 markets worldwide^[1].

This will be carried out through the refinement and delivery of the Singapore experience to visitors coming to and through Singapore and Changi Airport, and the intensification of marketing efforts direct to consumers and through trade partnerships. In addition to ongoing work in attracting leisure visitors, the partnership will also boost marketing investment for the business traveller and MICE (Meetings, Incentives, Conventions and Exhibitions) segments.

“This partnership demonstrates our commitment to further developing our home base as a travel hub and promoting Singapore as a destination of choice. We are pleased to continue working closely with STB and CAG and draw on our respective strengths, to promote sustainable growth of inbound travel to and through Singapore,” said Singapore Airlines CEO, Mr Goh Choon Phong.

Enhanced Singapore experience

“One of the key initiatives in this collaboration is developing and enhancing joint programmes that will contribute towards strengthening the global mindshare and perceptions of both Singapore and Changi Airport. We look forward to working together to leverage our collective strengths and insights, and to amplify our efforts to promote the Singapore experience,” said Mr Lee Seow Hiang, Chief Executive Officer, Changi Airport Group.

A key highlight is the introduction of the **Singapore Stopover Premium package**, an upgraded version of the Singapore Stopover Holiday. This new product is the latest in the three partners’ ongoing efforts to curate distinctive experiences that allow travellers with different needs better enjoy Singapore as a destination. Targeted at both premium leisure and business travellers, the Singapore Stopover Premium package includes stays in selected five-star hotels[2] with breakfast and Wi-Fi, priority hotel check-in services and private transfers[3], exclusive privileges such as spa discounts or shopping vouchers, and access to a variety of premium leisure experiences across the island[4].

Another feature of this partnership is the **enhancedFree Singapore Tour**, a perennially popular programme[5] that brings transit passengers on a free guided tour of Singapore’s vibrant landscape, best heritage attractions and city skyline. The recently refreshed programme boasts longer itineraries[6] that now cover even more iconic sights, photo stops, additional tour timings

across day and night, as well as the introduction of seasonal editions during festive periods^[7], all aimed at providing a more in-depth experience of Singapore beyond Changi Airport.

“Our airline and airport are an integral part of the Singapore experience. The new product offerings demonstrate SIA, CAG, and STB’s commitment to provide today’s discerning travellers with a more seamless and in-depth experience. To constantly refresh and add value to the visitor experience, it is essential for the industry to rally together; STB looks forward to more partnerships with the industry,” said Mr Lionel Yeo, Chief Executive, Singapore Tourism Board.

Footnotes:

^[1]Initial markets are Australia, China, Germany, Hong Kong, India, Indonesia, Japan, Korea, New Zealand, the Philippines, Taiwan, Thailand, Vietnam, the United States of America, and the United Kingdom.

^[2] For example, Pan Pacific Singapore and Fairmont Singapore.

^[3] Priority hotel check-in services and private transfers apply to Club room stays only.

^[4] Exclusive benefits, consisting of spa privileges, shopping vouchers, garment pressing or F&B discounts, are available to Suites, First and Business Class passengers only and may vary depending on the hotel of choice.

^[5] Since its launch in 1987, more than one million passengers have enjoyed the Free Singapore Tour.

^[6] Transit passengers with at least 6 hours to spare now have an option of either a day or a night itinerary, both of which have been extended from 2 to 2.5 hours, with an increase to 6 runs daily to allow more passengers to enjoy what Singapore has to offer. Some itinerary options include photo stops at Merlion Park and Gardens by the Bay, and guided tours of Kampong Glam.

^[7] For example, tours would include Orchard Road during Christmas and Little India during Deepavali.

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport is the world's sixth busiest airport for international traffic. It served a record 54.1 million passengers from around the globe in 2014. More than 350 retail stores and 160 F&B outlets are situated across three terminals to cater to passengers and visitors. With over 100 airlines providing connectivity to 300 cities worldwide, Changi Airport handles about 6,600 flights every week, or about one every 90 seconds.