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Changi Airport Group and Singapore Tourism Board ink largest strategic marketing deal to date

SINGAPORE, 1 April 2015 – Changi Airport Group (CAG) and Singapore Tourism Board (STB) are investing a combined S\$35 million to boost awareness of and visitorship to both Singapore and Changi Airport. The collaboration is the largest strategic partnership between CAG and STB to date.

The two-year partnership will see both organisations embark on joint marketing campaigns – globally and within mutually-aligned key markets – aimed at building greater affinity and emotional ties with travellers. This initiative aims to shape and enhance long-term global perceptions of both Singapore and the award-winning Changi Airport as destinations in their own right and thereby driving tourist traffic to and beyond Singapore.

A line-up of exciting programmes

Local as Focal: Rethinking the airport experience

One of the cornerstones of this partnership is to inject more local flavour to the in-airport experience, with plans to showcase local brands, visual installations of local cultures and other Singapore-inspired displays across all terminals. Together with the amenities and facilities currently offered, these displays would make Changi Airport a must-see attraction in itself in Singapore.

Experiences as Core: Creating lasting impressions throughout the region

CAG and STB have previously embarked on various overseas joint marketing campaigns, from a micro-movie collaboration with local film-maker Royston Tan for the China market to an editorial partnership with Condé Nast Traveller Magazine in India. Riding on the momentum of these efforts, the two organisations will deepen their marketing efforts across the Asia-Pacific region, including key markets such as Australia, Indonesia, China and India. These collaborations will boost both parties' efforts to shape a regional appreciation of Singapore as an ideal holiday and lifestyle destination. Joint campaigns will also be augmented by close collaboration with trade partners such as travel agents, airlines and cruise liners to curate relevant packages and itineraries for travellers to experience the allure of Singapore.

In the months to come, CAG and STB will also partner with Singapore Airlines to develop and market products that would provide visitors more compelling and enjoyable experiences in Singapore.

Content is King: Connecting emotionally with a global audience

CAG and STB also plan to work with established media partners with a global

reach to better engage today's increasingly discerning traveller through a myriad of co-curated content. Complementing these media partnerships are branded content opportunities that CAG and STB are jointly pursuing, such as MasterChef Asia. The Asian edition of the hit reality series, slated to air in the second half of 2015, will profile Singapore's colourful and rich culinary heritage – which has made us a dining hotspot among many visitors – through a highly popular TV series, showcasing our multi-faceted city to a global audience.

Mr Lionel Yeo, STB's Chief Executive said: "Changi Airport is a key gateway into Singapore and the premier aviation hub in the Asia-Pacific region. CAG is thus an important strategic partner for STB in promoting a quality experience for today's visitor.

"Singapore and Changi Airport are known for efficiency. There are many other rich aspects about Singapore as a destination that we would like visitors to know more about and experience for themselves. Hence, this collaboration is a tremendous opportunity for us to shape global perceptions by showcasing memorable facets of Singapore, and help generate a desire for the Singapore experience," explained Mr Yeo.

Timely and valuable partnership

Against the backdrop of a challenging market environment, this partnership represents the collective determination of both organisations to work towards sustainable annual growth in visitor arrivals of 3-4% over the next decade^[1].

CAG and STB have worked closely over the years through various initiatives. Recent programmes include on-going joint initiatives such as CAG's Growth and Assistance Incentive programme^[2], MICE programmes, as well as fly-cruise partnerships with cruise operators Princess Cruises & Costa Cruises.

Leveraging the collective synergy, this latest collaboration will feature several initiatives tailored for a diverse range of audiences. As today's travellers are increasingly discerning and selective, this partnership is timely in raising efforts to differentiate Singapore as a compelling destination.

Mr Lee Seow Hiang, CAG's Chief Executive Officer, said: "Singapore and

Changi Airport have to rise to the challenge of a highly competitive tourism landscape. This partnership will enable CAG and STB to pool our resources and enhance our joint marketing programmes to better capture greater mindshare among tourists to this region.

“CAG is proud to work with STB to promote Singapore and Changi Airport as Asia's finest gems, bringing to travellers Changi's signature first-class experience. Together, we aim to continue to grow visitor arrivals to Singapore and passenger movements at Changi Airport.”

[1]<http://www.mti.gov.sg/NewsRoom/Pages/Mr-S-Iswaran-at-the-Tourism-Industry-Conference-2013.aspx>

[2]http://www.changiairportgroup.com/export/sites/caas/assets/media_release_2014/WEB-Media-Release-Changi-Airport-Group-rolls-out-Growth-and-Assistance-Incentive.pdf

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.