



Apr 01, 2014 13:02 +08

Changi Airport refreshes Changi Rewards programme

New features include Gold & Platinum tiers, weekly air tickets giveaways, and conversion of points to air miles

SINGAPORE, 1 April 2014 – Changi Airport Group (CAG) today launched its newly-revamped loyalty programme, *Changi Rewards*, offering exciting new rewards and exclusive benefits for members who shop and dine at Changi Airport.

The refreshed *Changi Rewards* features a new programme structure based on three membership tiers – Regular Member, Gold, and Platinum^[1]. Members enjoy greater returns and more privileges as they move up the tiers. Regular members earn one point for every dollar spent at Changi Airport, while Gold and Platinum members enjoy the extra perk of receiving double and triple points respectively, for every dollar they spend. Members who achieve Platinum status, the most premium membership tier, will be rewarded with a bonus of 25,000 Changi Rewards points or 8,300 Krisflyer miles upon qualification^[2].

Changi Rewards members can accumulate points over the course of the programme year from 1 April 2014 to 31 March 2015. These points can be redeemed for Changi Dollar Vouchers (at a redemption rate of 500 points for S\$5), which can be used at most of the 350 retail stores and 120 dining outlets across Changi Airport^[3]. In addition, the new programme offers Gold and Platinum members the additional option of converting their points to air miles under Singapore Airlines' Krisflyer programme^[4], at the rate of 3,000 Changi Rewards points for 1,000 Krisflyer miles.

To make things even more exciting, three pairs of Singapore Airlines air tickets will be given away every week, in a lucky draw for members who spend at least S\$30 nett in a single receipt. Regular members get one chance in this weekly draw, while Gold and Platinum members enjoy five and 10 chances respectively.

The *Changi Rewards* programme augments the attractiveness of Changi Airport's retail value proposition for its visitors. Members will be able to earn points at almost all the shops and restaurants located in both the transit and public areas, and enjoy rebates as they go along – making it especially rewarding for them to shop and dine at the airport. In addition to the tax and duty-free savings that Changi's passengers enjoy when they fly, shoppers enjoy 7% GST savings even in the airport's public areas, as a result of CAG's GST absorption promotion. As an illustration, Platinum members can enjoy up to 10% savings^[5] on their purchases airport wide.

Membership applications for *Changi Rewards* can be made online, or at the *Changi Rewards* booths located within the Departure Transit Malls of each terminal, as well as at the public area of Terminal 3, Basement 2 (opposite

NTUC Fairprice). To apply, or to find out more, please visit changirewards.com.

[1] *The qualifying annual nett spend for the Gold and Platinum tiers are S\$4,000 and S\$8,000 respectively.*

[2] *Applies to members who achieve the Platinum tier based on their annual nett spend from the 2014 programme year onwards.*

[3] *Please refer to changirewards.com for excluded stores and outlets.*

[4] *Conversion of points to air miles begins 1 July 2014.*

[5] *7% GST savings + 3% rebates (in the form of Changi Reward points).*

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 (www.changiairport.com) is the world's most awarded airport with more than 450 accolades received since it opened in 1981. To serve passengers and visitors from the world over, there are over 350 retail stores and 120 F&B outlets across the airport's three terminals. Changi handled more than 51 million passenger movements in 2012, an annual record. Today, it serves more than 100 airlines flying to 275 cities in about 60 countries and territories worldwide. A flight takes off or lands at Changi roughly once every 90 seconds.

Contacts



24-hour Media Duty Hotline

Press Contact

Corporate & Marketing Communications

corp.comms@changiairport.com

(65) 8608 3522