



# SHALL WE JUST GO?

The world is just a flight, and click, away, and the adventure begins now!

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## **Changi Airport takes flight with “Shall We Just Go?” campaign – your ticket to spontaneous travel adventures**

With the launch of its new travel campaign 'Shall We Just Go?' today, Changi Airport Group aims to show that one can enjoy the thrill of travelling without the hassle of planning every minute of the trip. Featuring six enchanting mystery destinations, anyone who is ready to fly within 30 days can participate and the lucky winners will be whisked away to a mystery destination for the payment of just S\$1. This prize package includes a pair of return air tickets and S\$500 of Trip.com vouchers for accommodation.

Each of the six mystery destinations in the 12-week 'Shall We Just Go?' campaign is served by direct flights from Changi Airport within a four-hour flying radius. Competition participants simply have to indicate that they can take off in the next 30 days, and will be in the running for the draw. Two lucky winners will be selected every week, with one of them being a Trust Bank customer. Two additional winners will be selected towards the end of the campaign and they can choose their holiday destination from any of the six featured. The campaign is open to all Singapore residents.

Launched in partnership with Trip.com and Trust Bank, 'Shall We Just Go?' features offerings by Trip.com, the Singapore-headquartered online travel agency owned by Trip.com Group, and travel solutions by Trust Bank, first of Singapore's digitally-native banks which has established itself among customers of all ages to maximise their savings on everyday spending, including travel.

Mr. Lim Ching Kiat, Changi Airport Group's Executive Vice President for Air Hub and Cargo Development said, "Here at Changi Airport, we believe that travel should be an exhilarating adventure. 'Shall We Just Go?' aims to capture the joy of spontaneity and anticipation of travel, blended with the ease of embarking on journeys without preconceived notions and meticulous planning.

"We see this campaign as the start of a movement aimed at promoting 'simpler' travel, leveraging the wide connectivity that Changi Airport offers as an air hub, affordable airfares, and the numerous lesser-known destinations in the region waiting to be uncovered for that unique experience you can call your own. The campaign also supports our airline partners and the myriad of destinations that they fly to."

‘Shall We Just Go?’ is part of a broader campaign under a Memorandum of Understanding (MOU) signed today between CAG and Trip.com Group to spur travel. The MOU deepens the long-standing partnership between the two companies, tapping into Trip.com’s reach in the world’s largest outbound travelling market and Changi Airport’s strong connectivity to cities in the Southeast Asian region, many of which are popular with both Singapore and Chinese travellers. Other campaigns in the pipeline aims to promote travel between Singapore and China, with one of them geared towards inspiring Singaporean travellers, especially the younger demographic, to discover the lesser-explored secondary cities in China.

To further entice travel bugs, attractive deals will be available on Trip.com as each destination is unveiled. Trust Card members enjoy 8% off flights capped at \$50. Those seeking travel inspiration can also find curated travel content and itineraries of the six destinations on the ‘Shall We Just Go?’ campaign website (<https://changi.me/justgo>).

Changi Airport Group's 'Shall We Just Go?' campaign is redefining spontaneity by making travel more rewarding and accessible than ever before. The world is just a flight, and click, away, and the adventure begins now!

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### ***About Changi Airport Group***

Changi Airport Group (Singapore) Pte Ltd (CAG) ([www.changiairportgroup.com](http://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.

As one of Asia’s most connected international aviation hubs, Changi Airport links Singapore to some 150 cities globally, with close to 100 airlines operating more than 6,400 weekly flights. Jewel Changi Airport, a multi-dimensional lifestyle destination, opened in April 2019, adding to Changi

Airport's shopping and dining offerings of more than 600 F&B and retail outlets across the airport. The world's most awarded airport, Changi has won over 660 accolades for its consistent and excellent airport staff service, passenger experience and safety standards.

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