



Key executives from Jewel Changi Airport Development, Trip.com and Singapore Tourism Board at a trade event to officiate the partnership and launch of Traveller's Wonderland travel pop-up event.

Sep 03, 2024 17:16 +08

Jewel Changi Airport and Trip.com enter three-year partnership to boost tourism

Jewel Changi Airport (Jewel), Singapore's iconic lifestyle destination, and Trip.com, a leading player in the global travel industry, have announced a strategic three-year partnership aimed at promoting travel.

Bringing together best-in-class leisure experiences and travel services, the partnership promises to deliver more exciting programmes for travellers. Jewel will leverage Trip.com's extensive global network to reach a wider

international audience, encouraging travel to Singapore and more visitors to Jewel. As Trip.com continues to expand its presence globally, the partnership will also enable it to further raise brand awareness among Jewel's diverse audience of international and local visitors.

This partnership is inked against the backdrop of Jewel's strong growth trajectory, where overall footfall has increased by almost 15% and the number of foreign visitors by more than 20%, for the period from January to June 2024 compared with the previous year. In the month of August, Jewel saw record visitorship over the National Day weekend, registering more than 1 million in footfall traffic.

Consumer travel event to inspire wanderlust

From today to 7 October, Trip.com presents a unique and interactive travel-themed pop-up event titled **Traveller's Wonderland** nestled in Jewel's lush indoor greenery environment. This first-of-its-kind experiential display will bring visitors on a trip around the world, right at Jewel. Iconic attractions of China, Japan, the United Kingdom, and Thailand, consistently popular travel choices for both Singaporean and international travellers, will be showcased at four displays. These creative displays will offer a glimpse into these vibrant cultures and breathtaking landscapes, creating compelling photo opportunities for visitors.

For visitors who share photos taken at the Traveller's Wonderland event on social media^[1], they will get a chance at a gachapon (capsule toy) machine to win prizes like flight coupons to Australia worth S\$100, Jewel's Canopy Park tickets, and exclusive travel merchandise.

Visitors who go on Trip.com's app during this period can also participate in an online scratch card game to win incredible travel experiences, including a trip for two to Australia, as well as tickets to Universal Studios Japan and Jewel's Canopy Park.

New Co-marketing initiatives

As part of the partnership, Jewel Changi Airport will run special campaigns on Trip.com to attract more visitors to Canopy Park, as well as to spur spend at Jewel's best-in-class retail offering. Jewel and Trip.com will also jointly

launch a brand-new Trip.com Light & Music Showcase in October, to be designed by prolific Los Angeles-based water feature designer WET. The show draws inspiration from Trip.com's mission "to pursue the perfect trip for a better world" – by weaving a captivating narrative around the theme of travel, the show will connect people from all corners of the world through a mesmerising visual and auditory experience.

James Fong, CEO of Jewel Changi Airport Development, said, “We are pleased to partner Trip.com in our efforts to drive tourism in Singapore and promote Jewel as a must-visit destination to international travellers through Trip.com’s global reach. The synergy between our two brands presents opportunities for strategic collaboration and we are confident of solidifying Jewel’s position as a premier destination for travellers through the various co-marketing initiatives.”

Bo Sun, Chief Marketing Officer, Trip.com Group, said: “The Jewel Rain Vortex is an iconic global attraction, and Trip.com is thrilled to partner with Jewel Changi Airport to create immersive new experiences that elevate the travel journey. This collaboration will allow us to engage with and delight visitors of all ages from Singapore and around the world, and we look forward to debuting this spectacular experience in October.”

[\[1\]](#) Users will need to tag Trip.com (@tripcom.sg on Facebook; @trip.com_sg on Instagram) and use the hashtag #TripTravellersWonderland in the social posts to qualify.

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. It also manages the Changi East development project, which includes the building

of a new Terminal 5 for Changi Airport. CAG also operates Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages airports around the world.

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 6,900 flights weekly. Jewel Changi Airport, a multi-dimensional lifestyle destination, opened in April 2019, bringing Changi Airport's shopping and dining offering to over 600 F&B and retail outlets. The world's most awarded airport, Changi has won 680 accolades for its consistent and excellent airport staff service, passenger experience and safety standards.

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