



The iconic lifestyle destination launches new visitor experiences and anniversary specials, including a brand-new behind-the-scenes tour to be unveiled in the second half of the 2024.

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## **Jewel Changi Airport celebrates its 5th Anniversary amid robust recovery in visitorship numbers**

Jewel Changi Airport (Jewel) enters its fifth year on a strong footing, welcoming more visitors as travel recovers. In tandem with the growth in passenger traffic at Changi Airport, it has witnessed a corresponding uptick in footfall traffic, registering a 26% increase for financial year 23/24<sup>[1]</sup> compared to the previous year. Overall sales also grew by 20%. Of the total footfall registered, 30% were overseas travellers, with the top five

nationalities being tourists from China, Malaysia, Taiwan, United States of America and Indonesia.

Jewel's unique attractions located at the sprawling 14,000sqm Canopy Park also saw increasing patronage, with a 12% growth in total visitor numbers and a 35% increase in sales. Its Double Rewards loyalty programme – the only mall in Singapore that awards two sets of loyalty reward points for each transaction – also saw more than 10% rise in the membership base.

To mark its fifth anniversary, the iconic lifestyle destination will present a year-long calendar of special events and retail offers as well as new experiences under the celebratory theme of 'What A Feelin5'. The celebrations seek to evoke in visitors a myriad of positive feelings through the diverse experiences that Jewel offers.

James Fong, CEO of Jewel Changi Airport Development, said, "Five years ago, our shareholders – Changi Airport Group and CapitaLand – embarked on a bold mission to redefine the airport experience. Today, we stand proud as a global icon well-loved by both local residents and travellers. As Jewel celebrates five years of creating the sparkling experience for its visitors, we continue to stay true to our commitment to deliver world-class visitor experiences with our attractions, retail and dining offerings. We are thrilled to announce that a series of new flagship store openings and new-to-market brands, as well as a behind-the-scenes tour for the Jewel Rain Vortex that has long captured the imagination of our visitors. New experiences and a series of events and Jewel-exclusive offerings will also be introduced throughout the year.

"As we look forward to more exciting years ahead, we wish to thank Singaporeans and guests from around the world for their love and extend our appreciation to our tenants and partners who have stood shoulder to shoulder with us all this time."

### **New experiences await**

Jewel's mesmerising Light & Music showcase has become a signature, captivating visitors with its dazzling displays. These nightly spectacles bathe the Jewel Rain Vortex in a kaleidoscope of colours, transforming it into a canvas for music and light. To commemorate its fifth anniversary and evoke feelings of celebration, wonder and anticipation, Jewel is premiering a brand-

new Light & Music showcase from today [\[2\]](#). Entitled “What A Feelin’5”, the new five-minute show is created by world renowned water feature designer WET and features unique elements of Jewel’s offerings, such as its iconic façade and lush floral and greenery, in a crescendo of uplifting tunes that celebrate the vibrancy of Jewel.

Visitors can also look forward to a new behind-the-scenes tour “In the Eye of the Jewel Rain Vortex” from the second half of this year. Offering a glimpse into the intricate workings of the world’s tallest indoor waterfall, participants will get exclusive access to never-before-seen views of the Jewel Rain Vortex from the inside. A part of the programme will also introduce participants to the work behind getting Canopy Park ready for operations every morning.

### **Exciting marquee events**

To extend the celebrations throughout the year, Jewel is gearing up for a series of exciting marquee events. Kicking off during the June school holidays, ***Jewel Blooms*** will make a return after a successful run last year. To be held from 24 May to 11 August at Canopy Park, this floral showcase will feature captivating installations inspired by emotions such as happiness, peace, love, passion and a touch of adventurous discovery that are synonymous with the feelings that can be experienced by visitors at Jewel. Larger-than-life displays and enchanting kinetic flowers will take visitors into a world of floral fantasy. A special collaboration with award-winning Singaporean garden designer Andy Eng and Japanese floral artist Megumi Shinozaki, known for her sustainable works, will also see the Petal Garden house a large-scale floral artwork made from fresh and preserved flowers.

Canopy Park tickets for Jewel Blooms are available for sale from today at <https://www.jewelchangiairport.com/en/attractions/canopy-park.html>. To further interest the younger generation in floral arrangements, the Youth Floral Cup will also make its return on 24 May with 50 slots opened for youths aged 7 to 12.

### **More than 50 special tenant collaborations and exclusive perks**

Shoppers and diners can look forward to over 50 anniversary perks across retail, dining and in-store experiences, specially curated in collaboration with Jewel’s tenants for the 5<sup>th</sup> anniversary celebrations. These exclusive offers and promotions will be rolled out in phases.

Selected retailers will be launching special collections only available at Jewel such as Starbuck's Singapore-exclusive cold cup adorned with the iconic Rain Vortex, Asian Artistry Fine Jewellery's *Jadeite Pendant*, a limited-edition bespoke jade jewellery creation inspired by the Jewel Rain Vortex, Kate Spade's *Morgan Bow Handbag*, a crepe pink patent leather envelope flap crossbody, Polo Ralph Lauren with an exclusive graphic print featuring its signature Polo Bear against the iconic Singapore skyline and Jewel, and more.

Foodies will also be in for a treat with Jewel-exclusive menu items like Burger & Lobster's *Cereal Lobster*, grilled lobster infused in spices and coated in crispy toasted cereal, Soubombe Artisanal Bakery's *Bejeweled Bombe*, vanilla bean chantilly-filled bomboloni with popping candy chocolate coating, Anthology by Compendium Spirit's *Jewel Spritz*, made with its signature rojak gin, lime juice, butterfly pea cordial, prosecco and pearl dust, and more.

For a full list of Jewel-exclusive products, in-store experiences and promotions, refer to Annex A. For the latest updates, visit Jewel's 5<sup>th</sup> anniversary website at <https://www.jewelchangiairport.com/en/jewel-5-year-anniversary.html>.

## **Redefining the retail experience**

Jewel is also set to welcome a wave of new store openings in May and June, including flagship stores. True to its proposition of 'where the World meets Singapore, and Singapore meets the World', visitors can look forward to a mix of local and international brands. CHARLES & KEITH, Singapore's homegrown fashion label, is expanding its current footprint at Basement 1, with its first Singapore flagship store at Jewel. Other flagships that are due to open this year include FILA's first flagship store in Singapore, taking up a duplex store at Level 2, Bimba Y Lola (Level 1) with its largest store in Singapore at more than 1,600 sqft, and New Era (Level 2) with its unique customisation services.

Other new-to-market brands that will make their debut at Jewel include IPOH TOWN, serving delicious traditional Ipoh cuisines, Nai Xue, with its range of healthy tea beverages that promise to impress the health aficionados, fashion and accessories brand SETIROM, Satellite Paris, a Parisian brand focusing on timeless designs of handcrafted jewellery, and Royal Host, one of Japan's

most beloved family restaurants will be opening its first outlet in Singapore.

## **Giving back to the community**

As a way to give back to the community as Jewel commemorates its fifth year, it will partner Metta Welfare Association (Metta) in a charity event held tonight. Proceeds from the charity event and auction will be channelled to the development of the new Maitri School/Building project that will be ready by 2028. Maitri School will be the second Special Education School set up by Metta to provide education for students with moderate to severe Autism Spectrum Disorder (ASD).

Twelve auction items were generously sponsored by Jewel's tenants, which include a limited-edition Louis Erard x seconde/seconde x Watches of Switzerland - Long Awaited Email. Other sponsored items for the 'live' auction include an exquisite BE@RBRICK FLOR@ collectible that features a bouquet of red roses enclosed in its transparent torso, and the highly sought after BLACKPINK x Starbucks® collection of tumblers, cold cups and water bottles, both of which will be made available for bidding by the participating guests. For more details about the auction items, please refer to Annex B. Selected items are also available for bidding by members of the public [here](#), from now till 21 April.

For more information about the line-up of Jewel's fifth anniversary plans, please visit: <https://www.jewelchangiairport.com/en/jewel-5-year-anniversary.html>.

[1] Financial year 23/24 refers to the period dated 1 April 2023 to 31 March 2024.

[2] The new 5<sup>th</sup> anniversary Light & Music showcase will be available at 8pm and 9pm from Mondays to Thursdays, with an additional show at 10pm from Fridays to Sundays, on eve public holidays and public holidays, till May 2024.

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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. 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 6,400 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 over 670 accolades for its consistent and excellent airport staff service, passenger experience and safety standards.

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