



Amanda Marie Siow (left) celebrates with a shower of streamers as she is announced as the Grand Prize winner of the 'Win With Changi' campaign

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## Retail sales at Changi Airport showing signs of recovery, registering S\$1.1 billion in 2022

*Sales at 58% of pre-Covid levels in December*

*More exciting shopping experiences and promotions to drive sales*

*'Win With Changi' grand prize winner drives off with an all-electric Porsche*

**SINGAPORE**, 19 February 2023 – Concession sales at Changi Airport have been boosted as passenger traffic continues to see steady recovery since the relaxation of Singapore’s border measures in April 2022. Changi’s stores in the transit and public areas, as well as its online sales, recorded total concession sales of S\$1.1 billion<sup>1</sup> in 2022, representing 37% of sales in 2019. Sales in December 2022 reached 58% of the 2019 level on the back of a passenger traffic recovery to 72%. More than nine in 10 landside and airside shops are open today to serve travellers as the airport prepares to welcome even more passengers in 2023.

With the near absence of travellers from China, traditionally a major market for Changi, travellers from Indonesia, India and Thailand led the way as the biggest spenders at Changi Airport in 2022. Liquor & Tobacco, Perfumes & Cosmetics, and Luxury emerged as the most popular product categories. Over 13 million transactions were recorded in 2022, averaging about 35,000 transactions each day.

Ms Teo Chew Hoon, Changi Airport Group’s (CAG) Managing Director for Airside Concessions, said, “We reinvented ourselves during the pandemic and explored creative ways to engage our customers. We were also relentless in rolling out promotions and attractions to delight passengers and enhance their shopping experience. Among these was the year-long ‘Win With Changi’ campaign. As we congratulate the winner of the Porsche Taycan and the other lucky winners of the 100 million Changi Rewards points this year, we are also readying ourselves to welcome more passengers with even more exciting promotions.”

The airport-wide ‘Win With Changi’ shopping promotion, which ran from November 2021 to October 2022, boosted commercial performance at Changi Airport last year. The campaign received 1.6 million participating entries, contributing total sales of about S\$411 million.

To participate in 'Win With Changi', members of Changi Rewards (CR), the airport's loyalty programme, just needed to spend S\$50 at the airport's terminals, Jewel Changi Airport (Jewel), iShopChangi or Changi Eats to participate. A total of 100 million Changi Rewards points (worth S\$500,000) were given away during the campaign period including weekly, monthly and quarterly winners. One lucky shopper was also picked each month for a shot at winning the Taycan at the Grand Draw event.

Out of the qualifying buys of the 12 Grand Draw finalists, half were purchased from Changi Airport's terminals and iShopChangi, while the other half were from Jewel, with the smallest qualifying spend being a S\$52 prune lapis (layer) cake from Lavender Bakery in Jewel, ordered via Changi Eats.

### **Grand Prize winner of the 'Win With Changi' campaign crowned**

On Sunday, 19 February 2023, the Grand Prize winner of 'Win With Changi' was crowned. Singaporean Amanda Marie Siow, 30, challenged the 11 other campaign finalists in a series of four thrilling games in an event held at Jewel's Cloud9 Piazza, ultimately emerging as the champion. The teacher took home the coveted grand prize of an all-electric Porsche Taycan.

*The 12 finalists competed in four rounds of nail-biting games, knocking out contestants until Amanda Marie Siow emerged as the ultimate winner*

"I'm so thrilled to have won the grand prize for 'Win With Changi'," beamed Ms Siow. "Shopping at Changi has led to such pleasant surprises – who would have guessed that dining at Canton Paradise in Terminal 3 would land me as December's finalist for 'Win With Changi', let alone be able to win the Grand Draw! With so much to look forward to at Changi, I'll be sure to keep shopping and dining here."



*Amanda, on stage with her husband Brendan Chong, receiving the key to the Porsche Taycan Grand Prize from CAG CEO Lee Seow Hiang and Porsche Singapore General Manager Andre Brand (left)*

## **Upcoming promotions**

With nearly all the shops open in the terminals now, CAG is ramping up collaboration with brand partners to offer a myriad of shopping and dining promotions at the airport this year.

Among them is Changi Airport's popular 'Be A Changi Millionaire' campaign, which is set to make a comeback later this year for the 11th instalment. The airport-wide year-long shopping promotion ups the stakes, with shoppers standing a chance to win the highly coveted grand prize of S\$1 million in cash. Aside from the grand prize money, campaign participants can also win other enticing rewards peppered across the year.

iShopChangi, the airport's e-commerce platform, will be keeping up the momentum of shopping delights with not only up to 40% off wines and spirits all year round, but monthly promotions for both travellers and non-travellers which extend to its many other product categories. With iShopChangi celebrating its tenth anniversary this year, shoppers can expect fantastic promotions as the brand celebrates with its customers, old and new alike.

Travellers can also look forward to an enhanced shopping experience in the transit areas with the proliferation of more Changi 1st pop-ups. These activations often feature limited edition product launches that are first in Asia, or even the world. Since the reopening of borders, there have been nine Changi 1st outposts, including three travel retail product exclusive launches and six concept exclusive launches. Transit travellers can expect to encounter more of these novel outposts throughout this year.

Alcohol connoisseurs can look forward to the second installation of 'World of Wines and Spirits' this year. A partnership with Lotte Duty Free, the event last year featured over 200 of the finest products from more than 75 brands, including first-in-the-region rarities from renowned labels such as Bowmore,

The Macallan, Midleton, The Singleton and Penfolds.

High resolution images can be downloaded from  
<https://changi.me/WinWithChangi>.

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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 140 cities globally, with over 90 airlines operating more than 5,500 weekly flights. Jewel Changi Airport, a multi-dimensional lifestyle destination, opened in April 2019, adding to Changi Airport's shopping and dining offerings of over 550 F&B and retail outlets across the airport. The world's most awarded airport, Changi has won over 650 accolades for its consistent and excellent airport staff service, passenger experience and safety standards.

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