



Joint Media Release

17 April 2017

## **CAG, SIA and STB sign new joint partnership**

***\$34m three-year tripartite partnership to strengthen Singapore's destination appeal and drive visitor traffic***

**Singapore, 17 April 2017** - Changi Airport Group (CAG), Singapore Airlines (SIA) and Singapore Tourism Board (STB) will take an ongoing joint partnership, aimed at promoting inbound travel, to new heights.

Under a renewed three-year partnership, the three parties will jointly invest \$33.75 million, the highest-ever amount to promote Singapore as an attractive stopover and twinning<sup>1</sup> destination.

The partnership's **joint marketing efforts** will focus on promoting Singapore as a stopover or twinning destination to travellers globally. This augments the previous approach of only targeting travellers from specific long-haul markets such as the USA and Europe.

Another focus area for the partnership is the broadening of a marketing program to woo business and MICE (Meetings, Incentives, Conventions and Exhibitions) visitors.

The partnership will also refresh the **Free Singapore Tour (FST)**, which provides transfer passengers with a free taste of Singapore's offerings. FST will be expanded to include more authentic experiences curated based on travellers' interests, such as a foodie tour where participants get to sample a popular local delight.

The Free Singapore Tour has been well-received, pulling in 59,000 passengers last year, up 8 per cent from the previous year. As of April 2017, it was rated as one of the top ten tours on popular travel website TripAdvisor's "Top Tours in Singapore"<sup>2</sup>.

Changi Airport Group's Chief Executive Officer Mr Lee Seow Hiang said, "By collaborating closely with airlines and the travel industry, we can grow passenger segments, such as MICE and transfer passengers. With encouraging results from the current partnership, this second collaboration strengthens all parties' efforts to raise awareness of Singapore as a stopover point and as a destination. We look forward to continue working with SIA and STB, leveraging on our strengths to pursue sustainable traffic growth in an increasingly competitive landscape."

"This partnership reflects Singapore Airlines' commitment to further developing our home base at Changi Airport and promoting Singapore as an exciting tourist destination. We are delighted to build upon our cooperation with STB and CAG, and leverage the SIA Group's

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<sup>1</sup> Twinning: Travelling to two destinations on one itinerary; an example would be pairing a city destination with a beach getaway.

<sup>2</sup> Accurate as of 17 April 2017.



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strengths to increase inbound travel to and through Singapore,” said Singapore Airlines Chief Executive Officer, Mr Goh Choon Phong.

“STB’s collaboration with CAG and SIA is a prime example of how we partner with industry players for tourism success. This partnership between our airport, national carrier and national tourism body is a powerful one that has helped to boost Singapore’s tourism growth in the recent years. The renewal of this partnership reflects our confidence that we can continue to cooperate fruitfully to better serve our visitors and drive tourism outcomes,” said Mr Lionel Yeo, Chief Executive, Singapore Tourism Board.

### **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.

Changi Airport is the world's sixth busiest airport for international traffic. It served a record 58.7 million passengers from around the globe in 2016. Including the soon-to-be-opened Terminal 4, Changi Airport will have 400 retail and service stores, as well as 140 F&B outlets. With over 100 airlines providing connectivity to 380 cities worldwide, Changi Airport handles about 7,000 flights every week, or about one every 90 seconds.

### **About Singapore Airlines**

The SIA Group’s history dates back to 1947 with the maiden flight of Malayan Airways Limited. The airline was later renamed Malaysian Airways Limited and then Malaysia-Singapore Airlines (MSA). In 1972, MSA split into Singapore Airlines (SIA) and Malaysian Airline System. Initially operating a modest fleet of 10 aircraft to 22 cities in 18 countries, SIA has since grown to be a world-class international airline group.

Singapore Airlines is committed to the constant enhancement of the three main pillars of its brand promise: Service Excellence, Product Leadership and Network Connectivity. The SIA Group fleet and network are also expanding in support of the development of its portfolio strategy, in which it has investments in both full-service and low-cost airline operations. This portfolio of airlines serving short-, medium-, and long-haul markets gives the SIA Group more flexibility and nimbleness, with the right vehicles to serve the right markets.



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In 2017, Stockholm will become the second Scandinavian city in Singapore Airlines' route network, from 30 May 2017, while SIA's subsidiary airlines also have plans for growth in their key markets.

### **About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "YourSingapore" brand. For more information, visit [www.stb.gov.sg](http://www.stb.gov.sg) or [www.yoursingapore.com](http://www.yoursingapore.com) or follow us on Twitter @STB\_sg ([https://twitter.com/stb\\_sg](https://twitter.com/stb_sg)).