

Changi Travel Circle

Webinar Series

Transforming Changi Airport's Retail to Serve Our Customers Better

Please note that this session will be recorded.

DATE

22 JULY 2021

TIME

2pm SGT (GMT+8)

Meet Our Speaker



Jan Tan

Vice President
Advertising, Marketing &
Promotions
Changi Airport Group

Stand to win
up to \$30
electronic gift
vouchers!



If you have any questions later, please use the [Q&A feature](#).

Today's Agenda

Welcome to Changi Travel Circle
by JiaNing Chin, Programme Manager

Transforming Changi Airport's Retail
by Jan Tan, VP Advertising, Marketing and Promotions

Quiz and Webinar Specials
by JiaNing Chin, Programme Manager



CHANGI TRAVEL CIRCLE

What is Changi Travel Circle?

A B2B programme aimed at engaging **travel trade partners** around the world for all things Singapore Changi Airport and Jewel Changi Airport



Members can:



Forge new business contacts and gain access to a diverse range of Singapore tour products on our B2B Marketplace.

Marketplace

travelcircle.changiairport.com/all-products.html/

Hello, Member01

CHANGI Travel Circle

Marketplace Webinars Resource Hub Circle Points Contact Us

Home > Marketplace

Marketplace

Browse a diverse range of Singapore tour products, request for quotes, plus connect and forge new business contacts.

HAVE SPECIFIC REQUIREMENTS IN MIND?

Request for a product proposal from our Partners now!

Create Project

Clear Filters

PRODUCT TYPE

- All-in Packages (17)
- Free & Easy (29)
- Day Tours (109)
- Cruises (1)

CATEGORY

- Attractions (52)

Sort By: Most Recent

Show: 9

07 Jun 2021 - 17 Dec 2022
Koh Fah Technology Farm ...
★★★★★
From SGD 150.00 /unit
Ace Tours & Travel Pte Ltd

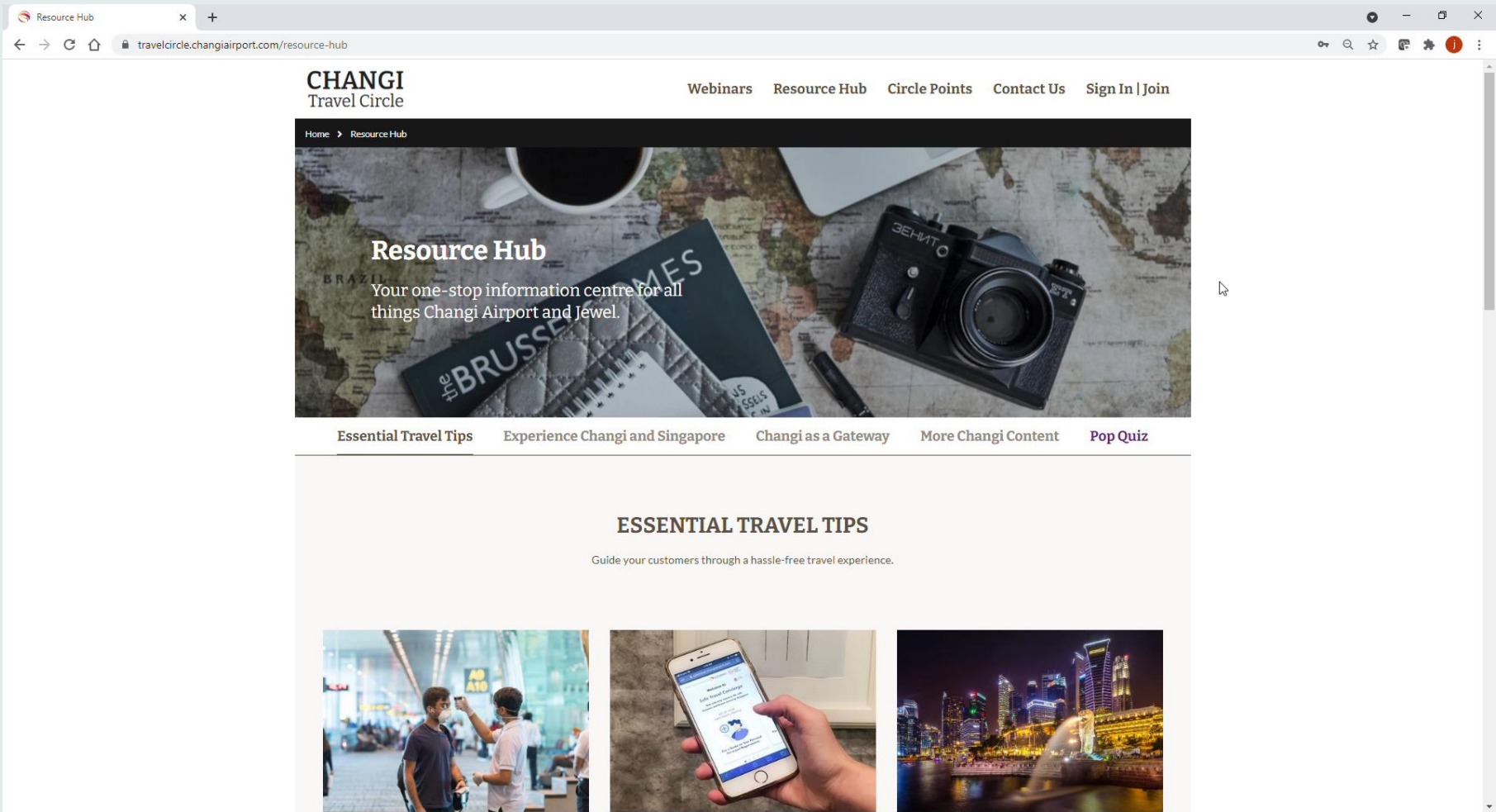
26 May 2021 - 31 May 2023
Pulau Ubin Tour
★★★★★
From SGD 150.00 /unit
Oriental Travel And Tours LLP

26 May 2021 - 31 May 2023
A Peranakan And Eurasian ...
★★★★★
From SGD 150.00 /unit
Oriental Travel And Tours LLP

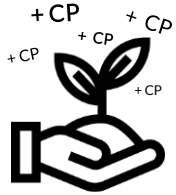
Members can:



Stay updated on the latest news at Changi Airport and Jewel Changi Airport by visiting our one-stop **Resource Hub** and attending **Webinars**.



Members can:



Earn Circle Points (CP) and be rewarded with attractive gift vouchers when you interact with US.

How to Earn Circle Points (CP)



Attend Our Webinars

Register now with your business email address

+ 150 CP



Create A Project

Publish your tour requirements on the Marketplace and receive proposals from Partners



+ 100 CP



Follow / Like Us

Send us a screen grab of you following us

Changi Airport    

iShopChangi  

Jewel Changi Airport  

+ 20 CP Each



Refer A Friend

Invite your friends to Changi Travel Circle

+ 20 CP



Request A Quote

Request quotes for tour products on the Marketplace

+ 50 CP *



* Maximum of 400 CP per quarter



Share Our Posts

Tag us at #ChangiTravelCircle and send us a screen grab

Changi Airport    

iShopChangi  

Jewel Changi Airport  

+ 10 CP



Complete Our Quizzes

Attempt quizzes and get all answers correct on your first attempt

+ 20 CP



Review A Product

Review tour products on the Marketplace

+ 10 CP



CHANGI
airport group

Members can:



Earn Circle Points (CP) and be rewarded with attractive gift vouchers when you interact with us.

What You Get

500
Circle Points = 

Receive a S\$20 gift voucher for every
500 Circle Points earned.
(issued monthly)



Top 3 Circle Points earners for each month
receive attractive rewards.

Examples of gift vouchers



Transforming Changi Airport retail to serve our customers better

*Jan Tan, Vice President,
Advertising, Marketing & Promotions
22 July 2021*



“How many retail, services and F&B outlets are there in total in Changi, both transit and public area?”

- A: 100 - 199 outlets
- B: 200 - 299 outlets
- C: 300 - 399 outlets
- D: >400 outlets

Make a
Guess!

Go to “Chat” type your answer and direct to “All panelists and attendees”



A retail destination well-loved by travellers

Wide range of retail offerings over 90,000 sqm in both airside and public

>290 | >120 | >80
Retail | F&B | Services

Over 500 outlets

Changi Airport is continually injecting new excitement and retail experiences into our offerings through exclusive pop ups and duplexes.



*Figures are tenanted outlets, and exclude provisional units and vacant units, updated as at 30 June 2021. T2 figures as of March 2020.



Wide range of exciting retail and dining options curated for our customers



Shoppers have longer dwell time in Changi Airport than local malls

We refresh our tenant mix while keeping key anchor tenants to boost our shoppers' interest. Families with kids are our main target audience at Changi Airport's Public Areas.





Events and promotions to attract footfall and spend at Changi Airport

10% off
Return Vouchers
at participating
Transit Stores

10% off
on ShopChangi.com
Use code ISHOP10

10% off
with Changi
Shopping
Concierge

SHOP TO YOUR
HEART'S CONTENT
WITH **10% OFF***

LET'S MEET JOY AGAIN.

Scan to
find out more.

*Terms and conditions apply.

CHANGI
airport group

SHOP & SPIN
WITH BALLYHEAD
ARE YOU READY?

WE'RE
ABSORBING
2x GST

From 28 September 2020
Spend \$335 by Mastercard®
(or \$550* by other payment modes)
at Changi Airport Terminals 1 and 3 public areas to redeem
two hours of free parking with CarPass via iChangi App

2 HRS

FREE PARKING

From 28 September 2020
Spend \$335 by Mastercard®
(or \$550* by other payment modes)
at Changi Airport Terminals 1 and 3 public areas to redeem
two hours of free parking with CarPass via iChangi App

CHANGI AIRPORT GROUP

**FINAL WEEK TO
SEPT
OUT & PLAY**

AT CHANGI AIRPORT

UNIVERSAL STUDIOS
SINGAPORE
Tickets

> 150 PAIRS
UNIVERSAL STUDIOS
SINGAPORE TICKETS

RESORTS WORLD
SENTOSA
packages

> 40
RESORTS WORLD
SENTOSA HOTEL STAYS

With book up to
10X
of your savings

> 5
10X INSTANT CASHBACK

& more still
up for grabs!

See More

JEWEL

A NIGHT AT THE AIRPORT

T3

T4

DINO FEST

DINO KART

DINO ROUNDS

JURASSIC PARK

WILDERLAND

Collaborating with popular brands, Changi Airport runs experiential activities and drives promotions such as 2xGST to bring value and excitement to our customers.

Changi's online tax and duty-absorbed shopping destination



Launched in 2013, iShopChangi.com allows travellers the convenience of shopping as early as 30 days in one destination before departing. Offering a wide selection of liquor, beauty and luxury products, the platform allows 24/7 access and an exciting online shopping experience.

iShopChangi.com

Changi's Retail & Travel Loyalty Programme



Changi Rewards offers members extensive **benefits and perks** through our 3- tier membership. These include shopping rebates, parking privileges, invitations to exclusive events, as well as tax-absorbed shopping even when they are not travelling.





Shop, Dine, Earn & Redeem

Changi Rewards member can earn and redeem loyalty points at participating stores at Airside, Landside, Jewel Changi Airport, and e-Commerce platforms such as iShopChangi, Changi Eats and Sift & Pick.





Changi Recommends is our one stop travel service shop for travellers



Offering a wide array of products and services, from WiFi routers rentals and prepaid SIM cards to attraction tickets and foreign currency exchange, Changi Recommends enables travellers to get all their travelling needs in Singapore before leaving the airport.



“Despite the challenges caused by the pandemic, Changi Airport continues to pivot and strengthen our retail offerings for customers”

An adaptive and flexible strategy to strengthen retail offerings



Market expansion of iShopChangi to serve the needs of both travellers & non-travellers

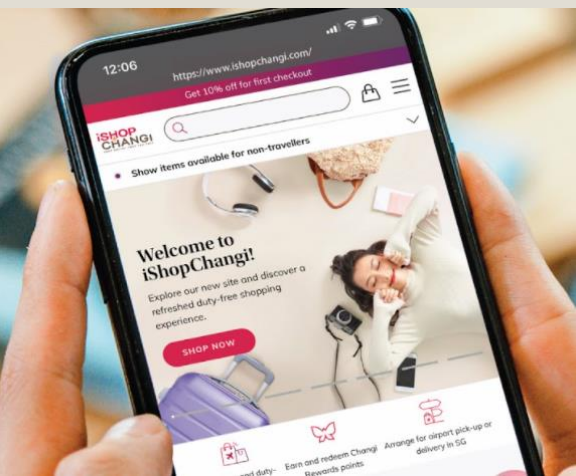


Omni-channel retailing with event pop-ups

Gamified, variety-show styled livestreams on site and social media channels



With market expansion, iShopChangi, pivoted from a “fly-to-buy” service for travellers to a tax-absorbed shopping platform targeted at Singapore-based non-travellers - all without the need to fly.



WITH YOUR HOSTS @ROZPHO & @CHERZINGA

Focus on social commerce to drive awareness and retail sales

1

Establishments of new social media channels with retail focus.

2

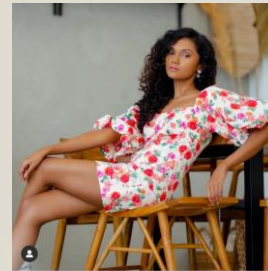
Campaigns to retain mindshare, acquire customers & drive sales.

3

KOL and KOC programs to build advocacy, engage & connect.

4

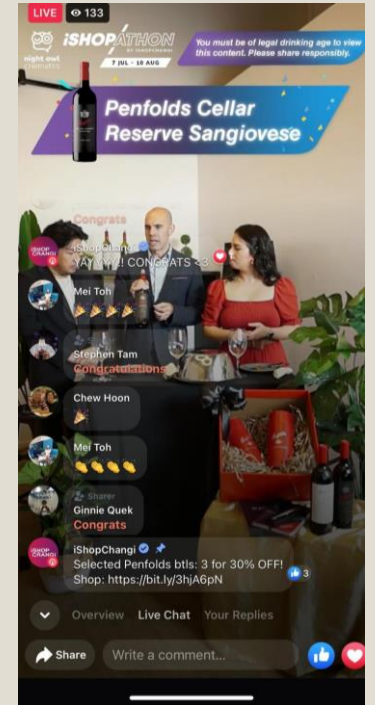
Livestreaming to publicize retail offerings & drive traffic online.



297 likes
iamannlopez Your gal's stoked to be a part of @ishopchangi's squad!! Who doesn't miss airport shopping lah? 🥰
Changi Airport's tax and duty-free e-commerce platform lets you shop comfortably from home without flying.
Use my promo code <iscxannlopez> to snag extra 7% on top of gst-absorbed prices! Link on my bio, happy shopping!
#iShopChangiSquad #isp
note: promo code discount capped at \$30



201 likes
nurzahidahrosman Hi everyone! surprise surprise, im a part of iShopChangi squad!!
In case you dont know, @ishopchangi is Changi Airport's tax and duty-free e-commerce platform! I bet many of us miss traveling or even airport shopping, but hey I got your back! You can now shop completely tax-absorbed without flying on iShopChangi.com!! 🥰
And, I even have a promo code for you! You will get extra 7% off (discount capped \$30) use my code <iscxahidah> on top of the already GST-absorbed prices.
iShopChangi also has a lot to offer you, so check it out!





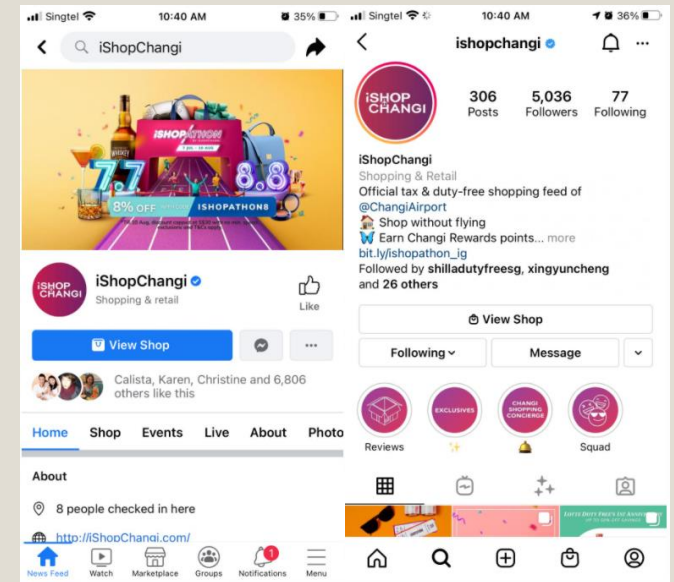
*Check out our
upcoming iShopChangi
livestream*

*5 August 2021 (Thurs)
9pm - 11pm*



“Follow @iShopChangi IG and like our FB page to get 20 circle points each!”

Screen grab the social page and send your screen shot via hello.ctc@changiairport.com





Changi Eats, Mix, Match, Go!



We launched the world's first airport local food delivery service - Changi Eats, which includes crowd favourites like Burger & Lobster, Kam's Roast, Tim Ho Wan and many more. With the flexibility to mix and match orders across 5 F&B outlets in Changi Airport & Jewel, all in 1 delivery.



5 Cravings 1 delivery



Order now on changieats.com



Mix & match the best of
Changi Airport and Jewel in one order.



Mix & Match
up to 5 outlets



Earn Changi
Rewards Points



Free Delivery
with Mastercard*



Order in Advance
or On Demand





Private wine & spirits tasting events for invited guests

Guests from Changi Rewards and partners are invited to special tasting and food pairing events, allowing them to buy tax-and duty-paid wines and spirits at discounted prices.





Hi Hui Leng,

You're invited to join our very first exclusive virtual masterclass with The Shilla Duty Free Changi Airport, featuring Fresh. Experience the world of nature inspired skincare with a virtual product demonstration, shopping therapy and beauty tips to cleanse, soothe and hydrate your skin, all from the comfort of your home!

Look forward to receive your very own Fresh experience kit worth S\$120*, a skin pampering session with Fresh's skincare expert, GST-free shopping, special discounts & many more! Reserve your slot at either S\$20* or S\$40*. Scroll down to find out more.

RSVP by 2 July, Thursday.

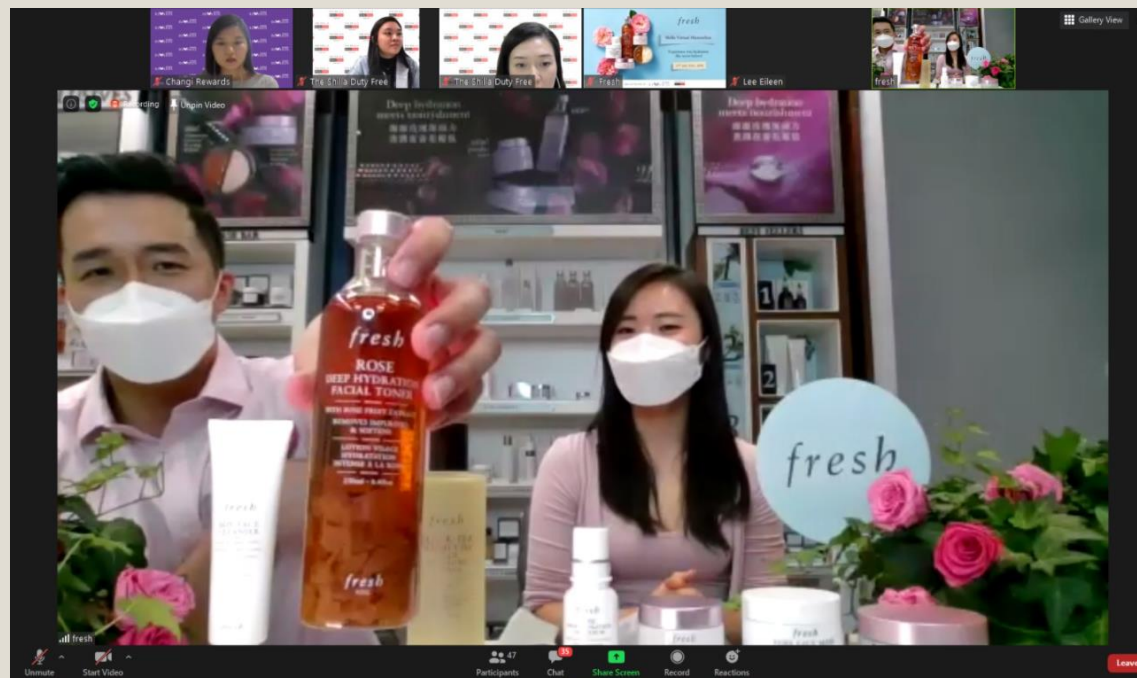
RSVP NOW


*Please note that only S\$40 masterclass slot will come with the Fresh Experience Kit.

Sincerely,
The Changi Rewards team

Interact with beauty brands in the comfort of home

Collaboration with The Shilla Duty Free and beauty brands to bring virtual masterclass to Changi Rewards members where members can learn beauty tips and make purchases online.



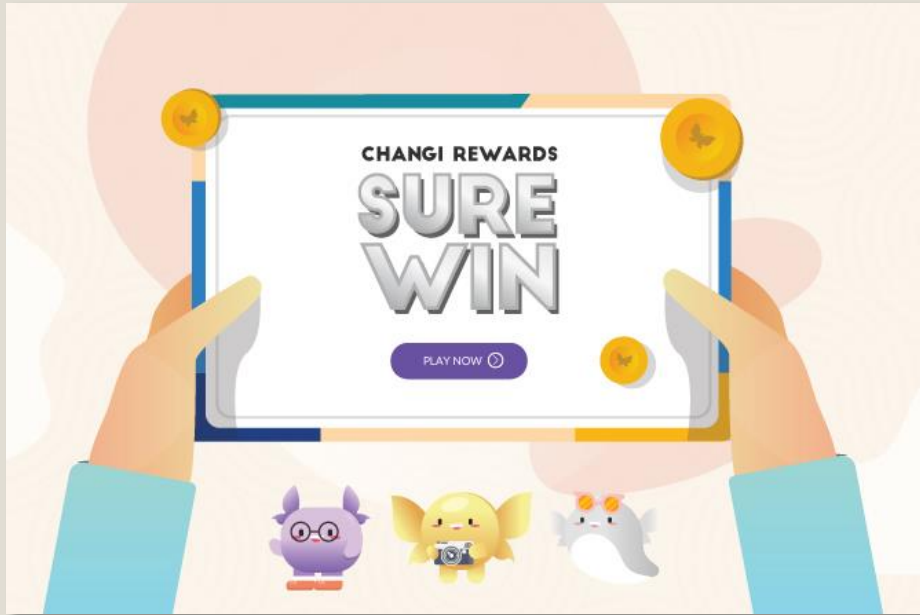


Changi Festive Village welcomes non- travellers with Shop Eat Play wonders during Christmas



To continue to bring joy, wonder and delight to local residents, Changi was converted into a one-stop entertainment hub offering families an abundance of exhilarating and first-time activities including night go-karting, a fun snow house, an iShopChangi omni-channel pop-up store and a dinosaur-themed carnival.





Year-round Sure Win game to win attractive prizes with a minimum spend of \$30 at physical stores or online.

Changi Rewards embraced innovation to keep our customers engaged and connected amid Covid

Digital gamification to continuously engage with our members in the absence of physical events.



Thematic festive game to drive members' engagement online and on-site.

*“How can travellers shop
and dine at Changi Airport
today?”*

Through
Shopping
Concierge,
iShopChangi
and F&B
services!



Your Guide to Shopping at Changi

Changi Luxury

Shopping Concierge Service



Scan QR code to
start shopping with
our concierge

Changi Shopping Concierge, our personalized shopper service

The Changi Shopping Concierge is a complimentary personalized shopping service that allows shoppers to shop from the comforts of their own home.

Shopping journey modified for travellers with iShopChangi



- For departing or transit passengers, iShopChangi purchases will be delivered to them via the Changi Experience Agents on site.
- While arrival collection is currently unavailable, arriving passengers can opt to have their items delivered to their hotel/homes free at a min. spend of S\$59 only.

Travellers can also enjoy the best F&B offerings through Changi Eats




Dining at your hotel or home? Use Changi Eats to mix and match orders across 5 F&B outlets in Changi Airport & Jewel, all in 1 delivery.



Hungry yet?
Scan to order!



HOW TO ORDER?

-  Add orders to cart
-  Select delivery date & time
(for hotel orders, please indicate the room number)
-  Sit back & relax till food arrives

MASTERCARD® PRIVILEGES

Enjoy FREE delivery + additional discounts with min. spend of S\$80 and above with MasterCard®

MC12OFF

\$12 off with \$80 min spend

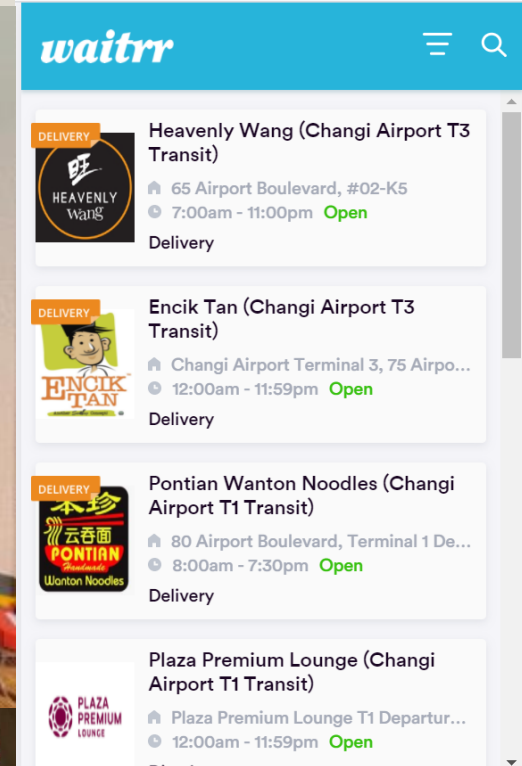
MC18OFF

\$18 off with \$100 min spend

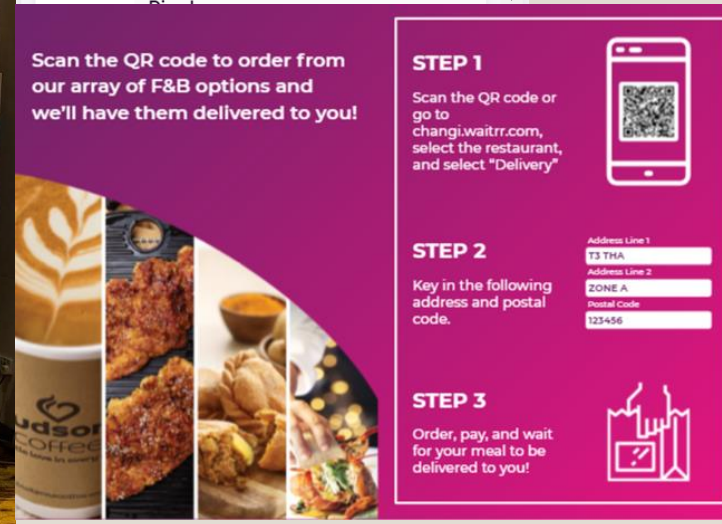
MC30OFF

\$30 off with \$150 min spend

F&B options for Travellers through vending machines and transit food delivery service



[Changi.Waitrr.com](https://www.changi.waitrr.com)





Embracing the global pandemic together with partners, retailers and brands to serve our customers better

#LETSMEETAGAIN

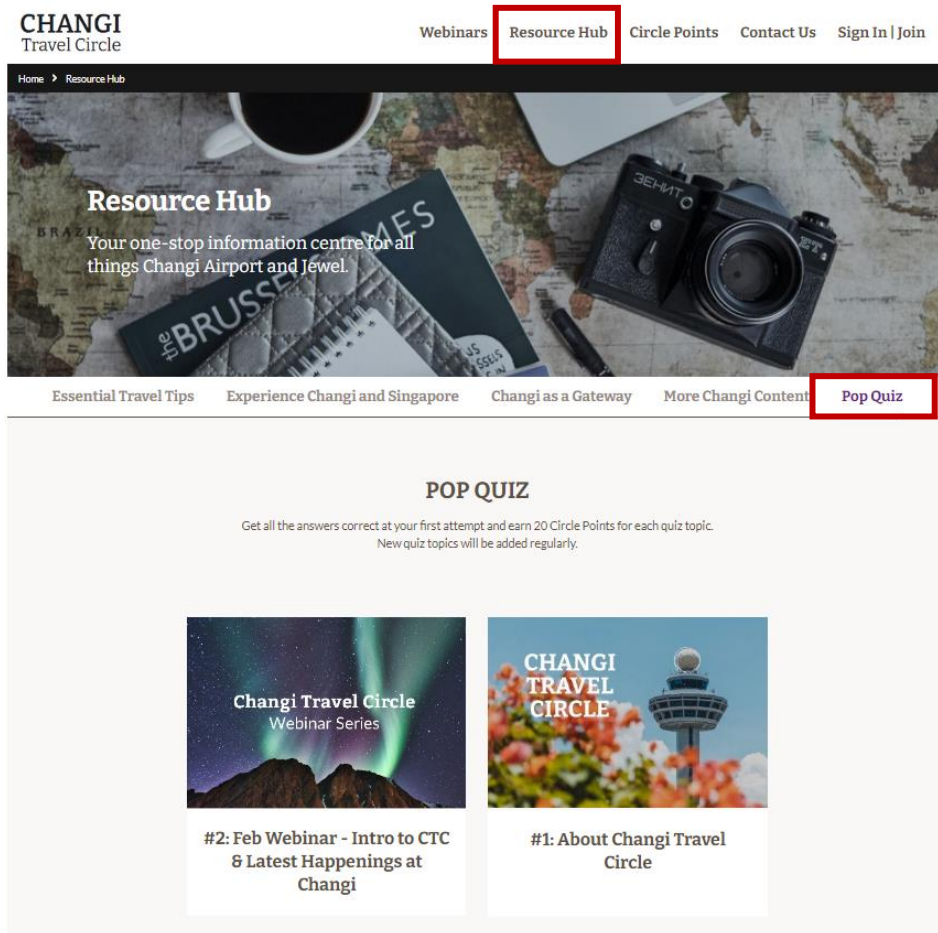
A woman with long brown hair is shown from the waist up, wearing a black sleeveless top and brown pants. She is looking upwards with her mouth wide open in a shout or cheer. She is surrounded by a large amount of colorful confetti (purple, pink, gold, and white) that is falling through the air. In the lower-left foreground, there is a red and gold firework tube with the word "FIREWORKS" printed on it. The background features a chain-link fence and a light-colored building with several windows.

WEBINAR SPECIAL:

Your chance to earn **MORE** Circle Points!

NEW

Pop Quiz: Get all the answers correct on your first attempt and earn 20 Circle Points

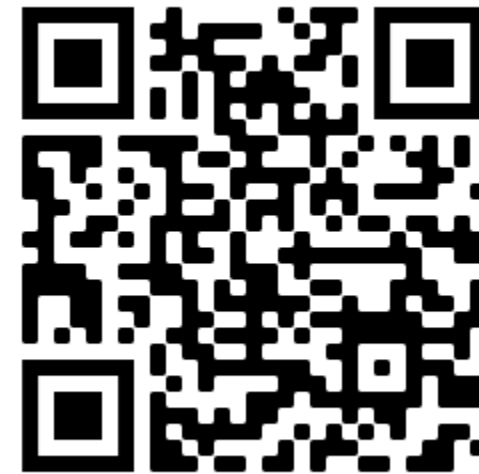


- Learn about Changi Airport / Jewel via Resource Hub or Webinars
- Correct answers will be shared immediately upon completion
- New topics will be added on the 1st and 15th of every month



Look out for our next Webinar in Aug
and invite your friends!

<https://travelcircle.changiairport.com/webinars>



THANK YOU!