Changi Travel Circle

Webinar Series

A study by Changi Airport Group

Understanding Consumers' Travel Sentiments in the Covid-19 World

DATE 30 Sep 2021 | **TIME** 2pm SGT (GMT+8)

Please note that this session will be recorded.

Meet Our Speaker

Jen Tey
Manager, Air Hub Strategy
Changi Airport Group

Stand to win Changi's memorabilia!

CHANGI airport group

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

Air Travel Sentiment Insights
by Jen Tey, Manager Air Hub Strategy

Key Takeaways
Quiz and Webinar Specials
by Jacelyn See, Programme Manager

If you have any questions later, please use the **Q&A feature**.

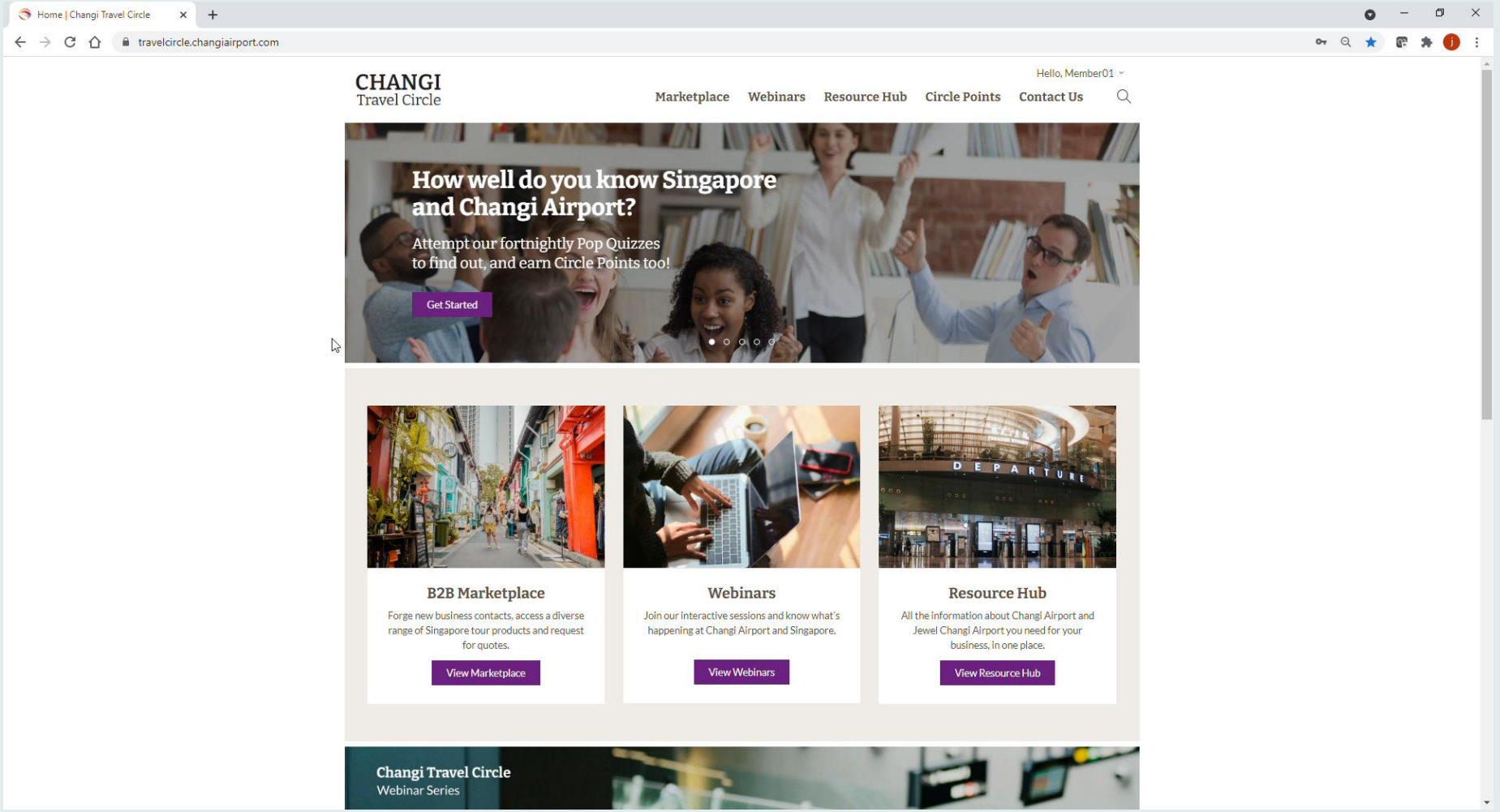
What is Changi Travel Circle?

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

CHANGI
airport group

Members can:

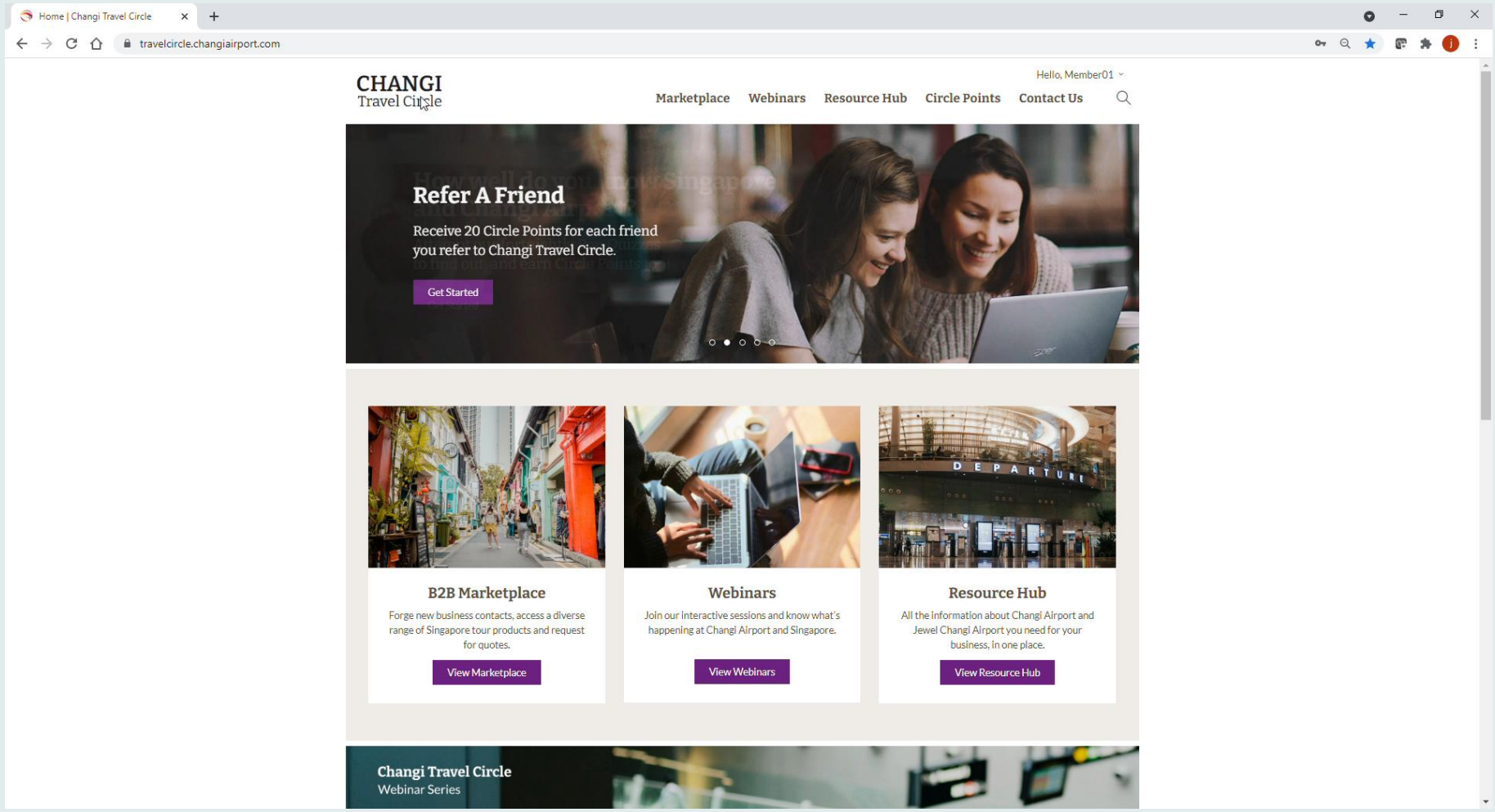
Forge new business contacts and gain access to a diverse range of Singapore tour products on our B2B **Marketplace**.



CHANGI airport group

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**.



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airport group

Members can:

Earn Circle Points (CP) and be rewarded with 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

Submit your first attempt or Get all answers correct on your first attempt

+ 5 CP or + 20 CP

Review A Product

Review tour products on the Marketplace

+ 10 CP

Updated fortnightly

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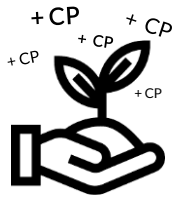
Members can:



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

Lazada

amazon.com

ebay

Flipkart

Grab

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Air Travel Sentiment Insights

Information updated as of September 2021

The information contained in this presentation is confidential. Changi Airport Group (Singapore) Pte Ltd shall not be held responsible for any damages arising from the use of the information.

Prepared by Jen Tey, Air Hub Strategy

Today's sharing

1

BACKGROUND AND RESPONDENTS' PROFILE

2

INTENTION TO TRAVEL FOR LEISURE AND BUSINESS

3

COVID-19 PREVENTIVE MEASURES AND VACCINATION

4

NEXT TRAVEL - SINGAPORE

1. Background of survey / Respondents' profile

Background

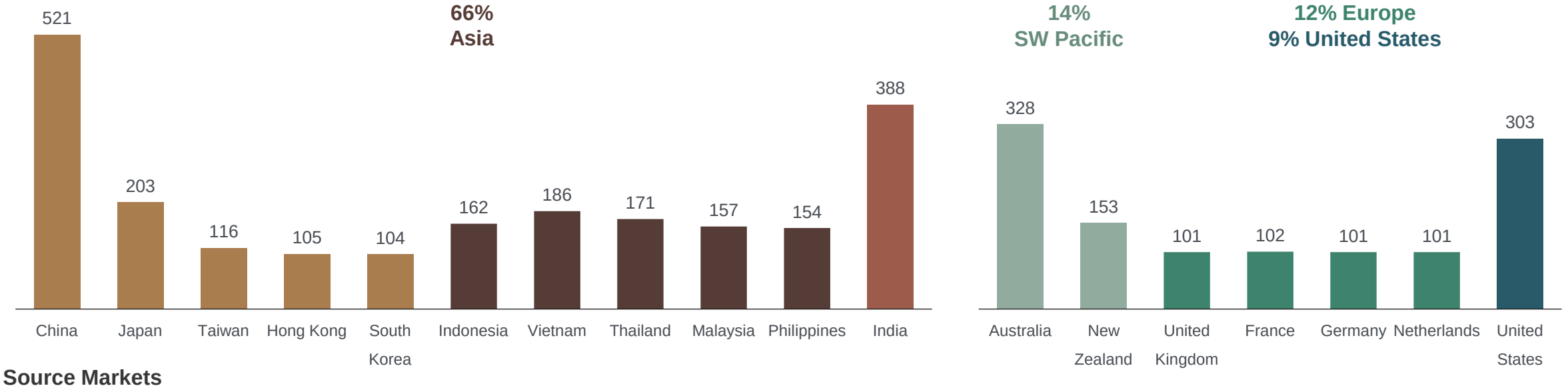
1 OBJECTIVES

Understand perception and behavioral changes towards air travel, and receptivity towards preventive measures.

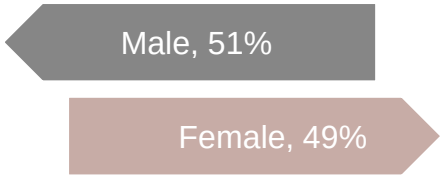
2 METHOD

Once every two months beginning August 2020, surveys were conducted in 18 countries, 36 key cities. More than 3,000 respondents participated in the survey.

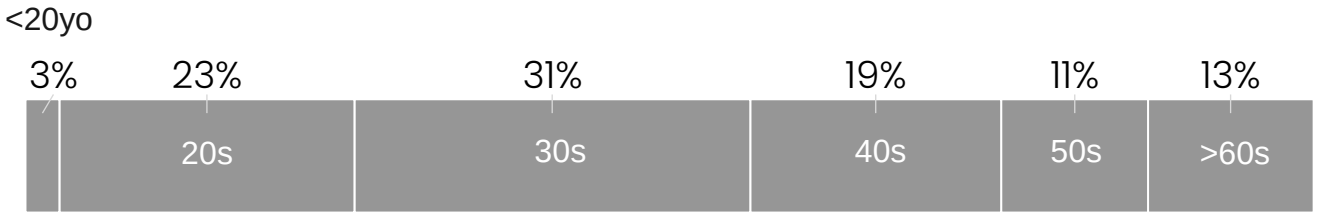
Respondents' profile



Source Markets



Gender

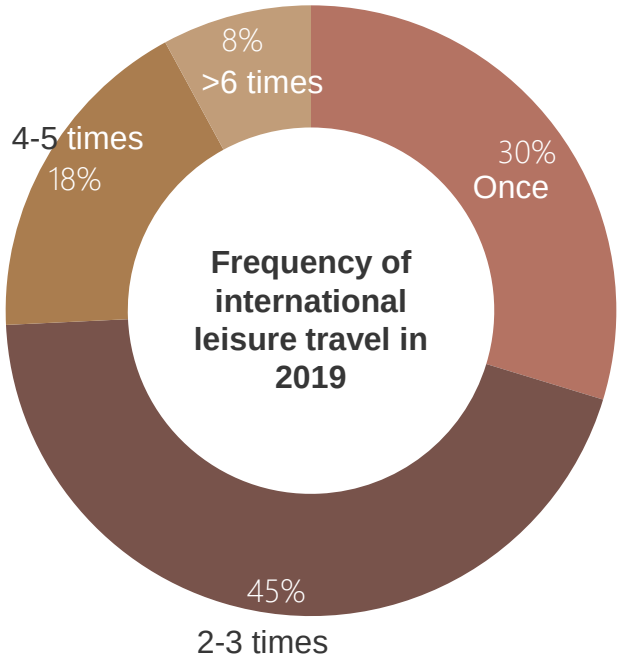


Age Group

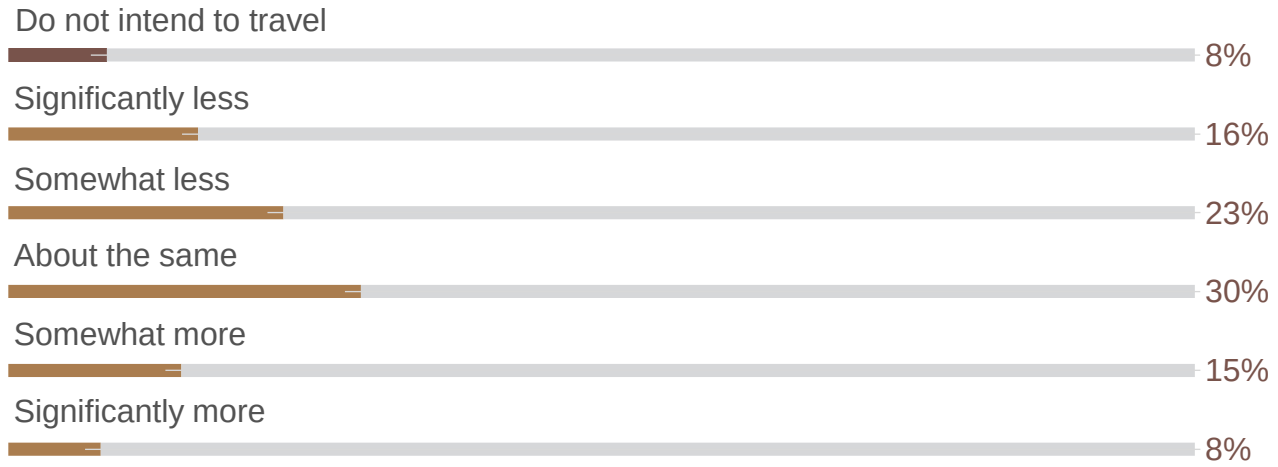
2. Intention to travel for leisure and business

Poll Time!

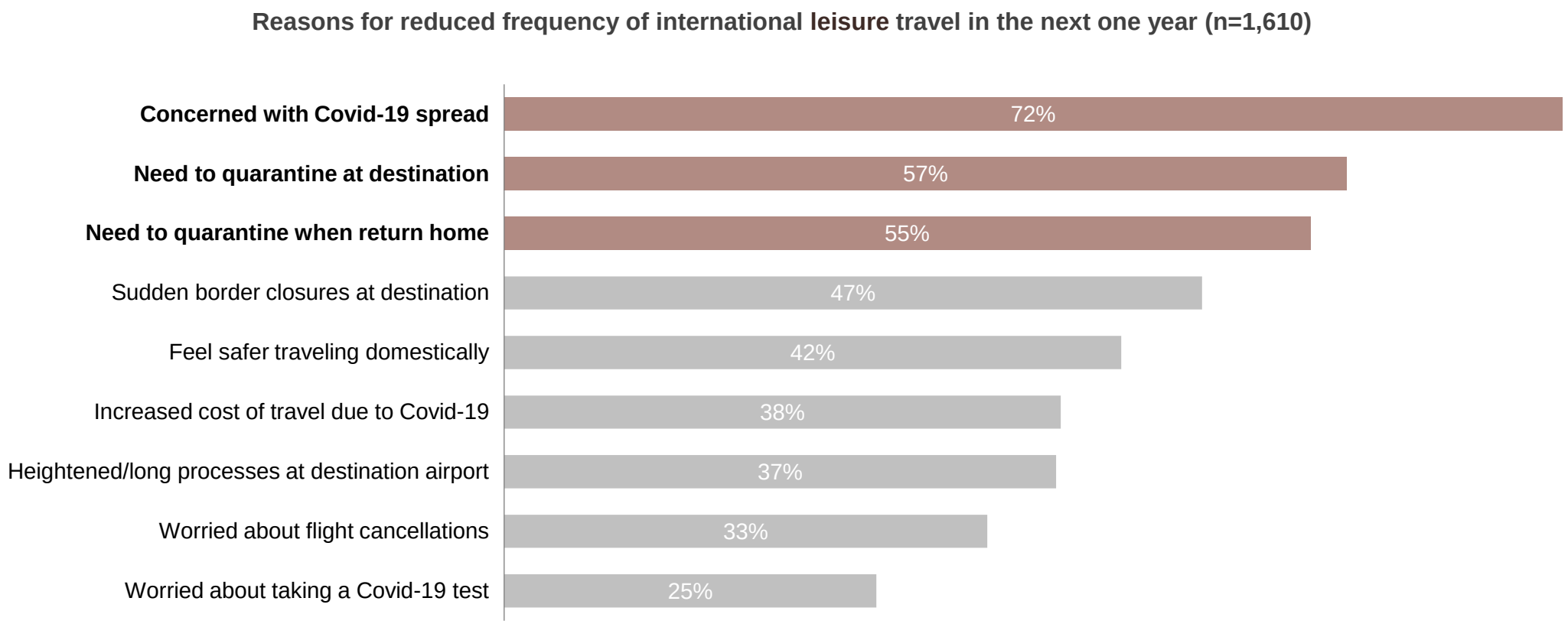
Demand for leisure travel stays strong. 92% plans to travel in the next one year, with more than half at the same travel frequency or more



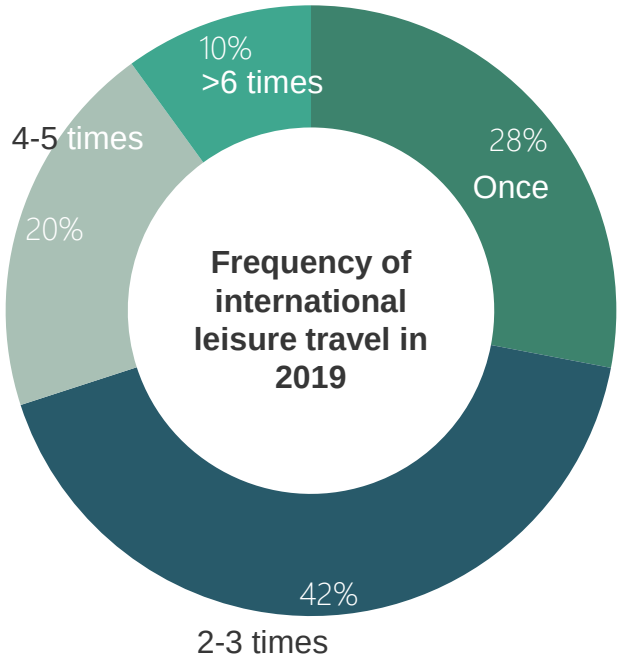
Q: Do you expect to travel internationally by air for leisure more or less frequently in the next one year? (n=3,376)



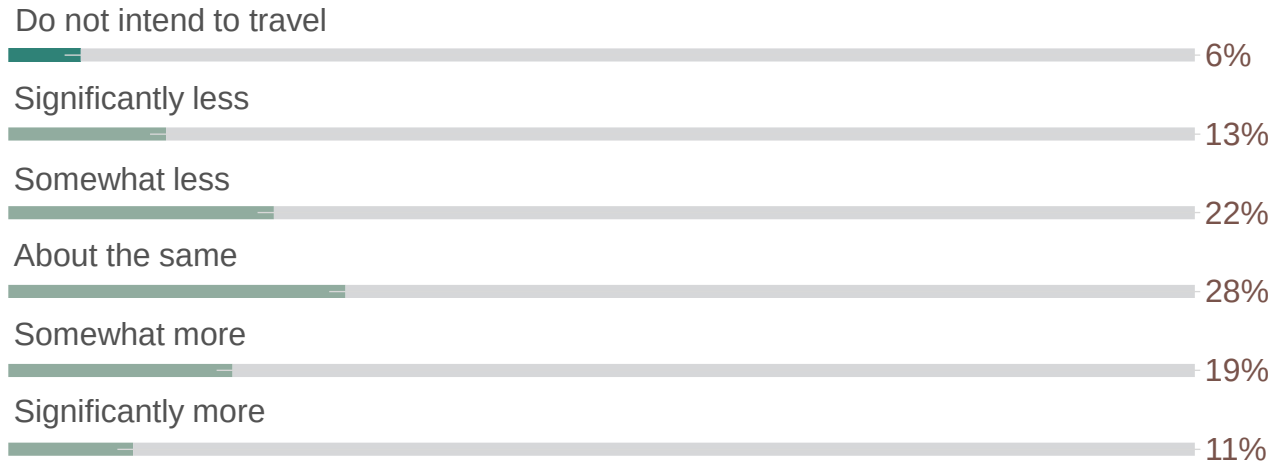
Concerns on spread of Covid-19 and the need for quarantine were the most cited reasons for reduced leisure trips in the next one year



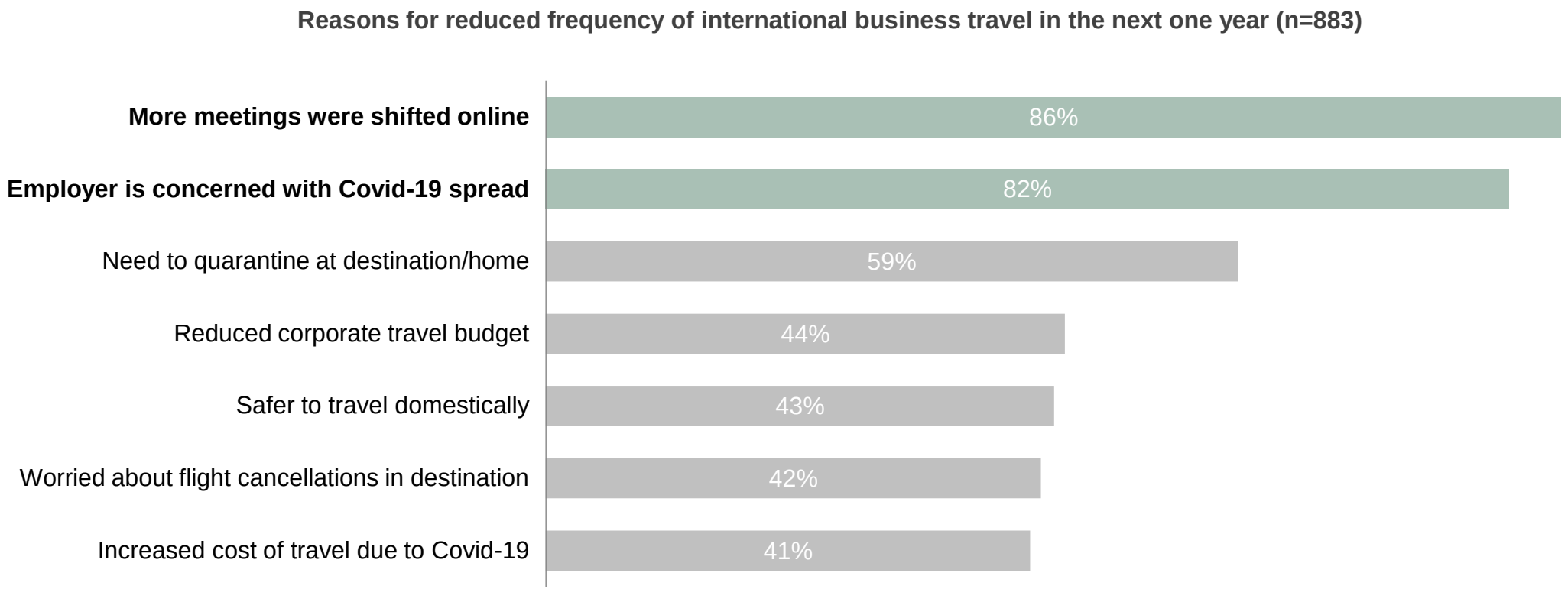
Business travel is similarly resilient with 94% planning to travel in the next one year and close to 60% at the same travel frequency or more



Q: Do you expect to travel internationally by air for leisure more or less frequently in the next one year? (n=2,104)

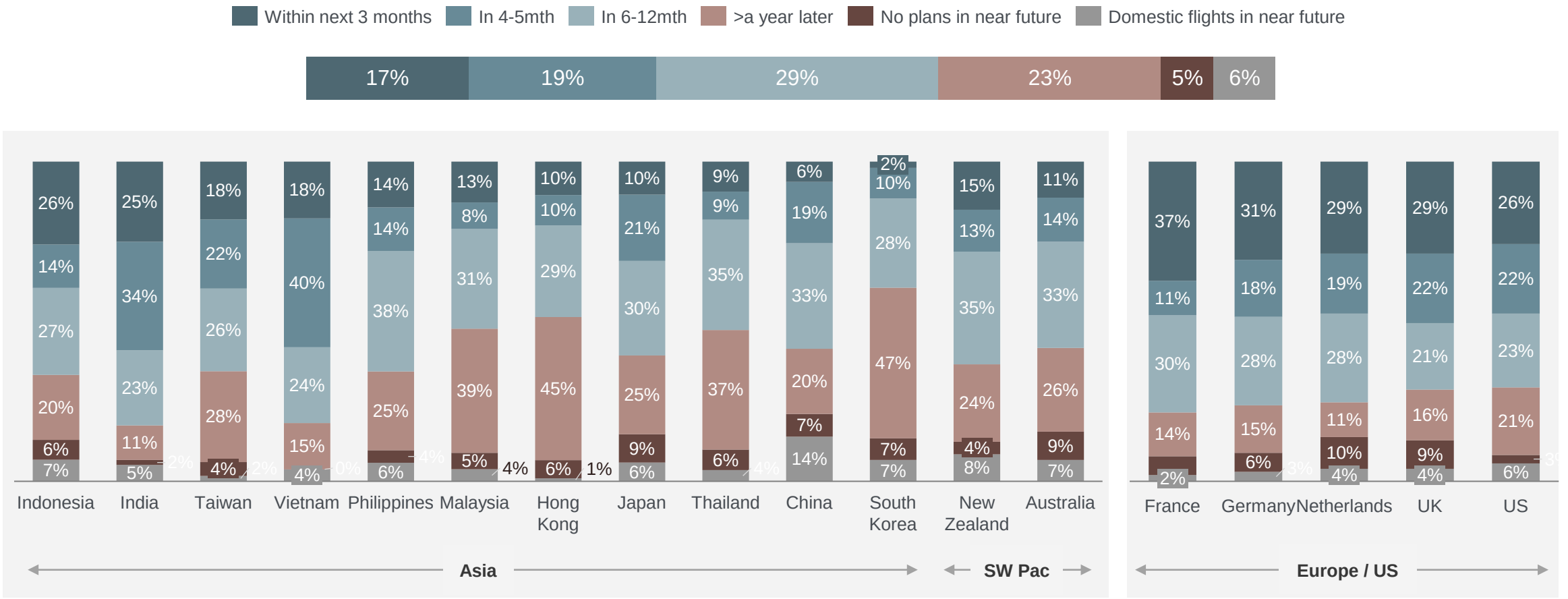


Apart from concerns on spread of Covid-19 and need for quarantine, the shift to online meetings was the top cited reason for reduced business travel



Overall, respondents from Europe and US are more ready to take an international flight upon lifting of travel restrictions

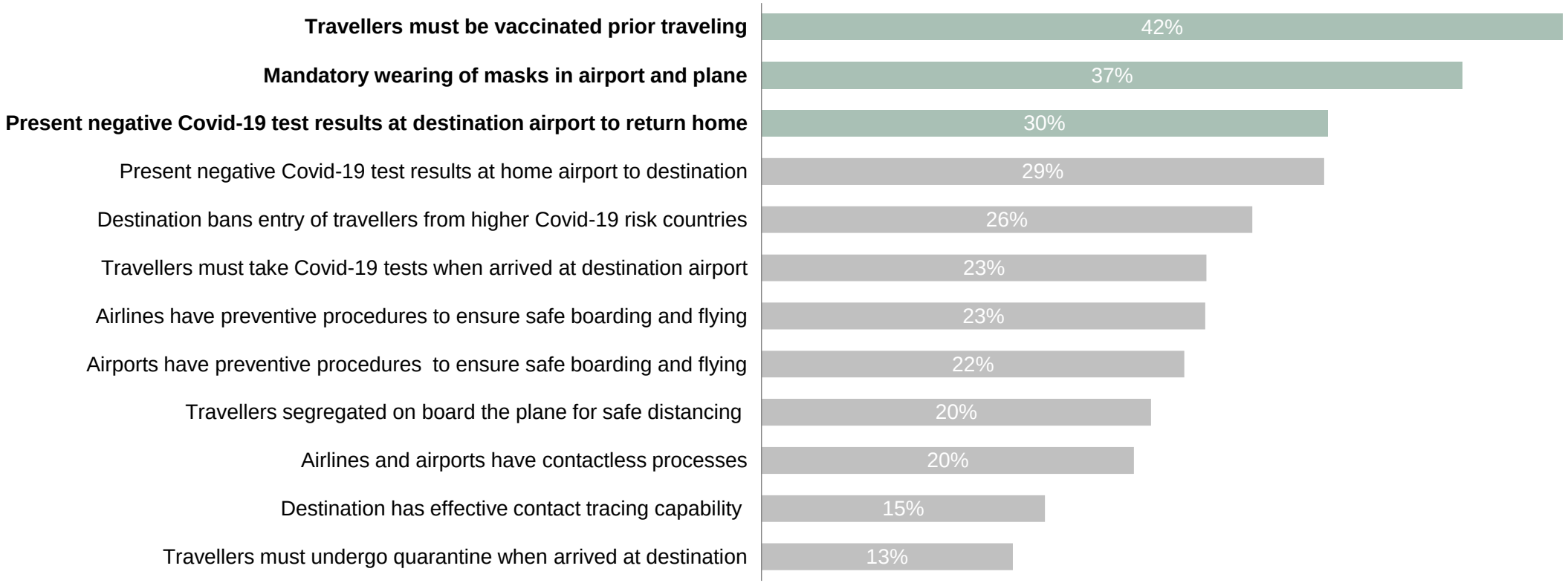
Q: When travel restrictions are lifted, how soon will you be comfortable taking an international flight? (n=3,456)



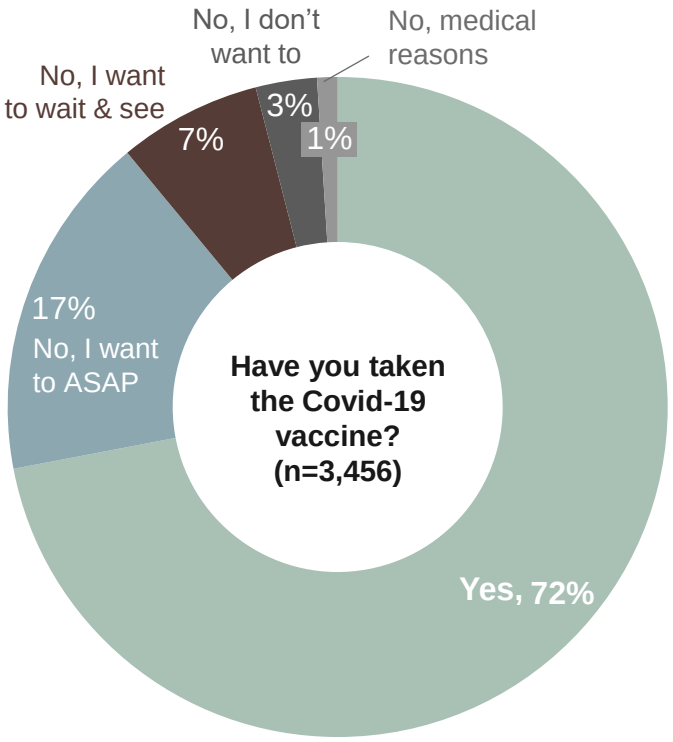
3. Covid-19 preventive measures / Vaccination

Vaccination prior to traveling and mandatory wearing of masks are deemed more important in making them feel safe while travelling

Q: How important are the following Covid-19 preventive measures in making you feel safe while travelling? (n=3,456)

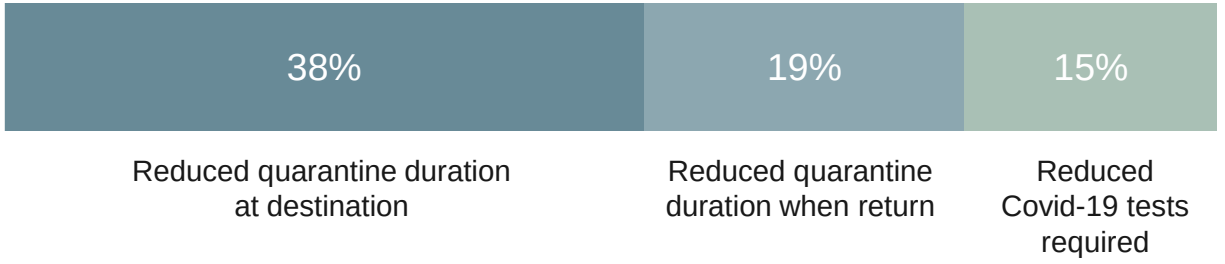


~90% of respondents are receptive to vaccination. Amongst those who don't want to be vaccinated or are waiting to do so at a later stage, >50% are willing to change their mind should it be a requirement for traveling



Q: If Covid-19 vaccination is compulsory prior to travelling, will you take the vaccine when you are offered? (n=346)

Q: If you are vaccinated or are considering at a later stage, which measure would you like to be adjusted for travellers who are vaccinated? (n=3,329)



4. Next travel – Singapore

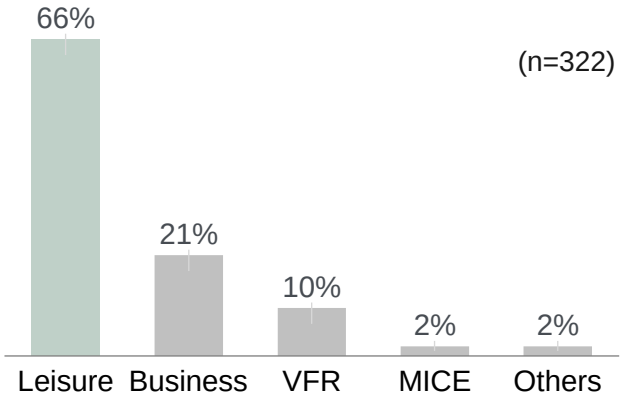
Poll Time!

Singapore is ranked second after Japan as a destination for the respondents' next trip. Majority will travel for leisure with their partners or spouses and stay between 3 to 7 days in Singapore

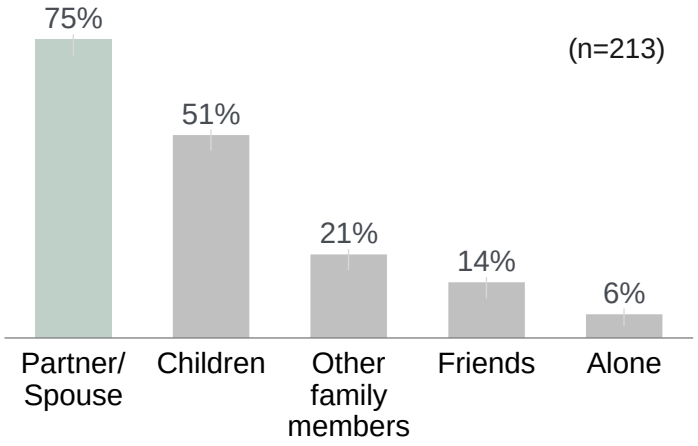
Top five chosen destinations chosen for next trip (n=3,456)

- Japan 15%
- Singapore 9%
- Australia 8%
- New Zealand 5%
- United States 5%

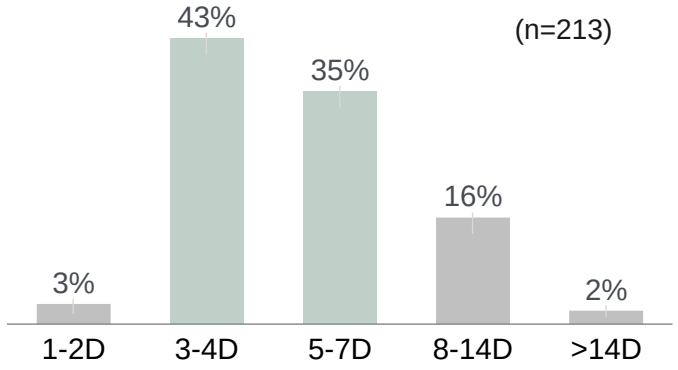
Purpose of trip to Singapore



Travel Companion to Singapore (Leisure)



Duration of stay in Singapore (Leisure)



High cleanliness standards and effective Covid-19 measures is a key reason for choosing Singapore

Reasons for choosing Singapore for leisure (n=213)

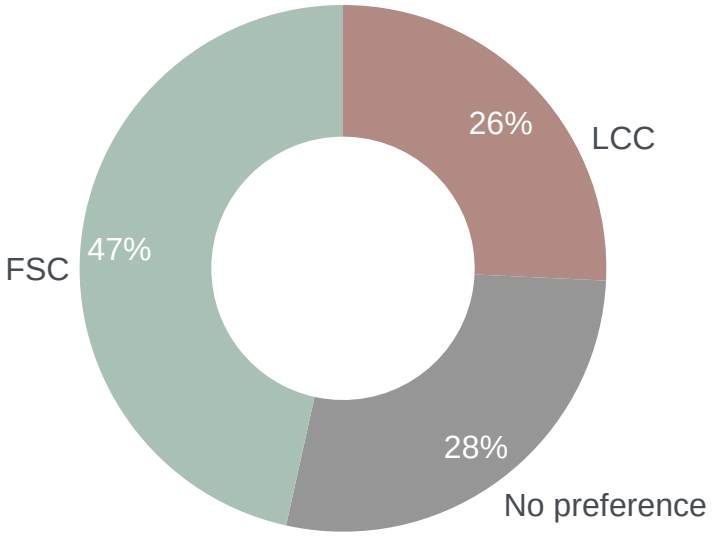
1. Destination has high cleanliness standards and effective measures to minimize the spread of Covid-19
2. Ease of getting to the destination (short flight duration, direct flight)
3. Ease of getting around the destination (safe, no language barrier, good transportation)
4. Offers good variety of shopping, food and entertainment options
5. Destination has adequate healthcare facilities

FSC carriers were chosen for better customer service and perceived better Covid-19 preventive measures, while LCC carriers were chosen for lower airfares and more flight options

Reasons for choosing FSC

1. Better customer service (64%)
2. Better Covid-19 preventive measures (57%)
3. Have a preferred airline brand (34%)
4. More flight options to choose from (33%)
5. Lower flight cancellations likelihood (33%)

Q: Do you plan to take a full-service or low-cost carrier to Singapore? (n=322)

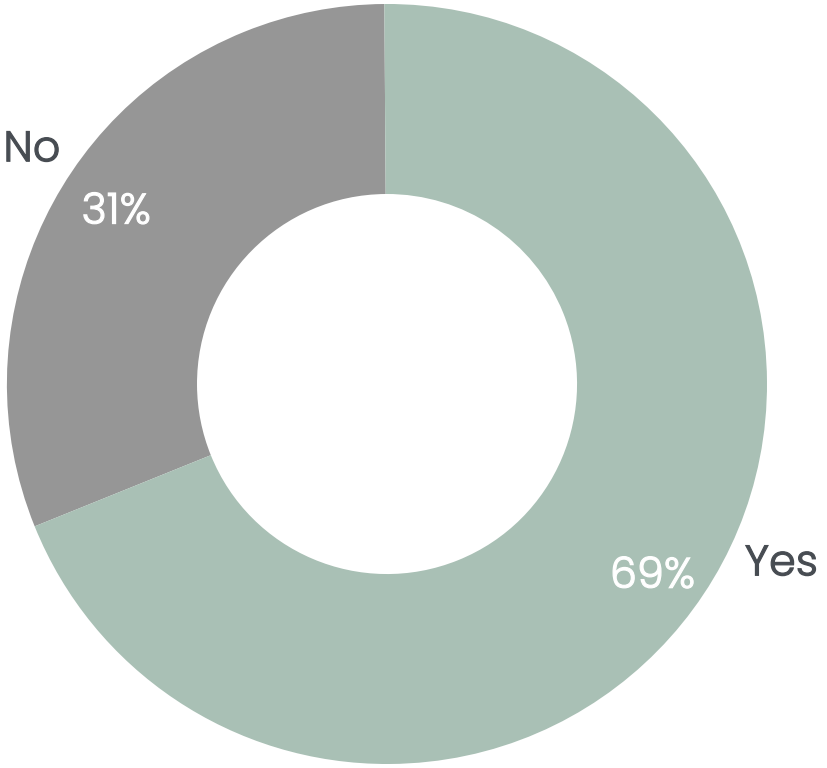


Reasons for choosing LCC

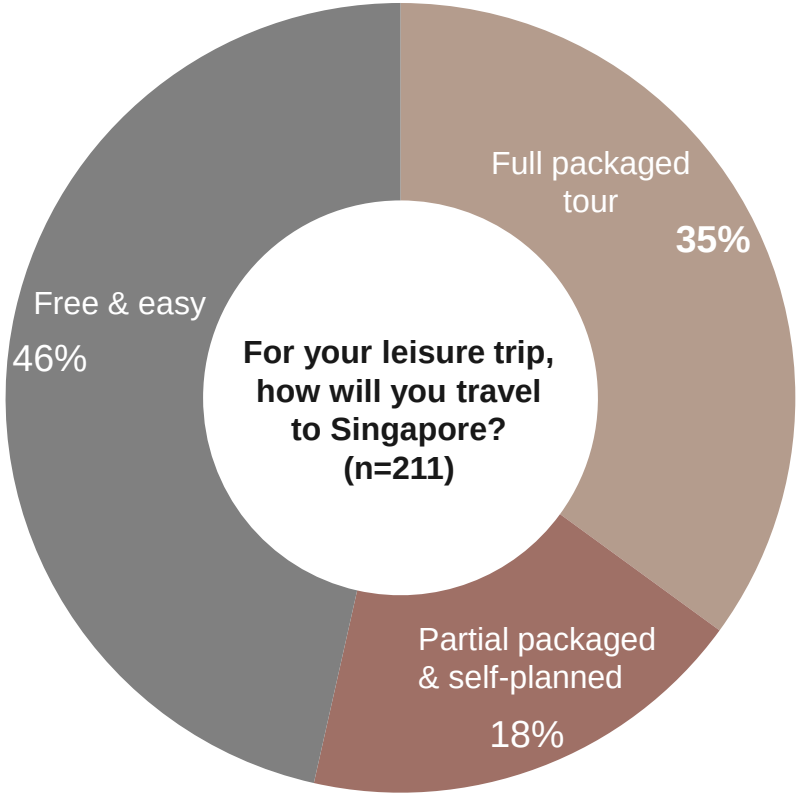
1. Lower airfare (59%)
2. More flight options to choose from (37%)
3. Better Covid-19 preventive measures (34%)
4. Lower flight cancellations likelihood (19%)
5. Have a preferred airline brand (18%)

Close to 70% of respondents are willing to go on a strict itinerary in order to travel to Singapore for leisure

Q: If you are required to be on a tour group following a strict itinerary in order to visit Singapore for leisure, would you still proceed with this trip? (n=213)



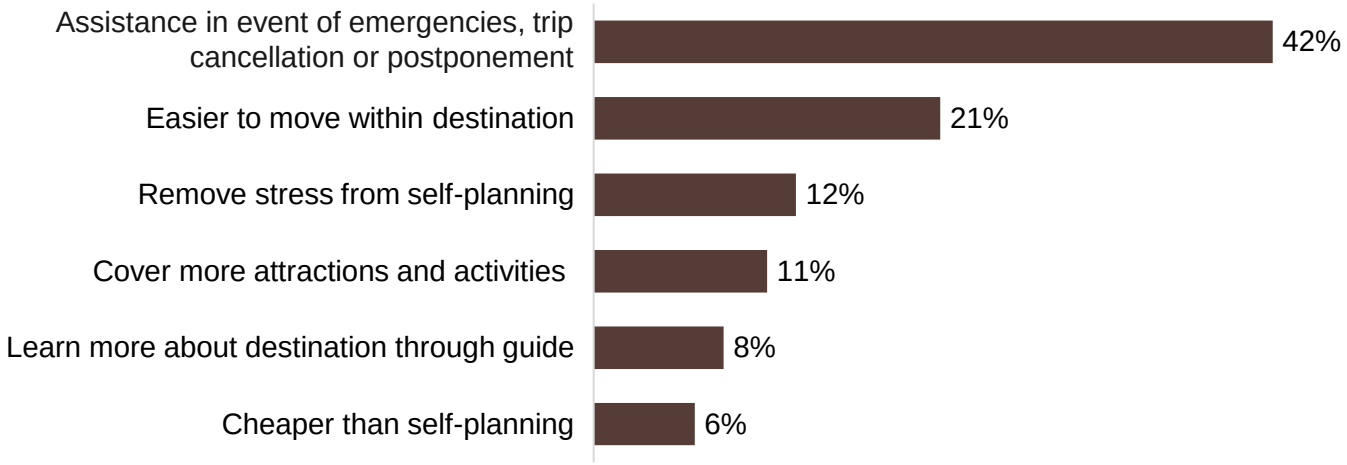
More than 50% of the respondents intend to visit Singapore on packaged tours, with the majority made up by respondents from Vietnam, Philippines and India



1. 54% of the respondents intend to visit Singapore on packaged tours though 44% have visited Singapore in the past.

2. Respondents from Vietnam, Philippines and India are most likely to visit Singapore on full packaged tours, while the Indonesian respondents and those from NE Asian and SW Pacific countries prefer to plan their own trip to Singapore.

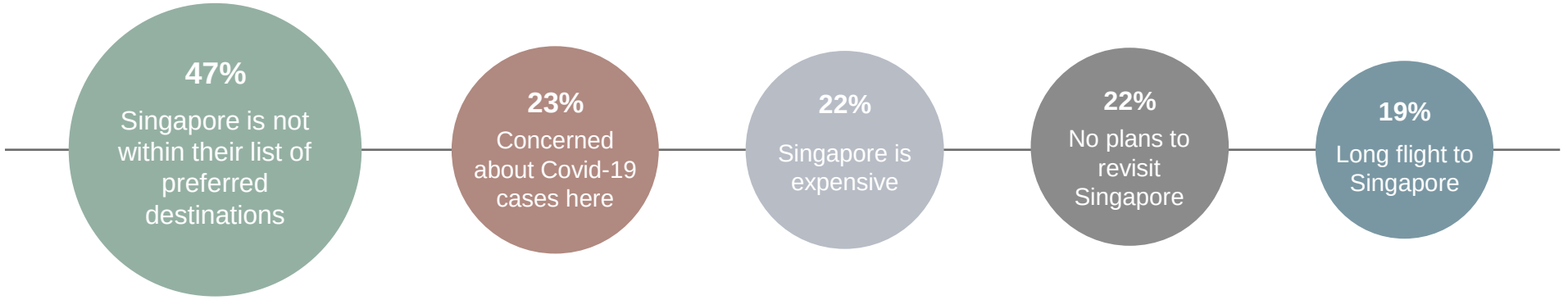
Reasons for engaging travel agents (213)



Majority of the respondents will consider visiting Singapore in the next one year, particularly those from China and the SE Asian countries

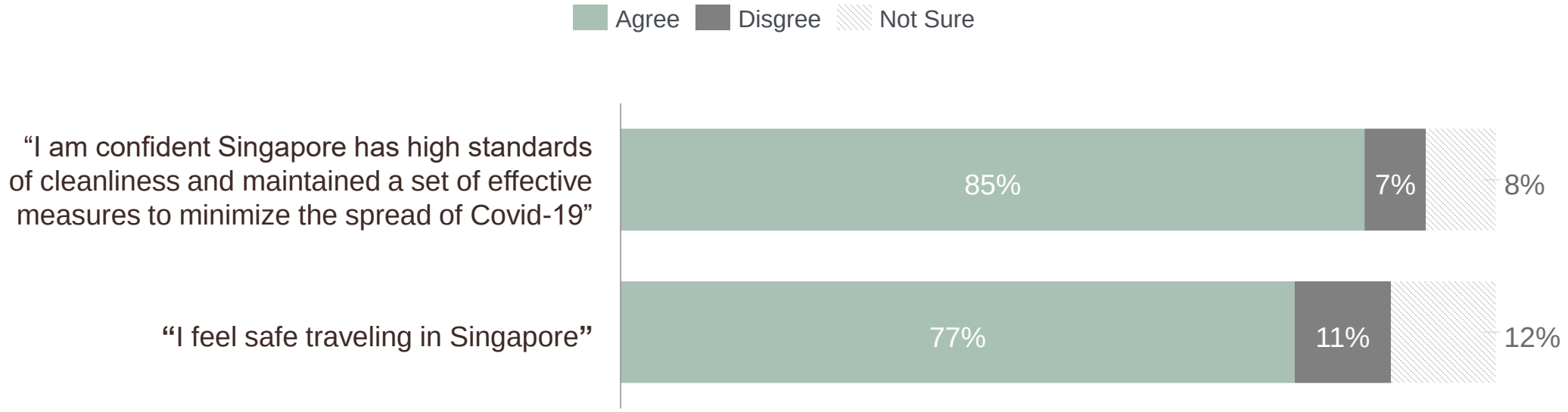
Q: Will you consider visiting Singapore in the next one year once travel bans are lifted? (n=3,456)

Top 5 Reasons for not considering Singapore in the next one year once travel bans are lifted



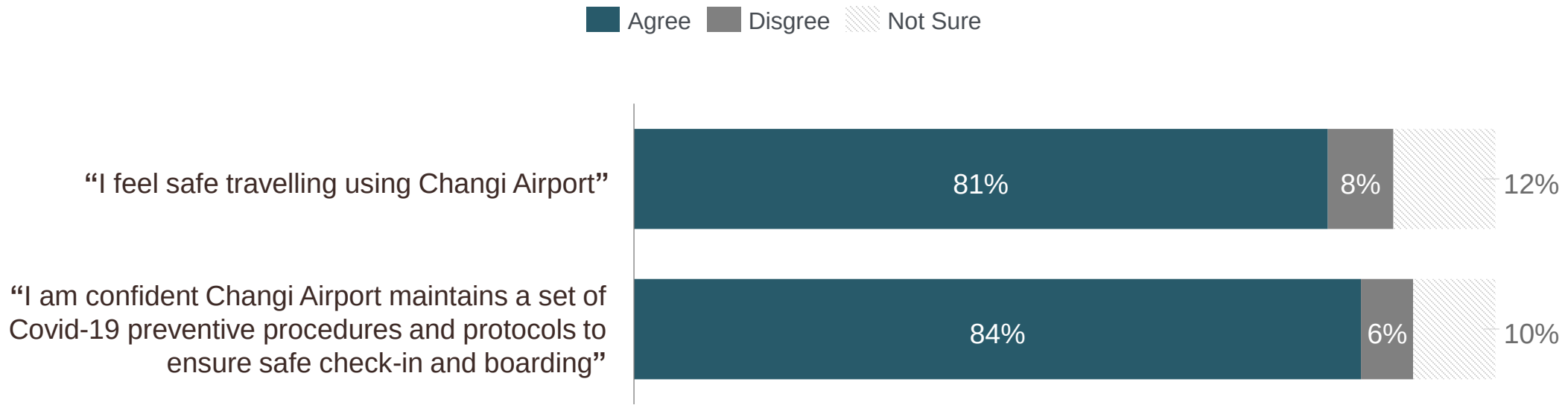
Overall perception of Singapore is positive in the midst of Covid-19, particularly towards our standards of cleanliness and preventive measures

Q: : To what extent do you agree with the following sentences about Singapore? (n=3,456)



Overall perception of Changi Airport is positive, particularly towards our preventive measures to ensure safe check-in and boarding

Q: To what extent do you agree with the following sentences about Changi Airport? (n=3,456)



Thank you!

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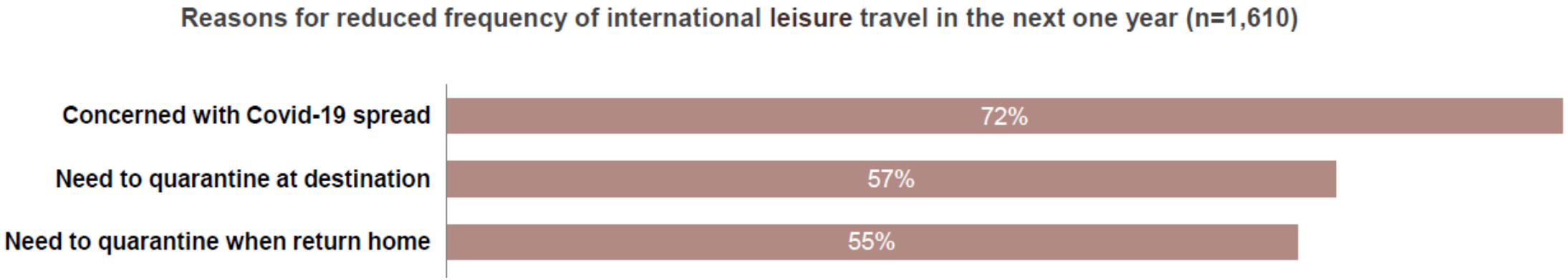
Key Takeaways

Jacelyn See
Programme Manager, Changi Travel Circle Programme

Tips for tackling travellers' concerns about Covid-19 spread



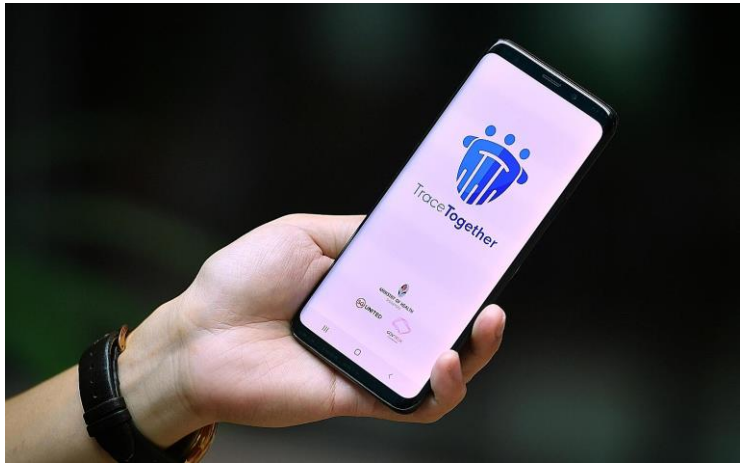
Prioritise destinations that have strong safe management measures and high vaccination rates

Pax Restriction

Venues open with reduced capacity for social distancing

Mask up

Mandatory use of mask in all public places



Tracing

Travellers must use TraceTogether app

Singapore

82% fully vaccinated

2% one dose

Data accurate as of 18 Sep 2021

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Changi Airport supports this by continuing to ensure a safe environment for travel

Only **airport in Asia Pacific** to be awarded with Airport Health Accreditation, demonstrating that **health measures** in place at the airport are **aligned with industry best practices**

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Look for experiences and venues that are certified Covid-19 safe

Tour Operator - Global Protocols for the New Normal

29/05/2020

Safe travels by WORLD TRAVEL & TOURISM COUNCIL

Singapore TOURISM BOARD | SG Passion Made Possible

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SG Clean Quality Mark Extended to Tourism and Lifestyle Businesses as part of Nationwide Efforts to Uplift Sanitation and Hygiene

We are SG CLEAN

*Singapore's own SG Clean quality mark!

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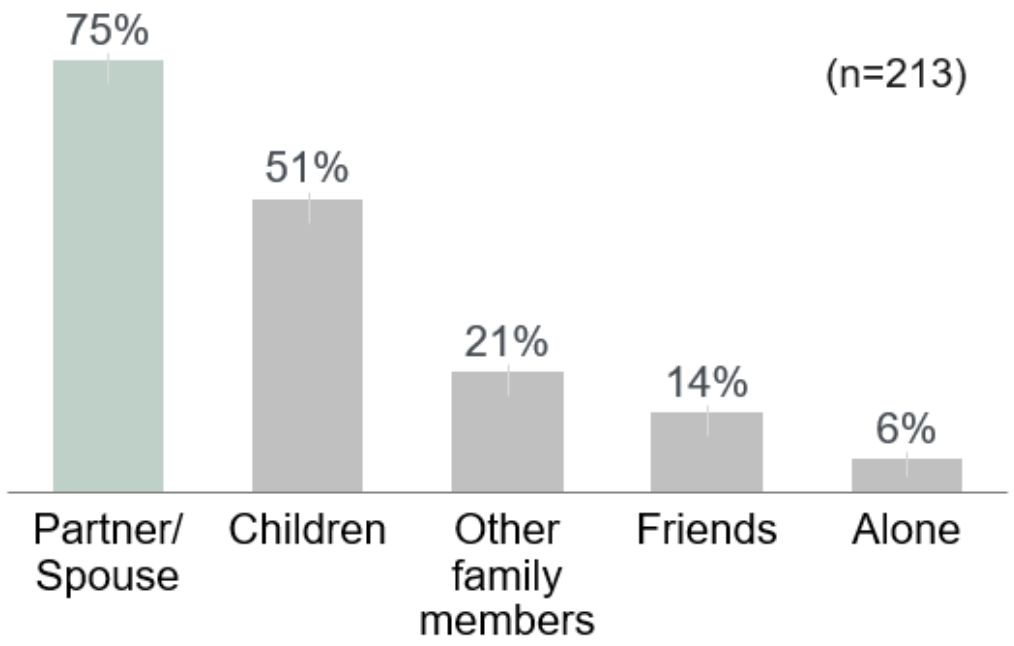
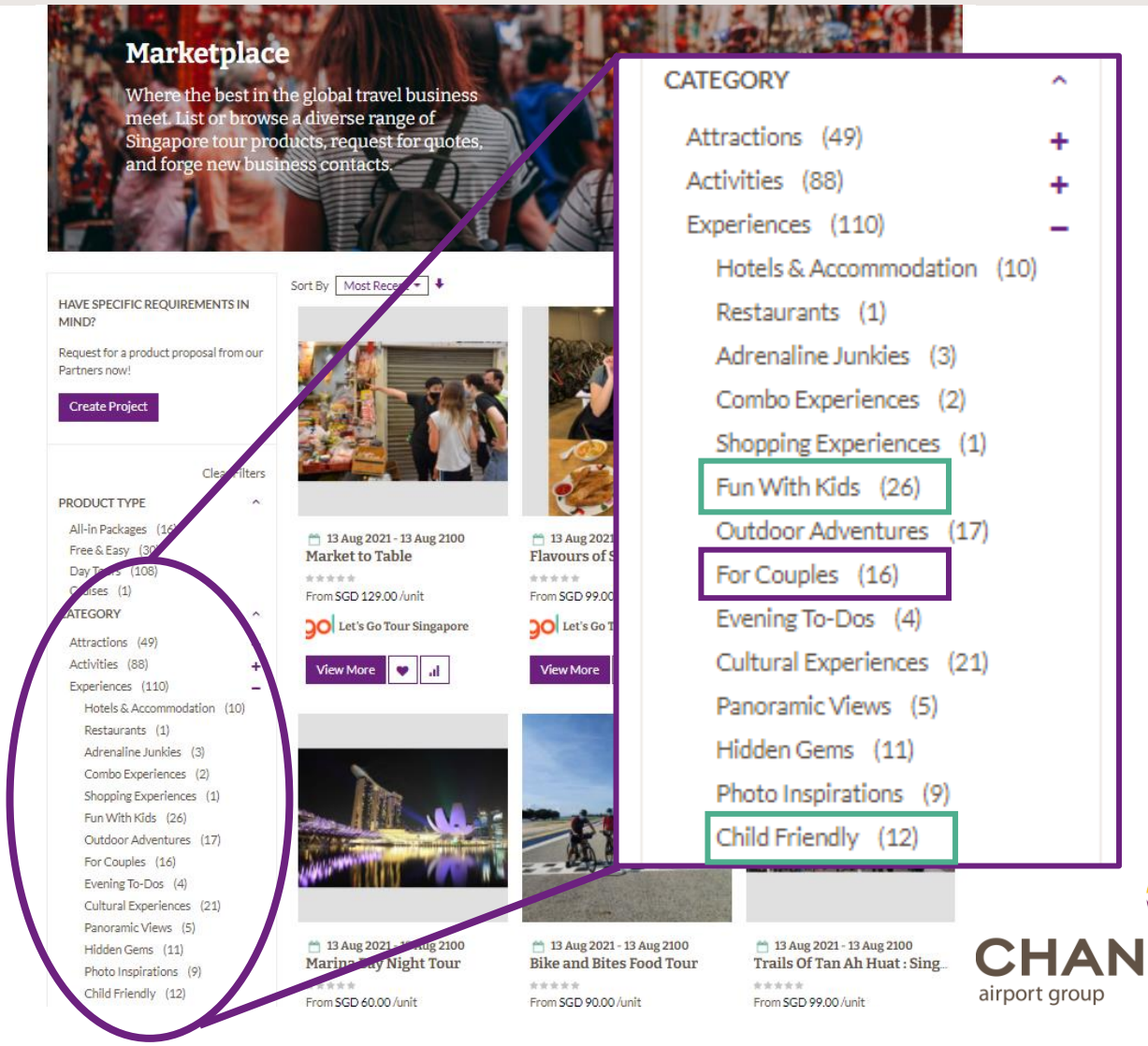
Travel agents can look to market itineraries that are fit for couples and partners

Travelling companion for first leisure trip



- Likely to see more small groups



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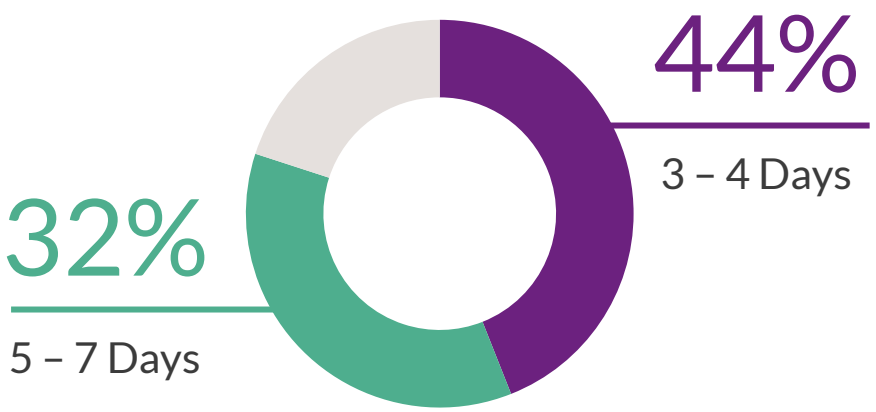
Tips for packaging a trip to Singapore during Covid-19

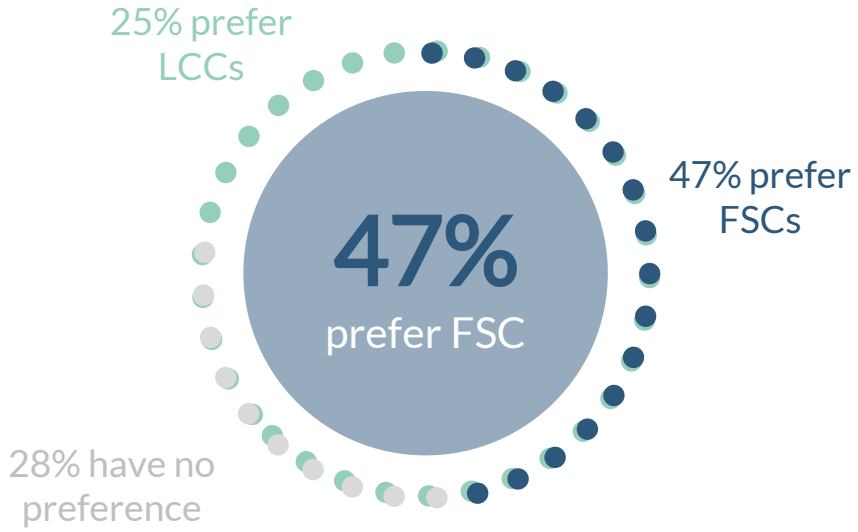
Focus on short itineraries that are 3 to 7 days long that include flights by full-service carriers

Duration of stay in Singapore



A large majority of consumers indicated that they would visit Singapore for 3-7 days

Choice of airline



Consumers cite better Covid-19 preventive measures as a reason for FSC preference

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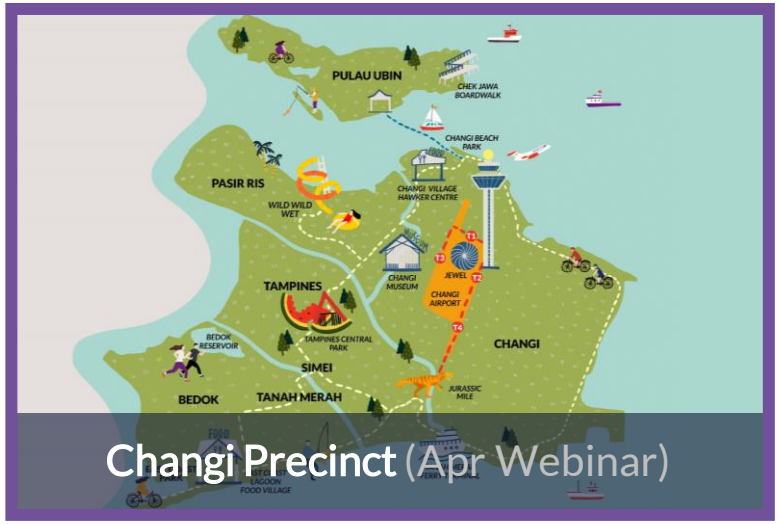
Include unique and low-cost experiences to entice travellers who have visited Singapore before

Dignity Kitchen (Aug Webinar)

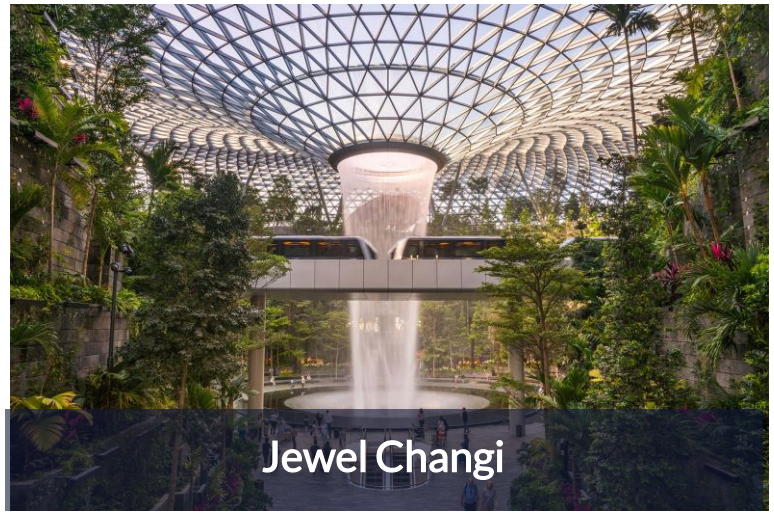
Brewery Tour (Aug Webinar)

Prata Workshop

Hainanese Heritage (Aug Webinar)

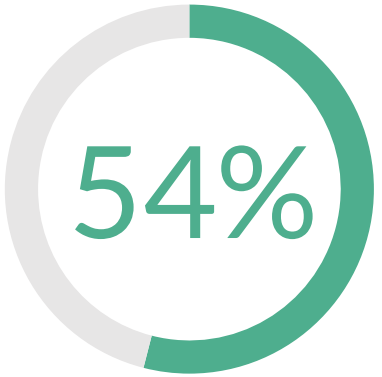


Changi Precinct (Apr Webinar)


Jewel Changi

Tours by travel agencies are still sought after for trips to Singapore, especially if strict itineraries are required

are willing to go on a strict itinerary to Singapore



intend to visit Singapore on packaged tours

*despite 44% having visited Singapore before

Reasons for engaging travel agents

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Refer to the “Essential Travel Tips” tab in our Resource Hub about how to make the journey smoother for your travellers

All the information you need about travelling to Singapore and arrival processes at Changi Airport

Covid-19 Information Hub

Answers to any concerns and questions your customers may have about travelling through Changi Airport amidst the Covid-19 situation.

Safe Travel Concierge: Covid-19 Test Booking and More

Advise customers on Singapore's pre-entry requirements and how to book their Covid-19 swab test with this one-stop portal.

Inbound Travel Insurance for Covid-19

Find out more about insurance policies that cover Covid-19-related medical expenses for your customers' peace of mind when they visit Singapore.

Mandatory Covid-19 travel insurance for all short-term visitors

All-in-one app to allow pre-booking of on arrival PCR test and completion of documentation

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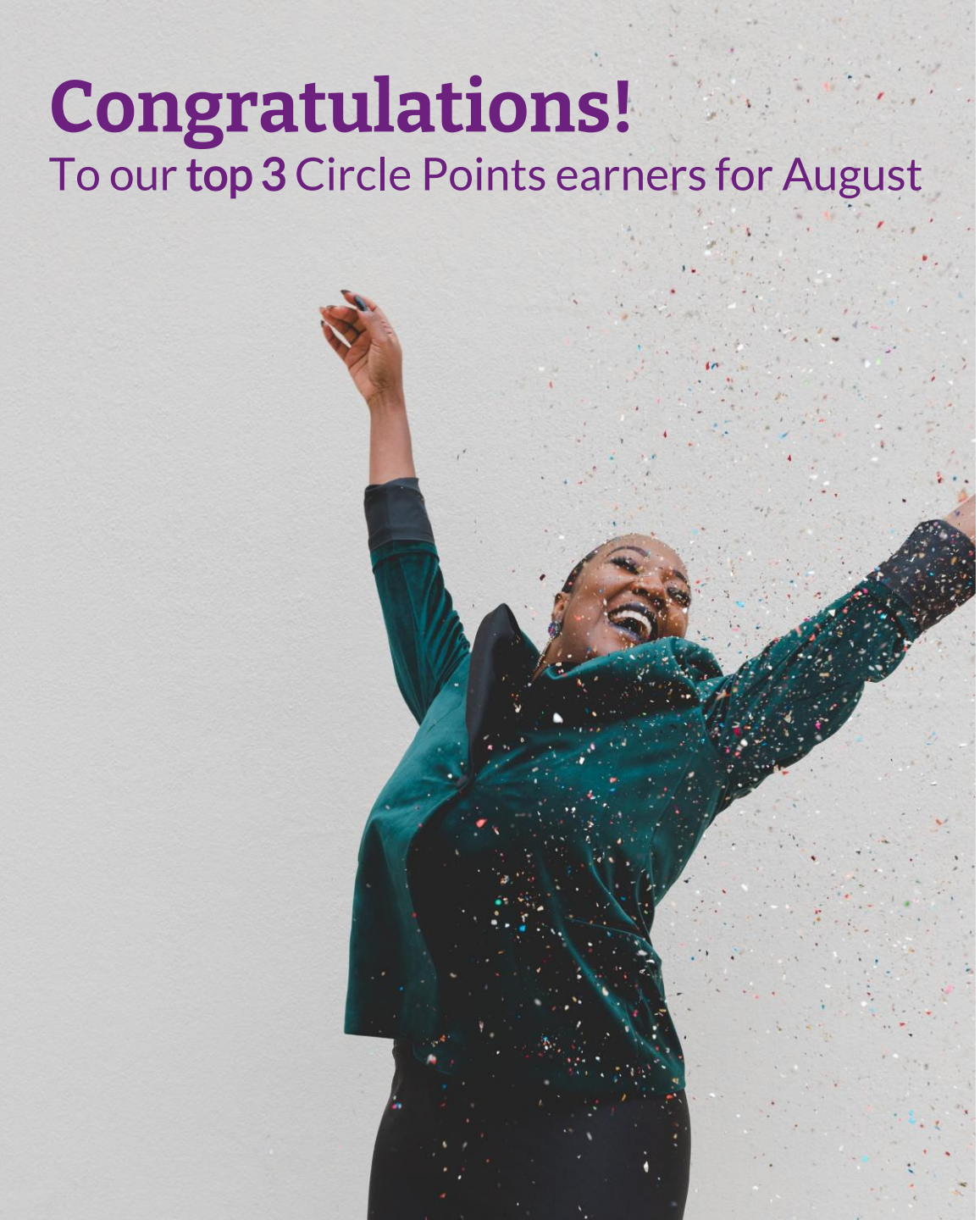
THANK YOU!

Congratulations!

To our **top 3** Circle Points earners for August



Rank	Member Name	No. of Circle Points Earned
1	**Shella Castro**	**545**
2	**Janice Malate**	**325**
3	**Elaine Garcia**	**300**
4	Justine Pielli	290
5	Maureen Dela Cruz	290
6	Kashyap Modi	280
7	Medeliane Halili	255
8	Joyce Quiben	210
9	Erasminda Samonte	185
10	Wendy Liew	185

You've earned a gift voucher!

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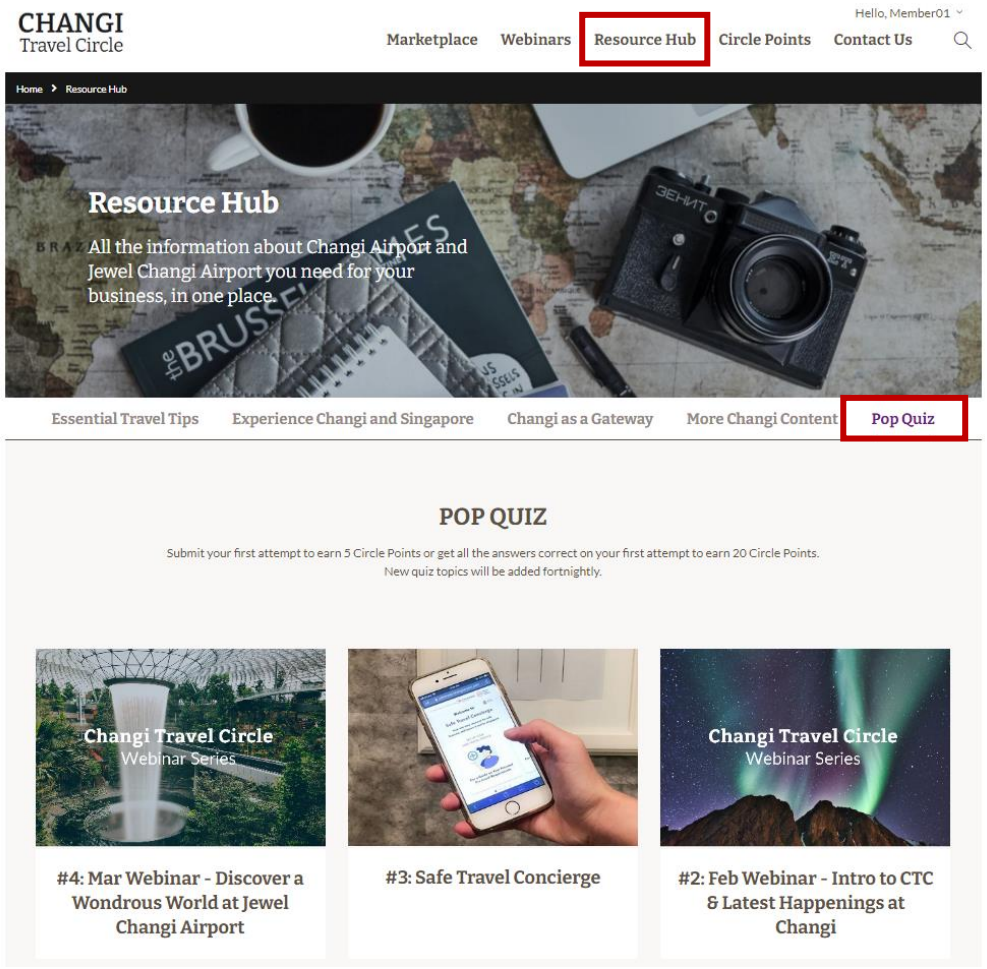
Attempt our Pop Quiz and earn CP

Get all the answers correct on your first attempt to earn 20 CP



- OR submit your first attempt to earn **5 Circle Points**
- Correct answers will be shared immediately upon completion
- **New topics** will be added on the 1st and 15th of every month

SPECIAL PROMO:

Earn **double the circle points** for any Pop Quiz attempt from 28 Sept to 31 Oct!

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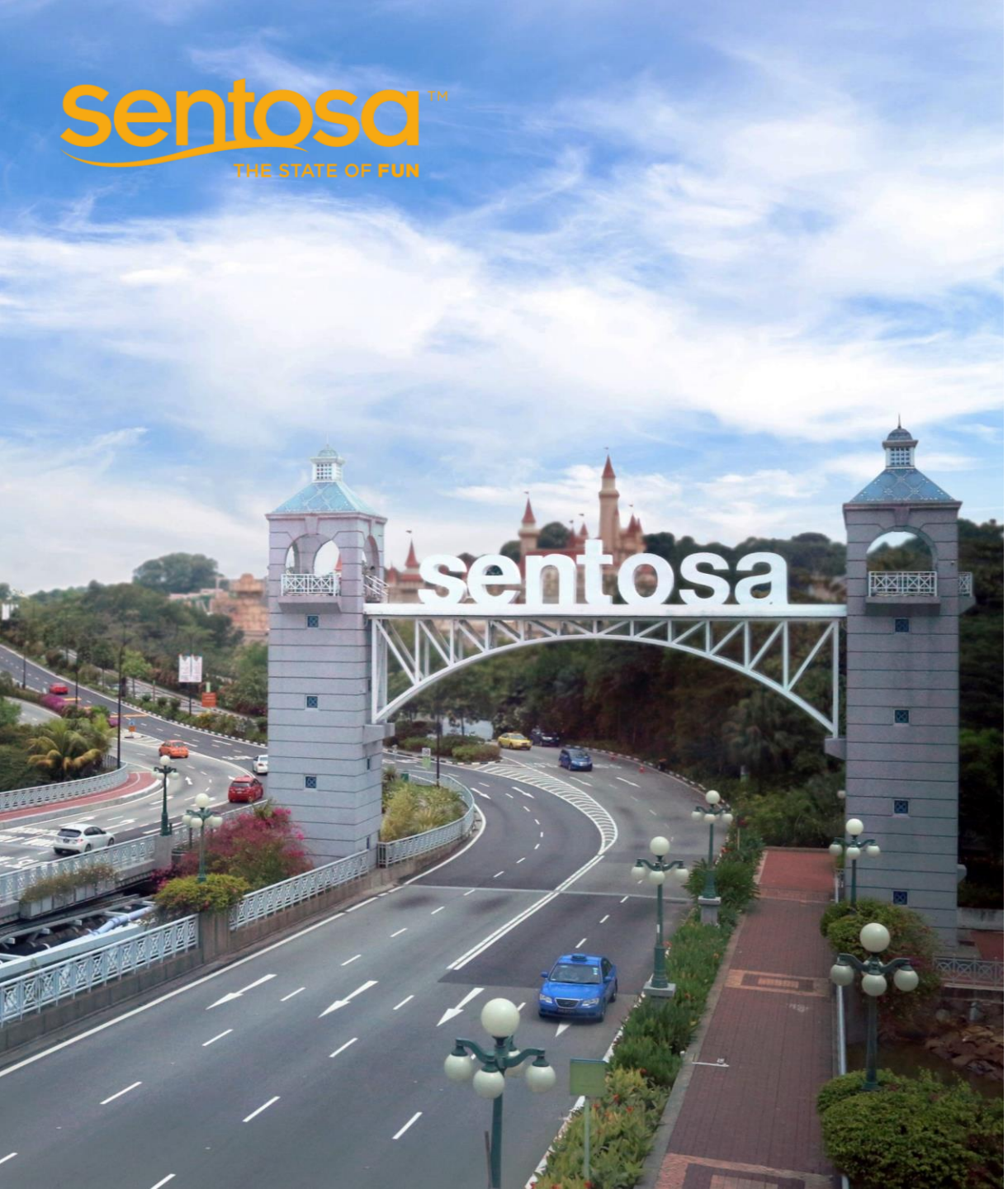

Look out for our **next Webinar on 28 Oct**

or

view recordings of **past webinars**!

https://travelcircle.changiairport.com/webinars

THANK YOU!

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