



MEDIA RELEASE

Jewel Changi Airport and Trip.com enter three-year partnership to boost tourism



Key executives from Jewel Changi Airport Development, Trip.com and Singapore Tourism Board at a trade event to officiate the partnership and launch of Traveller's Wonderland travel pop-up event.

From left: Ms Han Feng, Head of Marketing, Trip.com; Mr James Fong, Chief Executive Officer, Jewel Changi Airport; Mr Bo Sun, Chief Marketing Officer, Trip.com Group; Ms Juliana Kua, Assistant Chief Executive, International Group, Singapore Tourism Board

Singapore, 3 September 2024 - Jewel Changi Airport (Jewel), Singapore's iconic lifestyle destination, and Trip.com, a leading player in the global travel industry, have announced a strategic three-year partnership aimed at promoting travel.

Bringing together best-in-class leisure experiences and travel services, the partnership promises to deliver more exciting programmes for travellers. Jewel will leverage Trip.com's extensive global network to reach a wider international audience, encouraging travel to Singapore and more visitors to Jewel. As Trip.com continues to expand its presence globally, the partnership will also enable it to further raise brand awareness among Jewel's diverse audience of international and local visitors.

This partnership is inked against the backdrop of Jewel's strong growth trajectory, where overall footfall has increased by almost 15% and the number of foreign visitors by more than 20%, for the period from January to June 2024 compared with the previous year. In the month of August, Jewel saw record visitorship over the National Day weekend, registering more than 1 million in footfall traffic.

Consumer travel event to inspire wanderlust



Step into a world of wonder at the Traveller's Wonderland, a travel-themed pop-up event showcasing iconic destinations from around the globe.

From today to 7 October, Trip.com presents a unique and interactive travel-themed pop-up event titled **Traveller's Wonderland** nestled in Jewel's lush indoor greenery environment. This first-of-its-kind experiential display will bring visitors on a trip around the world, right at Jewel. Iconic attractions of China, Japan, the United Kingdom, and Thailand, consistently popular travel choices for both Singaporean and international travellers, will be showcased at four displays. These creative displays will offer a glimpse into these vibrant cultures and breathtaking landscapes, creating compelling photo opportunities for visitors.

For visitors who share photos taken at the Traveller's Wonderland event on social media¹, they will get a chance at a gachapon (capsule toy) machine to win prizes like flight

¹ Users will need to tag Trip.com (@tripcom.sg on Facebook; @trip.com_sg on Instagram) and use the hashtag #TripTravellersWonderland in the social posts to qualify.

coupons to Australia worth S\$100, Jewel's Canopy Park tickets, and exclusive travel merchandise.

Visitors who go on Trip.com's app during this period can also participate in an online scratch card game to win incredible travel experiences, including a trip for two to Australia, as well as tickets to Universal Studios Japan and Jewel's Canopy Park.

New Co-marketing initiatives

As part of the partnership, Jewel Changi Airport will run special campaigns on Trip.com to attract more visitors to Canopy Park, as well as to spur spend at Jewel's best-in-class retail offering. Jewel and Trip.com will also jointly launch a brand-new Trip.com Light & Music Showcase in October, to be designed by prolific Los Angeles-based water feature designer WET. The show draws inspiration from Trip.com's mission "to pursue the perfect trip for a better world" – by weaving a captivating narrative around the theme of travel, the show will connect people from all corners of the world through a mesmerising visual and auditory experience.

James Fong, CEO of Jewel Changi Airport Development, said, "We are pleased to partner Trip.com in our efforts to drive tourism in Singapore and promote Jewel as a must-visit destination to international travellers through Trip.com's global reach. The synergy between our two brands presents opportunities for strategic collaboration and we are confident of solidifying Jewel's position as a premier destination for travellers through the various co-marketing initiatives."

Bo Sun, Chief Marketing Officer, Trip.com Group, said: "The Jewel Rain Vortex is an iconic global attraction, and Trip.com is thrilled to partner with Jewel Changi Airport to create immersive new experiences that elevate the travel journey. This collaboration will allow us to engage with and delight visitors of all ages from Singapore and around the world, and we look forward to debuting this spectacular experience in October."

For high resolution images, download [here](#).
Please credit the images to Trip.com.

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About Jewel Changi Airport (www.jewelchangiairport.com)

Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore, is developed by Jewel Changi Airport Trustee Pte. Ltd., a joint venture by Changi Airport Group and CapitaLand. Jewel is located at the gateway of Changi Airport.

Designed by world-renowned architect Moshe Safdie, Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At 135,700 sqm in size, it offers a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport's appeal as a premier air hub.

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