

Singapore Government

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SPEECH BY MR TANG GUAN SENG SENIOR PARLIAMENTARY SECRETARY MINISTRY OF TRADE &
INDUSTRY AT THE LAUNCH OF SIA'S NEW SINGAPORE STOPOVER HOLIDAY PROGRAMME ON MONDAY,
25 JAN 99 AT 10 AM AT SINGAPORE INTERNATIONAL AND EXHIBITION CENTRE, SUNTEC CITY

Good morning

Dr Cheong Choong Kong, Deputy Chairman of Singapore Airlines

Ladies and Gentlemen.


This morning, we are here to witness the launch of an exciting new
initiative by Singapore Airlines in conjunction with the tourism industry. This
programme is designed to enhance the attractiveness of Singapore as a tourist
destination.

2. The launch of the New Singapore Stopover Holiday Programme, or NSS, is a
commendable effort to beat the current economic downturn. Indeed, the programme
sets out to make the best of the current situation to offer even better deals to our
visitors.

3. The NSS package also demonstrates the cooperative spirit of the Singapore
tourism industry. It is the result of a joint venture between the private and
public sectors involving Singapore Airlines, hoteliers, retailers, operators of
Singapore attractions and the Singapore Tourism Board.

4. The NSS is not an entirely new idea. SIA has been offering attractive deals to visitors in transit for some time now. Compared to the existing stopover programmes, NSS offers many more freebies, at even more unbeatable prices. In addition to the hotel accommodation offered by existing programmes, the NSS package comprises return airport transfers and a host of other substantive benefits.

5. This new programme can best be summarised in one phrase—Value-for-Money. It allows visitors flying into Singapore to extend their holidays for as little as US\$30 for a first night's accommodation in Singapore. On top of that, visitors get to enjoy free admission to popular tourist attractions, a free bus trolley plying the major shopping, civic and cultural districts, and substantial discounts at food and beverage outlets of participating hotels.

6. The NSS can go a long way towards reviving tourist arrivals to Singapore. It works in three ways: First, the programme creates more value for travellers, increasing the likelihood that they will make Singapore their primary destination. Second, it creates more value for visitors in transit. Not only will these travellers enjoy a good deal by stopping over in Singapore, they may also be persuaded to use it as a base for their visit to the region. Singapore can become a comfortable and affordable "home" between trips for them, where they can book ongoing travel and accommodation easily. Third, it stimulates stopover traffic to stay longer. While the discounted hotel rates are valid usually only for the first night, the NSS, with its package of free attractions, will entice our visitors to extend their stay.

7. With its enhanced features, the NSS will give a boost to the Singapore tourism industry. It reinforces our hub strategy by persuading tourists to stop over in Singapore en route to other destinations. It showcases the best of Singapore's attractions to our visitors. It persuades our guests to stay longer, and as a result, spend more.

8. I would like to congratulate those of you who have helped put together this innovative tourism product in so timely a manner. I commend your creativity and initiative in partnering with each other to help revive the Singapore tourism industry. And I wish you every success with the New Singapore Stopover Holiday Programme.

9. Thank you.