

# PRESS RELEASE

SINGAPORE TOURIST PROMOTION BOARD 新加坡旅遊促進局 新聞

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The News Editor

.... Attached is the full text of speech by Mr Tan I Tong, Chairman of the Singapore Tourist Promotion Board, to be delivered at the presentation of prizes for the "If I Were A Visitor" competition on Friday, 12 January 1979 at 3.30 p.m. in The Ball Room, Hotel Marco Polo.

Please note that this speech is embargoed until after delivery.

Issued by Singapore Tourist Promotion Board



ADDRESS BY MR TAN I TONG, CHAIRMAN OF THE SINGAPORE TOURIST PROMOTION BOARD, AT THE PRESENTATION OF PRIZES FOR THE "IF I WERE A VISITOR" COMPETITION - HELD ON FRIDAY, 12 JANUARY 1979 AT 3.30 PM IN THE BALL ROOM, HOTEL MARCO POLO

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Good afternoon, Ladies and Gentlemen

It gives me pleasure to welcome you to witness the presentation of prizes for the "If I Were A Visitor" Competition. To the winners, I wish to express my congratulations.

The aim of the Competition was to derive different and more interesting tour itineraries of Singapore, which can ultimately be used by local travel agents. The Board also hoped to discover from the Competition some unique and untried places of interest which can eventually be developed for inclusion in tour itineraries.

Out of the 158 entries received, 12 were selected as top prizes and 60 as consolation prizes. The panel of seven distinguished judges comprised Mr G.G. Thomson, representatives from the Association of Travel and Tourist Agents, the Singapore Society of Tourist Agents, and a leading department store and the STPB.

I am glad to say that the aims of the Competition have been achieved. The 12 top prize-winners have provided some refreshing ideas on new tours. Although in some instances, well known places of interest are featured, the prize winners have come up with new combinations as well as new places of visit.

The STPB will develop the 12 top prize winning itineraries during 1979 for use by local travel agents. STPB will achieve this mainly in

two ways. The first will be by conducting familiarisation tours for travel agents and tourist guides to encourage packaging and sale of the new ( ) tours. (A series of familiarisation tours will be conducted for local travel agents and tourist guides as well as news media personnel between 5-12 February 1979).

Secondly, the STPB will assess the need to develop places of interest featured in the 12 top entries for visits by tourists and Singaporeans. In connection with the latter point, we wish to stress that assistance from various government departments and local organisations will be necessary. We also wish to stress that though the STPB's primary function is to cater to the needs of tourists, the welfare of Singaporeans will not be put aside. Hence we would also encourage Singaporeans to take a new look at the Republic by participating in the new tours when they are packaged and sold.

Schools and educational institutions are also urged to encourage their students to go on the new tours. Travel agents will of course give special group concession rates for group bookings. This, we feel, is one step towards knowing Singapore better.

I wish to express my sincere thanks to all who have contributed to our Competition to make it a success, in particular, our sponsors, the judges and the participants.

Thank you.