



# NEWS RELEASE

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The News Editor

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Attached is the full text of speech by Mr Tan I Tong, Chairman of the Singapore Tourist Promotion Board, to be delivered at the official inauguration of the Women's Travel Charter of Singapore on 21 February 1979 at 12.30 p.m. at the Tiffany Room, Raffles Hotel.

Please note that the speech is embargoed until after delivery.

Issued by the Singapore Tourist Promotion Board

SPEECH FOR MR TAN I TONG, CHAIRMAN, SINGAPORE TOURIST PROMOTION BOARD AT THE OFFICIAL INAUGURATION OF THE WOMEN'S TRAVEL CLUB OF SINGAPORE HELD ON WEDNESDAY, 21 FEBRUARY 1979 AT THE TIFFANY ROOM, RAFFLES HOTEL

Ladies and Gentlemen

It is a pleasure for me to address all of you at this official inauguration of the Women's Travel Club of Singapore.

This occasion is particularly significant as the Club will be the first Women's Travel Club to be formed in Singapore and also the first of its type for women in Asia.

Hitherto, no association in our region has specifically aimed at tapping the skills of women in the travel industry. Therefore, the establishment of your Club, will make Singapore a leader and a trend-setter in this part of the world.

In 1970, an International Federation of Women's Travel Clubs was formed. Today, the Federation has 33 international member groups, encompassing four continents and representing some 3000 women in travel. I have learnt from your Chairperson that by next year, the Women's Travel Club of Singapore hopes to join this International Federation. Delegates from the Club here will then be sent abroad to represent our country at the Federation's annual congresses, during which our island Republic's attractions could also be publicised. Participation in such worldwide travel organisations and events would certainly complement the work of the Singapore Tourist Promotion Board.

I am pleased to note that the Women's Travel Club of Singapore will not be merely a social club, but will

also be education-oriented as its primary aim is to upgrade the knowledge and skills of women in the travel industry. This will be consistent with one of the objectives of the Singapore Tourist Promotion Board, that is, to improve the quality and standards of services in our travel industry.

Ladies, you who have come forward to consolidate your skills and knowledge in local, regional and international travel, will make an important contribution towards our industry by imparting your skills and knowledge to upgrade and better educate employees in all sectors of the travel trade.

On the international level, I hope the Women's Travel Club could help to attract more travel meetings and seminars to Singapore, from which not only members of this Club, but many others will benefit.

Therefore, my congratulations to you, ladies, on this official inauguration day of your Club. We, in the trade, look forward to your positive contributions to the travel industry.

Thank you.