

TEXT OF SPEECH BY THE MINISTER FOR LAW, MR. E. W. BARRER,  
AT A LUNCHEON MEETING TO LAUNCH "MISS TOURISM" ON SATURDAY,  
17TH SEPTEMBER, 1966

My wife and I are glad to be able to attend today's Luncheon Meeting of the Y's Men's Club which is to mark the launching of the "Miss Tourism Singapore" 1966 Contest. The Y's Men's Club whose enthusiasm and hard work were instrumental in the success of the "Miss Tourism" contest of 1965, is to be congratulated for undertaking the organisation of this Contest for the second year in succession.

This Contest which is being held in conjunction with Tourist Week, is no ordinary beauty contest, in that the charming contestants are expected to be "brainy" beauties as well. Apart from the customary criteria used by male judges in beauty queen contests - like a winsome face, shapely legs and an hour-glass figure, Miss Tourism Singapore will also be judged on intelligence, charm, personality and poise. In short, the possessor of all or most of these qualities is most likely to make a good ambassador for Singapore.

The lone survivor of this rigorous aesthetic, anatomical and intellectual test this year will have a more challenging but rewarding trip than her predecessor in that she will have the opportunity to go round the world in 80 days. But unlike Jules Verne's version, our heroine's task will be to sell and publicise Singapore's tourist potentialities.

Each passing year sees an increasing number of overseas tourists to our shores. Last year a record number of more than 106,000 tourists came to Singapore, representing a 17% increase over the 1964 figures.

The very name of Singapore tends to conjure up images of the exotic Orient in the minds of foreigners. But it needs more than just the magic of a name for Singapore to attract more and more visitors to her shores. Overseas publicity campaigns are a "must". In this connection the Singapore Tourist Promotion Board has stepped up publicity campaigns in America, Australia and Japan. Such campaigns will undoubtedly be more effective with the addition of the personal touch - in the form of a charming ambassador who can provide "live" publicity when she speaks to civic leaders, and tourist organisations abroad, and provides intelligent answers to questions on Singapore.

This year's Tourist Week should serve further to bring home not only to those connected with the tourist industry but also to all our citizens that our Republic has the potential to develop into a great tourist centre. If this asset is systematically developed at all levels, there is no reason why our island-republic cannot become a tourist paradise to vie with Hongkong or Hawaii. It is our hope that members of commercial organisations and the public will emulate the example of the Y's Men's Club and give their support and cooperation to make this Tourist Week even more successful than the one last year.