

CHANGI airport group

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GROWTH OPPORTUNITIES FOR CHANGI AIRPORT

Changi Airport's network expansion in Asia-Pacific over the past 12 months has put it on a steady path for traffic growth. Airlines are adding seat capacity from Changi to key markets such as India and China, signalling a possible uplift to air travel demand in the months ahead.

In the first nine months of 2015, Changi saw a total of 40.9 million passengers travelling through the airport, a 2.1% increase over the same period last year. Growth was stronger for the July-September 2015 quarter, rising 5.8%.

Speaking to media on the sidelines of the 2015 World Routes forum in Durban, South Africa, Changi Airport Group's Senior Vice President for Market Development, Mr Lim Ching Kiat, noted that the recovery was underpinned by a dual-pronged expansion in frequency of flights for major connections, coupled with an expansion in connectivity to secondary cities in key markets such as China, India and looking ahead, Indonesia.

Since the start of the year, Changi Airport has established new connections to a total of eight cities, with an addition of seven new airlines. More than 100 airlines operate at Changi, connecting Singapore to some 320 cities across 80 countries worldwide and averaging more than 6,700 scheduled flights weekly.

Mr Lim noted that CAG is constantly exploring new opportunities especially in less-connected regions such as Africa and Central Asia. For instance, Changi is currently the only airport in Southeast Asia that is directly connected to South Africa, and this allows it to serve as a gateway hub for travel between the two regions.

The annual World Routes Forum serves as a useful one-stop platform for CAG to meet with airline partners and peer airports to share insights, market intelligence, best practices as well as to explore joint collaborations.

Mr Lim added, "Although traffic growth at Changi Airport slowed in the last couple of years, the long term prospects for aviation in Asia remain positive due to strong market fundamentals. ASEAN itself is a catchment with a population of more than 600 million and there are still pockets of untapped tourism potential that can be leveraged.

"Further afield, we remain focussed on developing Singapore's long-haul connectivity to North America, Latin America, Europe and Africa. We certainly look forward to the return of non-stop flights to the US in 2018!" - SHERMAN PUN





HAVE A CUPPA ON US!

Celebrating Changi Airport's 500th Award

Changi Airport clinched her first 'Best Airport' award some 27 years ago. Fast forward to 2015, she celebrates her 500th award -an achievement held with great elation and gratitude.

With every accolade, it affirms the airport community's efforts in delivering an exceptional experience to each and every visitor, and the support that Changi has been privileged to receive from both international and local visitors alike.

The aroma of freshly brewed coffee permeated Changi Airport's three terminals on the mornings of 24 and 25 November, with dedicated coffee kiosks manned by skilled baristas set up at nine locations in both the public and transit areas. In celebration of this milestone and as a gesture of appreciation, leaders from CAG and various airport agencies came together to serve complimentary cups of artisan coffee to passengers and airport staff. Many were delighted to get their dose of caffeine when they arrived bright and early at Changi, a surprise made extra special with stenciled Changi Airport artwork decorated atop their drink.

MR LEE SEOW HIANG, CAG'S CEO SAID, "WE ARE BOTH HONOURED AND HUMBLED TO HAVE RECEIVED OUR 500TH BEST AIRPORT AWARD. THIS COFFEE GIVEAWAY IS OUR SMALL WAY, FROM CAG AND ALL OUR PARTNER AGENCIES AT THE AIRPORT, OF SHOWING OUR APPRECIATION TO OUR PASSENGERS AND MEMBERS OF THE AIRPORT COMMUNITY WHO HAVE SUPPORTED US DEEPLY OVER THE LAST THREE DECADES."

"(It) is an encouragement that will spur us to further innovate and demand from ourselves the highest level of service and the best possible travel experience from all our passengers," he added.

For Filipino passenger Emely Amoloza, the coffee giveaway was a much needed perk-me-up before her early morning flight back home at Terminal 1.

"I was just getting a trolley to put my things when a friendly Customer Experience Agent approached me and told me that there was a free coffee giveaway in celebration of Changi's 500th award! I definitely was surprised and happy. I thought it was special that Changi organised it to celebrate with us!" she enthused.

Another recipient of the giveaway was Er Young Sing, Senior Associate of CAG's Corporate Strategy and Business Development, who made a trip to a kiosk with his colleagues in the morning. "The coffee giveaway initiative which involved both staff and passengers alike just reminds me of why Changi Airport is the world's Best Airport, because it recognises that success is achieved together as an entire community. I'm so thankful to be working in such a wonderful company, one that's immensely people-centred, always striving for excellence, and never failing to impress!"

The two-day event saw more than 10,000 cups of coffee served to airport guests and staff, leaving them feeling refreshed to start their day. - AMANDA SNG



PUTTING CHANGI'S CRISIS MANAGEMENT TO THE TEST

The emergency sirens blazed across Changi Airport's fire stations at 2.07am on 15 October 2015. An Airbus 320 aircraft "crash landed" on Runway 2 in an airport-wide emergency planning exercise codenamed 'Exercise Bobcat'. Within the hour, Changi's crisis management response plan, involving multiple stakeholders within and beyond the airport community, kicked into action like clockwork.

Coordinating Minister for Infrastructure and Minister for Transport, Mr Khaw Boon Wan, joined in the early-morning action, walking on the runway and personally witnessing the airport community's dedication, seriousness and commitment to operational excellence, and observing the collective outcome of meticulous forward planning by all the many stakeholders involved. After the exercise, Minister Khaw commented on his Facebook page and blog, "Never expected to be walking on Changi Runway II, and certainly not at 2am in the morning! Participants lost a good night's sleep, but bought ourselves many more nights of peaceful sleep in the future. That is why our Changi Airport is among the best in class."

For this exercise, CAG also rolled out a new crisis management initiative, the Changi Airport Self-Help



(CASH) Group, involving volunteers from airlines operating at Changi. CASH serves to provide immediate assistance to smaller or foreign-based airlines at Changi Airport in times of crisis, by providing crisis operations support, such as next-of-kin registration, during the critical 48 hours post-incident, while more remote resources are being activated by the airline.

Ensuring a safe and secure environment for travellers is of utmost priority, and an immense responsibility undertaken by CAG. Working together with its stakeholders to test the systems and procedures in place through these emergency drills, CAG strives to enhance the level of crisis preparedness, promoting stronger crisis management resilience and capabilities among the airport community. - EUGENE WONG

CAG'S CEO NAMED CNBC'S TRAVEL BUSINESS LEADER FOR 2015

For his foresight and strategy in reinventing Changi Airport since its corporatisation six years ago, Changi Airport Group's Chief Executive Officer, Lee Seow Hiang, was awarded the Travel Business Leader Award 2015 by CNBC. Emerging the winner among 11 nominees from all over Asia, Mr Lee was presented with the prestigious award at Singapore Tourism Board's TravelRave Leaders Gala on 20 October.

The judges cited Seow Hiang's strategy to reinvent Changi Airport from being a transient spot to a theatre of experiences as a key factor which helped CAG stand out from other nominees. In his acceptance speech, Seow Hiang credited the airport community for their contributions towards keeping Changi the world's most awarded airport. "Just as it takes a village to raise a child, at Changi, we have some 40,000 people from 200 different organisations, both government agencies and commercial entities, helping run our airport smoothly and efficiently. In some sense, we are but a conductor in an orchestra of deep talents. To all of my

precious airline and airport partners, I give my sincere thanks and appreciation. I stand amazed and inspired by their work every day," said Mr Lee.

He added, "Some of our most exciting projects to reinvent travel, both locally and abroad, lay ahead of us. Some of our deepest people dreams for the company and for the airport community at large are but in their infant stages of development. This award tonight will serve as a deep encouragement for me and all of us at Changi as we move forward." - ELISE TAY



INTRODUCING CHANGI AIRPORT TO THE CHINESE

China - the most populous country in the world, representing the largest source market for international travel, and with travellers documented to have the highest propensity to spend per-trip. With the country's tourism growth set to be robust for the next 10 years, all eyes within the travel industry are on China and competition to win the hearts and demand of the Chinese passengers is stiff. Changi Airport is no exception, with Chinese passengers being among its top two markets in terms of sales, contributing about a quarter to the airport's overall sales.

In order to engage Chinese travellers effectively, Changi Airport Group (CAG) adopts a targeted marketing strategy, which involves developing special channels customised for the Chinese market, and adopting their preferred media platforms for communications. China is the most active social media market in the world with over 200million monthly active users on Weibo and whooping 600million monthly active users on WeChat.

CAG started its foray into China's social media sphere in 2013, with the launch of its first Chinese social media channel Weibo (www.weibo.com/changiairport), a platform similar to Twitter. This was followed by the launch of its presence on WeChat in April 2015. WeChat, a messaging app akin to a combination of Facebook and Whatsapp, is the most-widely used app in China – for messaging, sharing of moments, gaming, and even functions such as paying utility bills and calling a cab.

In order to connect with the Chinese audience, CAG has also developed a social media avatar, known as 樟





小官(ZhangXiaoYi), who is a personification of Changi Airport's friendly ambassador. Her endearing persona is that of an avid traveller who readily shares her travel experiences through Changi Airport, and gives enthused tips on how to enjoy the many facilities at Changi; she never passes up a good deal and is always on hand to recommend a great new place to shop and dine at the airport. She also doubles up as an everhelpful virtual Changi Experience Agent, who never fails to answer travellers' queries - be it to check on the availability of a certain brand at Changi Airport or to help facilitate the location of lost baggage. Funloving by nature, she runs contests occasionally to engage and reward her fans, and also updates them on the latest happenings at Changi through WeChat newsletters.

To date, CAG has about growing following of 7,000 fans on WeChat.

On top of social media, CAG reaches out to Chinese travellers through a targeted website which offers tailored and specially-created content that is relevant to the Chinese audience (cn.changiairport.com). In addition, a Chinese version of Changi Airport's online shopping portal, iShopChangi (zh.ishopchangi.com), has also been developed, to better serve Chinesespeaking travellers. Follow Changi on Weibo (www.weibo.com/changiairport) or visit our website at cn.changiairport.com for more information! - TOH LAY LING



THE FORCE AWAKENS AT CHANGI

Star Wars mania hits Changi Airport as an army of Stormtroopers™, TIE Fighter™ and X-wing™ fighter pilots descended from a galaxy far, far away, taking the airport by storm on 12 November 2015. In a first-ever event of its kind in an airport, hundreds of visitors flocked the Departure Hall of Terminal 3 (T3) to witness an exciting battle fight between the Imperial Stormtroopers™ and X-wing™ fighter pilots – which marked the launch of Changi Airport's special year-end festivities for 2015.

THE HUGE CROWD THAT GATHERED AT T3 WENT INTO AN EXCITED FRENZY AS THE STAR WARS CHARACTERS APPEARED AT THE CENTRAL DEPARTURE IMMIGRATION EVENT AREA FOR AN INTERACTIVE PERFORMANCE STAGED AGAINST THE DRAMATIC BACKDROP OF A LIFE-SIZED X-WINGTM INSTALLATION. THE QUEST CONTINUED AS THE STAR WARS CHARACTERS MARCHED IN LINE TOWARDS TERMINAL 2 (T2), MAKING FOR AN IMPRESSIVE SIGHT. HUNDREDS OF FANS TRAILED THE TROOPS, VYING FOR PRIME SPOTS TO TAKE PHOTOS AND SELFIES WITH THE CHARACTERS.

XPERIENCE THE X-WING™ & TIE FIGHTER™ SPACECRAFTS

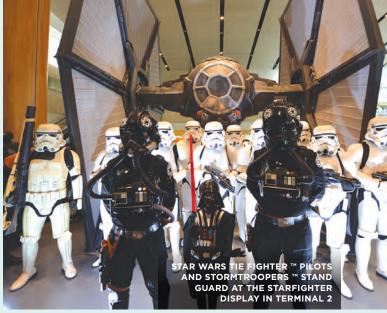
With that, Changi Airport launched its year-end celebrations, giving airport visitors an out-of-thisworld intergalactic adventure in its terminals. From 13 November 2015 to 5 January 2016, a life-sized X-wing[™] fighter takes centre stage in front of a massive LED backdrop that plays trailers of the highly-anticipated *Star Wars: The Force Awakens* movie. *Star Wars* fans are treated to the ultimate photo opportunity as they get the chance to don *Star Wars* costumes and take the hot seat behind the controls in the cockpit. Photo memorabilia are also available for visitors to bring home for free.

Behind the LED backdrop, there are interactive stations featuring humanoid protocol droid C-3POTM, fluent in six million forms of communication, teaching airport visitors popular $Star\ Wars$ phrases in ten different languages such as Bahasa Indonesia, Cantonese, Japanese and Hindi. Not only will fans learn the languages of the galaxy, they will also get to view a showcase of $Star\ Wars$ model displays such as the Millennium FalconTM and $Star\ Destroyer^{TM}$.

Over in T2 Departure Hall, the epic galactic experience







comes complete with a life-sized TIE FighterTM display. Guarded by five StormtroopersTM in the latest incarnation of their signature white armo, the *Star Wars* display is indeed a sight to behold. The adventure continues with weekly character greetings featuring X-wingTM fighter pilots and Imperial StormtroopersTM every Saturday at 4pm, from 14 November 2015 to 2 January 2016 (except 19 December). In addition, Changi Airport was the first Asian airport outside of Japan to welcome All Nippon Airway's (ANA) R2-D2TM jet, which made a special visit to greet some very lucky fans in Singapore. On 14 November, 40 delighted fans went on board the aircraft for a special tour and experience.

LIMITED-EDITION STAR WARS PLUSHIES

Eight limited-edition *Star Wars* plush toys, exclusively designed for Changi Airport, are also available for fans to collect. Each of these plush toys featuring popular *Star Wars* characters – YodaTM, ChewbaccaTM, Darth VaderTM, Boba FettTM, StormtrooperTM, BB-8TM, C-3POTM and R2-D2TM - can be purchased for SGD\$6, with a minimum spend at Changi Airport.

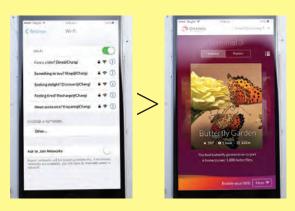
For more information on the 2015 Christmas celebrations at Changi Airport, visit <u>www.changiairport.com/starwars</u>. - MICHELLE PHUA & CLARE CHING





HACK-A-THON IN CHANGI!

Over two weekends in October 2015, Changi Airport held its inaugural Hackathon, to seek innovative ideas and solutions from the local 'technoprenuer' community, to enhance the airport experience. The competition saw enthusiastic participation from a total of 30 teams. A Hackathon is a competitive event in which computer programmers and others involved in software and hardware development compete in teams on innovative software projects.



"For CAG to continue to bring ever-refreshing experiences to our passengers, it is important that we make a conscious effort to cultivate creativity and innovation in the way we do things. We value the fresh ideas, innovative energies and new perspectives that start-ups and private enterprises bring to the table, and see this as a great opportunity where innovation can incubate and we can join hands with the industry's talent to make our airport even better for everyone," said Bernard Siew, CAG's Assistant Vice President, Process & System Innovation.

The winning idea from the start-up category centres on passengers and the public within the airport seeking for Wi-Fi connection. Upon triggering their Wi-Fi toggle, they will be prompted

to select one of the Wi-Fi features containing various

THE WINNING
IDEA FEATURES
DIRECTING
USERS TO
THEIR SPECIFIC
INFORMATION
NEEDS UPON
CONNECTING TO
WI-FI@CHANGI

offerings by Changi. Once connected, the Wi-Fi screen will lead them to a list of probable venues based on the offering they chose. The content delivery will synchronise with the content from ChangiAirport.com.

- RYANN TAN

AIRPORT COMMUNITY PREPARES T4 FOR OPERATIONAL READINESS

As Changi's new Terminal 4 (T4) is fast taking shape, Changi Airport Group (CAG) has begun gearing up preparations for the terminal's operational readiness. To ensure Changi's preparedness for the smooth opening of T4 in 2017, and to provide strategic guidance for cross-agency efforts as part of the Operational Readiness & Airport Transfer (ORAT) programme for the terminal, CAG has convened a senior-level T4 ORAT Coordinating Committee (T4 OCC) in June 2015.

Chaired by Mr Tan Lye Teck, CAG's Executive Vice President, Airport Management, the T4 ORAT Coordinating Committee comprises senior management representatives of key stakeholders from government agencies, T4 airlines and ground service providers.

ORAT is essentially a period of intensive systems testing involving trials with volunteers, including even the live trial of real flights – to ensure that the terminal's flow and processes are thoroughly thought through and tested robustly. There will be several new operational concepts adopted at T4, such as the implementation of terminal-wide fast and seamless

travel (FAST) initiatives which will undergo rigorous trials. The formation of this Committee two years ahead of the terminal's planned opening underscores CAG's commitment to a first-class passenger experience and service excellence at the new terminal. Emphasising that partnership is key to the smooth opening of T4, Mr Tan said, "A successful ORAT programme entails close collaboration between each and every partner, and our strength lies in the "One Changi" spirit embraced by our airport community."

The T4 OCC held its second meeting on 8 October and members of the Committee visited the T4 construction site shortly after to see the progress first-hand. Mr Navin Chellaram, General Manager (South-east Asia) of Cathay Pacific, who is a member of the T4 OCC applauded the project's advancement and commented, "Rarely do airlines get to actively participate in the development of a new terminal. I am happy that Cathay Pacific has been invited onboard to jointly shape the design of Terminal 4 and its processes."





NEW INITIATIVES FOR ONE CHANGI

Organised annually by CAG's Quality Service Management (QSM) division to motivate the airport community toward the continual delivery of unparalleled service, the 'Like QSM' 2015 event saw the launch of a series of brand new initiatives specially designed to create a stronger ONE Changi community.

LAUNCH OF ONE CHANGI CULTURE

Graced by CAG's CEO, Mr Lee Seow Hiang, 'Like QSM' 2015 saw the unveiling of ONE Changi Culture which symbolises a unifying commitment toward the development of a bonded airport community with a shared purpose, set of shared attitudes, behaviours and values, that will shape the way of life in this Changi family. As part of this, two initiatives were announced at the event including the ONE Gracious Changi programme and the launch of ONE Changi TV. The ONE Gracious Changi initiative centers around four practical gestures that airport staff can readily put into practice - "Return Your Tray", "Give Up Your Seat", "Push Trolleys Away" and "Bin That". It seeks to encourage airport staff to continue being exemplary hosts to visitors and to demonstrate gracious behaviours at work.

In an exciting development, Changi will also soon have its very own television channel - ONE Changi TV, which will be a source of stories specially curated for the airport community. With 42 TV units slated to be installed at airport partners' staff rest areas in all terminals, ONE Changi TV will keep staff up-to-date regarding the latest airport developments, exclusive promotions just for them, as well as content such as interviews with Changi's thought leaders and features

of exemplary staff as they unwind during their breaks.

FORGING STRONGER PARTNERSHIPS AND COMMITMENT TO SERVICE EXCELLENCE

Representatives from CAG's 18 key partner agencies demonstrated their commitment to the implementation of ONE Changi Culture with their appointment as ONE Changi Leaders.

Mr Lee Seow Hiang, Chief Executive Officer of CAG said of the collaboration, "It requires conscious leadership to drive conscious culture. I am honoured to have the commitment of the leaders of each airport partners, taking up the appointment to lead and inspire our people towards the vision of ONE Changi."

"WE WILL CONTINUE TO STRENGTHEN OUR CORE AS AN AIRPORT AND WORK IN STRONG COLLABORATION ON THIS SHARED PURPOSE IN BUILDING A UNIFIED ONE CHANGI. LET US TOGETHER CREATE A CULTURE THAT LIVES, BREATHES, AND IMBUES ALL OUR PEOPLE WITH SUCCESS. AND MOST IMPORTANTLY, TO HAVE FUN IN THE JOURNEY.

COMMENDING EXEMPLARY TRAINERS

With more than 8000 frontline staff undergoing the Changi Orientation and Ready-To-Serve Programmes each year, Changi's team of associate trainers undoubtedly play an essential role in ensuring top service for airport visitors. They were recognised at the event, with Ms Mei Koh bagging the title of Best Trainer of The Year 2015.

When asked what she liked best about Changi's training programme, Ms Koh says, "(To see) new colleagues step out of the training room with a sense of pride and belonging, and strive to make Changi even better." - AMANDA SNG



Thank Goodness It's... Friday, Family, Friends and Fun!

T.G.I.F was the aptly-named theme for CAG Family Day 2015, which took place on Friday, 13 November 2015, under the cool and clear evening sky to celebrate family, friends and have good fun.

More than 3.600 staff members and their families. friends and loved ones soaked in the fun-filled and festive atmosphere at Universal Studios Singapore. The entire theme park was specially opened from 7pm to 12 midnight for CAG, giving staff and their loved ones exclusive access to the park, allowing them to enjoy the exciting rides to their hearts' content.

The event kicked off at the WaterWorld, where CAG CEO Lee Seow Hiang and senior management welcomed staff and their families as they streamed into the amphitheatre. A lucky draw was conducted where lucky employees won exciting travel packages to attractive destinations such as New Zealand, Istanbul and Gold Coast.

The audience was then treated to an action-packed WaterWorld stage show filled with death-defying stunts and spectacular pyrotechnics, which set the tone for the many thrilling rides that followed thereafter. Staff and their families got to roam all seven zones of the park while spending minimal time in the attractions' queues.

The young ones were not forgotten as they were treated to free gourmet popcorn and many fun street performances and shows. Guests also had opportunities to meet their favourite USS characters up close for photo opportunities.

At the complimentary photo booths, staff could have their family photos taken and printed on the spot. In an apt finale for a fun-filled evening, attendees were pleasantly surprised at the park's exit with a special Changi Airport stamp souvenir set to take home as keepsake of the special Friday night. - ang yao zong







NEW BEAUTY LOFT AT CHANGI

A holiday trip rejuvenates the mind and soul, but how about a beauty treat for the skin right before the flight? Facial spa, hand massage, beauty makeover – these are the services passengers at Changi Airport can enjoy at the newly opened The Shilla Beauty Loft.

Located on the mezzanine level of the beauty duplex store at Terminal 3 Departure Transit Hall, The Shilla Beauty Loft features four exclusive brands – Chanel, Dior, La Prairie and SKI-II. Each brand provides premium beauty facilities and services, offering a special treat for travellers looking for a good pampering before boarding or between their flights.

IE SHILLA BEAUTY LOF

DEPARTURE CENTRAL STORE HOUSES BEAUTY

AND SPA SERVICES FROM LUXURY BRANDS

 $\mathbf{D}_{\mathbf{ior}}$

For the next flight out, check-in early to enjoy a facial spa or get a flash makeover in preparation for your exciting holiday. Who says travelling beautifully is not an easy task? - KWAN SHU QIN

SHOP ON ISHOPCHANGI.COM & COLLECT ON ARRIVAL

Service applies to two core product categories - Cosmetic & Perfumes and Wines & Spirits

Fancy shopping for your favourite products at attractive prices on iShopChangi.com, and then picking them up upon arrival when you return from your trip? It is now possible with iShopChangi's new collection-on-arrival service!

With the new service in place, shopping is made more convenient, without passengers having to carry their purchases made on iShopChangi along for their trip.

Shoppers simply need to make their purchases online between two weeks to 18 hours before their flight, and pick them up at the respective arrival stores upon their return at Changi Airport. This service is applicable for beauty, as well as wines and spirit items. For beauty products, the 7% GST is absorbed by The Shilla Duty Free, while passengers are entitled to buy up to the regular duty-free allowance for wines and spirits. Members of Changi Rewards, the airport's loyalty programme, are eligible to earn rewards points on these purchases. - KWAN SHU QIN





YULETIDE CELEBRATIONS @CHANGI

This festive season, passengers at Changi Airport will get a chance to take photos at some of the world's famous landmarks even before they embark on their travel journey. Captivating displays of icons such as the London Bus, the Tower Bridge, and the majestic Plaza De Espana of Spain are set up in the airport's departure transit halls for passengers to snap away to capture their holiday moments. During the year-end holiday season, airport visitors can also look forward to being entertained by interactive stage and roving performances.



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