



Changi connection

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Left to right: Ms Thilagavathi d/o Rajendran, Ms Fauziah Mohd Ali, Ms Atiya Binte Osman & Ms Ma Chit Yu Hlaing

Changi's Service Winners

CAG celebrated another year of quality service at its Annual Airport Celebration, during which frontline staff were honoured for their outstanding contributions.

Pages 6 and 7



CHANGI
airport group

Changi Ends 2009 with December Record

It was a challenging first half of 2009 for the aviation industry but a strong performance in the last quarter of the year enabled Changi Airport to deliver better-than-expected passenger traffic for the year. Changi celebrated two records in December 2009 – a monthly record of 3.83 million passenger movements and a daily record of 140,000 passenger movements on 19 Dec 2009.

For the whole of 2009, Changi had 37.2 million passenger movements, a slight dip from 37.7 million in 2008. Still, the number of flights at Changi continued to increase. The airport had 240,360 flights during the year, 3.6% more than in 2008. And for December 2009, there was a 5.4% increase compared to a year earlier.

There was also good news on the cargo front. Changi processed 149,700 tonnes in December 2009, a 15.7% improvement year-on-year. Airfreight movement for the year amounted to 1.63 million tonnes.

Strong Growth in SEA Traffic

Even as air travel was impacted by weaker consumer confidence in most markets, traffic between Singapore and South East Asia (SEA) markets like Indonesia, Malaysia and the Philippines grew in 2009. In particular, there was a 42% increase in traffic between Singapore and Malaysia as a result of new and increased services to points in both East and Peninsular Malaysia.

Changi Airport's top ten city links by passenger traffic saw some changes with Jakarta and Kuala Lumpur rising to No. 1 and 2 respectively. Denpasar (Bali) replaced Perth in the top 10 (see table). Among sectors with at least half a million passengers, the five registering the strongest growth were Kuala Lumpur, Penang, Manila, Jakarta and Phuket.

Changi Airport Group (CAG) continued to enhance Changi's connectivity during the year. The number of weekly scheduled flights rose by 7.3% from 4,672 on 1 Jan 2008 to 5,012 a year later. The most flights were added on the Kuala Lumpur, Penang, Jakarta, Manila and Denpasar sectors.

CAG established 14 new city links, bringing Changi's global connections to more than 200 cities in 60 countries and territories today. At the same time, six airlines commenced operations at Changi in 2009, including India's Kingfisher Airlines, Malaysia's Firefly and cargo carriers K-Mile and Cardig Air.

LCCs continued to have a successful year in 2009, registering growth of more than 50% for both passenger traffic and flights. For the year, LCCs accounted for 19.1% of passengers and 23.6% of flights at Changi, compared to 12.3% and 15.7% respectively in 2008.

"Last year was a difficult one for the aviation industry and I'm glad Changi has held up well to register a strong performance in the latter part of the year. On the connectivity front, we are linked to more cities than ever with a growing number of weekly scheduled flights. We are beginning 2010 on a strong footing, and expect the improving global economy and exciting tourism developments in Singapore this year to have a positive impact on Changi's performance," said CAG's Chief Executive Officer, Mr Lee Seow Hiang.

Top 10 City Links in 2009 (by passenger traffic)

2009	2008	
1	2	Jakarta, Indonesia
2	4	Kuala Lumpur, Malaysia
3	1	Bangkok, Thailand
4	3	Hong Kong, S.A.R.
5	7	Manila, Philippines
6	5	London, United Kingdom
7	6	Tokyo, Japan
8	9	Sydney, Australia
9	8	Shanghai, China
10	11	Denpasar (Bali), Indonesia

More Awards in 2009

Changi Airport received a total of 27 'Best' Awards in 2009 from both business and leisure travellers. Business Traveller (UK/Europe) named Changi Airport **Best Airport in the World** for the 22nd consecutive year while Conde Nast Traveler awarded Changi its sixth **Best International Airport** award. In the leisure segment, Changi was awarded **Top Worldwide Airport** by Wanderlust. Since its opening in 1981, Changi has won a total of 341 awards.

Commenting on Changi's haul of awards last year, Mr Lee said, "These awards are a powerful affirmation by our customers and partners that Changi continues to be on the right track. We owe our success to each and every single staff working at the airport. I thank all members of the Changi Airport community for their dedication and effort, and look forward to working with them to take Changi to greater heights."





Growing Changi

Ahead of Singapore Airshow 2010, Yam Kum Weng, Executive Vice President, Air Hub Development, of Changi Airport Group (CAG) speaks to *Changi Connection*, on Singapore Changi Airport and growing it as Asia's key air hub.

Q: The aviation industry was badly impacted by the global downturn in 2009. How did Changi Airport fare and how do you see 2010?

Last year was difficult for the aviation industry, with the first half of 2009 particularly tough. Nonetheless, we saw a turnaround in the last four months of the year, in line with the improving global economy. This enabled Changi to close the year with a smaller decline in passenger movements than we had earlier expected. Changi handled 37.2 million passengers in 2009, a slight decrease of 1.3% compared to 2008. Our airport also moved 1.63 million tonnes of cargo during the year.

Despite the challenging environment caused by the downturn, Changi still fared well on the connectivity front. Changi recorded its highest number of city links ever – more than 200 in December 2009. The number of airlines flying to Changi also increased in 2009 to 85, with the number of weekly scheduled flights hitting a record of more than 4,900.

This achievement would not have been possible without the continued support of our major airline partners who kept their presence at Changi through the difficult months and helped maintain Changi's connectivity.

Along with the improving global economy, we expect demand for air travel to and from Singapore to pick up in 2010. The upcoming opening of the Integrated Resorts and major events such as the Singapore Airshow and the inaugural Youth Olympic Games, will all have a positive impact on Changi's performance in 2010.

Q: Can you comment on efforts to develop Changi as Asia's key air hub?

We regard airlines as important partners as we continue to develop Changi as Asia's key air hub. Hence, we work closely with them to explore opportunities to grow the pie together.

As airlines operate with different business models and under different market conditions, we adopt a customised approach in terms of supporting individual airlines, whether it is to encourage them to launch new flights or to increase city links to Singapore.

Increasing air services liberalisation in the region will provide airlines with new growth opportunities and enable them to capitalise on untapped demand for travel. Besides the twin growth engines of China and India, we also see potential for traffic growth in Malaysia, Indonesia, the Philippines and Vietnam.

We also collaborate with airlines and the Singapore Tourism Board (STB) on cross-marketing for travel promotions and events. One example of our collaboration to promote Singapore as a destination is the activities we hold at the airport in conjunction with events in Singapore. For instance, we worked with STB and other partners last September to organise a month-long Changi event to promote and support the Singapore F1 Grand Prix Night Race, one of Singapore's premier tourism events.

All in, CAG will continue to stay nimble and ensure that Changi remains relevant to the changing needs of airlines. We will also upkeep the efficiency and user-friendliness that Changi is widely known for and constantly refresh the airport to enhance the Changi Experience for all passengers.

Q: Changi is already well connected and served by many airlines. What more can be done to enhance Changi's connectivity further and to attract even more airlines?

Singapore as a destination has much to offer. This year, 2010, is especially exciting as we will witness the historic opening of two Integrated Resorts – Marina Bay Sands and Resorts World Sentosa – in addition to a number of major events. These exciting developments will further boost passenger traffic at Changi, and present new opportunities for airlines to tap into the burgeoning traffic from established and new travel markets.

Changi Airport has ample capacity to cater to airlines' growth, with total handling capacity at its four terminals of more than 70 million passengers per annum. Having served some 37 million passengers in 2009, Changi has ample capacity to accommodate further growth in passenger traffic.

At CAG, we strive to understand the needs of our airline partners and stakeholders. Through collaborative partnerships with them, we anticipate their needs and offer highly competitive business propositions. To enhance these partnerships and support Changi Airport's long term growth, we launched the Changi Airport Growth Initiative (CAGi) last month.

Through CAGi, we incentivise airlines and other airport partners, like ground handlers and freight forwarders, to boost passenger and cargo traffic at Changi and strengthen Changi's air traffic network. As our partners face different opportunities and challenges in the rapidly changing aviation environment, we work closely with each partner with differentiated performance-based measures to spur growth and support innovation.

We believe this approach to seek win-win outcomes will ultimately boost Changi's overall competitiveness and enhance its attraction to airlines worldwide.

Changi Airport Group Strengthens Presence in Chongqing, China

In a development that further strengthens Changi Airport Group's overseas presence, CAG signed a Memorandum of Understanding (MOU) with the Chongqing Airport Group on 17 Dec 2009 to establish a collaborative airports arrangement with the latter. The MOU paves the way for both parties to explore collaborations between the airports through joint projects and staff exchanges, in areas such as terminal management, route development and commercial management.

In addition, Changi Airports International (CAI) sealed another two consultancy projects with Chongqing Airport Group for Chongqing Jiangbei International Airport. This follows CAG's first commercial consultancy project with Chongqing Airport Group in 2008, which saw CAI increasing the airport's commercial space by 30%, thereby improving the revenue potential of Chongqing Airport. With the latest projects, CAI hopes to raise service standards at Chongqing Airport and optimise its commercial revenue and efficiency in line with the airport's growth potential.

The two projects cover a review of Chongqing Airport's passenger transfer operations and proposed improvements to its retail environment. Chongqing Airport is a major air hub in China and one of the country's busiest airports. In line with the region's economic growth, traffic at Chongqing Airport has grown rapidly in recent years.

Mr Lee Seow Hiang, Chief Executive Officer, Changi Airport Group, said, **"Amidst the increasingly competitive airport industry, this MOU will strengthen the relationship between Changi and Chongqing and set the stage for closer collaboration to grow the two airports. We look forward to even closer partnership with Chongqing Airport for mutual benefit."**



The MOU was signed in Chongqing by Mr Wong Woon Liong (left), Senior Director of CAG's Changi Airport Advisory Group, and Mr Zhao Jiang Ping, General Manager, Chongqing Airport Group.

Changi Welcomes



Two airlines – Batavia Air and Myanmar Airways – recently commenced operations at Changi Airport, bringing the total number of airlines operating at Changi to 85 as at January 2010.



Indonesian carrier Batavia Air started flying to Changi on 25 Nov 2009, with new flights between Singapore and the Indonesian cities of Jakarta and Semarang. Operating from Terminal 2, Batavia Air has two daily flights between Singapore and each of the two Indonesian cities. Including Batavia Air, 12 airlines operate a total of 450 weekly scheduled passenger flights between Singapore and Jakarta.

On 12 Jan 2010, Myanmar Airways began its own flights to and from Yangon. Operating from Terminal 1, Myanmar Airways now operates six weekly flights between Singapore and the home of the Shwedagon Pagoda on Tuesday, Thursday and Sunday. It continues to have a codeshare arrangement with Jetstar Asia on the route for the rest of the week. In total, there are 46 weekly scheduled flights between Singapore and Yangon.

A Flutter of Wings at Singapore Airshow 2010



An artist's impression of CAG's booth at the Singapore Airshow 2010.

For the first time, Changi Airport Group (CAG) is participating at Singapore Airshow 2010, Asia's biggest aerospace and defence exhibition, and one of the world's top three aviation events. Occupying 208 sqm, the CAG booth features a walk-through garden featuring a variety of flowers and plants. In the glass enclosure, there will also be 200 to 300 butterflies of various species, providing visitors with an up-close experience, not unlike that provided by the Butterfly Garden at Changi's Terminal 3. Outside the garden, on-screen displays highlight new and popular features of Changi Airport, interesting facts about Changi's connectivity, the major attractions coming up in Singapore and a profile of CAG as a leading airport management company.

The biennial Singapore Airshow, first held in 2008, brings together the finest in the aerospace and defence industries from across the globe to the Changi Exhibition Centre (CEC). It serves as a global marketplace where billion dollar contracts are expected to be signed, as well as provides networking opportunities for the world's aviation community including government officials, senior executives of airports and airlines, air force chiefs and key leaders of international aviation organisations.

The six-day event, from 2 to 7 Feb 2010, is open to trade attendees on the first four days, with public entry available during the weekend. Singapore Airshow is preceded by a series of high level conferences such as the Singapore Airshow Aviation Leadership Summit (SAALS) that brings together high level participants from regulators, the government, airline and airport operators. The 2010 SAALS will focus on re-shaping the future and address a wide range of hot topics from environment, liberalisation and security challenges in the wake of the unprecedented economic slowdown in 2008/09.

Daring aerobatic flying teams will also take to the skies over the sea near the exhibition grounds. Each day, visitors will get to enjoy a dazzling performance of amazing aerobatic stunts by daredevil pilots of fighter jets. In addition, there will be an impressive array of the latest military aircraft and luxurious private jets at the Static Aircraft Display Area outside the exhibition centre.



Cover Story

Celebrating Service Excellence at Changi

On 13 Jan 2010, Changi Airport Group (CAG) celebrated yet another year of quality service – encapsulated in the “Changi Experience” – at its Annual Airport Celebration. Held at Changi Terminal 3, the event recognised outstanding contributions by Changi Airport’s front-line staff last year. As the highlight of the Celebration, Guest-of-Honour, Minister for Transport and Second Minister for Foreign Affairs, Mr Raymond Lim, presented 18 Changi Airport Service Awards to individuals and teams in various categories – **Changi Airport Service Personality of the Year, Outstanding Service Providers and Outstanding Service Teams.**

The Annual Airport Celebration is part of a suite of activities to celebrate the success and achievements of Changi Airport with the entire airport community, including a week-long carnival to thank everyone who works at the airport, with complimentary services such as foot and neck massages, arcade games and fortune-telling sessions.



“The “Changi Experience”, which marries the hardware with the software of service excellence and professionalism, has been Changi’s distinguishing trademark and key advantages over its peers. I am therefore encouraged to note that CAG is continually working with its partners to improve service standards and striving to deliver a “Changi Class” service experience to every passenger.”

Minister Raymond Lim

Changi Connection speaks to some of the 2009 Changi Service Awards winners to find out what makes them run the extra mile.

2009 SERVICE PERSONALITY OF THE YEAR



Fauziah Mohd Ali

Customer Service Executive, P-Serv Pte Ltd

Fauziah is no stranger to the Changi Airport community. With a decade of frontline experience serving passengers at the airport, Fauziah is well known in the airport community for her warmth and sincerity to both passengers and airport staff. But above all is Fauziah’s deep passion for customer service excellence – her consistent and outstanding customer service acts have won several accolades over the past decade, including three Changi Airport Service Awards – a Gold in 2007, a Silver in 2002 and a Bronze in 2001, as well as a Service Excellence Award (Silver) last year.

“I’ve been on the receiving end of many kind deeds when I travel and know for myself how it feels to be needing help in a foreign country. On a personal level, I always try as much as possible to extend to customers the same warmth and sincerity that I’d like to receive as a traveller. On a professional level, as one of the frontline staff at Changi, I am aware that we are not just customer service staff, but also service representatives of Singapore to all the international passengers who pass through the airport. When we provide these passengers with excellent service, they go home with a good impression of our country and its people, and that alone, gives me great pride and joy,” said Fauziah.

2009 SERVICE PERSONALITY OF THE YEAR (CONTINUED)



In May last year, Fauziah again exemplified outstanding customer service by going the extra mile for a speech-impaired Zimbabwean student, Mr Moyo, who had missed his flight back to Zimbabwe. Fauziah first demonstrated resourcefulness by contacting numerous travel agents and eventually succeeded in arranging another return flight for Mr Moyo. Her empathy and understanding for Mr Moyo was particularly evident when she called his family constantly to update and assure them that he was well taken care of by Changi Airport. As the return flight was in three days' time, Fauziah helped to book a hotel room for Mr Moyo and personally accompanied him to the hotel, explained his plight to the hotel manager and made sure he settled in well at the hotel. To ensure Mr Moyo's safety, Fauziah also escorted him to a bank when his sister had transferred money to him. She invested a substantial part of her personal time to look after Mr Moyo's well being, even inviting him to join in a family gathering. Mr Moyo and his family were deeply appreciative of the assistance rendered by Fauziah and commended her dedication, resourcefulness and commitment towards passengers.

OUTSTANDING SERVICE PROVIDERS (Gold Award)



Atiya Binte Osman

Customer Service Supervisor, *Changi International Airport Services*

To really care – is what keeps Atiya going out of her way to help passengers in need. In April 2009, Atiya displayed genuine compassion towards an Australian passenger, Katherine, who had lost all her possessions and was stranded at Changi. Atiya helped to put Katherine in touch with her family and assisted her with booking an air ticket home. **“As a customer service officer, we often meet people who truly need help. When I met Katherine, she had already spent two nights at the airport and with no friends in Singapore and no money, she was desperate. I put myself in the poor lady's shoes and it was clear that I had to help her contact her family and get her home safely,”** said Atiya. She went that extra mile and offered to let Katherine stay in her home and when Katherine declined the offer, Atiya found her a place to rest at the airport and bought her food. She even provided Katherine with her mobile number in case of emergency and assisted her all the way until she boarded the flight home.



Ma Chit Yu Hlaing

Customer Service Officer, *P-Serv Pte Ltd*

A routine shift behind the information counter turned out to be an eventful two days for Yu. In September 2009, she assisted a caller, Ms S from Jakarta, to look for the latter's father and sister who were both ill and were on a one day transit in Singapore. Demonstrating empathy and resourcefulness, Yu got in touch with several agencies to locate Ms S's father and sister, who had missed their flight due to their illness. She made arrangements for food to be sent to them at the transit hotel. Still concerned about their safety, Yu continued to check on them the next day, despite it being her rest day. She also assisted them in boarding their flight by arranging for SATS Special Services to escort them. Providing excellent customer service often requires one to go beyond the call of duty and Yu has this to say: **“Ensuring comfort for travellers has always been my passion and this motivates me to go the extra mile for them.”**



Ms Thilagavathi d/o Rajendran

Customer Service Officer, *Singapore Airport Terminal Services*

With over 20 years of experience in customer service at Changi Airport, Thilagavathi's motivation to run the extra mile for her customers has not been quenched. She puts this down to a sense of personal satisfaction whenever she is able to lend a helping hand to customers that cross her path. It is the same motivation that drove her to help Ms Groth, a German student who missed her flight to Abu Dhabi. As the next available flight was only three days later, Thilagavathi offered to put Ms Groth up at her home because the student had run out of money. She also paid for Ms Groth's tour of Singapore. When asked about her act of kindness, Thilagavathi said, **“I do not expect anything in return when I help others. It's the personal satisfaction that matters.”**

New Taxi Management SYSTEM



Taxi drivers now have a new tool to help them better gauge the demand for taxis at Changi Airport, and thereby assisting them to decide which terminal to go to. Implemented on 7 Dec 2009, the Taxi Management System improves the distribution of taxis across the four terminals at Changi by supporting the matching of taxi supply with passenger demand. A reduction in the average queuing time for passengers and especially for taxi drivers is envisaged.

Five new information boards display information on the number of taxis queuing at each terminal and the number of flights arriving at each terminal during the immediate 45-minute period. In addition to the display boards, ground sensors have also been installed beyond the taxi holding areas at Terminals 1 and 2, where overflow is more common, to give a more accurate count of the number of taxis in queue.

High School Musical ROCKS CHANGI!



The cast of the High School Musical Summer Celebration concert landed at Changi's Terminal 3 Departure Hall for an exclusive appearance on 11 Dec 2009, much to the delight of adoring fans and passengers. Beginning the session with a lively introduction of themselves, the touring cast from Disney America performed an energetic song-and-dance fiesta, as the audience sang along to familiar songs from all three High School Musical movies.

After the performance, the audience took part in an interactive question and answer session with their favourite High School Musical characters, who answered each question enthusiastically. There were also photograph and autograph opportunities for the cheering crowd, ending the session on a high note.



More Retail Variety and Buzz at Changi

Recognising the importance of retail and dining in contributing to a world class airport experience, Changi Airport Group (CAG) regularly reviews its retail strategy to ensure that it meets the needs of concession operators, as well as passengers and visitors to the airport. Consistent with this approach, CAG introduced a number of initiatives in the latter part of 2009 to spice up its retail offering, as well as help new retailers ease into the airport retail environment.

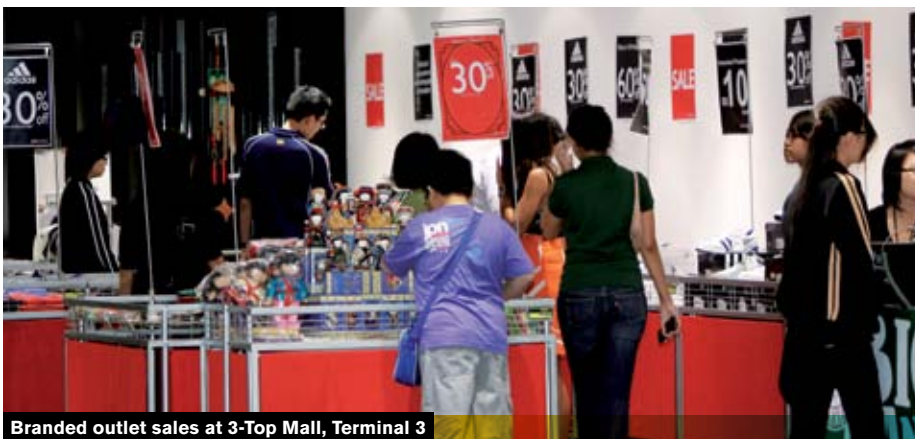
One example is the branded sales outlet at the 3-Top Mall (Terminal 3), which has seen many popular brands like Crocs, Fox, Adidas, Fila, Nine West and Celio participating since sales started in August 2009. At these outlet sales, branded apparel and accessories are sold at attractive discounts. Part of CAG's efforts to provide greater retail variety at Changi, these outlet sales provide value-for-money shopping to both passengers and the public during their visit to the airport. The sales run for a minimum period of one month, with some brands like Crocs choosing to extend their stay.

"We have had our branded outlet sales at Changi Airport since the initiative started in August last year, and have chosen to extend our stay a few times. Being the only outlet store for Crocs in Singapore, the response to our sales has been really good so far, with many repeat customers coming back for more, as we offer real bargains at attractive discounts," said Rose Tan, Director of Apore International Pte Ltd, the authorised distributor of Crocs shoes.

In addition to branded outlet sales, pushcarts have also been introduced as a new retail concept at Terminal 3. Showcasing an eclectic mix of wares including fashion apparel, accessories and bags, as well as skincare and wellness products, the row of pushcarts located at Terminal 3's Basement 2 add more buzz and variety to the existing shops in the Basement Mall. With minimum lease terms of just three months, these pushcarts provide retailers with a short-term platform to test the market potential of their products before deciding whether a permanent presence at the airport is suitable.

First Indoor Segway at Changi

Visitors to Changi Airport have had the unique opportunity to experience Singapore's only indoor Segway circuit at Terminal 3 since the beginning of December 2009. Located near Row 1 at the Terminal 3 Departure Hall, the ride has attracted both adults and kids alike who want a thrilling zip around the 80-metre long indoor circuit. Participants were given training on how to manoeuvre the Segway – a motorized two-wheeled personal-transportation device – before embarking on the ride.



Branded outlet sales at 3-Top Mall, Terminal 3



Pushcarts at Basement 2 Mall, Terminal 3



Behind Changi's Greenery

Think gardens in Singapore and the following may come to mind: Botanic Gardens, Chinese Garden, Japanese Garden, Orchid Garden. What many people do not know, is that Singapore's largest and most elaborate indoor garden is located at none other than Changi Airport, the gateway to the garden city itself.

From the rows of palm trees and brightly-coloured bougainvillea shrubs that line Airport Boulevard, to the indoor tropical forests and beautiful theme gardens within the terminal buildings, there are, at any one time, no less than 420,000 plants of over 600 different species on display at Changi.

Behind all this is a group of unsung heroes that work quietly amidst the hustle and bustle of the daily airport activity to keep the greenery in the airport pristine – the horticulture team of Changi Airport Group (CAG). Made up of a team of 12 plant experts trained in horticulture and botany, the unit is in charge of maintaining the interior and exterior landscaping at the airport as well as managing the nursery.

CAG's twelve-hectare nursery, just a five-minute drive from the airport, is where the team grows and nurtures about 100,000 plants for display in the terminals. Daily, about 600 plants are moved in and out of the airport in the maintenance of Changi Airport's lush landscape.

"Few people know that CAG is actually one of the largest interior landscapers in the world. Our usage of plants is so extensive that no external nursery would be able to meet our requirements. In fact, we have the second largest nursery in Singapore after the National Parks Board," said Khaja Nazimuddeen, Horticulture Manager.

Every year, the horticulture team is also involved in the conceptualisation of special floral displays for Singapore's major festivals and holidays including Chinese New Year, Hari Raya, Deepavali, Christmas and National Day. Depending on the particular species and the light conditions in the specific areas, plants can last for as long as three months in the airport. The amount of precision and toil that goes behind each flower that blooms and each leaf that glistens is something that not many are aware of.

"For instance, there is the sunflower garden at Terminal 2, which displays about 500 sunflowers each time. Each sunflower is cultivated for three to four months in the nursery before it is ready to be transplanted into the garden, where it then lasts for about two weeks. In order to ensure ongoing supply for the sunflower garden, we have around 2,000 sunflowers growing in the nursery at any one time," explained Rose Chia, Executive Horticulture Officer.

The challenges can be immense, as the team needs to overcome forces of nature that are beyond human control, such as weather, pests and disease. On top of that, every single plant has to undergo acclimatisation before entering the airport. **"Some may regard plants and flowers as furniture or props, which can be shifted around as they wish. But plants are living things that need to be nurtured in suitable environments. Air-conditioned buildings are not natural habitats for plants, hence, we have to take special care to make sure they can thrive in such surroundings,"** said Ashraf Ali, Senior Executive Horticulture Officer.

The horticultural team's greatest achievement to date is of course the Green Wall at Terminal 3. It took four long years of trial and experimentation and one whole year of set-up for the Green Wall to be completed. **"We would be putting up this section of creepers onto the wall and by the time we were done, the other section would be dying due to all the dust from the construction works. It was near impossible, but we did it and it is such a spectacular sight now. Our hard work was worth it,"** said Mr Ali.

Indeed, no matter what an uphill task it means for them, the team is proud of their work, particularly the fact that all greenery and floral displays within reach in the airport is real. **"It has never crossed our mind to use fake plants. We'd rather not have any than to put in artificial ones. After all, that's what differentiates Changi from other airports in the world,"** said Mr Khaja.



Swensen's Draws the Crowds 28 Years On

There is something special about it that keeps Singaporeans going back to Changi for more. Perhaps it's the nostalgic charm, the warm childhood memories that it stirs up, which preserves the special place it has in many people's hearts. Or it could simply be the good food and, of course, the ice-cream.

No matter which, many Singaporeans can recall fond sepia memories of running down the Terminal 1 viewing gallery, squealing in excitement to get to the cosy restaurant with stained glass-themed decorations located right at the end. Yes, it's Swensen's at Changi Airport.



A crowd puller, Swensen's at Terminal 2 attracts crowds, especially on weekends and public holidays

Swensen's has been very much part and parcel of Changi Airport's history, opening its first restaurant at Terminal 1 in 1981, the year the airport started operations. The American casual dining concept restaurant relocated to its present location at Terminal 2's Arrival Level in 2005. Last year, Earle Swensen's, another restaurant concept under the Swensen's stable, opened at Terminal 3.

"What do I remember most vividly about the airport? Earthquake and banana split at Swensen's! I have a lot of wonderful memories of the airport's Swensen's as a child with my family, and then as a student with my friends. Now that I have my own kids, this tradition has continued. We dine here almost every other weekend and my children love it," said Angela Lim, 35, a regular patron of Swensen's at Terminal 2.

Indeed, 28 years on, Swensen's at Changi Airport is still packed with patrons on weekends and during lunch time on weekdays. According to Mr Kevin Khoo, Director of ABR Holdings' Food Services Division, Swensen's at Terminal 2 is one of the chain's best performing outlets of the more than 20 located across Singapore. Come every Friday evening, long queues will start forming at the Terminal 2 restaurant, extending throughout the weekend.

In February 2008, Swensen's at Terminal 2 started 24-hour operations, mainly to cater to passengers on late night or early morning flights, as well as Singaporeans looking for a comfortable dining venue to hang out after hours. The 24-hour strategy has proven successful in drawing young Singaporeans to the Terminal 2 restaurant, with queues forming late into the night on weekends and public holidays. **"My girlfriend and I visit the airport's Swensen's regularly for late-night ice-cream or supper. The restaurant has cosy booths and the airport is especially peaceful late at nights, as opposed to the usual crowded supper venues. Even parking is never a problem. After a hectic and tiring day at work, we really enjoy the refreshing space and tranquillity there,"** said Mr Tony Lin, 27, a banker.

Swensen's location at Changi is appreciated not just by its customers alone. Being located at the airport, interestingly, has also helped ABR Holdings generate some interest from prospective business partners in overseas ventures. Today, it has more than 10 wholly owned or franchise Swensen's operations in Malaysia, Brunei and China.

"Changi Airport brings together people from all walks of life, from travellers waiting for their flights, to locals such as students and families who gather to send off their loved ones or simply hang out together. Being located in Changi Airport reinforces the brand positioning of Swensen's as a family restaurant suitable for all," said Mr Khoo.

Last year, the Swensen's chain, operated and managed by Singapore-listed ABR Holdings Limited, celebrated 30 years of operations in Singapore. Serving a wide range of food dishes and ice cream sundaes, the restaurant's best-selling food dishes include fish & chips, chicken baked rice, black pepper seafood pasta and crayfish pasta, while its most popular desserts are perennial ice-cream favourites such as Earthquake, Banana Split, Sticky Chewy Chocolate and Coit Tower.

I Can Speak... 我会讲华语 Saya Boleh Bertutur Bahasa Melayu



With passengers from all over the world arriving at its terminals, it is important for frontline staff at Changi Airport to be able to communicate with a diverse group of international customers. Continuing its pursuit for higher customer service standards, Changi Airport Group (CAG) introduced an initiative recently for frontline staff who also speak a language other than English, to wear tags indicating their fluency, along with the regular name badges.

While CAG requires all airport frontline staff to be able to have minimum proficiency in English, it also recognises the value in having service staff with foreign language proficiency. Hence, where possible, it wants to leverage the native language abilities of foreign staff at the airport to better serve Changi's customers from around the world.

Concessionaires are free to design their own language tags to suit their corporate identities, branding and uniform etc, as well as come up with their own creative messages. For instance, the tags can take the form of the phrase **"I Can Speak (Language)"** (E.g 我会讲华语) printed in the native language. Tenants can also choose to display messages unique to their businesses, such as Starbucks, which has its staff wearing **"Ask Me About Your Favourite Drink"** tags in different languages.

According to Wong Chee Fah, Area Manager of Guardian Pharmacy, the language tag improves communication between his staff and non-English speaking customers. He said, **"This initiative is very useful because customers who are more comfortable speaking in their native language know whom they can speak to at our store."**

editorial team

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our mission

To be the world's leading airport company, growing a vibrant air hub in Singapore and enhancing the communities we serve worldwide

our vision

Exceptional people,
Connecting lives

our values

We value our People

We are committed
to our Customers

We succeed with
our Partners

We are the best in
our Business

Integrity is at the
heart of everything
we do

DID YOU KNOW?

There are
6,400
baggage trolleys across
Changi's three main
terminals, available
for passengers' use
free-of-charge.

The combined length of the main
building of Changi Airport's
Terminal 1, 2 and 3 is about
1.1 km.

The Changi Control Tower,
one of Singapore's iconic
symbols, is about
80 m tall.

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