

## MEDIA RELEASE

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27 April 2015

### **GTA signs \$2 million (SGD) exclusive marketing agreement with SilkAir**

- GTA and SilkAir sign \$2 million (SGD), year-long memorandum of understanding
- Exclusive relationship will underscore GTA's new strategic partnership and will increase awareness of Singapore, highlight value for money and drive visits
- Visitors to Singapore fell 3.1% to 15.1 million in 2014 and GTA hopes to help reverse this decline
- Agreement complements GTA's new Strategic Partnership Program which debuts with 22 three- to five-star hotels in Singapore

GTA has signed a \$2 million (SGD) memorandum of understanding with SilkAir, the regional wing of Singapore Airlines and Asia's most awarded regional airline. The year-long agreement will see the two companies collaborate exclusively on marketing initiatives to bring more traffic to Singapore.

GTA is already one of the largest generators of travel into Singapore, distributing accommodation options, 'in destination' services and a rich range of experiences to a network of tens of thousands of travel agents worldwide. Last year, it helped bring nearly a million tourists to Singapore. Experienced people with expertise in selling destinations and local knowledge of source markets, give GTA the ability to reach around the world and match accommodation and experiences to the different preferences of travellers.

Daryl Lee, GTA's Regional Vice President of Sales and Marketing for Asia Pacific, the Middle East & Africa, says: "With increasing competition from neighbouring destinations, visitors to Singapore fell 3.1 percent to 15.1 million in 2014, the first drop since 2009.<sup>1</sup> We want to improve awareness among travel agents of all that Singapore has to offer travellers and particularly address misconceptions that it is expensive.

"Connecting 48 locations with value for money travel to Singapore, our partnership with SilkAir is certain to bring dividends to the country's tourism industry."

SilkAir's Vice President Commercial, Mr Ryan Pua, commented: "SilkAir looks forward to this partnership to increase inbound traffic from our 48 SilkAir destinations into Singapore. Through this joint marketing initiative, we hope to delight more passengers with our full service experience, which includes complimentary 30kg and 40kg baggage allowance for Economy and Business class passengers, in-flight meals, seat selection and SilkAir Studio, SilkAir's wireless in-flight entertainment system."

The agreement comes as GTA launched the first partnership in a new strategic program last week to increase awareness of the appeals of Singapore, highlight value for money travel and drive visits to the destination from key markets in the Asia Pacific and Middle East regions. 22 three- to five-star hotels<sup>2</sup> from five international and home grown hotel brands – Fairmont Raffles Hotels International, Far East Hospitality, Fragrance Hotel Management Hotel, Resorts World Sentosa and The Ritz-Carlton, Millenia Singapore – will benefit from enhanced marketing to travel agents in Australia, Hong Kong, South Korea, Taiwan and the UAE as well as secondary cities in China, India and Indonesia thanks to GTA's extraordinary reach.

Each of the hotels in the partnership has identified a special selection of value for money, 'hidden gems', which will be included in dedicated Singapore Seminars for agents. Such as:

- the unique skyline view through the octagon bathroom windows at The Ritz-Carlton, Millenia Singapore
- the exclusive Club Lounge with private infinity pool on the 22<sup>nd</sup> floor of Oasia Hotel Singapore
- underwater views of 50,000 marine animals from the duplex Ocean Suites at Resorts World Sentosa
- the infinity roof top pool experience at Parc Sovereign Hotel Tyrwhitt
- the 100<sup>th</sup> anniversary of the Singapore Sling being celebrated at Raffles Singapore

Adds Daryl: “With a strong network in many markets already, we can easily help hotels and destinations take action in the face of emerging opportunities. Our first strategic partnership pools GTA’s resources with those of our best hotel and attraction partners, so that together we can welcome many more visitors from around the world.”

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**Notes to Editors**

- <sup>1</sup> Source: Singapore Tourism Board as reported by Bloomberg <http://www.bloomberg.com/news/articles/2015-02-11/singapore-visitor-numbers-fall-in-first-drop-since-global-crisis>
- <sup>2</sup> Hotels in the Singapore Partnership are:

<b>Far East Hospitality</b>		
• The Quincy Hotel	• Orchard Parade Hotel	• Village Hotel Bugis
• Oasia Hotel Singapore	• The Elizabeth Hotel	• Village Hotel Changi
• Rendezvous Hotel Singapore	• Village Hotel Albert Court	• Village Hotel Katong
<b>Fairmont Raffles Hotels International</b>		
• Raffles Hotel Singapore	• Swissôtel The Stamford	• Fairmont Singapore
<b>Fragrance Hotel Management</b>		
• Fragrance Hotel Bugis	• Parc Sovereign Albert St	• Parc Sovereign Tyrwhitt
<b>Resorts World Sentosa, Singapore</b>		
• Equarius Hotel	• Hard Rock Hotel	• Festive Hotel
• Hotel Michael	• Beach Villas	• Genting Hotel Jurong
<b>The Ritz-Carlton</b>		
• The Ritz-Carlton, Millenia Singapore		

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