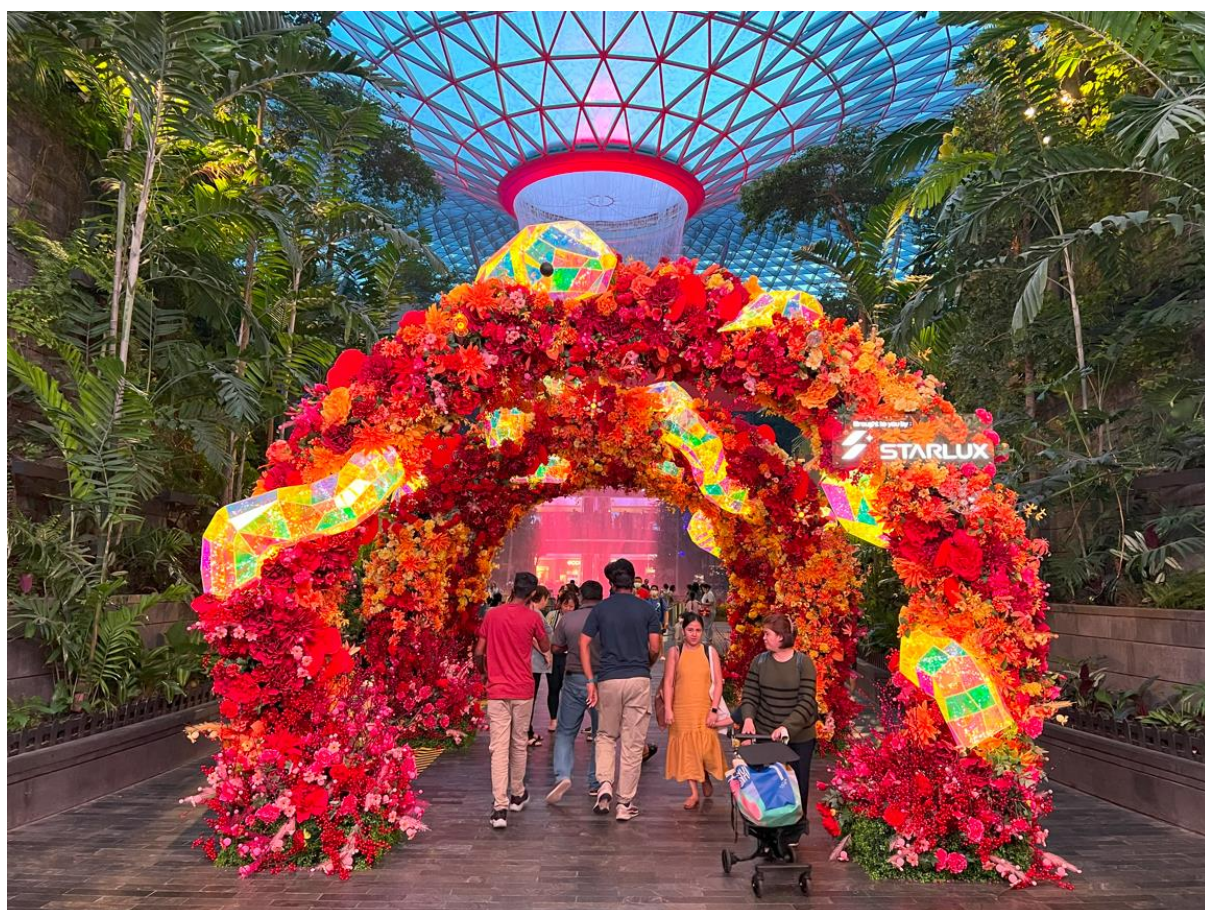




MEDIA RELEASE

Jewel Changi Airport reports record high footfall and sales amid steady growth in air travel

New retail and dining concepts featuring some 30 brands to be unveiled in the coming months



Singapore, 27 January 2025 – Jewel Changi Airport (Jewel) today announced positive results for the year 2024, riding on the steady growth in passenger traffic at

Changi Airport. It recorded over 80 million footfall traffic from January to December 2024, which was a 10% year-on-year (y-o-y) increase, and a 5% increase in sales. This marks a record full year footfall and sales for Jewel since its opening in 2019, before the Covid-19 pandemic hit. Particularly, y-o-y retail sales per square foot grew by 6% from 2023 - an indication that Jewel's retail offerings have resonated strongly with shoppers.

Overseas travellers made up more than 35% of the total footfall recorded in 2024, an increase of 7% compared to the year before. The top five markets were tourists from China, Taiwan, Malaysia, Australia and The Philippines, with visitorship from China and Taiwan more than double that of 2023.

Today, the iconic lifestyle destination boasts a line-up of more than 260 retail shops and restaurants. During the year, Jewel welcomed over 30 new brands, including noteworthy additions like the Charles & Keith flagship store, Imperial Treasure Super Peking Duck and Treasures Yi Dian Xin, Montale Paris, POP MART and more. There were also nine new-to-Singapore international brands that chose Jewel as their launchpad in 2024, among which were F&B brands Hakka Yu, NAI XUE and Royal Host. As Jewel strives to elevate its shopping and dining experience further, it will be enhancing its tenancy mix in the coming year with close to 30 new brands, featuring fresh concepts and a unique blend of retail and culinary offerings.

James Fong, CEO of Jewel Changi Airport Development, said, "We are highly encouraged by the strong performance of Jewel, especially against a soft retail climate. This was only possible with close collaboration from our tenant partners and business partners. To ensure that Jewel stays an exciting destination for both local and overseas visitors, we continue to support the business strategies of our existing tenants to grow their business and customer base by expanding their brand presence and introducing new retail experiences in Jewel. At the same time, we also welcome new brands with unique and experiential concepts to make Jewel their home and launchpad in Singapore. This year, Jewel's visitors can look forward to a myriad of new brands, including exciting new-to-Singapore concepts and flagship stores."

New flagship stores & global brands in the pipeline

Building on the success of previous years, Jewel has continued to attract leading global brands. In 2024, four flagship stores were introduced - Bimba Y Lola, Charles & Keith, FILA and New Era. Since opening its doors in 2019, a total of 17 flagship stores have launched in Jewel.

Expanding its presence in Singapore, **adidas** will open a new flagship concept store along Jewel's Duplex Boulevard on Level 2, showcasing the best of adidas across Sports Performance, adidas Originals, and the largest range of Y-3. The store's collection will feature limited releases of statement and collaboration packs such as Wales Bonner and CLOT by Edison Chen. At this iconic location, consumers can also expect to find customisation services and tee designs that are specially curated in partnership with Jewel. **Palladium**, the French footwear brand that is best known for its lightweight cotton canvas boots, will also debut in Jewel. Together with other incoming brands like **Salomon** and **Wilson Sporting Goods**, Jewel will be the leading destination for sportswear and athleisure products in Singapore with the widest selection of brands.

As Jewel continues to position Level 1 as its mid-luxury shopping street, shoppers can expect to see the arrival of exciting additions to its current tenant portfolio - an existing luxury retailer will soon expand its footprint and introduce a novel, Singapore-first concept, alongside the establishment of a new store by a premium German luxury car manufacturer. Timeless American elegance footwear brand **Sam Edelman** will also open at Jewel.

To augment Jewel's Level 4 as a young adults' collectibles haven, a leading Japanese manga chain will open its first Singapore store, retailing its popular merchandise and anime goods. In addition, the fan favourite **Nintendo** pop-up store will return to Jewel, and continue to wow its fans with an even wider range of merchandise from the well-known Nintendo games.

Taste the world at Jewel with new culinary concepts

The renowned Parisian-Japanese brand **Café Kitsune** will unveil a refreshed concept at Jewel, featuring an expanded brunch menu complemented by a curated selection of natural wines. Guests can expect to savour delectable dishes in a stylish and sophisticated setting, embodying the brand's signature aesthetic.

Surrey Hills, beloved Australian grocer and café will also open at Jewel. Offering a handpicked menu of the best signature dishes from its existing outlets, it will transport diners to the picturesque Surrey Hills, a suburb in Melbourne.

Two brands opening their first outlets in Singapore are Korean restaurant **Bookmagol**, serving a taste of traditional Korean flavours and a unique dining experience, as well as homegrown brand **SugarBelly**, that will tantalise taste buds with its specialty mochi doughnuts.

Reopening with a bigger outlet, **The 1872 Clipper Tea Co.** will feature a dedicated tea bar and dessert counter, inviting guests to indulge in a refined tea-drinking experience. **Mrs Pho** will also join Jewel's exciting array of eateries, delighting diners with its authentic and delicious pho and other Vietnamese specialties, in a dual-concept restaurant with Michelin-starred ramen restaurant **Tsuta**.

More information about the new stores and eateries opening at Jewel will be announced closer to their opening dates.

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About Jewel Changi Airport (www.jewelchangiairport.com)

Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore, is developed by Jewel Changi Airport Trustee Pte. Ltd., a joint venture by Changi Airport Group and CapitaLand. Jewel is located at the gateway of Changi Airport.

Designed by world-renowned architect Moshe Safdie, Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At 135,700 sqm in size, it offers a range of facilities including

airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport's appeal as a premier air hub.

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