



## **MEDIA RELEASE**

### **Jewel Changi Airport and Mastercard® Ink US\$3 Million Partnership to Drive Local and Tourists Spend in Singapore and Jewel**

*The partnership aims in driving local and tourist spending by featuring year-round exclusive deals for Mastercard cardholders at Jewel*

**Singapore - October 26, 2022** – Jewel Changi Airport (Jewel), Singapore’s multi-dimensional lifestyle destination and Mastercard, a global technology company in the payments industry, announced a partnership of US\$3 million (or over S\$4 million) to further enhance Singapore’s attractiveness as a tourist destination, boost visitor spending and experiences at Jewel over a three-year period from October 2022. The partnership will benefit Jewel’s visitors with an enhanced suite of lifestyle offerings that include Shop, Dine, Play and Stay promotions that showcase the best of what Singapore has to offer, year-round. Please refer to Annex for the enhanced suite of offerings.

#### ***Deepen Partnership to Boost Travel Demand to Singapore and Jewel***

With the new partnership, Jewel will be able to leverage the strength of Mastercard’s extensive global network of banks, hotels, travel agencies and tourism-related businesses to further its outreach to overseas visitors and enhance its reputation as a must-see destination in Singapore. The collaboration is timely amid Jewel’s strong show of visitor numbers over the recent months. To-date, Jewel’s footfall is trending at more than double that of the same period in 2021, with tourists making up more than 30% of visitor traffic. The partnership is expected to bring more than 20% increase in Mastercard transaction volumes at Jewel, both by locals and tourists, in the next three years.

To better curate the Jewel Experience for visitors, there will be knowledge exchange in terms of leveraging Mastercard's vast experience in data analytics solutions for sharper formulation of marketing campaigns to not only benefit visitors, but also Jewel's tenants and their businesses. The data insights will help Jewel to build up a deeper understanding of its customers' journeys so as to serve them even better.

Earlier this year, when Jewel launched its WOW (Win on Weekdays) in-mall promotions to promote visitorship on weekdays, Jewel collaborated exclusively with Mastercard for the second and third installments and yielded strong sales performance, with an increase in Mastercard spending as high as 30%.

Mr James Fong, CEO of Jewel Changi Airport Devt., said, "Mastercard is no stranger to Jewel Changi Airport. We started working with Mastercard from 2020 and are excited to bring our partnership to a whole new level. Even as we welcome back international tourists to shop, dine, play and stay at Jewel Changi Airport, we will continue to innovate and rejuvenate visitors' experience by leveraging on Mastercard's broad suite of capabilities."

Deborah Heng, Country Manager, Singapore, Mastercard said, "The travel industry is showing strong signs of recovery with growing numbers of locals travelling overseas, and inbound tourists. Mastercard is pleased to partner with Jewel to offer an elevated visitor experience by leveraging its extensive network and database to better understand and address evolving consumer expectations. As one of Singapore's most exciting and iconic integrated lifestyle destinations for both locals and international tourists, Jewel is a key attraction, and this strategic partnership allows us to provide Mastercard cardholders with unforgettable experiences and everyday value."

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[Enclosure] Annex: Exclusive suite of promotions

**About Jewel Changi Airport Trust Pte. Ltd. ([www.jewelchangiairport.com](http://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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**About Mastercard (NYSE: MA), [www.mastercard.com](http://www.mastercard.com)**

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

## **ANNEX**

### ***Exclusive suite of promotions***



As part of the partnership, Mastercard cardholders will enjoy exclusive discounts at Jewel. Specially curated for the thrill-seeker, cardholders will get to redeem a complimentary ticket for every Canopy Bridge ticket purchase via Mastercard. Suspended 23-metres above ground and at 50-metres long, the Canopy Bridge offers visitors an excellent vantage point to enjoy the breathtaking view of Jewel's twin iconic centrepiece attractions - the world's tallest indoor waterfall, HSBC Rain Vortex, and the verdant indoor lush landscaping of the Shiseido Forest Valley.



For families with young children, they will also get to enjoy 1-for-1 deal for every Jewel-rassic Quest ticket purchased. This is one of the newer attractions launched at Jewel earlier this year.

From November, Mastercard cardholders will also get to enjoy free 2-hours parking at Jewel during the weekends (Saturday and Sunday only) when they spend a minimum of \$50 in a single receipt<sup>1</sup>.

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<sup>1</sup> On a first-come, first-served basis.