



MEDIA RELEASE

More Shoppers Enjoy Benefits from Jewel Double Rewards Loyalty Programme



SINGAPORE, 14 April 2022 – Jewel Changi Airport's loyalty programme, **Jewel Double Rewards**, is growing in popularity among its visitors as seen by an increasing membership and spending. Jewel saw a 25% increase in the number of Double Rewards members, with overall average spend increasing by nearly 30% in the last two years. Under this scheme, members of Changi Airport's Changi Rewards¹ and CapitaLand's CapitaStar² rewards programmes who link both accounts, enjoy perks from the two loyalty programmes in a single shopping or dining transaction at Jewel. Jewel is the only retail

¹ Changi Rewards is Changi Airport's loyalty programme that rewards when you shop and dine at Changi Airport, Jewel Changi Airport, and [iShopChangi](#). It is free and packed with exclusive benefits and privileges. It has three membership tiers – Regular, Gold, and Platinum. Members enjoy GST-absorbed purchases at Changi Airport's public areas.

² CapitaStar is a card-less Rewards Programme with no membership fee or expiry. STAR\$® (on top of all other rewards on your everyday spend) are awarded when you make purchases at participating retailers across CapitaLand Malls. It is a single-tier membership

destination in Singapore to offer double rewards with the same spend. In addition, Double Rewards shoppers who are Changi Rewards Platinum members can expect to receive a 3.5%³ cash rebate on all their spend, which is the highest mall cashback rewards locally.

Come May 2022, the programme will further extend to include Jewel attraction tickets purchased on-site at Jewel's Concierge counters, stretching the dollar value to visitors as they shop, dine and play at the multi-faceted lifestyle destination. To boost its membership, Jewel will be launching a month-long Double Rewards campaign with attractive giveaways to its visitors.

Higher spend among Double Rewards members

Apart from the increased membership and average spend, Jewel also observed that on average, Double Rewards members spent 70% and 35% more as compared to shoppers who are Changi Rewards and CapitaStar members respectively for the past two years. The average number of transactions by Double Rewards shoppers has also increased by 20%.

Double Rewards Campaign giveaways at Jewel



From 14 Apr to 15 May 2022, an exclusive pop-up store located at Jewel Basement 1⁴, will be set up, with staff to assist with new sign-ups of Changi Rewards and CapitaStar

³ Assuming accumulated spend of S\$1000 by Double Rewards shopper. Refer to Table 2 at Annex B.

⁴ The pop-up store is located at B1-235, next to Charles & Keith.

memberships, and facilitate those who wish to link both membership accounts to enjoy double rewards privilege. During the month-long **Double Rewards campaign**, Jewel is giving away **1,000 Changi Rewards points** and **5,000 STAR\$** respectively to new members who sign up with Changi Rewards and/or CapitaStar. Additionally, new Double Rewards shoppers who link both accounts and spend a minimum of \$100 in a single same-day receipt will also receive a **S\$10 Jewel Voucher**.

As part of the campaign, new and existing Double Rewards shoppers will also stand to win sure-win prizes such as Jewel premiums, Jewel attraction tickets (Canopy Park, Canopy Bridge and Jewel-rassic Quest tickets) and more with a minimum spend of S\$100 in a single same-day receipt. Please refer to **Annex A** for more details.

Nigel Chia, Head of Corporate & Marketing Communications, Jewel Changi Airport Development said, “We are heartened by the strong show of support given by our shoppers to the Jewel Double Rewards programme. There is nowhere else in Singapore where shoppers get to earn rewards from two loyalty programmes in a single shopping or dining transaction. Since Jewel opened in 2019, about 1 billion loyalty points, translating to S\$2.5 million worth of cashback, have been awarded to shoppers and diners. With the gradual relaxation of Safe Management Measures in Singapore, we have also seen a 20% increase in weekday footfall traffic from a month ago and we look forward to welcoming more people back to shop, dine and play with the launch of this Jewel Double Rewards campaign.”

Visitors to Jewel can get their money’s worth every time they indulge in retail therapy, dine at the variety of F&B outlets at Jewel and soon with Jewel’s play attractions at Canopy Park and the newly launch Jewel-rassic Quest. With a minimum spend of S\$10 in a single receipt, they can earn both Changi Rewards points⁵ and CapitaStar’s STAR\$®⁶. All it takes is for visitors to link their Changi Rewards and CapitaStar accounts, either via the iChangi app or CapitaStar app, to earn points automatically and enjoy benefits of both loyalty programmes. These earned points can be accumulated and

⁵ Regular Changi Rewards members earn 10 points for every \$10 spent, while Gold and Platinum members enjoy the extra perk of receiving 20 and 60 points respectively.

⁶ For every S\$1 captured, members will earn 5 STAR\$® (1 STAR\$® for supermarkets & food courts).

redeemed for digital cash vouchers (Changi Airport's e-Voucher Flexi or eCapitaVoucher) to off-set future purchases at most retail and dining outlets across Jewel.

Enclosed:

[Annex A] - Details on Jewel Double Rewards Campaign

[Annex B] – How members can earn Changi Rewards points and STAR\$

[Annex C] - Illustration on rewards earned for various spend examples

For more information, please visit: <https://www.jewelchangiairport.com/en/Jewel-Double-Rewards.html>

About Jewel Changi Airport Trust Pte. Ltd. (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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Hashtag your posts with: #SeeJewel #DoubleRewardsOnlyAtJewel

Jewel's Double Rewards Campaign (14 Apr – 15 May 2022)

i) New Changi Rewards and CapitaStar members

- Sign up as a new Changi Rewards member with promo code <JEWDR> receive **1,000 CR points**
- Sign up as a new CapitaStar member with promo code <JEWDR> to receive **5,000 STAR\$®**

Limited to 1st 1,000 new CR accounts and new CS accounts respectively

ii) New Jewel Double Reward shoppers

- Link your CR and CapitaStar accounts to be a Double Rewards shopper and receive a **S\$10 Jewel Voucher with a min. spend of S\$100 in a single receipt.**

Limited to 1st 2,000 redemptions. Capped at 1 redemption per new Double Rewards shopper for the entire promotion period and while stocks last

iii) All Double Rewards shoppers

Spend a min. of S\$100 in a single receipt to receive a chance to win **a sure-win prize.**

Capped at maximum 3 redemptions per Double Rewards shopper per day and while stocks last

List of prizes include:

- Jewel premiums –passport holders, reusable straws, RFID wallets, tote bags, cooler bags
- Jewel attraction tickets – Canopy Park, Canopy Bridge, Jewel-rassic Quest
- Changi Rewards premiums – Notebooks, Totebags, Travel essentials – luggage covers, and 3-in-1 travel organiser

How members can earn Changi Rewards Points and STAR\$® automatically

**Enjoy Double
Rewards in
4 simple steps:**



LINK
your Changi Rewards
and CapitaStar accounts



SHOP, DINE & PLAY
at Jewel
Changi Airport



SCAN
your Changi
Rewards e-card



EARN
BOTH Changi Rewards
points and STAR\$®

Members of Changi Rewards or CapitaStar can earn Changi Rewards points or STAR\$® at participating outlets in Jewel with a minimum spend of S\$10 in a single receipt. Changi Rewards has three membership tiers – Regular, Gold, and Platinum. Members enjoy greater returns and more privileges as they move up the tiers. Regular members earn 10 points for every S\$10 spent, while Gold and Platinum members enjoy the extra perk of receiving 20 and 60 points respectively. Members also enjoy GST-absorbed purchases at Changi Airport's public areas.

For CapitaStar, members earn five STAR\$® (one STAR\$® for supermarkets and food courts) for every S\$1 spent. Jewel Double Rewards sweetens the deal further, allowing members of the two programmes to earn both rewards instantaneously for the same purchase. This is stackable with other in-store tenants' rewards, if any. You do not need to upload your receipts on the CapitaStar App. Simply scan your Changi Rewards e-Card at the point of purchase to earn Changi Rewards points and STAR\$® will be automatically awarded.

Table 1: For illustration, a Double Rewards shopper who made a minimum spend of S\$10 will earn:

Spend in a single receipt	Changi Rewards	CapitaStar	Double Rewards
S\$10	Member S\$10 = 10pts	S\$10 = 50 STAR\$	10 CR + 50 STAR\$
	Gold S\$10 = 20pts	S\$10 = 50 STAR\$	20 CR + 50 STAR\$
	Platinum S\$10= 60pts	S\$10 = 50 STAR\$	60 CR + 50 STAR\$

Redemption of Points

Changi Rewards points and STAR\$® earned can be used to redeem the following:

- iv) **S\$5 e-Voucher Flexi** for every 1,500 Changi Rewards points (available for use at participating stores in Jewel and Changi Airport main terminals), exclusive items, offers under Changi Rewards' Rewards Catalogue, or conversion to Singapore Airlines KrisFlyer miles.
- v) **S\$5 eCapitaVoucher** for every 5,000 STAR\$.

Table 2: For illustration, a Double Rewards shopper with an accumulated spend of S\$1,000 at Jewel will earn:

Accumulated spend S\$1,000	Changi Rewards (CR)	CapitaStar (CS)	Double Rewards	Redemption of e-vouchers To convert to E-vouchers •1,000 points = S\$5 eV •5,000 STAR\$ = S\$5 eCV	Rebate %
S\$1,000	Member: 1000 pts	5000 STAR\$	1000 CR + 5000 STAR\$	S\$5 eV + S\$5 eCV	CR (0.5%) + CS (0.5%) = 1%
	Gold: 2000 pts	5000 STAR\$	2000 CR + 5000 STAR\$	S\$10 eV + S\$5 eCV	CR (1%) + CS (0.5%)= 1.5%
	Platinum: 6000 pts	5000 STAR\$	6000 CR + 5000 STAR\$	S\$30 eV+ S\$5 eCV	CR (3%) + CS (0.5%) = 3.5%

ANNEX C

Illustration of Double Rewards earned for various spend at Jewel Changi Airport

Spend in a single receipt	Changi Rewards (CR)	CapitaStar (CS)	Double Rewards Shoppers will earn	Total Cashback
S\$15.30 burger at Shake Shack 	Member S\$15.30 = 10 pts	S\$15.30 = 75 STAR\$	10 CR + 75 STAR\$	S\$0.13
	Gold S\$15.30 = 20 pts	S\$15.30 = 75 STAR\$	20 CR + 75 STAR\$	S\$0.18
	Platinum S\$15.30 = 60 pts	S\$15.30 = 75 STAR\$	60 CR + 75 STAR\$	S\$0.38
S\$169 sports shoes 	Member S\$169 = 160 pts	S\$169 = 845 STAR\$	160 CR + 845 STAR\$	S\$1.65
	Gold S\$169 = 320 pts	S\$169 = 845 STAR\$	320 CR + 845 STAR\$	S\$2.45
	Platinum S\$169 = 960 pts	S\$169 = 845 STAR\$	960 CR + 845 STAR\$	S\$5.65
S\$895 luxury bag 	Member S\$895 = 890 pts	S\$895 = 4475 STAR\$	890CR + 4475 STAR\$	S\$8.93
	Gold S\$895 = 1780 pts	S\$895 = 4475 STAR\$	1780CR + 4475 STAR\$	S\$13.38
	Platinum S\$895 = 5340 pts	S\$895 = 4475 STAR\$	5340CR + 4475 STAR\$	S\$31.18

*Changi Rewards – cumulative spend is rounded down to the nearest S\$10
 CapitaStar – cumulative spend is rounded down to the nearest S\$1*