



## Singapore Travel Specialist

Welcome to Singapore - home of Singapore Airlines (SIA), Changi Airport (CAG), and the Singapore Tourism Board (STB). Together, we'd like to take you on a journey of how we've established one of the most spectacular, luxurious, safe, and seamless travel and destination experiences in the world.

### *Creating a new standard for travel:*

Over the past few months, Singapore has shown both resilience and ingenuity to meet the evolving needs of residents and visitors alike, and ensures that every aspect of their experience is safe, yet delightful. The Singapore Travel Specialist training program within the Travel Daily Academy, and STB's 'SingapoReimagine' efforts, aim to:

**Reimagine Travel** - Co-create ideas and spur the renewal of Singapore tourism

through transformation and innovation with SIA & CAG.

**Reimagine Safety** - The 'SG Clean' Quality certification requiring establishments to adhere to stringent levels of hygiene and sanitisation as well as Safe Management Measures (SMMs).

**Reimagine Technology** - Contactless technology, cleaning or barista robots, TraceTogether app and token (the world's first national digital contact tracing tool), virtual experiences, and hybrid meeting venues and events.

**Reimagine City & Nature** - Singapore aims to be the world's most sustainable urban destination with nature-based concepts in places of interest such as Jewel Changi Airport, Gardens By the Bay, the Jurong Lake District, and the Mandai Precinct, all featuring the best of sustainability, innovation, nature, science, eco-friendly accommodation, and wildlife attractions.

### *Taking travellers to the skies again:*

CAG & SIA continue to lead in the new world to support the revival of Singapore tourism. Advancements in

traveller journeys include, but are not limited to:

**FAST** check-in kiosks and bag-drop machines fitted with proximity sensors; Enhanced features on the **SQ mobile** app enabling all booking management and in-flight entertainment on personal devices; **Auto-clearance immigration lanes** upgraded with a new biometric system using facial and iris recognition technology; **Refreshed in-flight meal** preparation, service, and presentation to reduce handling and interactions while maintaining quality; **Autonomous cleaning equipment** deployment throughout Changi Airport to clean floors and carpets daily, also fitted with a misting attachment; **Increased cleaning and disinfection** frequencies in cabin and lavatories, as well as usage of hospital grade HEPA filters, cleaning solutions, and personal protective equipment (PPE).

We endeavour to be your most trusted and valuable airline, airport, and tourism partners, and hope becoming a Singapore Travel Specialist allows you to rediscover and reconnect with everything we have to offer.