



MEDIA RELEASE

Suntec Singapore Gears Up For Business Recovery

13 June 2003, Singapore – With Singapore officially declared SARS-free by the World Health Organization, Suntec Singapore wasted no time in implementing Phase 1 of its business recovery plan targeting both the local and international market. As people start travelling in and out of the country again, life is returning to normal, and Singapore has never been safer. It means “business as usual” again between Singapore and the world.

Though Sars has affected the MICE industry throughout Asia in the past two months, business at Suntec Singapore did not come to a complete halt. With the implementation of many stringent Sars precautionary measures since the outbreak and a COOL Award for achieving the Gold Standard for Best Practices in SARS Precautionary Measures for venues awarded by Singapore Tourism Board / Spring Singapore, Suntec Singapore has reassured its clients that the venue is safe and healthy.

As the region begins to see the recovery of business, Suntec Singapore already has its business recovery programmes in place, besides initiating the “Singapore Can-Lah” campaign to counter the negative SARS publicity. The venue is also actively promoting its “Suntec Singapore. Asia’s Convention City.” joint marketing alliance with Singapore Airlines, and its hotel partners, namely Conrad Centennial Singapore, Swissotel The Stamford Singapore, The Pan Pacific Singapore, The Oriental Singapore and Marina Mandarin, with the firm support of Singapore Tourism Board.

The consortium has launched a package of incentives for meetings, conventions and exhibitions that are to be held from now until December 2004. Bookings must be done before December 2003.



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Rooms

Meeting planners who book 10 room nights or more at any of the partner hotels from now till December 2003 will enjoy an attractive room rate of US\$98+++ (subject to service charge and prevailing taxes) for a single/double room inclusive of breakfasts. The hotels are also offering additional perks like room upgrades and an array of discounts.

Venue

Suntec Singapore is offering international conferences 30% discount off the food bill for a Welcome Cocktail Reception held at the Centre that have a guaranteed attendance of 300 persons and above. The venue is also giving additional perks like complimentary meeting rooms for organiser's use, free flow of coffee and tea for the organiser's secretariat and advertising exposures on its gigantic E-Board. These perks are also applicable to trade exhibitions that have a gross area of more than 2,000 square metres.

Supported by Singapore Tourism Board (STB)

For new MICE events confirmed by 31 December 2003, and held before 31 December 2004, STB's "COOL Singapore Deal" offers up to 30% for various components like site inspections and professional fees.

(Terms and conditions apply for all above-mentioned incentives.)

Providing more than just meeting space, Suntec Singapore is also taking a more flexible approach in the booking and use of its floor areas with a series of programmes aimed at drawing in international and larger events. Targeted at major regional and long haul markets, the "More than just meeting space" initiative encourages more take-up from larger venue users for hosting of mega events, and more international conferences and seminars.

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About Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore)

Located at the heart of a totally integrated meetings, conventions and exhibition hub, Suntec Singapore is a world class venue offering 100,000 square metres of versatile space and direct access to 5,200 hotel rooms, 300 restaurants and comprehensive shopping and entertainment facilities. Suntec Singapore's flexible event space is spread over six levels including a convention hall that accommodates up to 12,000 people theatre-style, an exhibition hall of 12,000 square metres, a sub-divisible ballroom, 31 meeting rooms, a theatre and a multi-purpose Concourse. Additionally, the venue has the largest banquet kitchen in Singapore supported by an award-winning food and beverage team.

For more information, please contact:

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