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Changi Airport Positions Itself as I.T Shopping Haven for Travellers

Information Technology (IT) and consumer electronic products are the third best selling product group at Singapore Changi Airport. Sales in this category have recorded double-digit growth in the last two years. In the January to August 2004 period, sales rose about 20 per cent compared to the same period in 2003. Compared to the corresponding period in 2002, the rise in sales in the first eight months of this year is about 15 per cent. European and Australian travellers are the biggest spenders on such products at Changi.

To capitalise on this trend, Changi Airport has increased the commercial space for IT and consumer electronic products by about 10 per cent. The airport is also set to enhance its annual IT shopping extravaganza, aptly named "Digital Connection", as a landmark event for the technophile traveller.

"Digital Connection" has been well received since it was first launched in 2002.

This year, a bigger exhibition area has been set aside to accommodate over 10 brands showcasing the latest electronic gadgets and gizmos, such as digital cameras, MP3 players and Personal Digital Assistants. Travellers who spend above S\$50 stand a chance to win more than S\$40,000 worth of electronic products in a lucky draw to be conducted during the "Digital Connection" fair. Travellers will also be able to get free picture postcards customized with a snapshot of themselves daily.

Mr Ho Beng Huat, Deputy Director-General (Airport Management), Civil Aviation Authority of Singapore said, "The retail shops at Changi Airport offer some of the latest models of IT and electronic products available on the market. Travellers have said they are able to buy products here that are not yet available at their home market. Travellers also frequently make reservations for these products via our website, just so that they can pick up these products during their transit at Changi Airport. We hope to establish Changi Airport as a shopping haven for computer and electronic purchases. Not only will we continue to improve on the range and quality of these products, we will also enhance the other IT services and facilities offered at Changi Airport."

This year's "Digital Connection" will run from 1 October to 24 October.