

## ISSUE 10

# AN ELITE GATEWAY AT CHANGI

**Today, travellers are regaining confidence in their spending power and are willing to splurge a little more on convenience and exclusivity. With the Asian markets recovering and the opening of newer attractions such as the integrated resorts Marina Bay Sands and Resorts World Sentosa, JetQuay, the Commercially-ImportantPersons (CIP) Terminal at Changi Airport is gearing up for a greater volume of high net worth individuals coming in to Singapore.**

As the demand for air travel rises in this time of growth, businesses from across the aviation industry, especially airlines and airport operations, are expanding and enhancing their services to meet the needs of more travel-savvy passengers. Changi Airport, which is the seventh busiest international airport today, continues to set the bar in passenger experience with its Changi Experience philosophy of giving travellers access to excellent facilities and services. Part of the infrastructure for this is the JetQuay CIP Terminal. Offering a range of exclusive facilities and services, the terminal is tapping into a growing market of luxury travellers. It boasts amenities such as business centres, meeting rooms, a workout centre, showers and even an Asian art exhibit area, while offering passengers personalised services including check-in, immigration, baggage clearance and limousine transfers.

JetQuay's growing success over the last five years indicates that there are more passengers coming in to Singapore who are willing to indulge. According to the terminal's latest figures, it handles, on average, about 10 to 12 private jets and sees around 150 to 200 passengers passing through daily, as compared to only five private jets and 50 passengers daily during the initial phase.

### **GOING BEYOND THE ORDINARY**

To keep up with rising passenger numbers as well as the demands of discerning customers, JetQuay prides itself with superb customer service, which is essential in any aviation business that wants to sustain its leading status. With exceptional service as the main driver behind its rising success, it facilitates seamless, worry-free transit and a comfortable airport experience. Passengers who have had the chance to use JetQuay's facilities had only good things to say. "My experience with JetQuay was the best service I've ever received," said a passenger from Australia who declined to be named. "The friendly and professional staff made me feel like a true VIP."

Beyond the excellent amenities, one thing that can be gleaned from testimonials of individuals who have gone through the terminal, JetQuay, which aligns itself with the Changi Experience, is all about a seamless, comfortable airport experience and understanding what its customers want and need, something that is practically a requirement in dealing with high net worth passengers accustomed to elite treatment. Consider what an embassy official from the State of Kuwait said: “The staff was very cooperative and displayed a high level of professionalism in extending their assistance and meeting my requirements. My family’s arrival in Singapore went smoothly because of the efforts by the staff.”

While it may be a small part of the overall aviation landscape in Singapore, JetQuay’s rising reputation as a terminal that provides excellent service and amenities is an example of the areas where the aviation industry can focus on and expand to advance further.

### **PLANS TO EXPAND**

With five successful years in the business, JetQuay plans to push the envelope even further. Anticipating rising incomes across the board, JetQuay plans to introduce new areas in the terminal that cater to a wider range of customers, including families. On the drawing board are a family zone, a reading zone and a relaxation zone. A broader range of healthier food and beverage options will also be offered.

JetQuay’s upgrades, top-notch service and amenities add cachet to Changi Airport’s already high standards – and redefine the travel experience, much the same way that the Changi Experience continues to revolutionise how passengers experience airports.