

7 APR 1995

For Six Month Period Ending _____
(Insert date)

Name of Registrant

Registration No.

Aaron D. Cushman & Associates, Inc.

2572

Business Address of Registrant

35 E. Wacker Drive, Suite 850, Chicago, IL 60601

I-REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

- Residence address Yes No
- (2) Citizenship Yes No
- (3) Occupation Yes No

(b) If an organization:

- (1) Name Yes No
- (2) Ownership or control Yes No
- (3) Branch offices Yes No

2. Explain fully all changes, if any, indicated in item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name

Position

Date Connection Ended

INTERNAL SECURITY
REGISTRATION UNIT
95 JUL -6 10:49
RECEIVED
DEPT OF JUSTICE
CRIMINAL DIVISION

BILLBOARD

NEW YORK, NY
WEEKLY 46,880

OCT 29 1994

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IMM '95 Meet Sets May Dates

84592A

LONDON—The third International Music Market (IMM) is scheduled to be held next May 17-20 in Singapore.

Organized by London-based International Music Markets, the conference and trade show is centered on doing business in Asia. It aims to attract 1,000 delegates, an increase of 100% over attendance at the '94 show.

For the first time, however, IMM will be competing with a similar event, MIDEM Asia, which is to take place May 23-25 in Hong Kong (Billboard, Sept. 17).

The Singapore conclave will feature a dozen seminars, a trade exhibition, showcase concerts, and—new for 1995—a music video awards program and a multimedia display area. The IMM venue is Singapore's Hyatt Regency Hotel.

Seminar topics will include marketing, media, charts, local repertoire, music publishing, and touring. Panelists and keynote speakers will be announced later.

STARS AND STRIPES

WASHINGTON, DC
WEEKLY 200,000

OCT 24 1994

BURRELLE'S

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Singapore

84592A

Touting Tourism

A Singapore tourism mission left for Vietnam 14 Oct. on a nine-day effort to help Singaporean investors identify projects to help Vietnam boost tourism, said the Singapore Trade and Development Board.

This trip followed the signing of an agreement in August between Singapore and Vietnam on tourism cooperation.

The tourism mission includes officials from the Singapore Economic Development Board.

BURRELLE'S

75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039
(201) 992-6600 / (800)631-1160

RADIO CLIPS

DATE November 13, 1994
TIME 10:05 AM-12:00 Noon
STATION KSL 1160 AM
LOCATION Salt Lake City
PROGRAM KSL Travel Show

ACCOUNT NUMBER 11/8459 ZA

DON SHAFER, co-host:

Let's take some of these calls and see if we can help folks out.

* * *

(They take calls from listeners. Lena calls in.)

* * *

LENA: We would like to travel to Singapore by way of Hong Kong, and this is the latter part of January.

SHAFER: OK, January...

LENA: Now, what is the best buy--time to buy the tickets? Could we use that Delta deal on it?

LARRY GALEWICKS, co-host:

Yes, you could. The Delta International deal is good in--in full coach, business or first class. You can get the companion fare. Again, because the computer's down, the lin--the telephone line is down--there's probably too much snow on the lines--I can't look that up, but Stacey'll take your name, and I can get back to you tomorrow.

I can tell you right now that the fares to Singapore are 799, and to Hong Kong, 699, so you're going to be looking at that range.

* * *

(They take calls from other listeners.)

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(201) 992-6800 / (800)631-1160

RADIO CLIPS

DATE November 13, 1994
TIME 10:05 AM-12:00 Noon
STATION KSL 1160 AM
LOCATION Salt Lake City
PROGRAM KSL Travel Show

ACCOUNT NUMBER 11/8459 ZA

DON SHAFER, host:

And we are joined by Tom Parsons from Best Fares magazine.

* * *

(They discuss discount travel and take phone calls. John calls in.)

* * *

JOHN: Well, what we're doing is we're either going to fly into Singapore on some--or Hong Kong on some airline tickets we bought at a raf--a raffle up in Ogden.

SHAFER: Mm.

JOHN: We want to know if there's any way we--economically, we get from either of those towns down to New Zealand.

SHAFER: Singapore to New Zealand.

Mr. TOM PARSONS: Actually, you're going on--on the opp--opposite side of the world there. It'd probably be cheaper for you to go right out of LA to New Zealand.

* * *

(Parsons advises John how to get a cheaper deals. They take other calls.)

BURRELLE'S

75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039
(201) 992-6600 / (800) 631-1160

TV CLIPS

DATE November 11, 1994
TIME 6:00-7:00 AM
STATION WDAF-TV(Fox) Channel Four
LOCATION Kansas City, Mo.
PROGRAM Newschannel 4 Sunrise

ACCOUNT NUMBER 11/8459 ZA
NIELSEN AUDIENCE 35,000

GARY LEZAK, co-anchor:

Fall is a good time to visit Asia, and some travelers looking for a little romance and nostalgia are finding it by riding the rail.

KELLY WALDO, co-anchor:

Travel reporter Mike Sanford takes us on an exotic journey aboard one of the world's more luxurious trains.

MIKE SANFORD reporting:

Southeast Asia is a destination for a growing number of travelers, but exploring it in comfort can be a challenge. One way is the Eastern and Oriental Express, a 41-hour 1200-mile rail journey starting in the island nation of Singapore and ending in Thailand's capital city of Bangkok.

As with the revival of steam train trips in the United States, nostalgia is the key to this adventure, that and the romance of Southeast Asia. Names like Kuala Lumpur, Pa Nang, and Singapore.

Mr. CHRIS SEIFERT (Frankfurt, Germany): It's like being in a time machine. We are quite a young couple, but you got the feeling like back in good old times.

SANFORD: That nostalgia begins the moment you board. Each sleeping compartment is appointed with sofas and chairs that convert into beds, and bathrooms with sink and shower. Throughout the train, expensive touches like inlaid teakwood and brass lamps. Meals are gourmet and included in your train fare, a five-star restaurant on rails.

* * *

(Sanford points out features of the trip.)

23 Clips

BURRELLE'S

75 EAST-NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039
(201) 992-6800 / (800)631-1160

RADIO CLIPS

DATE November 4, 1994
TIME 9:00-10:00 AM
NETWORK Business Radio Network
PROGRAM BRN News

ACCOUNT NUMBER 11/8459 ZA

PAUL MINER reporting:

What's the finest city in which to locate an international headquarters? I'm Paul Miner reporting on the world of travel, and the answer is Singapore.

A Chicago-based international company, a management consulting firm, conducted a zone of opportunity survey. Cities were rated on the basis of their telecommunications--the number one consideration--followed by tax regulation, environment, political stability, availability and cost of labor, airline service and access to existing operations. Ten other cities were ranked behind Singapore in this order: London, New York City, Washington, Toronto, Frankfurt, Brussels, Hong Kong, Dallas and Chicago.

The features that make Singapore the preferred place for an international headquarters also suit the business traveler. Singapore Telecom offers state of the art telecommunications services available for both business and consumer use. The national telephone network is fully automated with some of the world's highest density fiber-optic networks. Singapore's telecommunications network, which will be 100 percent digital by 1995, is tailored for international service with over 66 percent of its global connections accomplished via satellite. Singapore has international direct dial links with more than 170 destinations.

With its strategic location and highly evolved infrastructure, Singapore is widely considered to be the finest gateway to the Asian Pacific region and its booming economies. Singapore has a renowned international airport top-rated by business travelers. The Singapore mass transit facilities with 42 stations provides swift travel in air conditioned comfort anywhere you wish to go.

I'm Paul Miner reporting on the World of Travel.

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75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039
(201) 992-6800 / (800)631-1160

RADIO CLIPS

DATE October 28, 1994
TIME 9:00-10:00 AM
NETWORK Business Radio Network
PROGRAM BRN News

ACCOUNT NUMBER 11/8459 ZA

PAUL MINER reporting:

What's the finest city in the world in which to locate an international headquarters? I'm Paul Miner reporting on the world of travel and the answer is Singapore. A Chicago-based international company, a management consulting firm, conducted its own opportunity survey. Cities were rated on the basis of their telecommunication the basis of their telecommunications--their number one consideration--followed by tax regulation, environment, political stability, availability and cost of labor, airline service and access to existing operations.

Ten other cities were ranked behind Singapore in this order: London, New York City, Washington, Toronto, Frankfurt, Brussels, Hong Kong, Dallas and Chicago. The features that make Singapore the preferred places for an international headquarters also suit the business traveler. Singapore Telekom offers state-of-the-art telecommunications services available for both business and consumer use.

The National telephone network is fully automated with some of the world's highest density fiber-optic networks. Singapore's telecommunications network, which will be 100 percent digital by 1995, is tailored for international service with over 66 percent of its global connections accomplished via satellite. Singapore has international, direct dial links with more than 170 destinations. With its strategic location and highly evolved infrastructure, Singapore is widely considered to be the finest gateway to the Asia Pacific region and its booming economies.

Singapore has a renowned international airport top rated by business travelers. The Singapore mass-transit facilities with 40 stations provides swift travel in air conditioned comfort anywhere you wish to go. I'm Paul Miner reporting on the world of travel.

BURRELLE'S

75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039
(201) 992-6600 / (800) 631-1160

TV CLIPS

DATE October 16, 1994
TIME 6:30-7:00 AM
STATION KVOA-TV(NBC) Channel Four
LOCATION Tucson, Ariz.
PROGRAM Women Today

ACCOUNT NUMBER 11/8459 ZA
NIELSEN AUDIENCE 1,000

LUPITA MURILLO, anchor:

It's time once again for a game of Monopoly. That is the third annual Loew's Monopoly Power Breakfast held Tuesday, October 25th, and it's going to start at 7:30 in the morning until 9:30 at Los Vothana Canyon Resort. This year's beneficiaries are the Boys and Girls Clubs of Tucson and the Jewish Family and Children's Service. With me today are Maureen Herron, she's the director of public relations for Los Vothana Canyon and Susan Rubins from the Jewish Family and Children's Service. Gaaa, such long names!

* * *

(Murillo talks with the the guests about what the Power Breakfast is about and what will be served and what the proceeds will be used for.)

* * *

Ms. MAUREEN HERRON (Director of Public Relations for Los Vothana Canyon Resort):

Five live auction prizes to such destinations as England, New Mexico, Mexico. We have a season pass to any Century Theater all over the Western United States that's worth about \$600. The Singapore Tourist Board is donating prints of Singapore.

* * *

(The ladies talk about how the breakfast began, what guests will be there and how to get more information about participation.)

18 Clips

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75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039
(201) 992-6600 / (800)631-1160

RADIO CLIPS

DATE October 14, 1994
TIME 12:00 Noon-4:00 PM
NETWORK Business Radio Network
PROGRAM Business Day

ACCOUNT NUMBER 11/8459 ZA

JACK LOTT, co-host:

This is Business Day on Business Radio. I'm Jack Lott.

* * *

LOTT: With us live right now, investor Joe Rogers of--here to discuss some opportunities for US businesses in Southeast Asia and China. Joe just returned from that part of the world. Welcome back to Business Day. Welcome back home, too.

Mr. JOE ROGERS (Investor): Well, thanks very much, Jack. I appreciate that.

LOTT: How was your trip?

Mr. ROGERS: Very good, extremely productive. We were in Bangkok, Singapore, Jakarta, Beijing and Hong Kong.

* * *

(Lott and Rogers discuss brand name stores in Southeast Asia.)

* * *

LOTT: Give us an example. What kind of company?

Mr. ROGERS: Well, a very good example in--an extremely successful--coming into Singapore is Kmart. In that part of the world it's very hard to return and exchange merchandise. Kmart has come into Singapore with two very prominent stores and is accepting exchanges, returns and selling the same kind of broad-based merchandise they're selling here.

LOTT: What's the attitude of the people toward a Kmart? What kind of store do they consider it to be?

Mr. ROGERS: Well, it was very interesting having dinner with some American expatriates there. It was the greatest thing that ever happened. They could go to the Christian Dior store at Kmart for a long time--I beg your pardon--in Singapore, for a long time, but that didn't help them much in their daily lives. But they, as well as the local people there, are looking at a Kmart as being able to provide them with the broad-based household, houseware type goods that are simply not available elsewhere.

* * *

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**RADIO
CLIPS**

(Lott and Rogers continue to discuss the business atmosphere in Southeast Asia.)

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75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039
(201) 992-6600 / (800)631-1160

RADIO CLIPS

DATE October 7, 1994
TIME 1:05-3:00 PM
STATION Syndicated via WOR 710 AM
LOCATION New York City
PROGRAM Smart Money

ACCOUNT NUMBER 11/8459 ZA

DARIA DOLAN, co-host:

And this hour, we're going to get out of town, and we're going to get out of town cheaply...

KEN DOLAN, co-host:

Exactly.

D. DOLAN: ...because we've got a list of some discount offers, guides, and coupon books that are available.

K. DOLAN: It's unbelievable.

* * *

(They talk about different destinations offering discounts.)

* * *

D. DOLAN: Well, my favorite is the Singapore Plus card.

K. DOLAN: The what?

D. DOLAN: Does that come with or without a cane?

K. DOLAN: The Singapore Plus card, what is that?

D. DOLAN: Well, it's being distributed...

K. DOLAN: Yeah.

D. DOLAN: ...by the Singapore Tourist Promotion Board.

K. DOLAN: Yeah.

D. DOLAN: It provides discounts at approximately 155 shops...

K. DOLAN: Yeah.

D. DOLAN: ...restaurants, and attractions located throughout Singapore.

K. DOLAN: Interesting.

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RADIO CLIPS

D. DOLAN: I don't know if they come with a cane or without.

K. DOLAN: Well, if you'd like information about that, it's (212) 302-4861.
The Singapore Plus card, (212) 302-4861.

* * *

(They go on to other subjects.)

BURRELLE'S

75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039
(201) 992-6600 / (800) 631-1160

RADIO CLIPS

DATE October 2, 1994
TIME 12:05-2:00 PM
STATION WOR 710 AM
LOCATION New York City
PROGRAM Ask Arthur Frommer

ACCOUNT NUMBER 11/8459 ZA

ARTHUR FROMMER, host:

Let's go to another question as quickly as we can, to Gary.

Gary, you are now live on Ask Arthur Frommer.

GARY: Yes, hello, Arthur.

FROMMER: Yes, Gary.

GARY: Nice to meet you. I'm interested in going to Singapore, probably about the middle of November...

FROMMER: Mm-hmm.

GARY: ...and I'm--I'm a West Coast liver, so I'll be leaving, probably, from Seattle...

FROMMER: Mm-hmm.

GARY: ...and I would be able to stay for, oh, probably about a month. I don't care to move into the Christmas holiday.

FROMMER: But you plan to stay in Singapore itself for a full month? Wh--why so long?

GARY: Well, I--well now--well, I have friends in Singapore, and I've been to Singapore before, and I find that you can just get unbelievable airfares out of Singapore to other places.

FROMMER: Oh, I see, and you'll use that as a place for traveling elsewhere in Asia?

GARY: So I'll use that for traveling elsewhere, and that will be my jumping-off point.

FROMMER: Uh-huh.

GARY: And I wonder what kind of consolidator fare might be a realistic one for Seattle-Singapore.

FROMMER: Gary, I'm going to name a consolidator who specializes in Singapore that is--that happens to be located on the West Coast, but that's not why I'm naming. I mean, now that we have nationwide 800 numbers, it really doesn't

The Miami Herald

MIAMI FL

FL-279

SUN 527.851

OCT 16 1994

BURRELLE'S

8459ZA MAKING CONTACT

Tourist offices of the Orient

Bhutan: Bhutan Travel Agency, 120 E. 56th St., No. 1130, New York, N.Y. 10022; (212) 838-6382.

China (People's Republic): China National Tourist Office, 350 Fifth Ave., Room 6413, New York, N.Y. 10118; (212) 760-9700.

Hong Kong: Hong Kong Tourist Association, 590 Fifth Ave., New York, N.Y. 10038; (212) 869-5008.

India: Government of India Tourist Office, 30 Rockefeller Plaza, North Mezzanine, Room 15, New York, N.Y. 10112; (212) 586-4901.

Indonesia: Indonesia Tourist Promotion Office, 3457 Wilshire Blvd., Suite 102, Los Angeles, Calif., 90010; (213) 387-2078.

Japan: Japan National Tourist Organization, 630 Fifth Ave., New York, N.Y. 10111; (212) 757-5640.

Korea: Korean National Tourism Corp., 2 Executive Dr., Seventh Floor, Fort Lee, N.J. 07024; (201) 585-0909.

Macao: Macao Tourist Information Bureau, 3133 Lake Hollywood Dr., P.O. Box 1860, Los Angeles, Calif.

90078; (213) 851-3402.

Malaysia: Malaysian Tourist Information Center, 818 West Seventh St., Los Angeles, Calif. 90017; (213) 689-9702.

Nepal: Royal Nepalese Embassy, Visa Section, 2131 Leroy Place NW, Washington, D.C. 20008; (202) 667-4550.

Seychelles Islands: Seychelles Tourist Board, 820 Second Ave., Suite 900F, New York, NY 10017; (212) 687-9766.

Singapore: Singapore Tourist Promotion Board, 590 Fifth Ave., 12th Floor, New York, N.Y. 10038; (212) 302-4861.

Sri Lanka: Embassy of Sri Lanka, 2148 Wyoming Ave. NW, Washington, D.C. 20008; (202) 483-4025.

Taiwan: Taiwan Visitors Association, 1 World Trade Center, Suite 7953, New York, N.Y. 10048; (212) 466-0691.

Thailand: Tourism Authority of Thailand, 5 World Trade Center, Suite 3443, New York, N.Y. 10048; (212) 432-0433.

Tourist Offices of the Pacific

Australia: Australian Tourist Commission, 489 Fifth Ave., New York, N.Y. 10017; (212) 687-6300.

Fiji: Fiji Visitors Bureau, 5777 W. Century Blvd., Suite 220, Los Angeles, Calif. 90045; (310) 588-1616.

Guam: Trip-N-Tour of Guam and Micronesia, 846 Williamston St., Suite 202, Vista, Calif. 92084; (800) 348-0842.

Hawaii Visitors Bureau: 350 Fifth Ave., Suite 808, New York, N.Y. 10118; (212) 947-0717.

New Zealand: New Zealand Embassy, 37 Observatory Circle NW, Washington, D.C. 20008; (202) 328-4880. Also, in Los Angeles: New Zealand Tourism Board, 501 Santa Monica Blvd., Suite 300, Santa Monica, Ca. 90401; (800) 388-5494.

Papua New Guinea: Embassy of Papua New Guinea, 1615 New Hampshire Ave. 3rd Fl. Washington, D.C. 20009; (202) 745-3680.

Philippines: Philippines Department

of Tourism, 556 Fifth Ave., Suite 1M, New York, N.Y. 10036; (212) 575-7915.

Tahiti: Tahiti Tourism Board, 300 N. Continental Blvd., Suite 180, El Segundo, Calif. 90245; (310) 414-8484.

Other destinations: Pacific Area Travel Association, 1 Montgomery St., Telesis Tower, Suite 1750, San Francisco, Calif., 94104; (415) 986-4646, provides travel information for the following Pacific Area destinations: American Samoa, Australia, Bangladesh, Republic of China, Cook Islands, Fiji, Gilbert Islands, Guam, Hawaii, Hong Kong, India, Indonesia, Japan, Kiribati, Korea, Macao, Malaysia, Micronesia, Nepal, New Caledonia, New Hebrides, New Zealand, Northern Marianas, Pakistan, Papua New Guinea, Philippines, Singapore, Solomon Islands, Sri Lanka, Tahiti, Thailand, Tonga, USSR, Vanuatu and Western Samoa.

BURRELLE'S NEWSCLIP ANALYSIS SERVICE

AARON CUSHMAN & ASSOC/SINGAPORE TOURIST PROMOTION BOARD

SUMMARY

PRINT MEDIA	REGION	PUB-TYPE	# OF CLIPS	CIRCULATION	COLUMN INCHES	\$ AD EQUIVALENCE
	EASTERN	DAILIES	10	1,870,012	326.00	15,743
		NON-DAILIES	1	200,000	3.00	210
		TRADES	11	439,577	161.00	22,167
	EASTERN TOTALS		22	2,509,589	490.00	38,120
	CENTRAL	DAILIES	5	1,898,940	32.00	7,196
		TRADES	2	83,000	10.00	1,012
	CENTRAL TOTALS		7	1,981,940	42.00	8,208
	WESTERN	DAILIES	2	395,113	69.00	976
	WESTERN TOTALS		2	395,113	69.00	976
	GRAND TOTALS		31	4,886,642	601.00	47,304

BURRELLE'S NEWSCLIP ANALYSIS SERVICE
 AARON CUSHMAN & ASSOC/SINGAPORE TOURIST PROMOTION BOARD

PRINT MEDIA REGION/ DATE	PUBLICATION/ ORIGIN	FREQ	CIRC	COLUMN INCHES	\$ AD EQUV	HEADLINE
EASTERN DAILIES 10/16/94	MIAMI HERALD MIAMI, FL	S	527,851	1.00	306	MAKING CONTACT
10/23/94	TIMES-NEWS HENDERSONVILLE, NC	D&S	20,806	72.00	1,122	SINGAPORE HAS TOUGH...
10/30/94	MIDDLESEX NEWS FRAMINGHAM, MA	S	52,400	73.00	2,394	SINGAPORE:
10/30/94	RICHMOND TIMES-DISPATCH RICHMOND, VA	S	258,303	48.00	6,152	NEED A RESPITE FROM...
11/06/94	BOSTON SUNDAY GLOBE BOSTON, MA	S	812,021	6.00	1,698	GARBER TRAVELS FOR YOU
11/06/94	BUCKS COUNTY COURIER TIMES LEVITTOWN, PA	S	74,591	10.00	237	A GUIDE TO SINGAPORE'S...
11/06/94	BUCKS COUNTY COURIER TIMES LEVITTOWN, PA	S	74,591	.00	1,329	SINGAPORE: SAFE...
11/06/94	BURLINGTON COUNTY TIMES WILLINGBORO, NJ	S	49,449	53.00	1,017	SINGAPORE: SAFE...
11/06/94	INTELLIGENCER-RECORD (UPPER BUCKS EDITION) DOYLESTOWN, PA	D&S	N/A	53.00	1,264	SINGAPORE: SAFE...
11/06/94	INTELLIGENCER-RECORD (UPPER BUCKS EDITION) DOYLESTOWN, PA	D&S	N/A	10.00	224	A GUIDE TO SINGAPORE

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REGION/	DATE	PUBLICATION/ ORIGIN	FREQ	CIRC	COLUMN INCHES	\$ AD EQUIV	HEADLINE
PRINT MEDIA							
NON-DAILIES							
	10/24/94	STARS AND STRIPES WASHINGTON, DC	W	200,000	3.00	210	SINGAPORE
TRADES							
	08/01/94	CORPORATE MEETINGS & INCENTIVES NEW YORK, NY	M	48,000	88.00	12,767	SINGAPORE
	08/01/94	CORPORATE MEETINGS & INCENTIVES NEW YORK, NY	M	48,000	3.00	410	SINGAPORE
	08/01/94	CORPORATE MEETINGS & INCENTIVES NEW YORK, NY	M	48,000	2.00	273	CVB DIRECTORY
	09/01/94	BUSINESS FACILITIES RED BANK, NJ	M	35,000	8.00	1,099	SINGAPORE
	09/01/94	CORPORATE MEETINGS & INCENTIVES NEW YORK, NY	M	48,000	8.00	1,093	A WORLD OF INCENTIVES
	09/01/94	CORPORATE MEETINGS & INCENTIVES NEW YORK, NY	M	48,000	4.00	546	ASIAN JOURNEYS
	10/10/94	TRAVELAGE EAST NEW YORK, NY	W	28,697	6.00	561	INCENTIVE SELLERS....
	10/21/94	ASSOCIATION TRENDS BETHESDA, MD	W	7,000	6.00	192	THE FRANK MARTINEAU...
	10/24/94	BUSINESS TRAVEL NEWS MANHASSET, NY	BW	54,000	22.00	3,577	LOWER-PRICED HOTELS....
	10/29/94	BILLBOARD NEW YORK, NY	W	46,880	4.00	678	IMM '95 MEET SETS....

BURRELLE'S NEWSCLIP ANALYSIS SERVICE

AARON CUSHMAN & ASSOC/SINGAPORE TOURIST PROMOTION BOARD

PRINT MEDIA

REGION/ DATE	PUBLICATION/ ORIGIN	FREQ	CIRC	COLUMN INCHES	\$ AD EQUIV	HEADLINE
11/01/94	JAX FAX DARIEN, CT	M	28,000	10.00	971	TOURISM AUTHORITY OF...

CENTRAL

DAILIES

10/23/94	FORUM FARGO, ND	S	72,000	2.00	78	SINGAPORE'S DISNEYLAND...
10/23/94	HOUSTON CHRONICLE HOUSTON, TX	S	607,539	5.00	1,293	ASIAN DISCOUNTS
10/23/94	HOUSTON CHRONICLE HOUSTON, TX	S	607,539	9.00	2,328	SO FAR REMOVED
10/30/94	KALAMAZOO GAZETTE KALAMAZOO, MI	S	80,636	5.00	208	SINGAPORE OPENS ZOO...
11/13/94	SUNDAY SUN-TIMES CHICAGO, IL	S	531,226	11.00	3,289	ASIAN TRIP OFFERS...

TRADES

10/01/94	POTENTIALS IN MARKETING MINNEAPOLIS, MN	11Y	62,000	7.00	812	MAGICAL NIGHT IN...
10/10/94	TRAVELAGE - MID-AMERICA CHICAGO, IL	W	21,000	3.00	200	ITEME CALLS...

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AARON CUSHMAN & ASSOC/SINGAPORE TOURIST PROMOTION BOARD

REGION/	DATE	PUBLICATION/ ORIGIN	FREQ	CIRC	INCHES	AD	HEADLINE
WESTERN	10/23/94	ANTELOPE VALLEY PRESS PALMDALE, CA	D&S	60,000	62.00	58	SINGAPORE; TRAVEL...
	10/23/94	SACRAMENTO BEE SACRAMENTO, CA	S	335,113	7.00	918	TO SLING FROM...

BURRELLE'S NEWSCLIP ANALYSIS SERVICE

AARON CUSHMAN & ASSOC/SINGAPORE TOURIST PROMOTION BOARD

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NOV 1994

TV AND RADIO

DATE	NETWORK	STATION	LOCATION	PROGRAM	AUDIENCE	TIME	EST TIME	MIN	SEC	\$ AD	EQUIV
10/02/94		WOR-AM 710	NEW YORK, NY	ASK ARTHUR FROMMER	148695	12:05-2:00PM	1	39			2911
10/07/94		WOR-AM 710	NEW YORK, NY	SMART MONEY	148695	1:05-3:00PM	0	54			N/A
10/14/94	BRN	---	---	BUSINESS DAY	2340754	12:00N-4:00PM	1	24			1680
10/16/94	NBC	KVOA-TV CH 4	TUCSON, AZ	WOMEN TODAY	1000	6:30-7:00AM	0	54			178
10/28/94	BRN	---	---	BRN NEWS	2340754	9:00-10:00AM	1	15			1500
11/04/94	BRN	---	---	BRN NEWS	2340754	9:00-10AM	1	15			1500
11/11/94	FOX	WDAF-TV CH 4	KANSAS CITY, MO	NEWSCHANNEL 4 SUNRISE	35000	6:00-7:00AM	1	9			48583
11/13/94		KSL-AM 1160	SALT LAKE CITY, UT	KSL TRAVEL SHOW	22329	10:05AM-12:00N	0	42			170
11/13/94		KSL-AM 1600	SALT LAKE CITY, UT	KSL TRAVEL SHOW	22329	10:05AM-12:00N	0	51			207

GRAND TOTALS

9 TRANSCRIPTS

7400310

10 3 56729

Tom
Aaron

public relations
sales promotion
marketing



aaron d. cushman and associates, inc. 52 canderbilt avenue, suite 1000 new york, new york 10017

(212) 856-0100
fax (212) 856-9426

Date: January 13, 1995
To: Charles Leong, SVPA. STPB/LA
CC: S. K. Tan, MCMA, Margaret Teo, MPR, STPB/HQ, Lee Geok Suan, BBS,
Billy Kahn, ADC/LA, Karen Wos
From: Nora Brossard *NB*
Re: December 1994 Activity Report

Charles, the December 1994 public relations activity report is attached. I hope that the change from Burrelle's to Luce Clipping Service will help improve our meeting the deadline of the fourth of each month. We did not receive Burrelle's media analysis until last week.

Furthermore, two clips submitted in the analysis were already included in the November report, so the total value should read \$91,387 instead of \$95,511.

The Singapore footage from "A Taste of the Northwest," the Seattle-based television cooking program, aired in December and will air again in February. We had helped this crew with logistical arrangements while in Singapore to shoot segments with the chef of Raffles Hotel, to obtain b-roll footage of Singapore's attractions and sights. We are having a copy of the show made to send to you. In the Seattle area the ad value of the five minutes of exterior Singapore footage is \$8,000. The 20 minutes of Raffles footage were worth \$32,000, or a total of \$40,000. It is worth more than that, however, since the show is also carried in Colorado, Portland, Oregon, Vancouver and British Columbia -- and will be repeated in February.

singapore\reports\decrpt.mem

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DATE: January 13, 1995

TO: Charles Leong, SVPA, STPB/LA

CC: Margaret Teo, MPR, STPB/HQ
Paul Lewis, BBS/HQ
Gabriel Tseng, RM Western USA, STPB/LA
Siew Kheng Tan, MCMA, STPB/LA
Hai-Poh Loi, VP Eastern USA, STPB/NY
Masud Moiz, VP Central USA, STPB/CHI

FROM: Aaron D. Cushman and Assoc.

RE: December 1995 Activity Report

1. Analysis of general consumer media coverage affecting Singapore's tourism industry.

Broadcast:

- Singapore was featured in the half-hour show "Taste of the Northwest," a television food and cooking show reaching more than a million viewers in the American and Canadian Pacific on the CBS network, which aired on December 31 at 7:30 PM on KIRO-TV in Seattle, Washington, and will re-air on February 11 at the same time. Reaching 80,000 to 120,000 homes on KIRO, the show also airs in Portland, Oregon and in Colorado, as well as in Vancouver and British Columbia. In November, the producer and crew went to Singapore to film host/chef John Sarich at Raffles Hotel. The agency liaised with HQ to provide a guide and itinerary for shooting of b-roll footage around Singapore, highlighting the many sites and attractions. The December 31 airing earned the highest ratings, 6.6, in the three-year history of "Taste of the Northwest." In Seattle, the five minutes of Singapore b-roll was worth \$8,000, while the 20 minutes of Raffles footage were worth \$32,000, or a total of \$40,000.

Print:

- The November 14th issue of *Fortune* Magazine (870,000) featured Singapore in sixth position in the magazine's first global survey of the top ten cities for doing business. The cities were ranked as follows: Hong Kong, New York, London, Atlanta, Chicago, Singapore, Toronto, San Francisco, Frankfurt and Miami. Hong Kong led by virtue of its "unique access to the planet's fastest-growing economy and biggest potential

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market, China." Singapore, on the other hand, has "lower rents, a well-trained work force and better quality of life." Its pro-business stance was also cited as instrumental in enticing companies like Whirlpool and General Motors to locate regional HQ's in Singapore rather than Hong Kong. Tan Chin Nam is quoted on government's job to "promote other people's prosperity." The story was accompanied by a synopsis on each of the ten cities. Together their ad value is \$18,911.

- The *Concord Sunday Monitor* (22,500) ran Catherine Watson's story from the *Minneapolis-St. Paul Star Tribune* in October, which was aided by the agency. This placement, with two STPB photos and a sidebar on hotels, is worth \$1,396. The story also ran in several newspapers in November, and the cumulative value since October is \$41,628 and the cumulative circulation is 885,967.
- The December *Art & Antiques* (139,612) ran a three-page feature on Singapore with seven photographs, "The Soul of Singapore; an island's art world takes international strides," written by Dana Micucci. Working with HQ, the agency arranged for Ms. Micucci to travel to Singapore in July 1994 to research the Singapore art scene and its emergence as the "budding cultural center of Asia." She was hosted at the Regent Hotel, and visits and interviews were arranged with museum executives and art and antique galleries. The ad value will be furnished in the January report.
- An item in the November 20 edition of the *Dayton Daily News* (230,436), titled "Have a Whip-cracking Good Time in Jolly Old Singapore," compared Singapore's advertising with the Michael Fay and Christopher Lingle incidents. David McElwee of STPB Chicago is quoted as saying that the attendant publicity helped raise Americans' awareness of Singapore as a safe destination, so much so that tourism from America is up almost 20 percent in 1994. The story is worth \$721 in ad value.
- Singapore was mentioned in a story about winter cruising in *West Hawaii Today* (11,359), worth \$386.

2. Analysis of travel trade media coverage during the month of December 1994.

- Burrelle's clip service reported two October placements in *Successful Meetings* worth \$47,617 and \$8,829, but did not send the clips, which they have promised to do.
- *Food Arts Magazine* (50,000), a trade publication for culinary professionals, ran a first-person account of the Singapore Food Festival in the November issue, written by John Watson. The agency gave information prior to Mr. Watson's trip and supplied photos. The ad value is \$5,571.
- A Singapore photo was featured on the cover of *Travel Agent's* November 28 Asia Pacific section on "Selling the Pacific Rim." The agency had worked extensively with James Ruggia, furnishing names of travel agents gathered from regional STPB offices. Although he had no room in this issue for stories about Singapore, James used a

Singapore photo and promised to use the travel agents as quotable sources in future sections.

- *Travel Agent* (53,327) magazine featured the performing arts center planned for the year 2000 near Suntec City, with a quote from H.P. Loi. The agency regularly talks to Asia-Pacific editor Jim Ruggia, feeding him news items to pursue. The clip service did not submit this placement, but is researching the ad value.
 - Singapore's imminent selection as the permanent host city for the annual PATA travel mart for 10 years beginning in 1998 was featured in *Tour & Travel News* (56,000) in the December 19 issue.
 - The PATA story also appeared in *Travel Weekly* (21,198), December 22.
 - *Jax Fax* (28,000) profiled Singapore in the November issue. The agency supplied a photo and guidance on what travelers can do with a few hours layover at Changi Airport, including the free city tour and the outstanding amenities of the airport, plus information on Night Safari. The ad value is \$4,371.
 - *Meeting News* quoted DC Kevin Leong on "Asia Understanding" in the November issue, worth \$1,461.
 - Suntec City will be the "next great convention complex" when it opens later this year, reports Jim Ruggia in the October 31 issue of *Travel Agent Magazine* in a story entitled "On the Rise: The East's New Palaces of Commerce." The story is worth \$994 in ad value.
 - Singapore was featured in a "Spotlight" section in the November *Medical Meetings*, with information supplied by the agency, worth \$744.
3. Analysis of other issues that may affect Singapore's tourism industry.
- The implications of the Internet were extensively examined in the trade press in December. Most retail agents today know little about its technological capabilities, marketing applications and potential for profit. Suppliers are flocking to sell travel products on the Internet, not as a replacement but as a supplement to the agency distribution system. An ASTA survey revealed that agents are not resistant to this innovation, considering it an aid to their selling ability. More than 90 percent subscribe to at least one of the four CRS systems, and more than 75 percent use personal computers. More functions will be added, including CD-ROM. Wisely used, the Internet can extend retailers' marketing reach beyond their neighborhood boundaries.

4. Evaluation of media attitudes towards Singapore and/or the Singapore Tourist Promotion Board.

- Singapore's public image in the U.S. remains positive, with the majority of coverage focusing on travel and tourism. We continue to receive positive feedback from media regarding responses to their queries by STPB/USA, as well as to STPB press and collateral materials.

5. Evaluation of media educationals.

- There were no media educationals in this period.

6. Activities carried out to meet objectives.

See following pages.

DECEMBER 1994 ACTIVITIES

PLANNING/LIAISON/ADMINISTRATION

- Ongoing liaison with STPB offices
- Submitted November monthly activity report
- Submitted bound copy of public relations program for 12 months, with calendar of conventions activities for 18 months
- Clip analysis & selection
- Monitored *Straits Times*
- Executives from ADC/NY and ADC/LA attended quarterly meeting with SVPA, December 2 in Los Angeles and submitted minutes
- Arranged January monthly meeting for January 5 for SVPA and ADC/LA executive
- Submitted media lists for STPB Christmas card and gift mailings
- Negotiated new contract with Luce Press Clippings after client decision to cancel Burrelle's
- Began gathering information on media vehicles in the automotive, computer and medical fields for possible MIS '95 advertising
- Submitted report on October 1994 media educational
- Requested bios and head shots of new CE and of Tony Soh, new vice president for eastern US for press release
- Evaluated KFSD radio promotion in San Diego with favorable recommendation
- Prepared 60 press kits for Foreign Governments Tourist Office San Francisco chapter luncheon on December 28
- Submitted information on *Host Pacific*, a hotel/restaurant trade publication which contacted HQ directly for a by-lined article by Tan Chin Nam for February issue

NEWS BUREAU

- Developed quote for Charles Leong for story on Night Safari in *Travel Agent* and submitted slides
- Researched river junk cruises as romantic dining spots for story in *May/June Islands Magazine*, and requested HQ for recommendation; also suggested romantic dining venues on land
- Developed Singapore copy points for promotion on WFMT, Chicago's Fine Arts Station
- Evaluated Mom USA proposal, a speculative television project with a contest to choose the "Mom of the USA," recommending that STPB decline
- Sent speeches and press materials from Seatrade Asia Pacific Cruise Convention to cruise publications and cruise editors of travel trades
- ADC Chicago proposed booking Masud Moiz as a guest on the "Travel Talk" show on WRJN in Racine, Wisconsin, a 50-minute radio show reaching 25 to 64 year-olds in Racine, population 120,000, for the first quarter of 1995.
- Furnished information about Jewish Singapore to Gabriel Levenson of *Jewish Week*.
- Furnished information about Singapore to Donald Bowden, a freelance writer going to Southeast Asia in summer 1995, at request of STPB/LA.
- Added *L.A. Free Press* to mailing list, at request of STPB/LA, plus Lark Gould, Editor, *Travel Agent Magazine* in Los Angeles and Judy Hammond of the *Monterey Herald*.
- Furnished information on the cost of "a night on the town" in Singapore for *World Business Magazine*, a publication of KMPG Peat Marwick, for inclusion in the January issue. Due to the necessity of faxing Singapore for specific information on costs at upscale venues (hotels, restaurants, theaters) the information may have to be postponed to a later issue.
- Sent press kit and slides to *Orient Magazine* (10,000), a Florida publication which may soon be distributed nationally, for cover story in January/February issue.
- Furnished information on Dragon Boat Festival to John Howard of *Student Travels Magazine*.
- Maintained contact with *Los Angeles Times* re: pitching Singapore festivals and slides.
- Mailed December *Singapore Travel News* to select list of consumer and travel trade media

MEDIA EDUCATIONALS

- Continued to invite press for Chinese New Year media educational, January 20 departure from US to January 27 return. Due to unavailability of Susan Kaye, queried noted freelancers Joan Scobey, Pat Hanna Kuehl, Nan Birmingham and Bob Ragaini. Writers indicated they would seek story assignments, but none except Joan Scobey were able to confirm assignments in time. Also invited Paul Martin, approved for an individual trip, to consider joining the group media educational. He has decided to travel individually in February.
- Organized Singapore media educational for Joan Scobey, writing for *Travel Agent* and possibly Copley News Service and Laux publications. Obtained SIA ticket for January 4 from New York, arriving January 6 to embark on Marco Polo cruise terminating in Australia; cruise line to send her back to Singapore on January 22, where she will be hosted by STPB until January 27; obtained three complimentary nights at Four Seasons Hotel and two nights at press rate.
- Contacted Laura Stanley of *Travel Holiday* to discuss her March trip to Singapore to do a story for that magazine.
- Confirmed stay at The Regent Singapore, January 17-21 for Dr. Susan James, assigned to cover Singapore's modern artists and art scene for *Far East Traveler* and *Sawasdee* (Thai Airways in-flight magazine), with hotel hosting first night and STPB paying S\$160 for two nights. Also requested discounted rate for one-night stay while passing through Singapore on January 9, and interviews with artists recommended by National Arts Council. Sent information on museums and culture to Dr. Susan James.
- Confirmed stay at Duxton Hotel January 12-15 for Crescent Dragonwagon, cookbook author researching "Down the Hollow and Around the World: The Dairy Hollow House Vegetarian Cookbook" of vegetarian recipes. STPB will give airport transfers, guide for one day and a suggested itinerary.

SPECIAL PROJECTS

Burt Wolf Project

- Continued assisting in logistical details of scouting and shooting for this important television project, including gathering information about permits to use walkie-talkies, revising scouting itinerary and researching hotels which would be interested in trading out rooms to the crew in return for exposure in the CNN segments and half-hour shows on PBS and the Travel Channel. Press kits were sent to producer Emily Aronson and to the cameraman and sound engineer.

Other

Seatrade Asia Pacific Cruise Convention

- Having submitted a list of several editors of travel and cruise trade magazines to STPB/HQ, the agency invited James Santo of *Tour & Travel News* and Ernest Blum of *Travel Weekly* magazine to attend the convention. Both replied that they were unable to attend on such short notice, but wished to be kept apprised of Singapore cruise news.

Fortune Global Forum, Singapore, March 1995

- The agency has made several telephone calls to *Fortune* Magazine's public relations department to offer assistance and obtain information that will enhance efforts to leverage the publicity value of this event. Public relations executives have been away from the office and the calls have not been returned. The agency will continue to try to make contact.

Mom USA

- Following a request from STPB/LA, made contact with organizers of a television project called "1995 Mom USA," promising to reach more than 110 million viewers with a televised "Mother of the USA" contest. The organizers want \$30,000 from STPB for promotional spots on the show, as well as a free trip for the winning mother. They have promised to videotape the mother's trip in Singapore if a local television station would provide a crew; otherwise, STPB would also have to pay for "Mom USA's" producer and crew to go to Singapore. At this stage, the organizers cannot guarantee network coverage of the event, but have numerous cable outlets including Christian networks, which are not necessarily Singapore's market. A memo was later sent advising against Singapore's participation in the project.

SICEC/STPB Fam Trip, January 12-19, 1995

- Contacted Boyd Christenson, SICEC's North American Marketing Representative, to offer assistance in inviting two media representatives to participate along with the three meeting planners. Since he had already confirmed Julie Barker of *Successful Meetings* and the publisher of *Expo Magazine*, he had no need of our assistance.

Worldwide Video Service

- Agency evaluated a request for hosting in Singapore from Worldwide Video Service, a video production company based in Hawaii. WVS is asking for complimentary ground transportation and hotel accommodations for a week in January or February 1995, in order to shoot a Singapore Video Travel Guide, to be distributed by WVS, as well as footage for a video library. Agency recommended a very limited hosting as a courtesy.

7. Future Activities.

- Arrange Laura Stanley and Paul Martin media educationals in February - March, finalize details of Joan Scobey in January
- Distribute MIS '95 newsletter
- Develop and distribute press releases re new chief executive and changes in US postings
- Pitch *Food & Wine Magazine* for story about Nonya cuisine
- Develop consumer press release
- Pitch *Incentive Magazine*

BURRELLE'S NEWSCLIP ANALYSIS SERVICE
 AARON CUSHMAN & ASSOC/SINGAPORE TOURIST PROMOTION BOARD

SUMMARY

PRINT MEDIA	REGION	PUB-TYPE	# OF CLIPS	CIRCULATION	COLUMN INCHES	\$ AD EQUIVALENCE
	EASTERN	DAILIES	3	59,198	118.00	1,533
		TRADES	8	424,764	276.00	69,836
		MAGAZINES	3	1,780,000	21.00	20,029
	EASTERN TOTALS		14	2,263,962	415.00	91,398
	CENTRAL	DAILIES	1	230,436	9.00	721
	CENTRAL TOTALS		1	230,436	9.00	721
	WESTERN	DAILIES	2	427,624	52.00	3,392
	WESTERN TOTALS		2	427,624	52.00	3,392
	GRAND TOTALS		17	2,922,022	476.00	95,511

BURRELLE'S NEWSCLIP ANALYSIS SERVICE

AARON CUSHMAN & ASSOC./SINGAPORE TOURIST PROMOTION BOARD

PRINT MEDIA REGION/ DATE	PUBLICATION/ ORIGIN	FREQ	CIRC	COLUMN INCHES	\$ AD EQUIV	HEADLINE
EASTERN						
DAILIES						
10/16/94	KINSTON DAILY FREE PRESS KINSTON, NC	D&S	14,198	13.00	137	THAILAND OFFERS EXOTIC...
11/20/94	SUNDAY MONITOR CONCORD, NH	S	22,500	15.00	189	SINGAPORE IS HOME...
11/20/94	SUNDAY MONITOR CONCORD, NH	S	22,500	90.00	1,207	SMOOTH, SAFE-SINGAPORE
TRADES						
10/01/94	SUCCESSFUL MEETINGS NEW YORK, NY	M	77,000	29.00	8,829	MEETING IN FARAWAY PLACES
10/01/94	SUCCESSFUL MEETINGS NEW YORK, NY	M	77,000	153.00	47,617	SINGAPORE
10/31/94	TRAVEL AGENT NEW YORK, NY	W	52,132	1.00	249	A WORLD OF OPPORTUNITY
10/31/94	TRAVEL AGENT NEW YORK, NY	W	52,132	4.00	994	ON THE RISE: THE...
11/01/94	FOOD ARTS NEW YORK, NY	10Y	50,000	28.00	5,571	SINGAPORE FLING
11/01/94	JAX FAX DARIEN, CT	M	28,000	45.00	4,371	SINGAPORE
11/01/94	MEDICAL MEETINGS MAYNARD, MA	8Y	13,500	8.00	744	SINGAPORE
11/01/94	MEETING NEWS NEW YORK, NY	M	75,000	8.00	1,461	ASIA UNDERSTANDING

BURRELLE'S NEWSCLIP ANALYSIS SERVICE

AARON CUSHMAN & ASSOC/SINGAPORE TOURIST PROMOTION BOARD

PRINT MEDIA	REGION/	DATE	PUBLICATION/ ORIGIN	FREQ	CIRC	COLUMN INCHES	\$ AD EQUIV	HEADLINE
MAGAZINES		10/01/94	BUSINESS TRAVELER INTERNATIONAL NEW YORK, NY	M	40,000	5.00	1,118	ASIAN DISCOUNTS
		11/14/94	FORTUNE NEW YORK, NY	BW	870,000	9.00	8,813	THE WORLD'S BEST...
		11/14/94	FORTUNE NEW YORK, NY	BW	870,000	7.00	10,098	THE TOP TEN CITIES
CENTRAL DAILIES		11/20/94	DAYTON DAILY NEWS DAYTON, OH	S	230,436	9.00	721	HAVE A WHIP-CRACKING...
WESTERN DAILIES		10/30/94	ORANGE COUNTY REGISTER SANTA ANA, CA	S	416,265	18.00	3,006	A STOP IN SINGAPORE,...
		11/06/94	WEST HAWAII TODAY KAILUA KONA, HI	D&S	11,359	34.00	386	TAKE ADVANTAGE OF...

(Nov. report)

(Nov. report)

✓ Tom
✓ Aaron
✓ Chen

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DATE: February 9, 1995

TO: Charles Leong, SVPA, STPB/LA

CC: Margaret Teo, MPR, STPB/HQ
Paul Lewis, BBS/HQ
Gabriel Tseng, RM Western USA, STPB/LA
Siew-Kheng Tan, MCMA, STPB/LA
Tony Soh, VP Eastern USA, STPB/NY
Masud Moiz, VP Central USA, STPB/CHI

FROM: Aaron D. Cushman and Assoc.

RE: January 1995 Activity Report

1. Analysis of general consumer media coverage affecting Singapore's tourism industry.

- *Modern Maturity* (22,226,063) ran a very favorable story about Singapore. Written by Charles Barnard, who visited Singapore in 1993 on an E & O trip, its ad value is \$470,600.
- *Gourmet Magazine* (874,202) ran a story about Night Safari, from an agency press release, ad value \$4,900.
- On December 18, 1994 the *Arkansas Democrat-Gazette* (301,359) ran Catherine Watson's story from the *Minneapolis-St. Paul Star Tribune* in October, for which the agency provided assistance. This placement, with four color and two black and white STPB photos, plus a sidebar on hotels, shopping, food, health and safety, is worth \$22,359. The cumulative value of the story since October is \$63,987 and the cumulative circulation is 1,187,326.
- Joel Sled's story from the *Newark Star Ledger* (Joel's story and wife Mary Lou Sled's photos nominated for the Tourism Award) continues to run nationwide on the Newhouse News Service. When he visited Singapore on an Eastern & Orient Express trip, the agency provided a Singapore press kit prior to his departure. On his return, during continued controversy over Michael Fay, the agency also drafted a statement from Pek Hock Thiam which highlighted Singapore's safety and commitment to social responsibility. The story appeared in the *Birmingham News* (209,373) on January 8.

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Because of Luce Press Clippings reporting schedule, the ad value will be reported in February.

- Philip Shenon's "What's Doing in Singapore" story, which appeared in *The New York Times* (1,812,458) October 9 Sunday travel section, appeared in the *Santa Barbara News-Press* (59,150) on December 25, 1994, ad value not available. To date, the cumulative ad value is \$65,720 and the cumulative circulation is 2,575,856.
- On January 1, the New York and Long Island editions of *Newsday* carried a story by freelancer Dorothy Storck on traveling to Bangkok from Singapore by bus, train and tuk-tuk. The combined circulation is 875,000 and the combined ad value is \$141,718.
- The *Denver Post* (438,205) included three 1995 Singapore events in a round-up of celebrations across the globe, on January 1, from agency materials. The STPB's Los Angeles office appears in a separate listing of foreign tourist offices. The combined ad value is \$14,093.
- Singapore appeared in a *New York Times* (1,767,836, national edition and 340,061 metropolitan edition) Q & A column by Terry Neilan, in answer to a question about tours from Singapore. The answer included several Singaporean tour operators. The same column also ran in the following newspapers on the same day:

<i>Los Angeles Times</i> metro, San Fernando & Orange County editions	2,626,899
<i>St. Louis Post-Dispatch</i>	563,462
<i>Baltimore Sun</i>	491,572
<i>Memphis Commercial Appeal</i>	284,304
<i>Long Beach Press Telegram</i>	142,073
<i>Mesa Tribune</i>	38,829
<i>Scottsdale Progress Tribune</i>	18,000
<i>Tempe News Tribune</i>	11,924
<i>Chandler Arizonan Tribune</i>	7,992
<i>Gilbert Tribune</i>	4,024

- Singapore was included in an article about Christmas in the Asian islands in the December 25 *Lowell Sun* (55,988). The STPB's Hassan Kassim is quoted in the article, ad value \$529.
- Singapore Airlines is included in a round-up of non-smoking travel options by Laura Bly which appeared in the *Rocky Mountain News* on January 8, ad value \$ 5,055.
- Singapore's participation in the Arizona Senior World "Lovin' Life Expo" was mentioned in *Arizona Senior World* (164,768) in January, ad value not available.
- In the *Montgomery Advertiser* (78,909) of December 25, writer Starr Smith compared his own favorite travel spots to those listed in Conde Nast Traveler's "world's best

list." He includes SIA as one of his favorite airlines, but does not include the Shangri-La Hotel. The ad value of these mentions is \$4,471.

2. Analysis of travel trade media coverage during the month of January 1995.

- Singapore is recommended as an ideal island for business or pleasure in the December issue of *Sales & Marketing Strategies & News* (82,000), from agency-supplied materials, with an ad value of \$,319.
- For the second month in a row, as a result of agency efforts, Singapore had the cover photo in *Travel Agent's* (59,018) Pacific Asia section, in a January 23 cover story on "Cruising from Singapore: Key to U.S. Mass Market?" The story focused on cruising as Asia's next frontier, drawing on an interview with CLIA President Jim Godsman, who spoke at the Seatrade Asia Pacific Cruise Convention in December. The agency supplied press materials and speeches. In the "Market Watch" section he mentions the Fortune Global Forum, Singapore's IUA ranking and Comdex, which the agency pitched, as well as the PATA selection of Singapore as the permanent site for the PATA Travel Mart beginning in 1998. Because of Luce Press Clippings reporting schedule, the ad value of these stories will be reported in February.
- In the December *Corporate Meetings & Incentives* (41,489), Singapore was mentioned as a winner of the SITE award, ad value not available.
- The January issue of *Travel World News* (38,683) ran the agency's press release on visitor arrivals through August, worth \$96.
- The December 20th issue of *USAE* carried an item about SICEC's new event services manager, Anthony Gould, ad value not available.

3. Analysis of other issues that may affect Singapore's tourism industry.

Several articles and editorials appeared in January about the criminal proceedings brought against Christopher Lingle and the *International Herald Tribune*, as well as a more general article about "Asian values."

- On January 11 the *Fort Wayne Journal-Gazette* (62,466) carried an essay on "Asian values" by Gwynne Dyer, a London-based foreign affairs journalist, arguing that Asian societies are too diverse to have one set of monolithic values, and that some Asian societies are undergoing problems similar to those of the west. Dyer sees the problem not as one of "westernization" but of "modernization." He argues that 200 years ago, western societies held values similar to Asia, and that those values changed through the process of modernization.
- On January 18, *New York Times* Asian correspondent Philip Shenon reported on the contempt of court ruling against Christopher Lingle and the *International Herald Tribune*. Citing the U.S. State Department's protest against the charges, Shenon also

notes that Lingle and the *IHT* further face a libel suit brought by former Prime Minister Lee Kuan Yew. In a phone interview from Atlanta, Lingle said that "Singapore is a place that politicizes crime and criminalizes politics." Michael Richardson, the *IHT* Asia editor, said that the word "regime" used in the article could not be construed as applying to Singapore, a democracy. Singapore's Attorney General Chan Sek Keong said that the passage obviously referred to Singapore.

- On January 19, the *Wall Street Journal* reported that the U.S. State Department had criticized the Singapore court decision, also mentioning the pending libel suit filed by Lee Kuan Yew. A U.S. State Department spokesperson called the decision "unfortunate" and went on to say that "freedom of expression is a universal right of all people, regardless of their nationality or culture."
 - The *San Diego Union-Tribune* criticized Singapore in an editorial page essay on January 31. Titled "Simmering Singapore," the piece refers to Singapore's treatment of the foreign press and its "reluctance" to allow its citizens to participate in a fuller democracy. Lauding Singapore's progress since the end of colonial rule, the essay decries the "thin-skinned authoritarianism" of the PAP. Referring to the Lingle affair and past incidents involving foreign press, the essay concludes that Singapore's record on civil and political liberties does not match its social and economic success.
4. Evaluation of media attitudes towards Singapore and/or the Singapore Tourist Promotion Board.
- The Christopher Lingle affair sparked much controversy in the general U.S. media. However, we continue to receive positive feedback from consumer travel and travel trade media regarding responses to their queries by STPB/USA, as well as to STPB press and collateral materials.
5. Evaluation of media educationals.
- Freelance writer Joan Scobey visited Singapore from January 22 to 27, using an SIA ticket from the STPB allotment, on assignment for *Travel Agent* magazine and with possibilities to sell stories to the Laux meetings and conventions publications, as well as her numerous newspaper and magazine outlets. She toured the Singapore Cruise Center and SICEC, and visited several of Singapore's attractions. The agency had arranged for her to be hosted by the Four Seasons Hotel. She particularly liked Night Safari, but was not enthusiastic about Pulau Ubin; rainy weather might have affected her reaction. We are currently working with her on a possible placement about the Duxton Hotel and Chinatown for *Travel & Leisure*.
6. Activities carried out to meet objectives.

See following pages.

JANUARY 1995 ACTIVITIES

PLANNING/LIAISON/ADMINISTRATION

- Ongoing liaison with STPB offices
- Submitted December monthly activity report
- Submitted January mid-monthly report
- Clip analysis & selection
- Monitored *Straits Times*
- Monitored coverage of Christopher Lingle/*International Herald Tribune*
- Executive from ADC/LA attended monthly meeting with SVPA, January 5
- Submitted contacts and editorial profiles of five top trade magazines and five top business publications for possible invitation to Global Tourism Conference in Singapore on March 14
- Submitted media list for 25th anniversary of operations in North America on February 1 at Loews Santa Monica Beach Hotel (major newspapers, trades, regional, senior and consumer magazines, smaller community newspapers)
- Requested information about meetings in Singapore from BBS (Fortune Global Forum, International Spring 1995, Incentive Isle Singapore, AutoFact Asia, World Stamp Exhibition, Asia Travel Market, Comdex Asia, Meeting Net Asia)
- Contacted public relations firm for Royal Caribbean Cruise Lines and offered assistance for launch of Sun Viking from Singapore in December 1995; sent STPB and Singapore Cruise Center press kits
- Submitted list of additional New York media to H. P. Loi for reception January 25 to bid farewell to H. P. Loi and introduce Tony Soh, new Eastern Vice President USA
- Agency executives attended January 25 reception and talked with media in attendance
- Agency executives attended meeting at STPB New York office on January 26 to get further acquainted with Tony Soh and discuss strategies and upcoming projects, including celebrations of STPB's 25th anniversary in the U.S.

- Submitted brochures request form to STPB New York office, to fulfill agency news bureau before requesting from HQ

NEWS BUREAU

- Distributed MIS '95 newsletter to special media list of trade and meetings & conventions publications
- Drafted press release announcing Tony Soh's appointment as Eastern Vice President USA, revised and distributed with head shots to travel trades and regional newspaper "executive changes" editors
- Drafted and distributed release on PATA's selection of Singapore as its permanent site for Travel Mart, to travel trades and meetings and conventions trades
- Furnished information to *Frequent Flyer* magazine "Time Out" section on 1995 festivals and events in Singapore
- Pitched KSTU-TV (FOX) in Salt Lake City, Utah for travel segment(s) on Singapore, with potential to air via satellite to 160 Fox stations nationwide during news hours; station expressed interest in filming in Singapore
- Furnished information to Voice of American Radio Network for possible feature on Singapore as a cultural center
- Submitted slides to *Recommend Magazine* for upcoming Singapore story
- Researched *Host Pacific Lodging and Restaurant News*, a Honolulu-based trade publication requesting a Tan Chin Nam by-lined column (circ: 8,000, distributed to 5,000 hotel and restaurant managers in Hawaii; 800 hotels in Guam; 2,200 to Asia-Pacific (hotels with more than 500 rooms)
- Contacted Melissa Harmon, freelance, writing Singapore advertorial for *Successful Meetings* special supplement in March, to offer assistance
- Contacted Lark Gould, Los Angeles-based editor of *Travel Agent*, sent press kit including information on Suntec City, copy of Edmund Cheng Wai Wing's December speech; arranged for SICEC slides to be sent by Boyd Christenson, SICEC North American marketing representative
- Advised STPB New York office on wording of *Newsweek International Diaries* re Singapore entry restrictions (none)

- Requested contacts for Haw Par Villa, Tang Dynasty City, Underwater World and Asian Village for *World Fair Magazine*, quarterly trade journal reaching executives involved in trade fairs, theme parks and international fairs
- Submitted lists of tour operators selling Singapore to *Outbound Travel*, a trade magazine
- At client request, sent Singapore press kits to Worldview Systems Corporation and to Althea Miller (travel reporter for Los Alamitos, California television station)
- Sent Singapore press kit to Daniel Lorenzetti, freelance, traveling to Far East in 1995

MEDIA EDUCATIONALS

The agency organized the following media educational for February:

- Steve Raichlen, "Great Chefs" columnist for *Los Angeles Times*, also for the Los Angeles Times syndicate, for a total audience of 15 million. In addition, he writes for *Sante* (100,000 physicians), *Eating Well* (bi-monthly, 450,000) and has book contracts with Workman Publishing for a book about grilled foods and with Viking for a book on pasta and noodles, both of which will include Singapore. He arranged his own travel on SIA, arriving in Singapore on February 1 and leaving on February 5, as well as his own accommodations at the Oriental. STPB/HQ arranged a food-oriented itinerary, transfers and guide.
- Laura Stanley, *Travel Holiday* (575,261), traveling on an SIA ticket from the STPB allotment, arriving in Singapore on February 27 and departing on March 3. Her itinerary will cover Singapore's attractions for a first time visitor.
- Len Barnes, *Michigan Living* (1,000,000) and freelance to midwest newspapers, a one-day cruise stopover in Singapore on February 4. STPB/HQ offered a guide for the day and arranged an itinerary around new attractions, since he hadn't been in Singapore in about 15 years.
- Alerted HQ re date change for Crescent Dragonwagon

SPECIAL PROJECTS

Conde Nast Traveler Ecotourism Award

Developed a letter over the SVPA's signature nominating the Singapore Zoological Gardens and Night Safari to receive the first annual *Conde Nast Traveler* ecotourism award.

Phoenix Media Lunch

Organized a media lunch hosted by WRM Gabriel Tseng on January 20 at the Bamboo Club Restaurant. Attending were Danny Medina of *Arizona Trends* Magazine and Margaret Sharpe of *Scottsdale Scene* Magazine.

Honolulu Media Lunch

Organized a media lunch hosted by WRM Gabriel Tseng at the Royal Hawaiian Hotel in Honolulu on January 27. Attending were Pearl Page, editor, *Host Pacific Restaurant and Lodging*, and Rita Ariyoshi, freelance. Tony Bartlett of *Travel Weekly* and Martie Wentzel of *TravelAge West* had to cancel.

Fortune Global Forum

Obtained Forum agenda from magazine's public relations department including events to which press may be invited.

7. Future Activities

- Revise and distribute press release on new chief executive
- Develop consumer press releases
- Develop release re updates on SICEC and MIS '95
- Lay groundwork for Singapore Food Festival by pitching *Food & Wine* and other food magazines
- Pitch *Incentive* and related magazines
- Follow up pitch to cruise editors and trades
- Pursue broadcast opportunities to gain exposure for Singapore b-roll footage

SINGAPORE TOURIST PROMOTION

LUCE IMPACT REPORT
FOR JANUARY, 1995

1/26/95

SINGAPORE TOURIST PROMOTION
SUMMARY OF LISTINGS

PAGE: 1

DESCRIPTION	# OF ARTICLES	TOTAL CIRCULATION	EQUIVALENT AD COST
CONVENTION & MEETING NEWS TRADE PUBLICATIONS	1	41,489	N/A
CATEGORY TOTALS:	1	41,489	N/A
GENERAL TOURISM			
WESTERN NEWSPAPERS	9	4,079,506	\$22,896
EASTERN NEWSPAPERS	6	3,269,305	\$150,676
CENTRAL NEWSPAPERS	2	658,391	\$24,373
MAGAZINES	2	23,795,057	\$ 475,500
TRADE PUBLICATIONS	4	184,602	\$15,267
CATEGORY TOTALS:	23	31,986,861	\$ 688,712
GRAND TOTALS:	24	32,028,350	\$ 688,712

1/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 1

CONVENTION & MEETING NEWS

TRADE PUBLICATIONS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
12/01/94	CORPORATE MEETINGS & INCENTIVES	150	41,489	N/A
TOTALS FOR THIS SUBCATEGORY		150	41,489	
TOTALS FOR CONVENTION & MEETING NEWS		150	41,489	

1/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 2

GENERAL TOURISM

WESTERN NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT ADDCOST
12/25/94	SANTA BARBARA, CA., NEWS PRESS	74	59,150	N/A
12/29/94	WHITTIER, CA., NEWS	40	16,705	\$509
12/30/94	PASADENA, CA., STAR NEWS	52	47,000	\$1,310
1/01/95	DENVER, CO., POST	10	438,205	\$1,268
1/01/95	DENVER, CO., POST	101	438,205	\$12,825
1/08/95	DENVER, CO., ROCKY MOUNTAIN NEWS	32	453,342	\$5,055
1/15/95	LOS ANGELES, CA., TIMES	3	1,576,425	\$1,444
1/15/95	LOS ANGELES, CA., TIMES-ORANGE COUNTY	3	220,356	\$245
1/15/95	LOS ANGELES, CA., TIMES-SAN FERNANDO	3	830,118	\$240
TOTALS FOR THIS SUBCATEGORY		318	4,079,506	\$22,896

1/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 3

GENERAL TOURISM

EASTERN NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
12/25/94	LOWELL, MA., SUN	20	55,988	\$529
12/25/94	MONTGOMERY, AL., ADVERTISER	86	78,909	\$4,471
1/01/95	LONG ISLAND, NY., NEWSDAY	184	475,000	\$70,859
1/01/95	NEW YORK, NY., NEWSDAY	184	400,000	\$70,859
1/15/95	BALTIMORE, MD., SUN	8	491,572	N/A
1/15/95	NEW YORK, NY., TIMES	9	1,767,836	\$3,958
TOTALS FOR THIS SUBCATEGORY		491	3,269,305	\$150,676

1/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 4

GENERAL TOURISM

CENTRAL NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
12/18/94	LITTLE ROCK, AR., DEMOCRAT GAZETTE	234	301,359	\$22,359
1/08/95	CINCINNATI, OH., ENQUIRER	17	357,032	\$2,014
TOTALS FOR THIS SUBCATEGORY		251	658,391	\$24,373

1/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 5

GENERAL TOURISM
MAGAZINES

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
1/01/95	GOURMET		915,171	\$ 4,900
2/01/95	MODERN MATURITY		22,879,886	\$ 424,720
TOTALS FOR THIS SUBCATEGORY			<u>23,795,057</u>	<u>\$ 429,620</u>

1/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 6

GENERAL TOURISM

TRADE PUBLICATIONS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
12/01/94	SALES & MARKETING STRATEGIES & NEWS	28	82,000	\$5,319
12/19/94	TOUR & TRAVEL NEWS	30	61,919	\$9,820
12/20/94	USAE	1	2,000	\$32
1/01/95	TRAVEL WORLD NEWS	1	38,683	\$96
TOTALS FOR THIS SUBCATEGORY		60	184,602	\$15,267
TOTALS FOR GENERAL TOURISM		1,320	31,986,861	\$1,585,852

LUCE PRESS CLIPPINGS

MARLENE WAINRIGHT
IMPACT DEPARTMENT
912 SOUTH KANSAS AVENUE
TOPEKA, KS 66612

Telephone 1-800-255-2303
Fax 1-913-232-0201

February 07, 1995

Pages:

To: Karen Wos
Aaron D Cushman & Associates
Fax: 212-856-9426

Dear Karen,

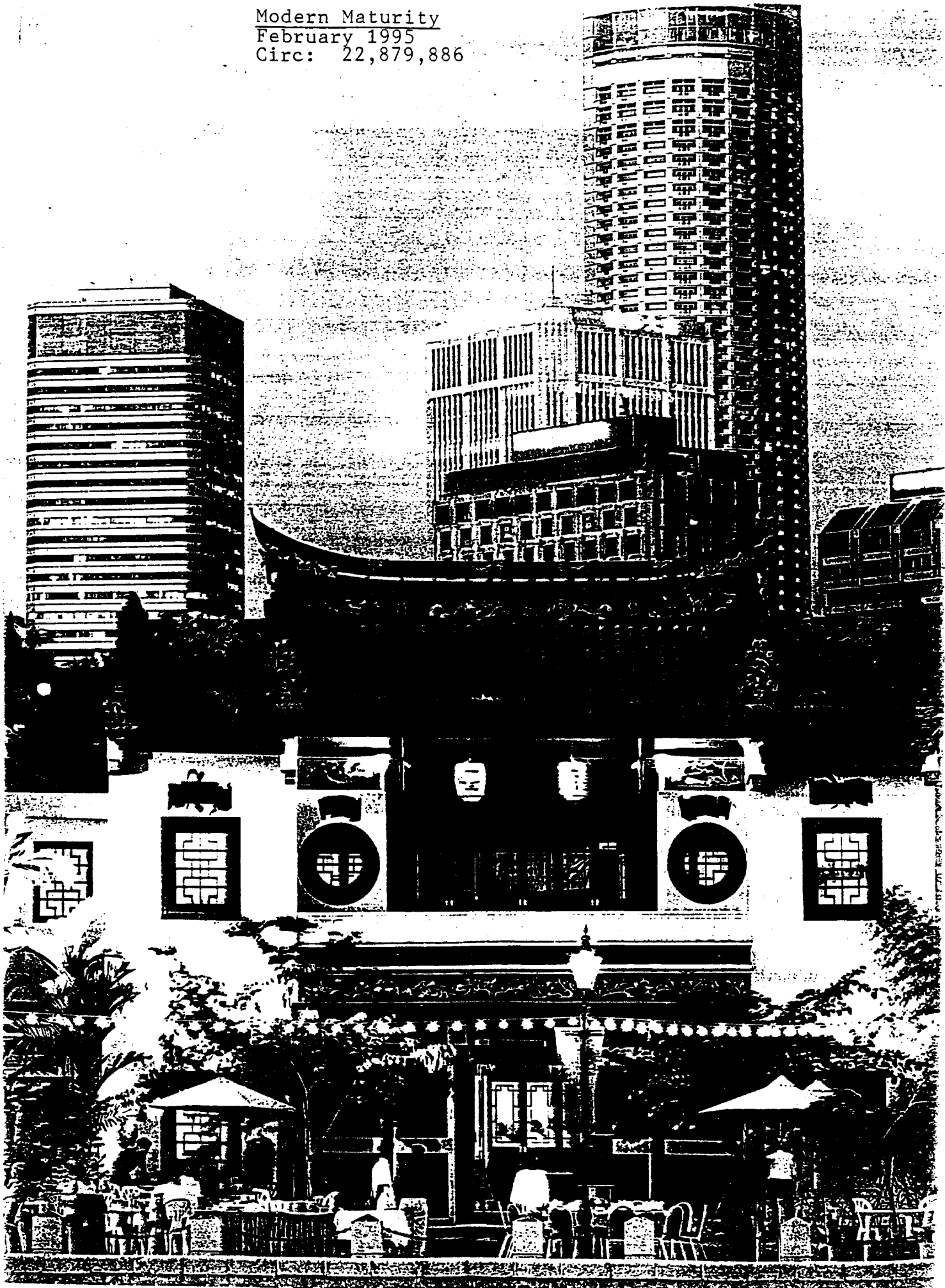
Following is your January report. I am so sorry we are late with this. We have been under staffed and somehow overlooked getting this out on time. It should not happen again.

We will overnight you a bound copy, again I apologize.

Warmest,

Marlene Wainright *MW*
Impact Dept.
Luce Press Clippings

Modern Maturity
February 1995
Circ: 22,879,886



A MOVEABLE FEAST



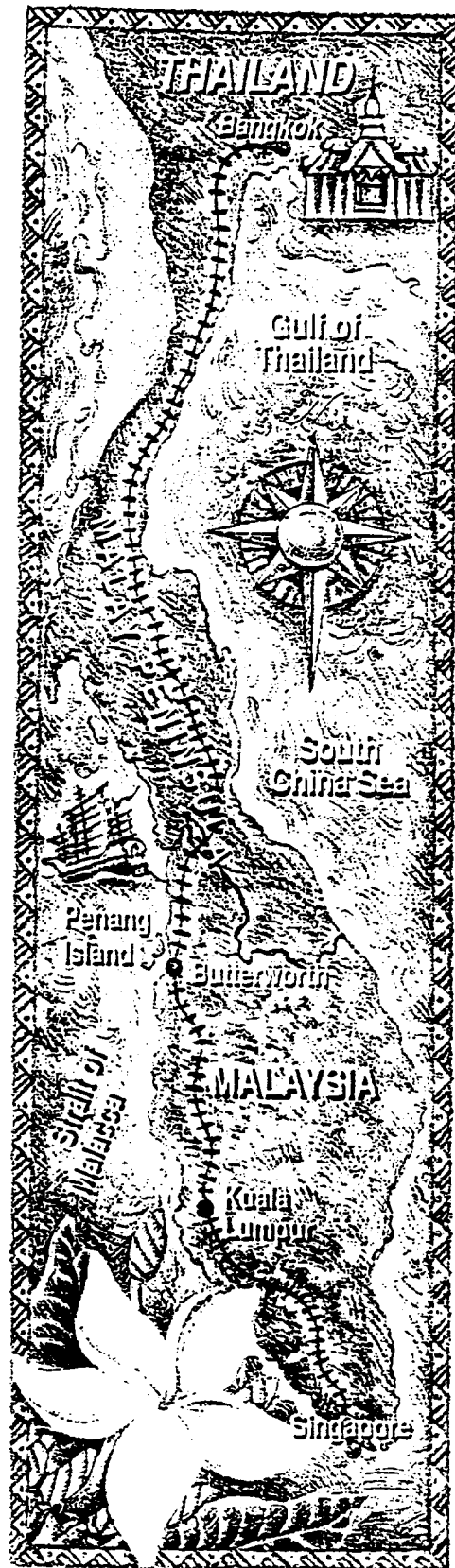
From Singapore to Bangkok by luxury train

By Charles N. Barnard

An exotic-looking brochure touting a new luxury train. *The Eastern & Oriental Express*. ignites my imagination: What an evocative name! It elicits the glamour of the famed *Orient Express*—but this one runs on old narrow-gauge track between Singapore and Bangkok, up and down the jungly spine of the Malay Peninsula. Rubber plantations! Tin mines! Tiger country! The ghost of Somerset Maugham! I must go!

I'm a train buff. I admit it; nothing can be finer, I think, than dinner in the diner. And what better feast for all senses than this 1,207-mile intercity trip on the sumptuous (they promise) *E&O*, with the bonus of a new look at two of Asia's neighboring but sharply differing tourist meccas.

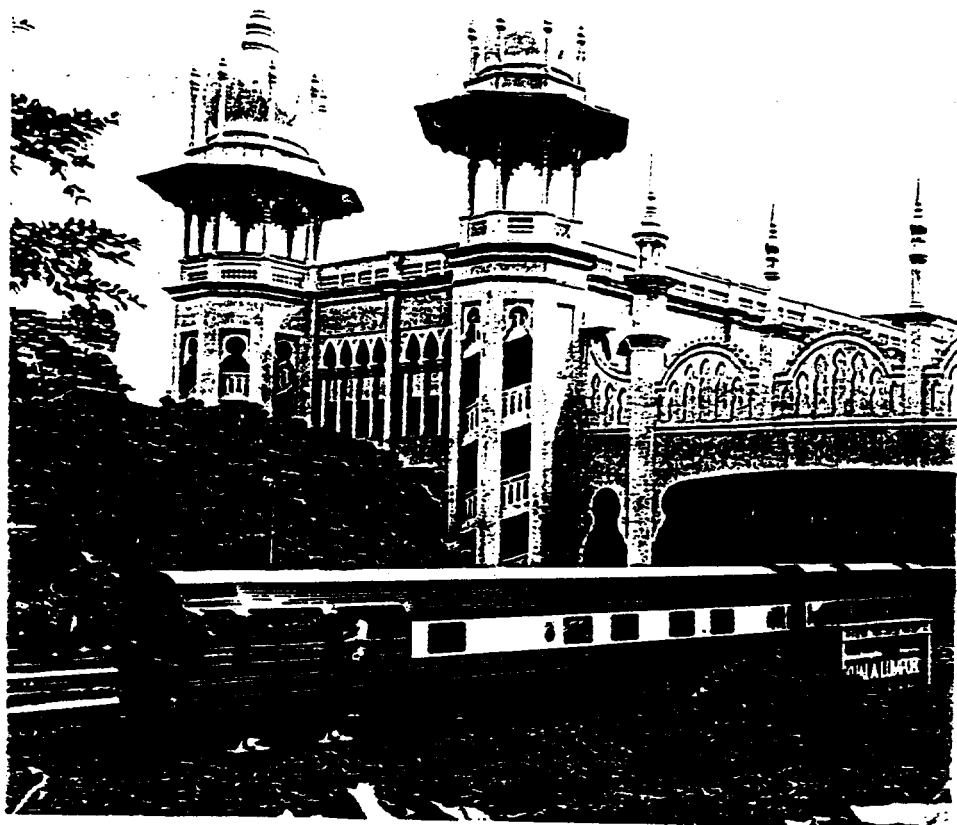
So I go. After 21 hours sealed in a Singapore Airlines Boeing, crossing Europe, the Middle East and India. Singapore looks so modern and clean and green that it could be my very own clean green Connecticut. Almost.



At the end of the taxi ride from the airport I hear the crunch of a gravel driveway under our wheels. A turbaned Sikh wearing much gold braid swings open the car door. Along with intruding equatorial heat comes his greeting, "Welcome to Raffles, sir."

This most-famous-old-hotel-in-Asia has recently spent two years and \$100 million making itself even more famous, as if that were possible. Raffles has only 104 guest suites, yet it is a travel destination unto itself: a place to see and be seen, stroll the famed Palm Court, inhale the sensuous scent of plumeria, buy a drink at the Long Bar.

Fans turn lazily in the 14-foot ceiling of my suite. Original antique fur-



E&O riders enjoy a room with a view—one that changes constantly, from Singapore (page 52) through Kuala Lumpur's stunning station (above).

nese gentleman at the next table as he removes his own ivory-and-gold chopsticks from their ornate brocade case.

I try lunch at an herbal restaurant where patrons

niture and Oriental carpets rest on teak and marble floors; sunlight filters through the veranda windows. A great change since my last visit, when Raffles had fallen into a seedy decline and most travelers only stopped in for a quick Singapore Sling where the drink originated—so they could say, "Yes, I've been there, I know Raffles."

I leave the comforts of the hotel for the wonders of the street. Since I have only a few days before the train departs, one of the joys I intend not to miss is the edible-exotic.

Street dining is always popular here—choosing spicy unfathomable dishes from pushcart vendors' gyrating woks; sitting on rickety chairs in the glare of dangling bare bulbs; hearing squeaky, singsong music from the hawkers' radios; observing the Chi-

order not so much a meal as a prescription for their ailments. My eye runs down a long, sometimes puzzling Chinese menu. A pretty paramedic waitress explains the herbal/pharmaceutical efficacy of each dish I ask about.

"That one? Chestnut good for kidney," she advises. And this? "This fish very good for appetite," she declares. Shark's fin soup—I think I know what that's for. "Yes," she smiles, "manhood."

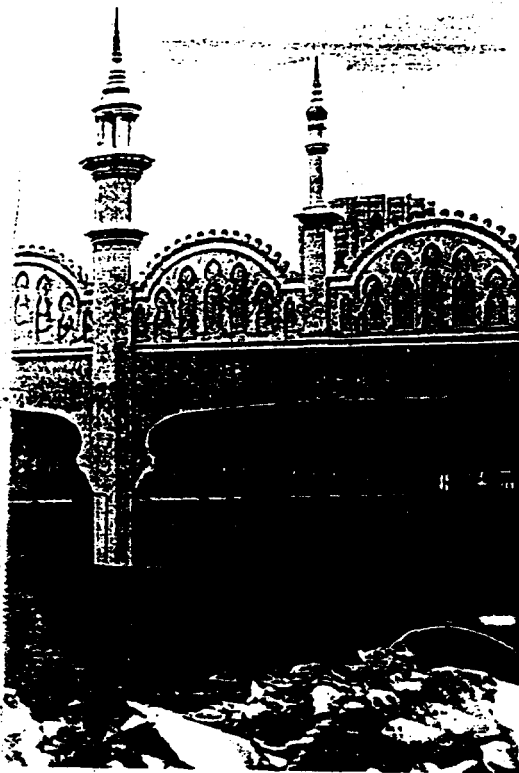
One may dine in a different style along the embankment of the Singapore River where Boat Quay is a new civic development, a "restaurant row" of 57 shophouses or old *godowns* (warehouses) now converted to chic establishments offering an international menu. I opt for Catalan and am

impressed by how precisely a young Chinese waiter describes today's tapas. Reflections of city lights spill, like liquid neon, onto black water. There are no river smells.

Singapore's drive to preserve and restore what little is left of its old Chinese neighborhoods proceeds at an almost compulsive pace. Row on row and street after street of old shop houses have been gutted, rebuilt and fresh-painted. Many of these now house small high-tech companies. If one can fault such creditable works, it is that the born-again neighborhoods look like Walt Disney movie sets.

Singapore is a nation, yes; but it is also a city of 2.5 million people, a city-state—and perhaps a state of mind. Singapore's government seems to have almost stubbornly decided that its citizens will work hard for economic success, ethnic harmony, a healthy environment, social justice... the list goes on. And, like the city, Singaporeans seem to be in a constant state of overdrive. They are youthfully brisk in their movements: In elevators they tap impatiently on the "close door" button; on the streets they scurry among their skyscrapers at a New Yorker's pace. (But, as we now know, they do not spit on the sidewalk.)

For tourists, the city's obsessive



compulsion has its benefits: The food is clean, the streets are safe, and the merchants are honest. (Even cab drivers don't cheat tourists: if one is found guilty his license is liable to be suspended or even revoked.)

But time's up for this tourist. I'm off to catch a train—and head for a city where spitting on the sidewalk is the least of its wicked ways.

The Eastern & Oriental Express is backed into Singapore's old Keppel Road terminal, gleaming brass-trimmed observation car first. It is what train buffs might call a fancy string of varnish, all 17 modern-looking carriages being nicely turned out in dark-green livery: two dining cars, 12 sleeping cars, two bar cars and an observation car. Total passenger capacity is 130; we are only 68 today. Smartly uniformed attendants welcome us as we climb aboard.

As departure nears, a stationmaster in an all-white notch-collar suit waits on the platform, poised as a matador. He holds red and green flags on short sticks—his banderillas. A minute-hand ticks forward, the green flag sweeps down, the train starts to roll. The journey begins.

My compartment has a Victorian look: drapes with tasseled tie-backs,

blossoms in a vase, brass table lamps, a couch/bed. Walls are diamond-pattern marquetry of Burmese rosewood. Two broad double-glazed windows are spotlessly clean. The compact bathroom has a tiny marble sink, a flush potty and a tight shower.

As we move slowly through rural Singapore I explore the train. The dining cars are ablaze with starched white linen, shining flatware, polished crystal, flowers on every table. I walk through the nicely appointed bar cars, a compact boutique (full of pricey stuff with the *E&O* logo on it), and the open-air observation car.

As afternoon wanes, we pass through Malaysian *kampongs* (villages) where naked kids wave and battalions of putt-putting motor scooters wait behind crossing gates. The countryside glides by at about 30 miles an hour: oil-palm plantations; dark, gloomy rubber forests; much red

mud; red, muddy streams. The train plays a continuous song of steel wheels on steel rails—the music of iron violins—sometimes a whisper, sometimes a grinding cry.

The observation-car platform—a windy, popular place at all hours—has space for a couple of dozen standing passengers. A small adjacent bar dispenses drinks to take outside. An ever-changing cast of wind-buffered sightseers visits here, all ages, many nationalities, all infected with the gaiety of a journey just beginning.

I head back inside and watch as Malaysia races by in the dusk: houses on stilts, smoky backyard fires, vegetable patches, laundry drying, heavy-horned buffalo mucking in water

Are you coming or going as you disembark at Hua Hin in southern Thailand (right), then reboard for Bangkok (below)?

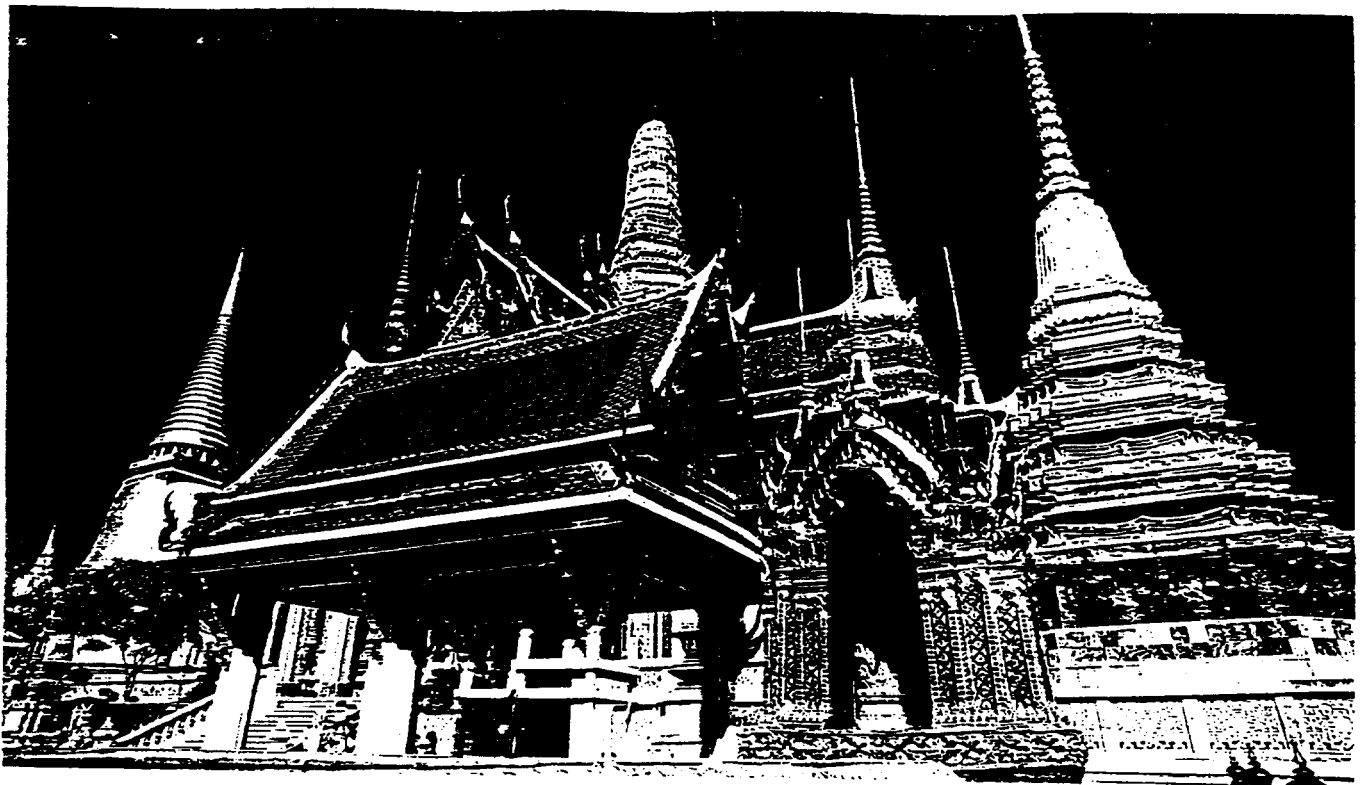


ditches. Towering cumulus clouds are black mountains against a watercolor-magenta sky.

Passengers drift into the bar after the first dinner seating: a few tuxedos, sparkly cocktail dresses, whiffs of expensive perfume. They are the same folks who were on the wind-blown observation platform this afternoon. We recognize each other now; we nod and smile.

This is the ultimate theme-park ride, I think, a make-believe travel experience. "Let's play dress-up and pretend we are going somewhere; let's play Trip!"—a trip that might be accomplished in two quick, cheap hours by air.

When I return to my compartment to "dress for dinner," unseen hands have drawn the heavy drapes, trans-



And rivers run through it: Much of Bangkok's activity takes place along its *klongs* (left). Sinful as the town may be, temples, like Wat Phra Keo (above), are among its major attractions.

do a wild dance. Motion-sickness seems imminent, sleep doubtful. I pick up Maugham's tale of travels in Southeast Asia. *Gentleman in the Parlour*.

The second day of the journey begins with breakfast served on a tray in the compartment: juice, yogurt, croissant, coffee. A two-hour stop at the port town of Butterworth includes a quick excursion to Penang Island, the oldest British settlement in what was Malaya. Here we find the well-worn Eastern & Oriental Hotel, built in Colonial days by the Sarkies brothers who founded Raffles.

After lunch, a long, lazy afternoon of racketing along on this one-track line, passing through humid jungle, an occasional village of metal-roof shacks, rice paddies, the bleak strip-mined remains of abandoned tin diggings. Many smells flavor the air: sweet smoke from burning wood, fish drying, vegetation rotting, water stagnating—a complex perfume.

Even for a train buff, the second-

day, second-dinner, second-night of this journey begin to produce yawns. Much of the scenery—villages/paddies/jungles—seems a video loop. Even the breezy pleasures of the observation deck are now lost because the direction of the train set is reversed after Butterworth. This puts the popular open-air platform directly behind the diesel locomotive—and its fumes.

The morning of the third day is a slow, sad crawl through endless urban slums. The *E&O Express* has arrived in Bangkok.

The Oriental Hotel has been receiving guests on the banks of the Chao Phraya River since 1873, when it was a one-story building at the water's edge and advertising "comfortable quarters for gentlemen of the sea." When Joseph Conrad arrived in Bangkok in 1888, he wrote, "In the light of the crimson sunset, all ablaze behind the golden pagodas, I made my way to the Oriental. . . ."

In the century and more since, many another great storyteller has visited the Oriental: Maugham, Coward, Graham Greene. Suites honoring the hotel's famous literary guests maintain their glory in the original structure. In more recent history, no other hotel that I know has so often

continued on page 82

formed the couch into a bed, dimmed the lights. The train's perspective has turned inward now, a moving island in the sea of night.

Second seating at nine. The service is white-glove proper but slow, the food nouvelle-inspired but more a series of tastings than a meal. Deviations from the set menu are too expensive to consider.

It is an eight-hour run from Singapore to Kuala Lumpur, capital of Malaysia. We arrive in KL after dinner, stop at the astonishing Moorish-style station, then move on.

Bedtime. I fall asleep on the narrow couch bed, but not for long. I awaken from a dream: I'm riding through Asia on a bullock cart with no springs. Side-to-side knockings feel as if the train's wheels do not fit the rails. Objects hanging from hooks

A moveable feast
continued from page 56

been named "Best in the World."

My windows look over the River of Kings, Asia's grandest Grand Canal, Bangkok's main street and main sewer. Watercraft of all sizes and styles furrow and roil the waters at every hour with their crisscrossing wakes. Old riceboats built of teak, big and bulbous, have the stately roll of a Hong Kong junk. The *hong yao* are the hot rods of the river, long and narrow and swift as barracudas.

The city's network of *klongs* (with their colorful floating markets) is unique and more extensive than all the canals in Venice. As evening arrives, water taxis come and go from the hotel landing and the restless surface of the Chao Phraya is painted with reflected colors. Clumps of water hyacinth float downstream, black silhouettes gliding across undulating pools of red and purple.

Bangkok is not Singapore, not clean and green, not all work-ethic and industrious bustle. Too many hotels have been built with not enough tourists to fill them. The city occupies a swamp and settles a few inches farther into the muck each year. The pervasive smell of sewage is neither explained nor excused.

But despite its problems Bangkok is ever gracious, never in a hurry, a touching tolerant *mai pen rai* ("no problem") town paralyzed by motor vehicles, choked by pollution, dusted with a patina of grime. It is a city of contradictions: Its massage parlors, red-light districts and pornography marts rank among the most notorious and dangerous in the world, its palaces and 400 temples among the most beautiful.

Foremost among the latter, the Grand Palace complex—a golden enclave within this gritty city—may be the most concentrated and spectacular eyeful of royal and religious architecture anywhere on the planet. Staggering. Stunning. Awesome. Gleaming (real) gold, sparkling mosaics, dozens of temples in Thai, Ceylonese and Cambodian styles,

royal apartments, hundreds of bejeweled guardian figures, imposing audience halls, an explosion of form and color that seduces tourists into exposing every roll of film on the first day.

At the 16th-century temple/monastery Wat Po, a colossal 150-foot-long figure of the reclining (dying) Buddha gleams in brilliant gold leaf as hundreds of the faithful circle, dropping clinking coins into a row of iron collection pots. The reclining Buddha is a money machine.

To contribute and participate, I buy a thin leaf of 22-karat gold from a young monk in saffron robes. Doing what I see others do, I apply the postage-stamp-size rectangle of gold foil to the face of an already heavily gilded Buddha image.

Bangkok is not a walking town—too smoggy, too chaotic, too easy to get lost. Buses haul tourists around in safety. Risks be damned. I believe you find the soul of a city in its streets. So I walk.

Crossing Bangkok's streets is a kind of Thai roulette. Most of the traffic cops are small and wiry. They wear tight-fitting brown uniforms and anti-smog masks, contend with gridlock as a condition of life—and provide no noticeable assistance to pedestrians.

Cooking-smells drift out of side streets: bananas baking, satay broiling, fish frying. Also the brothy scent of steaming stews, greasy whiffs from smoking woks, elusive hints in the air of curry, or ginger, or rotting fruit.

I linger on in town, charmed by the gentle Thais, pampered by the famous hotel, amused by the easygoing decadence of the place. I rent a roaring long-tail boat to explore the *klongs* one day; I give over almost an entire afternoon to a spa massage—and an evening to a formal Thai dinner with dancing girls. I am laid low by the inevitable touch of dysentery.


When time is up there are still things I haven't done. That, I think, is the way to end a feast—with some appetite left. ■


Travel Journal


RING IN THE NEW


BY PATRICIA J. BELL

This month, we ring in 1995 with a round-up of happenings—new and noteworthy—throughout the globe.

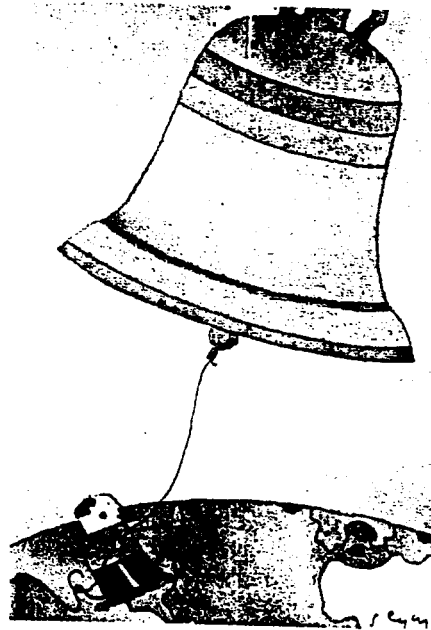
 Lest old acquaintance be forgot, the venerable Peninsula hotel in Hong Kong has undergone a major renovation and added a spectacular thirty-storey tower. Inaugurated last month, this addition gives the hotel 132 new rooms with panoramic harbor views, an extensive health spa (including an all-weather swimming pool, an up-to-the-minute business center, a rooftop restaurant, and even a helipad—all of which makes this historic property Hong Kong's hotel of the moment. *The Peninsula, Salisbury Road, Kowloon, 011-852-366-6251.*


 Though still not operating at full capacity, Eurostar passenger service through the Channel Tunnel is nonetheless a dream finally come to reality, making Paris to London a mere three-hour train trip (800-EUROSTAR). To smooth travelers along on this journey, Michelin has issued a handy Channel Tunnel Map-Guide. Featured in the guide is a detailed road map covering the London-Paris-Brussels environs, information on distances, site plans of terminals, and timetables.


 Taking a cue from the fact that almost 90 percent of tropical animals are nocturnal, Singapore has opened a unique Night Safari Park. In a 100-acre natural habitat, from 6:30 until midnight visitors can observe animals during their most active hours via a 45-minute tram ride that is supplemented by 2 miles of jungle walkways. More than a thousand animals inhabit the sanctuary, 30 minutes by car from the city center. *Singapore Tourist Promotion Board, Wilshire Boulevard, Suite 510, Beverly Hills, CA 90211, (213) 852-1901.*


 The world's largest outdoor aquarium has just opened on Paradise Island in the Bahamas. Part of the new Sun International Atlantis mega-resort, the aquarium has over a hundred differ-

ent fish species and features a walk-through underwater tunnel and a "predator lagoon" populated with sharks and stingrays. *Sun International: (800) 321-3000.*





 When Hugh Johnson's *The World Atlas of Wine* (Simon & Schuster) was first published twenty-three years ago it quite literally put wine on the map, clarifying the relationships between geography and quality, taste, and character. The fourth edition of this landmark reference volume is now out, a complete update of the 1985 edition.


 It is now possible to fly the British Airways Concorde not just to London but off on a winter holiday to Barbados. The supersonic trip takes two hours from New York (less than half the norm) and is bookable from December through March as part of week-long packages offered with a choice of fifteen different hotels. *Barbados Tourism Authority, 800 Second Avenue, New York, NY 10017, (800) 221-9831.*

 Sprouting up amid the cactus, rock outcroppings, and divi-divi trees on Aruba's northwest coast are the

greens and fairways of the spanking new Tierra del Sol golf course—the island's first. The eighteen-hole course, designed by Robert Trent Jones II Group, is part of a full-service resort complex that includes tennis courts, swimming pool, clubhouse, and condominium accommodations—all of which add Aruba to the roster of premier Caribbean links.

 As more research is being done on jet lag, more remedies are being put forth in the areas of diet, sleep-cycle regulation, and aromatherapy. It is thus not surprising to see the world's first jet-lag shop open, dedicated to an aromatherapy approach. A series of gels, rehydrating spray, and stimulating or relaxing oils are directed toward in-flight comfort and post-flight time-clock readjustment. Complete information and a mail-order listing are available from *Danièle Ryman Ltd., Park Lane Hotel, Piccadilly, London W1Y 8BX, England, tel. 011-44-71-753-6708, fax. 011-44-71-753-6707.*

 Long a valued reference for travel (especially by car) in the United States, the *Mobil Travel Guide* series is being expanded and redesigned. The 1995 version will be the product of a Mobil and Fodor's partnership and will retain the star-rating format but incorporate better maps and make touring information more accessible in an easily updatable data base. The guides will be available in bookstores mid-January.

 One of the United Kingdom's prime attractions has always been its wealth in the realm of arts and culture. Capitalizing on this, the country is planning a yearlong cultural extravaganza, embracing a vast array of arts and focusing on such milestones as the centenaries of the National Trust and Westminster Cathedral, and the Belfast Grand Opera House. A booklet chronicling the year's special events can be obtained from *The British Tourist Authority, 551 Fifth Avenue, Suite 701, New York, NY 10176-0799, (212) 986-2200 or (800) GO2-BRITAIN.* ♦

Safe in Singapore

Singapore's rigidity serves another purpose. More than keeping the city safe and tidy, it helps hold together a startlingly diverse population.

BY CATHERINE WATSON

MINNEAPOLIS-ST. PAUL STAR TRIBUNE

I didn't know this until I hit Singapore, but I like my cities a little rough around the edges. A little rough and a little dirty. That's urban reality to me — that's Paris, that's Athens, that's New York. It's sure not Singapore. Singapore is anything but rough and dirty, which for me made it unreal — an entire city with the feel of a giant mall.

"Singapore has some pretty stringent quality-of-life laws," a spokesman told me later. Nicely phrased. And something of an understatement.

I got the message before the plane even landed. Just the minute I started filling out the customs form that the flight attendants handed out:

"Warning," it said. "Death for Drug Traffickers under Singapore Law."

The form then asked my "alias, if any," whether I had ever been prohibited from entering Singapore and whether I had "ever entered Singapore using a different passport and name?"

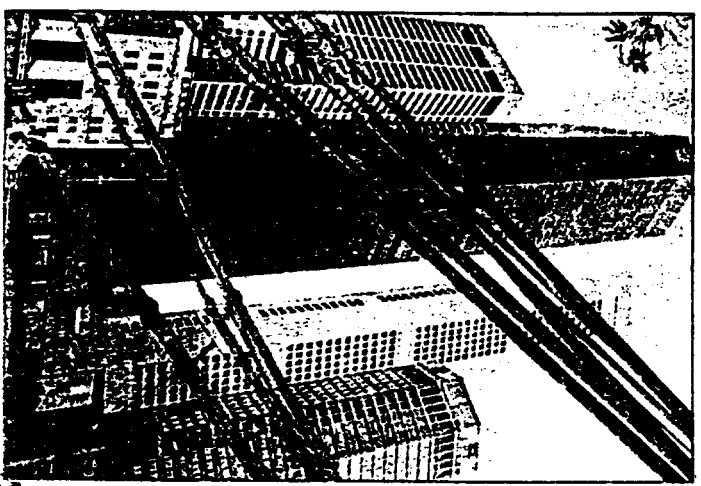
Uh, no. And why would I

admit it if I had? But even for a visitor with an immaculate slate, these questions set a definite tone. And that tone — of thoughtful and deliberate control — permeates the crannies of this very modern city.

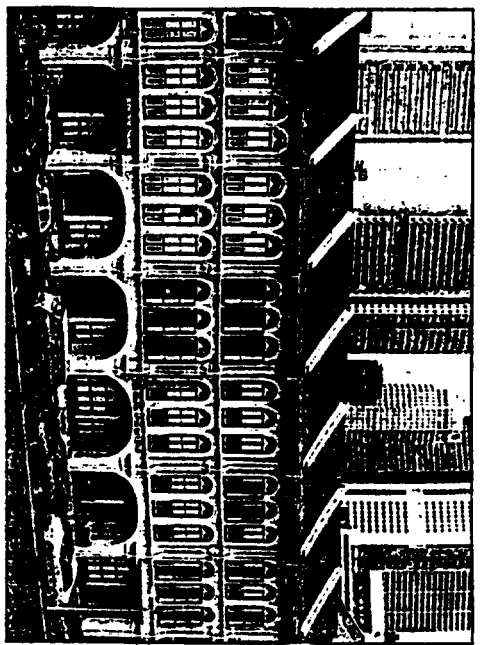
Other Asians have trouble with it, too. As a wealthy young businesswoman in sale but not sanitized Hong Kong complained to me, "In Singapore, you have to get permission if you want to go to the toilet!" She wasn't exaggerating, much.

Singapore is, after all, a tropical metropolis whose more than 11,000 elevators are each electronically monitored to make sure no one urinates in them or otherwise misbehaves.

"The well-being of the whole society is more important," she said.



MODERN ASIA — Skyscrapers epitomize Singapore's vibrant economy. Space is at a premium in the 240-square-mile city-state with nearly 3 million people.



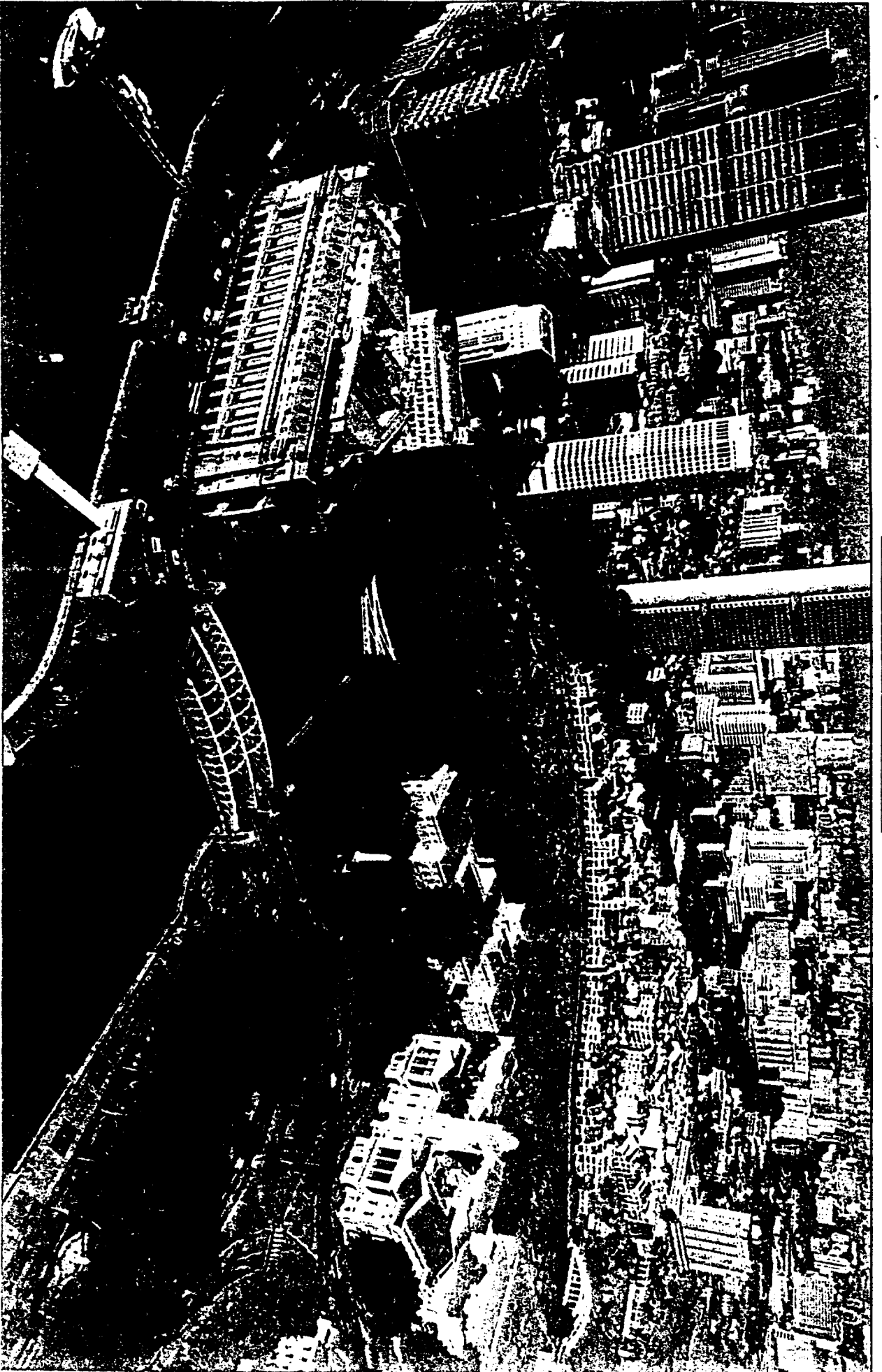
FLANKED BY SKYSCRAPERS — In Chinatown, renovated shops offer a variety of goods for sale and craftsmen at work making dogs, kits and traditional seals for stamping documents. Look for calligraphers, herbalists and fruit sellers, or refresh yourself at an authentic tea-house.



SINGAPORE SLING — The newly opened Clarke Quay bustles with local and tourists. The quay's 19th-century godowns, or warehouses, are now a downtown entertainment and shopping zone.



MAN OF THE FOREST — An orangutan strikes a pose at Singapore's zoo — considered one of the best in Asia, if not the world.



GLOBAL REACH — Singapore boasts the world's busiest seaport and is quickly becoming a premier center for finance and business. Singapore was founded in 1819 when Sir Stamford Raffles selected the island's natural harbor, sheltered anchorage and strategic location for a regional base for the British East India Company.

Photos: Singapore Tourist Promotions Board



Photo/Singapore Tourist Promotion Board

GRAND OLD LADY OF THE EAST — The Raffles Hotel reopened in September 1991 after massive renovation and refurbishment. With 104 suites, the 106-year-old Raffles recently won top honors from *Travel Trade Gazette*

publications as the world's leading independent hotel, and ranks ahead of such gems as the Peninsula in Hong Kong, the Plaza in New York and the Oriental in Bangkok.

Singapore

• Continued from Page 1H

portant than the well-being of a single individual," the city-state's longtime leader Lee Kuan Yew once said in an American television documentary on elevator contenance.

To keep the society strong, he said, you've got to have machinery to "detect, prove and punish" miscreants.

That's Singapore in a nutshell: a shopping mall with an attitude.

Americans are flatly mystified by Singapore's rigidities. Look at the indignant American reaction to the caning of Michael Fay, the youth who was physically punished last spring for minor vandalism here.

Many Americans think that such physical punishment is shocking; Singapore thinks it's fair. We think the city's surveillance level is disturbing; residents find it reassuring. We think the rules are petty; they think — along with much of the rest of the world — that we're lawless.

The Singapore government definitely sets a high moral tone. So high that its ban on 10 Beatles songs, including "Yellow Submarine," lasted 27 years and was lifted only last year.

The chewing-gum issue is another example: It's illegal to import gum into Singapore because it's too much of a problem to clean up.

What seldom gets said is that Singapore's rigidity serves another purpose. More than keeping the city safe and tidy, it helps hold together a startlingly diverse population.

In its 240 square miles, the island republic has nearly 3 million people, from three main ethnic groups: Chinese (76 percent), Malays (15 percent) and South Asians (East Indians, Pakistanis, Sri Lankans, 7 percent) plus a pastiche of other nationalities. Three languages from the major ethnic groups are official here, as is English.

This is the kind of ethnic recipe that has boiled over elsewhere. But as long as the three groups live in harmony, the city and the country — which is virtually the same thing — will thrive.

Thriving was always part of the picture.

Singapore was founded — or refounded, depending on how you feel about colonialism — in 1819, by Sir Thomas Stamford Bingley Raffles, an administrator for the British East India Company.

Raffles — namesake of a number of city landmarks, including the famous Raffles Hotel — was looking for a trading base so Britain would have a crack at the riches of the East, then monopolized by Dutch traders.

He had already learned to speak Malay, and he had studied the history of the region, including the ancient kingdom of Tumasik, at the extreme tip of the Malay Peninsula. Legend holds that one of its princes spotted a lion-like sea monster and renamed the place Singa Pura — "Lion City."

But the Lion City was destroyed in the 14th century, and by the time Raffles got there Singapore was only a tiny fishing settlement 87 miles north of the equator.

A tiny settlement that happened to have terrific anchorages and a strategic location on the Straits of Malacca.

To attract merchants from around the region, Raffles drafted a city plan creating ethnic districts where the different groups could feel comfortable.

And they came: The population jumped from a few hundred to 10,000 in two years. Now it's pushing 3 million, and the city-state is its own country, independent of Malaysia since 1965.

Compensating for Singapore's rigidity — and you'll hear this often from tourists and tour guides — is that "everything works." It's true.

The city is spotlessly, sometimes irritatingly, clean. The transportation system is efficient. The people enjoy the highest standard of living in Asia. Shopping — for Westerners and its prosperous residents alike — is terrific.

The lovely zoo — with messages about environmental protection at every turn — is one of the best in Asia, if not the world. (When I was there, a prize attraction was the first polar-bear cub born in the tropics. The cub and its mother seemed content, even though their outdoor pool was as frigid as a bubble bath.)

But in one major area — its colorful, cluttered, cosmopolitan past — Singapore paid a high price for this success.

Like its present, the past has

been tidied here. And most of it — old neighborhoods and outlying villages — have been torn down to make way for hundreds of high-rise businesses and apartment towers.

Not all of this tidiness is dismaying. Four of five Singaporeans own their own apartments. And the cleanup of the Singapore River means you can now take a boat ride without holding your breath.

But as the city washed its face after World War II, tourists began calling it bland. By the early 1980s, visitor satisfaction was dropping.

When Singapore officially recognized that old could also be good — it meant more tourist business, obviously — only fragments of its former self remained.

In the meticulous way it does everything, Singapore turned its attention to saving them. Or rather, some of them.

Old stuff is still going down to make room for new; land is too valuable here to save it all.

But the city deserves credit for the preservation it has done. It focused on several main areas: the still heavily authentic districts of Little India, Arab Street and Chinatown; the nearby shop houses of Tanjong Pagar and the Singapore River front, including British colonial buildings, and the newly opened Clarke Quay. The quay's 19th-century *godowns*, or warehouses, are now a downtown entertainment and shopping zone, boasting "a heritage-inspired Disney-style adventure ride," according to literature from the Singapore Tourist Promotion Board.

There's been some overkill in the spit-and-polish department. I walked down a street in Tanjong Pagar when only one side of it had been refurbished, and the contrast was disturbing: Both sides of the street were lined with old two- and three-story merchants' houses. The ground floors had held shops and small warehouses, with wide, shutter-like doors; the merchants' families had lived upstairs.

On one side of the street, the houses stood as they were when their last owners moved out,



Arkansas Democrat-Gazette

peeling paint, sagging shutters, authenticity and all. On the opposite side, they'd been restored. The shop houses had never looked this good in their lives. Nor had they held interior decorators, art galleries or immaculate cafes.

All soft pastels with discreet signs, the finished side of the street looked like Asia as interpreted by Walt Disney; beautiful, impressive and largely imaginary.

The best — or weirdest — example of planned local color is Bugis Street, a gritty, raucous spectacle once notorious for its red-light nightlife.

A few years before the anti-blandness movement took root, Singapore demolished Bugis Street to make room for its slick new rapid transit system. Many people lamented the loss. Solution? The city simply re-created it — nicely, of course.

So Bugis Street is back. I think that's good, but I'm not sure. Is sanitized history better than no history at all?

That, remember, was the motive behind the historic theme park that Disney had planned for Manassas, Va., last year. That's also the question every historic district in America is struggling with, from Savannah, Ga., to Galena, Ill., and we aren't going to get it solved here.

Which brings me back to rough edges.

You can still catch glimpses of the older Singapore — raw, original, unfixed — in the most unexpected places, and they are satisfyingly rough and dirty on the edges.

Around the corner from the newly refurbished Raffles Hotel, that white-frosted wedding cake of colonial architecture, I stumbled — just about literally — over a sidewalk shoe repairman who fixed a broken lace on one of my loafers for me while I teetered on the other foot.

And in one day in Singapore, in a forest of high-rise apartment buildings, I encountered Teo Beng Kwang, the palm reader.

He was an old man in yellow robes, a human island of ancient culture marooned in what looked like a set for "Star Trek." He was conducting business outdoors, in front of a one-story red-and-yellow temple with the roof turned up at the corners.

The old man was quietly analyzing his customers under a spreading temple tree, with his daughter sitting nearby on a kitchen chair and translating his long Malay sentences into suspiciously short English ones.

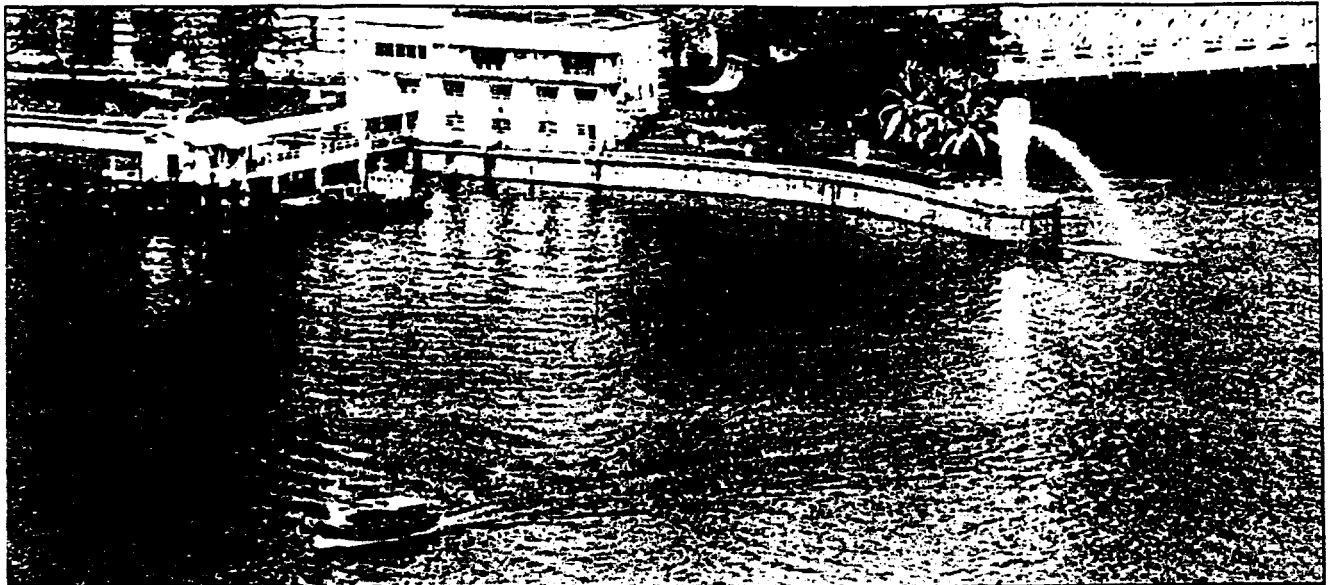
When it was my turn, he drew his fingers along the crisscrossing lines of my palm, expressing unprompted but highly accurate concern about my husband's stomach trouble and my tendencies to brood, even when things are going well.

This went on for perhaps 15 minutes. Then he gave a particularly long speech which I understood, correctly, to be the finale.

What had he said? I turned to the daughter, expecting the kind of revelation that would change my life — the kind of thing you'd journey to the other side of the globe to hear.

She shrugged. "He say, 'Don't worry, eh?'"

Which was exactly what my mother used to tell me, at greater length, back home in America.



AQUA ROAR — A "merlion" spouts water into the Singapore River. Legend says that a prince spotted a lion-like sea monster here and named the place

Singa Pura — "Lion City." But it was destroyed in the 14th century. When Sir Thomas Stamford Bingley Raffles got there he found only a tiny settlement.

Travel tips

HOTELS

Singapore's high standard of living is reflected in its stock of good to excellent hotels.

The best right now — not just in Singapore but in the world — is the restored 106-year-old Raffles. Recently, the Raffles won top honors in a competition sponsored by *Travel Trade Gazette* publications, based on a survey of 250,000 travel agents worldwide.

As the current world's leading independent hotel, it's ahead of such gems as The Peninsula in Hong Kong, the Plaza in New York and the Oriental in Bangkok.

There are no rooms as such; all accommodations are one- or two-bedroom suites; single and double rates are the same. Rates range from \$468 to \$684 for one bedrooms (the top-end suites named for famous for-

mer guests, Noel Coward and Somerset Maugham).

For a real splurge, two-bedroom suites range from \$2,880 to \$4,320. If you can't afford to stay overnight — and few of us can — at least drop by for a restful lunch or an afternoon pick-me-up in the bar where legend says the Singapore sling was invented.

SHOPPING

Orchard Road is famous for its stores and shops, as well as food and entertainment. There is also a plethora of shopping centers in the center city, though in Singapore they go up instead of sprawling sideways American-style.

Most stores are open from 10 a.m. to 9 or 10 p.m. daily. Best advice: Check prices on electronics, jewelry, watches and other desirables before you leave home, so you can spot what

is and isn't a good deal in Singapore.

You can bargain in smaller stores, and you should window-shop before you get serious.

FOOD

Given the mix of its cultures, this is Singapore's strong suit. Food is so justly famous here that the city's tourism promotion board publishes a fat, beautifully done guidebook to it. (Ask for "Feasts and Fun — a Guide to Food and Entertainment.")

In addition to every type of Chinese cooking, plus Indian, Malay and the full range of international cuisine, the guidebook also lists "hawker centers" — clusters of tiny food shops that derive from street stalls. You can cruise from hawker to hawker, nibbling, and pay bargain prices for the experience.

HEALTH AND SAFETY

Despite its equatorial location, Singapore's health standards are top-

notch. You can drink the water, imbibe tropical fruit drinks, eat salads and try local cuisines without worry — even from street vendors. Medical care is excellent. And travel experts have frequently ranked its international airport as the world's best.

IN THE REGION

A luxury train called the Eastern and Oriental Express — Asia's answer to Europe's restored Venice-Simplon Orient Express — runs between Bangkok, Thailand, and Singapore, a 1,200-mile trip that takes 42 hours (two nights, one day). Rates are \$1,170 per person for a standard compartment with upper and 2 lower berths. Fancier compartments range from \$1,640 to \$3,040, per person. For information, call (800) 524-2420.

For more information, call the Singapore Tourist Promotion Board at (312) 938-1888.

JAN 8, 1995

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LUCE PRESS CLIPPINGS

Clean, green, safe Singapore:

Fay's caning doesn't slow flow of visitors

Modern with mosques

By Joel Slead
Newhouse News Service

SINGAPORE — The four whacks inflicted upon 19-year-old Ohioan Michael Fay, convicted in Singapore of spray-painting cars, apparently has not adversely affected its tourism business. In fact, Americans are flocking here in record numbers because this city — just 87 miles north of the equator — has become a hot destination in more ways than one.

"Last year we welcomed a record 307,392 Americans and for the first six months of 1994, U.S. arrivals are up about 15 percent over last year," said Pek Hock Thiam, executive director of the Singapore Tourist Promotion Board, who pointed out that in April — when the caning publicity was at its peak — U.S. arrivals were up 16.1 percent.

"We have always enjoyed a reputation as a destination where visitors can enjoy a high degree of personal security, and the Fay case evidently suggested to many that Singapore is a country which stands by its beliefs on social responsibility and crime," Pek said.

While the caning may be history, its souvenir significance has not been dismissed by the entrepreneurial Singaporeans. "Spare the Rod and Spoil the Child" T-shirts are still selling like hotcakes at \$328 (about U.S. \$18.50, at an exchange rate of \$1.50 — U.S. \$1).

The fact is that enterprise goes with Singapore just as much as its reputation for being clean, green, safe and functional.

And while this city on Malaysia's southern tip is certainly not the liveliest in the world, its myriad mix of cultures, its creativity and its ability to successfully clone popular come-

ons of other places, is fast making it very eventful — with at least two major activities taking place every month.

In fact, while visitors were still digesting the pros and cons of the Fay caning, Singapore was offering them food for thought in its first "Food Festival."

The festival, which ran through July and featured culinary demonstrations, tours, cooking classes and each week highlighted the cuisine of one of its four major ethnic groups — Chinese, Malay, Indian, Eurasian — was a great success, says Agnes Huff, director of public affairs for North America for Singapore Airlines, one of the event's organizers. Huff noted that it whetted so many appetites that the airline is already working on tour packages for next year.

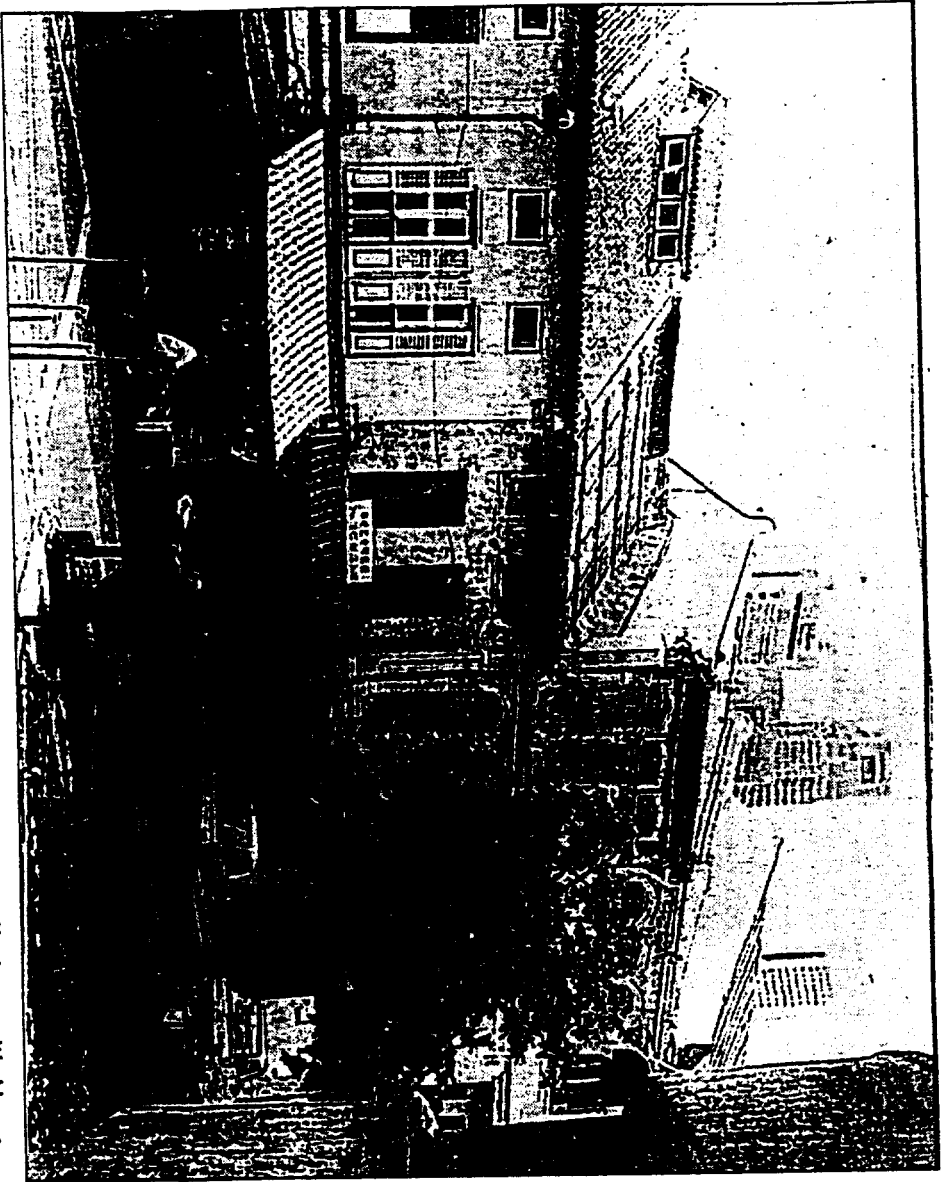
And even before the food festival's last swallow, the city launched its first ever "Great Singapore Sale," which ran from July 15-August 15.

"The yearly sale is one of the hallmarks of places like London, Paris and Hong Kong. We have to keep up with these elite shopping destinations," explained a spokesman for the Singapore Tourist Promotion Board.

There's no question that American shoppers here will feel right at home. Young roller-bladers in this most westernized city in Asia have taken a cue from their U.S. mall counterparts and are cruising all over the open plazas along Orchard Road, the city's main shopping venue.

Although prices are on a par or a bit higher than New York, Singapore's shopping centers are worth a visit because they are among the glitziest on the planet. The newest is Lane Crawford of Hong Kong, which opened a resplendent five-story stunner, complete with a glass cone entrance and spiral escalators, in June.

The new department store is just the latest in a building binge brought on by a booming economy that has



Singapore's phenomenal growth has made it one of Asia's "Four Dragons," along with Hong Kong, South Korea and Taiwan.

been going on in Singapore almost from the time it became an independent nation on Aug. 9, 1965. Its phenomenal growth — based on trade, shipping (its port is the world's busiest), banking and tourism — has made it one of Asia's "Four Dragons," along with the commercial powerhouses of Hong Kong, Korea and Taiwan.

And as spiffy structures continue to spring up, many things old are being made new again in other parts of the fast-changing city.

Clarke Quay, a former riverside warehouse district, debuted this past winter as a trendy South Street Sea-port type entertainment complex of restaurants, arcades and stores, including a Wild West Tavern and a Nevada Bob's Golf shop.

Bugis Street, once known as one of the most raucous in the Orient, which was demolished to make way for the city's subway system, has been rebuilt in its original style. While its boisterousness has been toned down considerably, there are still restaurants, open-air food stalls, vendors, cabarets and karaoke bars.

And Tiger Balm Gardens, the six-decade-old landmark Chinese mythological theme park about 6 miles west of city center, has reopened as Haw Par Villa, featuring multi-media displays and a roller-coaster boat ride along with its original exotic plaster and cement recreations of mythical dragons, gods, temples and people.

Luckily, the march to modernization hasn't completely obliterated Singapore's storied past. Conservationists have been making their points in recent years and some historic neighborhoods are being preserved.

To most tourists, these neighborhoods, with their culturally diverse architecture, shops and restaurants, are what Singapore is all about.

The three "not to be missed" ethnic areas are Chinatown, Little India and Arab Street.

Although some of Chinatown's buildings have been demolished and

many others have been restored and demand high rents, the neighborhood remains Singapore's cultural heart and still offers the visitor a glimpse of the way things were. On its narrow streets, there are incense-filled old temples, shophouses (stores with living quarters) where families have lived for generations, herbalists, calligraphers, restaurants, food centers and sidewalk displays offering everything from sea cucumbers to sterling silver.

Little India, smaller but no less colorful, also has not lost its charm. The smell of freshly ground spices and Indian cooking still permeates the air, while small shops sell everything from colorful saris to bolts of shimmering silk. There are temples, a popular "wet" (produce) market with food stalls and a host of vegetarian restaurants.

Arab Street is the center of Muslim life in the city, and here the visitor can still find some of the legacy left by the first Arabs, who were among the earliest traders to arrive in Singapore. There are beautiful mosques, a former Sultan's palace (not open to the public), and a colorful array of textile, caneware, leather, brass and jewelry shops.

Has success spoiled Singapore?

Its almost frenetic push toward prosperity has certainly changed it, but its heritage is beginning to hit home.

Zoning battles continue over almost every block in the older neighborhoods (controversy presently rages on the future of China Street, one of Chinatown's most colorful), but it appears that tradition is beginning to win out.

Young Chinese couples, brought up in the most modern of circumstances, are returning to the historic temples and haunts of their parents and grandparents; the inhabitants of Arab Street still heed the muezzin's call from the mosque.

For information and brochures contact: Singapore Tourist Promotion Board, 590 Fifth Ave., 12th Floor, New York, N.Y. 10036; (212) 302-4861.

Savoring Singapore

The tiny city-state features excellent
Chinese, Malay and Indian food.

PAGE D13



SINGAPORE TOURIST PROMOTION BOARD

Visitors enjoy lunch during a trip to Singapore's Jurong Bird Park, which is home to more than 4,000 birds spread over 50 acres.

Even with its rules, Singapore can be a place to relax

By PHILIP SWEENON
THE NEW YORK TIMES

One is quite sure whether Singapore's tourism industry was helped or hindered by the furor that put the map for millions of Americans.

Last spring, the coming of Michael P. Fay, an American teenager accused of spray-painting cars, outraged the Clinton Administration and human rights groups. At the same time, the controversy served to remind foreign visitors that the Singapore government is ruthless about keeping the city safe and clean. (And also drug free. A Dutch businessman was hanged last month three years after he was arrested when heroin was found in his luggage at the airport.)

This must be the only nation on earth that has banned both handguns and chewing gum, the latter because it is messy and can jam subway doors.

The result is a very safe, very clean nation that looks like nothing so much as a prosperous California suburb.

The city's attractions — including fine restaurants and shopping, and spectacular tropical gardens — have turned it into one of the most popular destinations in Southeast Asia.

It would be foolish to journey halfway around the world to visit only Singapore. There is just not enough to see and do in an island nation smaller than New York City, with about one-third the population.

But for travelers willing to abide by its seemingly endless rules, Singapore can be a fine place to relax for a few days between visits to other cities, a pleasant break after the smoggy excitement of Bangkok, Jakarta or Manila.

The Singapore government is doing what it can to entice tourists to stay longer.

It is trying to turn the city into the entertainment hub of Southeast Asia by encouraging writers, theater companies and pan-Asian television networks to settle there.

Next year's big social event is the February opening of "The Phantom of the Opera," the Andrew Lloyd Webber megamusical.

EVENTS

One of the major accomplishments of Singapore's iron-fisted government is the sense of harmony that it has fostered among followers would say forced upon) the three ethnic groups that make up most of the island's population, the numerically dominant Chinese, the Malays and the Indians.

The festivals of all three groups are times for national celebration, and autumn offers some of the most exotic merry-making.

In October, the Indian community celebrates Thiruvithirai, an annual fire-walking ceremony honoring Draupadi, heroine of the epic Indian poem "Mahabharata."

Draupadi supposedly proved her chastity by walking on fire, so her worshippers repeat the feat by strolling across red-hot embers.

The fire-walking is at the Sri Mariamman Temple on South Bridge Road. Go early for a good view.

In early November, tens of thousands of Chinese Taoists make their annual pilgrimage to nearby Kusu Island and the temple of Da Bo Gong, the god of prosperity.

The worshippers carry offerings of brilliantly colored flowers, candles and joss sticks.

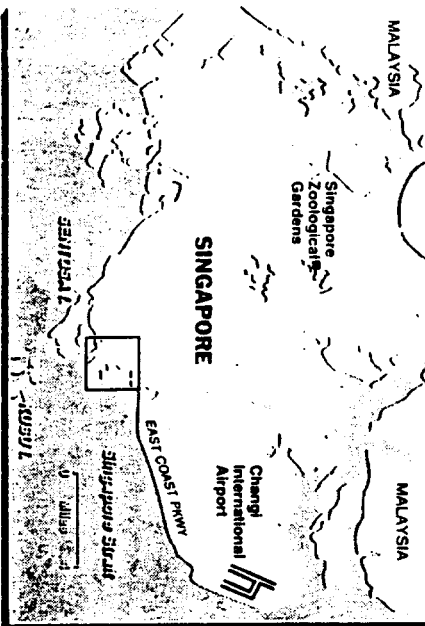
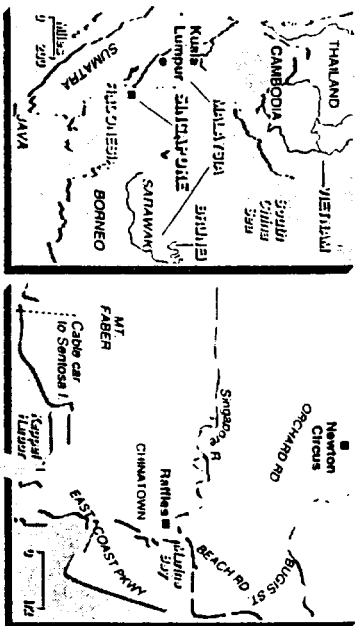
The island is served by a ferry from the Singapore World Trade Center. Visitors are welcome to join the pilgrimage, although they should be forewarned about the huge crowds.

Along the Singapore River, the Empress Place Museum, which offers rotating exhibits on Chinese culture, is showing relics of Chinese city life from the Song, Yuan and Ming dynasties.

The exhibition, which closes on April 30, is open daily 9 a.m. to 6:30 p.m. The museum is upstairs in the Empress Place Building at 1 Empress Place. Telephone: 336-7633. Admission: 65 cents.

SIGHTSEEING

Singapore is a city for families.



Once renowned for wild night life, the city now promotes family attractions, which is not to say that adults won't find them entertaining too.

The government endorses only one type of nocturnal wildlife: the kind found in the Singapore Zoological Gardens, which this year opened the Night Safari, billed as the world's first nighttime zoo.

It is an impressive effort to showcase twilight-loving creatures, including Nepentse rhinoceroses, Malayan tigers and the aptly named Asian sloth bears, at their most energetic (which, in the case of the sloth bears, is not very).

More than half of the 100 animal species on display are endangered. Subtle bluish lighting makes it

Open daily 8:30 a.m. to 6:30 p.m. Telephone: 269-3411. Both are at 80 Mandai Lake Road.

For those who prefer feathered beasts, the Jurong Bird Park has more than 4,000 birds, spread over 50 acres.

The walk-in aviary has a 98-foot-high waterfall at one end. The park is on Jurong Hill and is open daily 9 a.m. to 6 p.m. Telephone: 245-0022. Admission: \$4.65, \$1.75 for children.

The hotel's Chang Jiang Shanghai restaurant is very formal, with plates of food brought out for viewing before they are returned to the kitchen to be portioned out into individual servings.

The vast menu includes every sort of delicacy offered by formal Shanghai cuisine, which stresses natural flavors. Recommended are the stir-fried chams with fresh asparagus in oyster sauce (\$16) and the stir-fried shrimp with ginkgo nuts (\$13).

The hotel's Min Jiang Szechuan restaurant, decorated in traditional Chinese style, with oriental screens and paintings set in a room of pastel green, is one of the most popular restaurants in Singapore. Spicy sautéed scallops with dried red chili (\$16) and shredded beef with red and green pepper (\$9) are delicious. In Chang Jiang, the price of dinner for two with wine will be about \$65, slightly less in Min Jiang.

But what is offered in the Food World Park is fancy Chinese food in a fancy hotel. For a true Singaporean dining experience, visit one of the open-air centers where hawkers sell their specialties from small booths.

The simple stir-fry stands, which offer noodles and satay, tend to serve up the best fare, and there are always several choices of tropical fruit for dessert. Diners eat on tables and stools scattered among the booths. A satisfying meal for two need not cost more than \$10, including beer.

There are scores of hawkers' centers around the island, all of them considered a safe bet both gastronomically and hygienically (Singapore's laws on food hygiene are among the toughest anywhere).

Among the largest and most popular hawkers' centers is the one at Newton Circus, at the top of Scotts Road.

As much as any city in Asia, Singapore meets the essential precondition for a thriving restaurant industry: an ethnically diverse population that has the money to dine out.

Singapore has some of the best Chinese, Malay and Indian food anywhere outside China, Malaysia or India, and the Western food can also be world-class.

Two of the finest Chinese restaurants in the city are found in the Goodwood Park Hotel, at 22 Scotts Road, 737-7411.

WHERE TO EAT

The best of Sentosa's attractions is Underwater World, an aquarium in which visitors walk through acrylic tunnels that snake along the bottom of gigantic fish tanks.

Underwater World is open daily 9 a.m. to 9 p.m. Telephone: 275-0030. Tickets: \$9.65, \$3.35 for children.

possible to see the animals clearly without disturbing them. The trip through the 100-acre zoo, open from 7:30 p.m. to midnight, can be made by foot or on an open-sided electric tram.

The 45-minute tram tour is conducted by guides trained to pounce on any visitor who dares to break the zoo's unbreakable rule: no flash cameras, which might spook the animals.

The animals are separated from visitors by moats and other natural boundaries, and they have a relatively large space to roam. A ticket for the Night Safari is \$12, children \$8.

There is a day zoo next to the Night Safari, and it requires a separate admission: \$6, \$2.65 for children.

SINGAPORE TO BANGKOK BY BUS, TRAIN & TUK-TUK

Pages 6-7

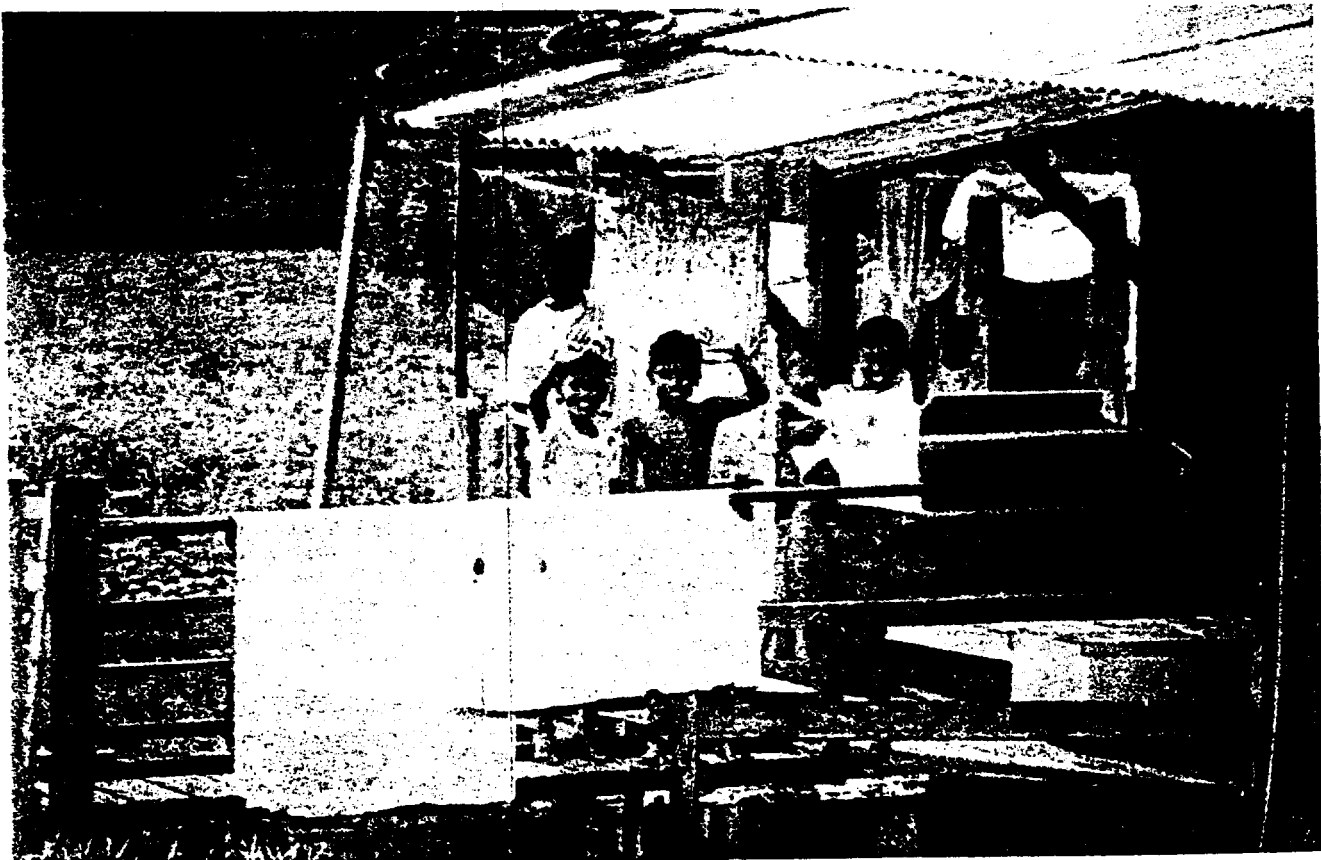
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A station stop at
Hat Yai, Thailand.

TRAVEL

SINGAPORE TO BANGKOK BY BUS, TRAIN & TUK-TUK



Villagers along the track wave to a passing train. Passengers can travel first, second or — as one ticket agent said, as he shuttered his eyes at the thought — third class.

By Dorothy Storck

THE TRAIN STATION on Keppel Road is oddly shabby for shiny Singapore, but that is explained by the weathered stone sign: "Federation of Malay States Railway."

Singapore is the southern termination of the KTM (Keretapi Tanah Melayu), the Malaysian railway system. The Malays aren't nearly as finicky about house-keeping as the Singaporeans.

On a Thursday after a four-day stop in the Lion City, and just before the Chinese New Year, we went to the train station to continue our trek north to Thailand and discovered several things:

First, there were no "tickets" to anywhere, any time, probably not until the Year of the Purple Cow. All of Asia, and certainly all of Singapore, was on the move toward family and celebration.

Second, even if there were space for us sometime in the dim future we would have to choose from a complex menu of price vs. convenience.

Would we travel first, second, or — the ticket agent shuttered his eyes at the thought — third class? Air-con or not? ("Air-con" is how they say it, actually "ear-cone," like an auditory growth. You pay an extra \$2 for a coach car with it and — as I later discovered — you best be prepared for arctic blasts. No sissy things like thermostats in Southeast Asia.)

Sleeper or not? Upper or lower berth? (Lower costs more.) Fast train, medium fast, or slow? (EXP, RAP, or ORD is the way they're listed).

As far as I could figure, translating Singapore dollars to Malay ringgits to Thai bahts, if I had made reservations 90 days in advance and traveled second class — only the foppish go first — in an air-conditioned, lower berth Express the 1,200 miles from Singapore to Bangkok, it would have cost around \$80, meals not included. Not a bad deal.

Unfortunately, we were destined to do it the hard way, any way we could, since we couldn't wait for the holiday crowd to clear. There were appointments to keep in Bangkok. There were elephants to ride in Chiang-Mai. There was the Golden Triangle to see, with the hill tribes drumming in the mists.

Someone suggested taking a taxi (for \$50) over the border from Singapore north to Kuala Lumpur, the Malaysian federal capital, which everyone refers to as "KL," and trying for a train from there. But every taxi driver was booked.

In the end, we took a bus to KL on Friday morning. Eleven hours. The last two seats. By the toilet.

Perhaps I'd best explain who we are. We are a travel writer from the Midwest who has seriously overpacked for this journey and a garden designer from London who has brought along her paints, her canvas, and a garden plan for an English manor house, which is rolled up in a tube the length of a billiard table.

We took the bus at the Golden Mile Complex on Beach Road in Singapore over the causeway and the Strait of Johor, which separates Singapore from the Malaysian Peninsula. The town of Johor Baharu is a half-hour ride away. On the Malaysian end of the causeway, in a blocky building filled with shouts and Malaysian customs and immigration, we got our first taste of the chaos, which is endemic in this seething land, so different from the determined order of the Lion City.

At the open-air bus station in Johor Baharu there was no place to sit in the drizzle that seems part of every day in these tropics. Women in saris carrying babies and men with enormous bundles on their backs stood stoically waiting on the concrete walkway as the buses roared in, surrounded by clouds of exhaust fumes. The thin dogs of Malaysia were everywhere, sniffing at every garbage heap, moving with practiced nonchalance from under the wheels of buses.

Our bus to KL from Johor Baharu (\$6 one-way) was an hour late departing. No one complained. A dark-skinned Malay man with an amazing front tooth that looked like tin explained the concept of time in the tropics.

"Malaysia runs on rubber time," he said, grinning to show the tooth. "Stretches out." We finally pulled out at 11 a.m. Three hours out of Johor the villages grew more sparse; there were no more children waving at the bus and few tin-roofed "kampong" houses on stilts. The flat countryside seemed to sprout both hills and vegetation.

Just before sunset — which comes suddenly in the tropics — we paused at a rest stop, a tin-roofed bunker on stilts with 1,500 skinny dogs lying under it. Here I bought a bowl of *laksa lemak*, a coconut-noodle soup, and came out to find the bus driver staring mournfully at his bus. It had, without a doubt, two flat tires on the rear end.

A woman wearing the Muslim white head covering rolled her eyes in exasperation and offered to share a chicken leg with me. She said that,



Newspaper / Tom Rahn and

in her experience, there was always at least one flat tire on the Kuala Lumpur run.

We reached KL in the dark, 11 hours after leaving Singapore, and staggered toward the nearest hotel recommended to us by the Singapore Tourist Promotion Board. That turned out to be the Grand Continental, not nearly as grand as its name but willing to give us a room with two beds for \$50 on this holiday weekend.

Next morning in the Booking Hall of the ornate, white-turreted KL railway station — one of the most stunning structures in Malaysia — we learned that the earliest train we could catch would be 8 o'clock that night.

And the only seats left were first class, air-con, via Butterworth, crossing the Malaysian border into Thailand at Pedang Besar at 7 a.m. From there we would have to transfer by some method to Hat Yai on the Thai side in order to pick up a train to Bangkok, via Hua Hin.

The clerk was willing to ticket us for the Malaysian part of the journey (about \$42 in Malaysian ringgits). He said he would make reservations for us on a second-class sleeper from Hat Yai onward. He gave us two tiny cardboard reservation slips.

Back at the Grand Continental much was astir. Members of the KL 4-Wheel Drive Adventure Club, a hardy lot in look-alike safari gear, were gathering for a marathon race through the jungles of northern Thailand to Vientiane across the Laotian border. They said they could take us along from KL as far as Hua Hin on the Gulf of Thailand, 25 hours in the back of a truck, arriving about 1 a.m.

Fran, the garden designer, yearned to climb aboard. I gave it some thought. I checked my malaria pills, I checked my mosquito repellent. Then I said no. There are those decisions in life which linger in the mind, echoing through the corridors of regret with "What if?" This was not one of them.

The 8 p.m. train out of KL's Moorish palace of a station left bang on time with two Muslim women in our first-class car on their knees between the seats praying to Allah. I don't know what was in their prayers, but my prayers shortly became fervent for something warm to wear. The air-con was virulent.

Outside, invisible now in the dark, were the tin mines and the rubber plantations. We were travelling on rail lines built by British engineers at the turn of the

century, through country transformed by British planters, past rubber trees brought from Brazil to be worked on by Chinese and Indian laborers. Malaysia is an amalgam of survival cultures.

Somewhere in the night we stopped at Butterworth, the departure point for the island of Penang. I have been to Penang. The island and its main town, George Town, have that baked, leftover look mixed with shards of grandeur that the British so often left when they



An amalgam of survival cultures, Malaysians crowd a railroad crossing as they wait for a train to pass.

INFORMATION, PLEASE

Information on travel independently between

Singapore and Bangkok can be obtained from:

• Singapore Tourist Promotion Board, 590 Fifth

Ave., New York, N.Y. 10036; call (212) 302-4861.

• Tourism Authority of Thailand, 5 World Trade

Center, Suite 3443, New York, N.Y. 10048; call

(212) 432-0433.

• Malaysia Tourism Promotion Board, 818 W.

7th St., Los Angeles, Calif. 90017; call (213) 689-

8702. — Starck

trundled their empire elsewhere. In the blackness before the dawn, there were only moving shadows on the platform.

I woke at 7 a.m. shivering in the pale light to find the train, unaccountably, going backward. Fran and I were alone in the car. A conductor in a gray suit and black cap was leaning over me.

"You going to the border?" he asked, as if doubting it. Outside, the landscape had turned hilly, with sudden tree-covered mounds shooting up from scrubby plains.

This was Pedang Besar, the last Malaysian village on the border before Thailand.

All the other passengers had vanished in the night. We dragged our cases from the train, which promptly chugged off backward. I could see no one else on the rickety platform, and the window for the border immigration office was padlocked.

We stumbled across the tracks, down a hill, and into the dirt-covered main street of Pedang Besar where vendors, many with huge baskets on their heads, were setting up their morning stalls.

For 20 baht apiece (90 cents) a delighted tuk-tuk driver took us first to a joint Thai-Malaysian immigration office, slightly larger than its shuttered clone at the train station, and thence — rattling through the countryside for almost an hour — to Hat Yai.

(A tuk-tuk is like a motorized ricksha or a large tricycle with a motor and a parasol over the back seat where the passengers ride.)

Hat Yai was teeming as only the Thais can teem. In Buddhist countries there seems to be a different perception of personal space. It is closer, much closer. We waited for five hours in the vicinity of the Hat Yai train station surrounded by hawkers, satay spits, spirit houses, noodle stands and small boys.

The ticket master at Hat Yai had no record of the reservations to Hua Hin and Bangkok made for us in Kuala Lumpur. He seemed to regard our reservation slips as interesting if useless artifacts. Not only would there not be a sleeper, there might not even be a seat. We could,

if we chose, take a chance on standing for the 13 hours into Hua Hin. Next train out at 5 p.m.

We took the chance.

This train was definitely not air-con. The windows in the second-class coach were wide open to the paddy fields at sunset, rice country now with the hills in the distance and the field workers in their straw hats silhouetted like cutouts against the purpling sky.

Occasionally, with startling suddenness, a Buddhist shrine would loom by the side of the tracks looking weathered in the twilight.

I swayed for a long while, standing in the aisle, until a Chinese woman finally made room for me, moving her woven baskets to one side. I was content then, eating a bowl of noodles from the kitchen stall at the end of the car, allowing the breeze from the fields to lift the hair from my neck.

It was dark when the conductor came to say that a double-bunk sleeper could be arranged for us, first



A taste of the splendid chaos of life in Singapore can be experienced during stops on the train.

class, for an extra 5,000 bahts (about \$20). We took it, but regretted it later; a cell-like space smelling of urine and smoke.

We pulled into Hua Hin at 6:30 a.m. The scene on the platform was like a fantasy. There was the wooden station building, festooned with Thai carvings like an endearingly overwrought toy. There were the palm trees rising like lovely fountains in the cool of dawn.

There was the limousine with the uniformed driver waiting to take us to the Royal Garden Village Resort. And there, in a suite overlooking the Gulf of Thailand, I swept the orchids off the bed, put my head down on a feather pillow and — for the first time in 76 hours — fell into a deep and dreamless sleep.

I'd cheated on this one. Having heard of the Royal Garden Village, I'd called ahead from Hat Yai. Trek travel is good for the budget; luxury travel is once in a while vital for the body.

The train ride from Hua Hin to Bangkok takes four hours and costs about \$4, second-class coach. Seats must be reserved. The drive, by air-conditioned limo from the hotel, costs \$40 for car and driver, and takes three hours (unless you visit the palace of Rama IV in Petchaburi, now a museum and a dream of white spires on a hilltop). Depraved by a night of luxury, we opted for the limo.

Total traveling time Singapore-Bangkok: 91 hours. Total expense per person, including food, limo, and two nights in a hotel, one of them luxury class: \$293.

Total experience: myriad, magic, wearisome — and grand. ■

Dorothy Storck is a free-lance writer.

Post
Denver, CO
January 1, 1995
Circ: 438,205

*Celebrations
take priority
at locations
across globe*



SINGAPORE

■ **Jan. 27, Sri Srinivasa Perumal Temple** — During Thaipusam, observe entranced Hindus carrying enormous steel arches called kavadis that pierce their holders' bodies but amazingly don't appear to cause pain.

■ **Aug. 7-Sept. 5, Chinatown** — Light joss sticks to help appease straying spirits while at the Festival of Hungry Ghosts.

Later, attend a Chinese opera.

■ **Sept. 21, Monkey God Temple** — Celebrate the Birthday of the Monkey God and watch the dramatic procession of mediums distribute paper charms to devotees.

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P1608

LUCE PRESS CLIPPINGS

FOREIGN TOURIST OFFICES

Information about travel in the nations whose festivals are mentioned on Page 4T is available from:

Australia: Australian Tourist Commission, 2121 Avenue of the Stars, Suite 1200, Los Angeles, Calif. 90067; 1-310-552-1988.

Belgium: Belgian Tourist Office, 780 Third Ave., Suite 1501, New York, N.Y. 10017; 1-212-758-8130.

Canada: Canadian Consulate General, Tourist Information, 300 S. Grand Ave., 10th Floor, Los Angeles, Calif. 90071; 1-213-346-2700.

Caribbean: Caribbean Tourism Organization, 20 E. 46th St., 4th Floor, New York, N.Y. 10017; 1-212-682-0435.

Denmark: Danish Tourist Board, 655 Third Ave., 18th Floor, New York, N.Y. 10017; 1-212-949-2333.

Finland: Finnish Tourist Board, 655 Third Ave., 18th Floor, New York, N.Y. 10017; 1-212-949-2333.

France: French Government Tourist Office, 9454 Wilshire Blvd., Suite 715, Beverly Hills, Calif. 90212; 1-900-990-0040 (50 cents per minute).

Germany: German National Tourist Office, 11766 Wilshire Blvd., Suite 750, Los Angeles, Calif. 90025; 1-310-575-9799.

Great Britain: British Tourist Authority, 551 Fifth Ave., Suite 701, New York, N.Y. 10175; 1-800-462-2748.

Greece: Greek National Tourist Organization, 611 W. Sixth St., Suite 2198, Los Angeles, Calif. 90017; 1-213-626-6696.

Iceland: Icelandic Tourist Board, 655 Third Ave., 18th Floor, New York, N.Y. 10017; 1-212-949-2333.

India: Government of India Tourist Office, 3550 Wilshire Blvd., Suite 204, Los Angeles, Calif. 90010; 1-213-380-8855.

Ireland: Irish Tourist Board, 345 Park Ave., New York, N.Y. 10154; 1-800-223-6470 or 1-212-418-0600.

Israel: Israel Government Tourist Office, 6380 Wilshire Blvd., Suite 550, Los Angeles, Calif. 90048; 1-213-658-7462.

Italy: Italian Government Tourist Board, 12400 Wilshire Blvd., Suite 550, Los Angeles, Calif. 90025; 1-310-820-0098.

Japan: Japan National Tourist Organization, 624 S. Grand Ave., Suite 1611, Los Angeles, Calif. 90017; 1-213-623-1952.

Malaysia: Malaysia Tourism Promotion Board, 818 W. Seventh St., Los Angeles, Calif. 90017; 1-213-689-9702.

Mexico: Mexican Government Tourism Office, 10100 Santa Monica Blvd., Suite 224, Los Angeles, Calif. 90067; 1-310-203-8191.

Netherlands: Netherlands Board of Tourism, 225 N. Michigan Ave., Suite 326, Chicago, Ill. 60601; 1-312-819-0300.

New Zealand: New Zealand Tourism Board, 501 Santa Monica Blvd., Suite 300, Santa Monica, Calif. 90401; 1-800-388-5494 or 1-310-395-7480.

Norway: Norwegian Tourist Board, 655 Third Ave., 18th Floor, New York, N.Y. 10017; 1-212-949-2333.

Singapore: Singapore Tourist Promotion Board, 8484 Wilshire Blvd., Suite 510, Beverly Hills, Calif. 90211; 1-213-652-1901.

Spain: National Tourist Office of Spain, 8383 Wilshire Blvd., Suite 960, Beverly Hills, Calif. 90211; 1-213-658-7188.

Sweden: Swedish Travel & Tourism Council, 655 Third Ave., 18th Floor, New York, N.Y. 10017; 1-212-949-2333.

Switzerland: Swiss National Tourist Office, 222 N. Sepulveda Blvd., Suite 1570, El Segundo, Calif. 90245; 1-310-335-5960.

Tahiti: Tahiti Tourism Board, 300 N. Continental Blvd., Suite 180, El Segundo, Calif. 90245; 1-310-414-8484.

Thailand: Tourism Authority of Thailand, 3440 Wilshire Blvd., Suite 1100, Los Angeles, Calif. 90010; 1-213-382-2353.

Turkey: Office of Tourism Information Attache, 821 United Nations Plaza, New York, N.Y. 10017; 1-212-687-2194.

New York, NY
Times-National Ed.
New York City Met Area

Sunday

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JAN 15, 1995

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LUCE PRESS CLIPPINGS

Trips from Singapore

Q. *My husband and I plan to visit Singapore for a month or so next July and are interested in joining short organized tours outside the country (we are not interested in beach resorts). Can you help? — S. H. McIver, Cazenovia, N.Y.*

A. Singapore tour operators offer a number of short visits to the country's nearest neighbors, Malaysia and Indonesia, ranging in length from three and a half to 12 hours. Longer tours, of up to three days and two nights, are also available.

One of the most popular short tours is to Batam Island, Indonesia, a place of quiet villages and largely deserted roads. The daily tours average about nine hours in length and cost about \$75 a person, including a visit to the town of Nagoya and a seafood meal.

A full-day tour to the port of Malacca, Malaysia, founded by the Portuguese in the 15th century and later settled by the Dutch and English, is also popular. The daily tours, which include lunch, cost around \$70 a person.

A daily tour to Rukup, Malaysia, allows visitors to explore a typical fishing village built on stilts and planks out at sea. Visits are also made to a rubber and oil palm plantation and tour members visit a fish farm. Cost of the eight-hour tour, with lunch, is about \$60.

A three-and-a-half hour tour to Johor Baru, gateway to peninsular Malaysia, leaves twice a day and costs \$20. Most tours include a visit to the Sultan Abu Bakar Mosque, villages, a produce market and a handicraft center.

Following are companies that should be able to help with these and other tours:

Singapore Sightseeing Tour East, (65) 332-3755, fax (65) 332-3756.

Holiday Tours, (65) 718-2622, fax (65) 733-3226.

Gray Line Tours, (65) 31-3244, fax (65) 337-4814.

RMG Tours, (65) 738-7776, fax (65) 235-5256.

Rapid Travel, (65) 74-6147, fax (65) 734-8531.

For general information on Singapore contact the Singapore Tourist Promotion Board, 590 Fifth Avenue, 12th Floor, New York, N.Y. 10036; (212) 302-4861.

New York, NY
Times
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Baltimore, MD
Sun
Baltimore Met Area

Sunday SUN 491.572

JAN 15, 1995

N3040

LUCE PRESS CLIPPINGS

Long Beach, CA
PRESS-TELEGRAM
Los Angeles-Long Beach
Met Area

Sunday SUN 142.073

JAN 15, 1995

P1312

LUCE PRESS CLIPPINGS

Chandler, AZ
ARIZONAN-TRIBUNE
Phoenix
Met Area

Sunday SUN 7.992

JAN 15, 1995

P1156

LUCE PRESS CLIPPINGS

Mesa, AZ
TRIBUNE
Phoenix
Met Area

Sunday SUN 38.829

JAN 15, 1995

P1168

LUCE PRESS CLIPPINGS

Tempe, AZ
NEWS-TRIBUNE
Phoenix
Met Area

Sunday SUN 11.924

JAN 15, 1995

P1190

LUCE PRESS CLIPPINGS

Memphis, TN
Commercial Appeal
Memphis Met Area

Sunday SUN 284.304

JAN 15, 1995

N5070

LUCE PRESS CLIPPINGS

Gilbert, AZ
TRIBUNE
Phoenix
Met Area

Sunday SUN 4.024

JAN 15, 1995

P72910

LUCE PRESS CLIPPINGS

St. Louis, MO
Post-Dispatch
St. Louis Met Area

Sunday SUN 563.462

JAN 22, 1995

N3432

LUCE PRESS CLIPPINGS

Scottsdale, AZ
PROGRESS TRIBUNE
Phoenix
Met Area

Sunday SUN 18.000

JAN 15, 1995

P1186

LUCE PRESS CLIPPINGS

Stuart, FL
News
Ft. Pierce Met Area

Sunday SUN 38.778

JAN 15, 1995

N1908

LUCE PRESS CLIPPINGS

Many tours offered to Singapore visitors

By Terence Neilan
The New York Times

Q: My husband and I plan to visit Singapore for a month or so next July and are interested in joining short organized tours outside the country (we are not interested in beach resorts). Can you help?

— S.H. McIver,
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(65) 235-5256.

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(65) 734-8531.

For general information on Singapore, contact the Singapore Tourist Promotion Board, 590 Fifth Ave., 12th Floor, New York, N.Y. 10036; (212) 302-4861.

Q: Is it possible, let alone budgetarily probable, to travel from central France to Lodz, Poland?

— S.F. Zimmerman,
Great Neck, N.Y.

A: There are two trains a day from France to Poland and both of them start out in Paris.

The first leaves the Gare du Nord at 12:33 p.m., traveling by way of Brussels (arriving 3:54 p.m.), Cologne (7:16 p.m.) and Berlin (3:10 a.m.), arriving in Warsaw at 10:29 a.m. From Warsaw there are frequent local trains to Lodz, about a two-hour journey.

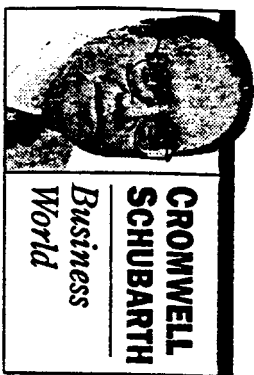
The other train from Paris leaves the Gare de l'Est at 5:16 p.m., traveling by way of Frankfurt (11:15 p.m.) and Dresden (6:54 a.m.), reaching Lodz Kaliska, near the center of town, at 3:29 p.m. The train continues to Warsaw, arriving at the third of its stops in the city at 5:44 p.m.

One-way tickets from Paris to Warsaw cost \$280 in first class, calculated at 5.4 francs to the dollar, and \$191 in second class. The first-class round-trip fare from Warsaw to Lodz is \$34.

Reservations for the Paris-to-Warsaw train, for which there is a \$10 fee, can be obtained from Rail Europe, 2100 Central Ave., Boulder, Colo. 80301; (800) 848-7245 or (800) 438-7245.

The Warsaw-to-Lodz ticket has to be bought in Poland.

The spirit of Christmas is not lost on Asian islands



UBUD, Bali, Indonesia — Temperatures here are about 50 degrees above freezing, and the only white seen in Bali during the holiday season are the hordes of foreign tourists arriving every day. But it's still looks a lot like Christmas.

The week between Christmas and New Year's is the peak season for Indonesian tourism, and many businesses have sprouted plastic Christmas trees and blinking lights. "Christmas brings joy, festivity," was the lead story in a recent issue of the *Jakarta Post*, with a color photo of a huge holiday tree and flying snowmen in a shopping mall in the Indonesian capitol on the island of Java. Another shot, of a Japanese diver feeding fish in front of an

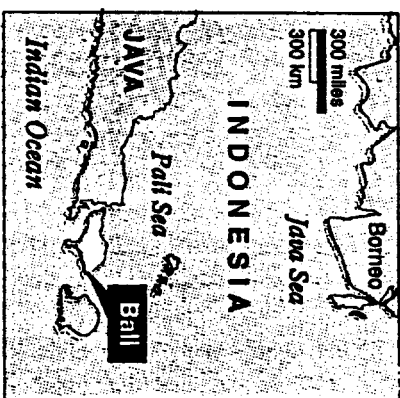
underwater Christmas tree in a Tokyo aquarium completes the page-one holiday theme.

In modern Asian countries like Indonesia, Singapore and Japan, Christians are a distinct minority, but the concept of holiday gift-giving and socializing seems universally appealing-and commercially rewarding.

"Christmas is very big here," said Hassan Kassim, spokesman for the Singapore tourist promotion board. "Competition is intense for retailers. For a lot of them it's a make or break time of year."

Along Orchard Road, Singapore's main shopping street, about a dozen major department stores spend up to \$250,000 each for spectacular holiday displays. The extravagant decorations attract camera-popping locals as well as Japanese and Malaysian visitors when they go up in early November.

In a peculiar oriental twist, however, the displays are left up until late February. The Santas and snowmen are deftly transformed into Chinese Zodiac symbols for double duty through Chinese New Year's



sales. This can sometimes cause translation problems, according to Donne Peltto, executive director of the American Chamber of Commerce in Singapore.

"One year, there was a Santa Claus that they changed into a goat because it was the Chinese Year of the Goat," she said. "Some people got up in arms because the goat is the pagan sign of the devil."

Only 12 percent of Singaporeans are Christian, but most people celebrate the holiday, Hassan of the

tourist board said.

"A big reason for all the retail activity here is that workers get a good annual bonus at year's end, so there is a lot of disposable income for big-ticket items," he said.

Bonuses are big in Indonesia, as well. A *Jakarta Post* poll showed most workers expected a holiday bonus of two to three times their monthly income to help them celebrate.

Important as the commercial aspect of Christmas appear to be in Asia today, it seems that some of the true spirit of the holiday is appreciated here, as well.

Family gatherings were cited by 37.8 percent of respondents to the *Jakarta Post* poll question of what Christmas meant, with 24.4 percent saying it's a time for giving thanks and only 17.8 percent saying that getting gifts and bonuses are the most important thing.

Whether you say, "Selamat Natal," in Bali, or "Sheng Dan Kua Lau" in Singapore, Merry Christmas seems personally appreciated, despite its tremendous commercial importance.

Non-smoking travel options increase

By Laura Bly

Non-smoking travelers will be breathing easier in 1995 — in the air, on the ground and at sea.

It has been five years since matches and cigarette butts disappeared from ashtrays on virtually all U.S. airline flights, and more than a decade since a Dallas hotelier made headlines by opening the Non-Smokers' Inn. More than 85% of hotels surveyed by the American Hotel and Motel Association now offer smoke-free rooms, and several car rental companies include no-smoking vehicles in their fleets.

The smokeless travel trend is escalating rapidly — from several cruise lines making shipboard dining rooms and cabins smoke-free to Delta Air Lines' decision, effective Jan. 1, to ban smoking in its airport clubs and on all flights worldwide — the first U.S. carrier to do so.

"The travel industry is playing catch-up ... they're coming on-line with what's already been done in other areas such as stadiums, shopping malls and restaurants," says John Banzhaf, executive director of Action on Smoking and Health (ASH), a Washington, D.C.-based anti-smoking organization.

Much of the recent impetus, says Banzhaf, stems from increasing public concern over the effects of secondhand smoke.

Last month, a Miami judge ruled that a group of non-smoking airline flight attendants could sue tobacco companies over smoking-related health issues. The class-action suit, brought in 1991, is the first of its kind to deal with the results of secondhand smoke on non-smokers — and may prompt more efforts to ban smoking on

international routes (current U.S. law prohibits smoking on domestic flights of six hours or less).

Such efforts are already under way: Under a new international agreement that takes effect in March, smoking will be outlawed on non-stop flights between the United States, Canada, Australia and New Zealand. Last January, Northwest banned smoking in first-class cabins on all international routes. Spokesman Doug Killian said the airline was, "like most U.S. carriers," considering expanding no-smoking flights to other classes on international flights. Last October, Singapore Airlines eliminated smoking on the 90% of its routes that don't originate from or terminate in Japan. (Cathay Pacific, another major carrier to the Far East, adopted a no-smoking policy in 1992.)

Airports are clearing the air, too. According to a recent survey of the nation's 25 busiest airports by the Washington, D.C.-based Coalition on Smoking OR Health, 78% of airports no longer permit smoking in gate areas, up from just 33% in 1992; 22% of airport restaurants and bars are smoke-free, compared to just 8% in 1992.

On the high seas, meanwhile, a growing number of cruise lines — American Hawaii, Carnival and Princess, among them — have instituted smoke-free dining rooms within the past year. Princess, whose no-smoking dining

room policy took effect Jan. 1, already bans smoking in its main show lounge. No-smoking cabins are now offered by such lines as Majesty, Norwegian and Royal Caribbean.

Many travel companies are altering their smoking policies in response to customer concerns, but government regulations are playing a role as well. More than 130 U.S. cities or counties now prohibit smoking in most workplaces, including restaurants, according to the California-based group Americans for Nonsmokers' Rights. On a statewide basis, California and Utah prohibit smoking in workplaces and restaurants, effective Jan. 1; Vermont has similar prohibitions. And a sweeping proposal by the Occupational Health and Safety Administration, now in public hearings, would ban virtually all indoor smoking at some 6 million places of business.

Of course, not all travelers — or the businesses that cater to them — have embraced the no-smoking ethic. In many parts of the world, smoking in restaurants, hotels and other public places remains common. Most Las Vegas casinos now have no-smoking areas, but what had been Vegas' only smoke-free casino reopened its doors to smoking gamblers in December: "Smoking and gambling seem to go hand-in-hand," explained a spokeswoman for the Silver City Casino.

A Canadian company, meanwhile, is wooing travelers who refuse to give up their stogies.

The week-long Cigar Adventure in Cuba tour, offered this winter by Toronto-based Wings of the World, promises a visit to the factories where Havana's highly prized Cohibas, Montecristos, Partagas and Bolivars are made — with no worries about offending fellow vacationers by lighting up at the end of a meal.

ARIZONA SENIOR WORLD
Tempe, AZ

MONTHLY

164,768

JAN 1995

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PRESS CLIPPINGS

YOU'RE INVITED TO MESA CENTENNIAL HALL
Arizona Senior World's 8th
Lovin' Life Expo Feb. 17-18

For the eighth year, Arizona Senior World Newspapers will present the Lovin' Life Expo in the East Valley. The free event is scheduled Friday and Saturday, Feb. 17-18, at Mesa Centennial Hall, 201 N. Center Street, located one block north of Main in downtown Mesa. Hours Friday are 1 to 5 p.m.; hours Saturday are 9 a.m. to 3 p.m.

The event will feature scores of booths and exhibits offering information on a wide range of products and services available to seniors.

Senior World Publisher Steve H. Fish said "The 1995 Lovin' Life Expo promises to be our largest show to date, making it an event not to be missed. So put a circle around your calendar on Feb. 17-18 and come on out to the event."

An added feature of the show will be entertainment events on both days. Visitors to the expo will automatically qualify for free admission to these events. Full details will appear in the February edition of Arizona Senior World.

Exhibitors will have information on travel, housing, health, financial planning, insurance and other topics of interest to seniors.

For more information on the Expo, or to talk about buying a booth, call Jeannette Ryder at Arizona Senior World Newspapers, (602) 438-1566.

Exhibitors as of Dec. 13 included Blue Cross and Blue Shield of Arizona, Casa Blanca Clinic, CIGNA Healthcare for Seniors, Colorado Belle Hotel & Casino in Laughlin; Deming, New Mexico; Excalibur Hotel & Casino in Las Vegas; FHP, Golden Spike Empire Travel Region, Good Shepherd Villa, Hotel Playa Mazatlan, Lake Powell Resorts & Marinas, Laughlin Visitors Bureau, Lutheran Health Network, Miracle Ear Hearing Centers, Nu-Life Hearing Labs, Pearl Cruises, Pentagon Federal Credit Union, Prescott Resort and Casino, Queen Victoria Inn, Ram's Village Apartments, Riverside Resort, Seniorcare from Intergroup, Singapore Tourist Promotion Board, Space International Travel Organization, Swagel Wootton Eye Center, Harrison Hot Springs Hotel, Lear Eye Clinic, Pull-Out Shelf Company, Tourism Authority of Thailand, Travel Beginnings (Free Travel Information) and Viewfinder Low Vision Resource Center.

TOPPING THE CHARTS

Atlanta's Nikko, pictured, ranked high in the U.S. hotel category. Others in the top five are Windsor Court in New Orleans, Essex House in New York, La Mansion del Rio in San Antonio and Peabody in Memphis, Tenn.



Where are the top travel spots?

By Starr Smith

By any measuring rod, travel and tourism is a leading industry on this universe.

In many countries like Aruba, Belize and Jamaica, it is the major economic linchpin. Larger countries like Spain and Italy also draw millions of visitors every year and this brings in revenues of a tremendous magnitude.

Tourism in most countries is in the top three in the quest for making money. To make the point, Spain has a population of 40 million or so. Yet, more than that number come every year to that country on holiday.

The crowning jewel in America's vacation galaxy is Hawaii, and the wheels of commerce of those blissful and beautiful islands in the Pacific turn on the tourist dollar.

Even the new Russia now is reaching out for tourist attention and magnificent St. Petersburg rapidly is becoming a visitor's delightful destination.

With airplanes flying at high altitudes to every point on the globe, the hundreds of Caribbean cruise ships and the American interstate highway system, travel has, indeed, become a post-World War II phenomenon. People wish to be part of this glamorous lifestyle as sideline observers, armchair travelers or active participants. Either way, they want to make the scene, to see and do and, importantly, to read about the exciting details of tempting adventure.

It follows, therefore, that with such wide-spread interest that there would be smart, chic and slickly turned out publications to chronicle the wonderful world of travel.

In America, there are two premier travel mag-

azines involved exclusively with worldwide travel. These are *Travel & Leisure* and *Conde Nast Traveler*. A third entry in the field is *National Geographic Traveler*.

In my opinion, these are all first-rate publications, brilliantly edited, graphically written by expert travel writers and featuring startling photographs. Their circulation is worldwide. *Travel & Leisure* and *Conde Nast Traveler* appear to be the leaders, with circulation of approximately 900,000 each.

Every year, *Conde Nast Traveler* publishes its "World's Best List" of cities, airlines, cruise lines, resorts, hotels and other categories. Its "Best" lists

are compiled from responses from 30,000 of their readers.

Your humble scribe, Starr Smith, also has a "Best" list. Mine is far more subjective, compiled by a committee of one, and based on personal research, visits and firsthand knowledge.

The *Conde Nast Traveler*

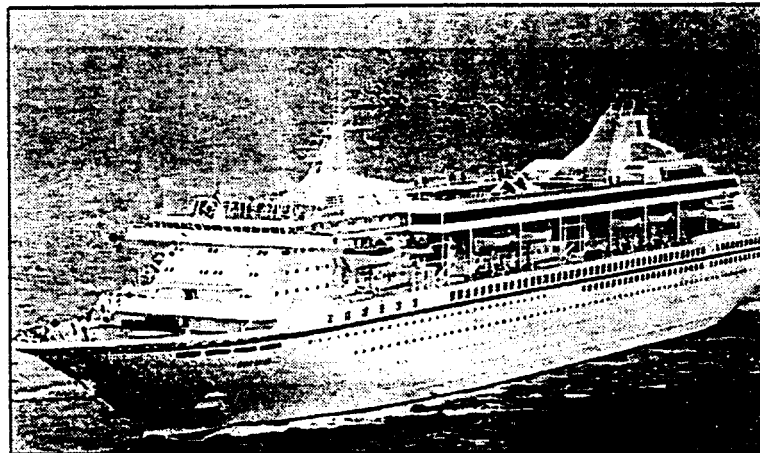
choices are much more upscale and expensive than mine. My choices have a pronounced Southern flavor, as you would expect. Their list has as many as 100 entries in some categories.

In the interest of brevity, I will deal here with only the top five in several groupings. I have called the *Traveler* list the "CNT List" and my list the "SS List"

Best foreign cities

-- CNT List: Florence, Italy; Sydney, Australia; London; Paris; and Salzburg, Austria.

SS List: Barcelona, Spain; Sydney, Australia;



Norwegian Cruise Lines, whose ship the Seaward is pictured above, is part of Starr Smith's top five list for cruise lines.

Please turn to **TRAVEL, 4H**

TRAVEL

from page 111

Toronto, Canada; Lucerne, Switzerland; and Venice, Italy.

Best U.S. cities

CNT List: San Francisco; Santa Fe, New Mexico; New Orleans; Charleston, S.C.; and Boston.

SS List: New Orleans; San Francisco; San Antonio; New York; and Savannah, Ga.

Best foreign airlines

CNT List: Swiss Air, Singapore Air, Qantas, Virgin Atlantic and Cathay Pacific.

SS List: Swiss Air, Singapore Air, KLM, SAS and Finnair.

Best U.S. airlines

CNT List: Kiwi Airline, Alaska, Midwest Express, Southwest and Delta.

SS List: Delta, Southwest, Alaska, American and United.

Let me say that I disagree with CNT in their system of compiling this category. This list should be compiled on the basis of size. It is unfair for, say, Delta to compete in the same category with Kiwi and Alaska.

There should be divisions based on size: large, medium and small. Anyway, Delta did very well. Being in the top five of CNT's listing against smaller and specialized airlines is a monumental tribute to Delta.

Best foreign hotels

CNT List: Hotel Imperial in Vienna, Austria; Regent in Hong Kong; Oriental in Bangkok, Thailand; Shangri-La in Singapore; and Mandarin Oriental in Hong Kong.

SS List: Cipriani in Venice, Italy; Claridge's in London; Regent in Hong Kong; Bristol in Paris; and Grand in Stockholm, Sweden.

Best U.S. hotels

CNT List: Ritz-Carlton in Chicago, Crescent Court in Dallas, Mansion on Turtle Creek in Dallas, Four Seasons in Boston and Ritz-Carlton in Atlanta's Buckhead.

SS List: Windsor Court in New Orleans, Nikko in Atlanta, Essex House in New York, La Mansion del Rio in San Antonio and Peabody in Memphis, Tenn.

While none of the Ritz-Carlton hotels made my list, I must say that this company — along with Four Seasons — operates the premier hotels in America.

Best cruise lines

CNT List: Seabourn, Cunard Sea Goddess, Windsor, Royal Viking and Crystal.

SS List: Cunard, Princess, Norwegian, Carnival and Delta Queen.

Best U.S. resorts

CNT List: Ritz-Carlton in Naples, Fla.; Ritz-Carlton at Laguna Beach, Calif.; Cloister, Sea Island, Ga.; Inn At Perry Creek in St. Michaels, Md.

SS List: Callaway Gardens at Pine Mountain, Ga.; Grand Hotel at Point Clear; Grand Floridian at Disney World, Orlando, Fla.; Marriott Bay Point Resort, Panama City, Fla.; and Crystal Sands Resort on Hilton Head Island,

STARR'S ★ HIGHLIGHTS

■ **SCENE OF WARREN BEATTY MOVIE:** My favorite New York hotel, the Essex House, was the setting for the film "Love Affair" starring Warren Beatty and his wife, Annette Bening. It was a thrill seeing the bar and magnificent dining room, with original paintings by celebrities, in the movie.

■ **JAPANESE GARDEN IN ATLANTA:** Another of my favorite hotels, the Nikko in Atlanta, has three outstanding features: the authentic Japanese garden just off the third floor; the superb restaurant Cassis; and the easy, convenient parking, either valet or in the next-door parking lot.

■ **CARNIVAL CRUISE LINE:** While Carnival did not make *Conde Nast Traveler's* "Best List," it certainly made my



Starr Smith

list. Carnival features fine ships, is relatively inexpensive and caters to all groups, especially families.

■ **ROMANTIC VIEW OF HONG KONG'S HARBOR:** For the romantically inclined, there are few things in this world more enticing than sitting, at night, in the water-level bar of the Regent Hotel in Kowloon and gazing across the harbor at the ships going out to sea.

S.C.

Best tropical resorts

CNT List: Lodge at Koale, Lanai, Hawaii; Four Seasons at Wailea, Maui, Hawaii; Ritz-Carlton, Mauna Lani, Big Island, Hawaii; Manele Bay, Lanai, Hawaii; and Halekulani, Oahu, Hawaii.

SS List: Acapulco Princess in Acapulco, Mexico; Hyatt Regency, Maui, Hawaii; Bitter End Yacht Club, Virgin Gorda, British Virgin Islands; Victoria House, Ambergris Caye, Belize; and Round Hill in Jamaica.

While I have listed only five of the CNT top tropical resorts, the

magazine leaned heavily toward the islands of Hawaii. My list is more eclectic.

The *Conde Nast Traveler's* "Best List" is a splendid and popular feature of the magazine. This year, it appeared in the November issue. If you're interested in a copy, write: *Conde Nast Traveler*, enclosing check for \$6.95. Specify November 1994 issue and send to Box 57018, Boulder, CO 80322-7018.

Starr Smith is a journalist, author and travel writer who lives in Montgomery

SALES & MARKETING
STRATEGIES & NEWS
Rockford, IL

BI-MONTHLY 82,000


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LUCE
PRESS CLIPPINGS

Fantasy Islands

By Jennifer Doughty

Great Escapes 

Singapore
NEWLY renovated entertainment and business facilities have helped the southeast Asian city of Singapore boost its business travel in recent years. The Raffles, the world's tallest hotel, offers state-of-the-art accommodations and dining, including a grand ballroom ideal for a variety of themed incentive packages.
Chinese, Malaysian and British traditions come together to make sightseeing a must in Singapore. Visitors can dine with orangutans at the Zoological Gardens, shop in the outdoor markets or travel by ferry to the resort island of Sentosa for a day of golfing.
Contact the Singapore Tourism Promotion Board, 590 Fifth Ave., 12th Fl., New York, NY 10036, (212) 302-4861. ■

Unity on the Silk Route • Pan Pacific Builds Big in Malaysia

Pacific Asia

SECTION FOUR

JANUARY 23, 1995



**Cruising from
Singapore:
Key to U.S.
Mass Market?**

Asia's Next Frontier: Cruising

With a wide range of vessels at the ready, CLIA prepares for significant growth in the Asian cruise market.

The Pacific/Asia cruise market is expected to show "significant growth" in the next few years as a result of wise investments by several destinations, such as China, Hong Kong and Singapore, according to Jim Godsman, president of the Cruise Lines International Association (CLIA). Godsman spoke at the recent Seatrade Asia Pacific Cruise Convention at the Westin Stamford & Westin Plaza Hotel in Singapore.

That's good news for U.S. travel agents who are looking for ways to increase commissions with big ticket sales. The air segment alone on Asian travel makes it a rich field for travel agents, but perceptions among mass-market travelers keep it a tough sell when compared to more familiar destinations throughout Europe or North America.

As Godsman pointed out, no product addresses the obstacles inherent in selling Asia so effectively as cruise. "Think about it: With cruise you know where you're sleeping and how much it's going to cost, two of the biggest fears people have in traveling to Asia."

Godsman added, "Adventurous travelers may have no problems with uncertainty, but the mainstream likes more security."

The appeal of cruise for selling Asian destinations in the U.S. market is undeniable. CLIA alone represents some 23,000 travel agencies. The industry, said Godsman, is the second-largest commission contributor to the average American agency.

Furthermore, CLIA research shows that 85 percent of cruise passengers use cruises to explore regions for further travel, and 50 percent of that group returns for land holidays to areas they discovered during earlier port calls.

H. P. Loi, the New York director of the Singapore Tourist Promotion Board, agrees with Godsman's assessment. "It puts product uncertainty out of the picture."

In the first six months of last year, 41 ships called at the Singapore Cruise Center 426 times, with a total passenger load of 285,080. In the whole of 1993, only 164,629 passengers moved through the facility. Six ships currently use Singapore as a home port: the Langkapuri Star Aquarius (1,900 passengers), the Leisure World (929 passengers), the Delfin Star (350 passengers), the Renaissance I and II (100 passengers each) and the Nautican (530 passengers).

Star Cruises, which owns the Langkapuri Star Aquar-

ius, is also home-basing two 50-cabin luxury liners in Singapore. The two ships will operate three- and four-day itineraries to islands off the coast of Malaysia and such Indonesian island groups as the Riau, Anambas and Natuna.

Said Godsman, "Star Cruises is filling those ships. Their two-day gambling junkets are enormously successful."

Starting this December, Royal Caribbean Cruise Line will base the Sun Viking in Singapore year-round. Also expected to make Singapore their home port by the end of the year are a 2,000-passenger ship operated by Star Cruises and a 1,500-passenger vessel operated by Renaissance.

The Pacific/Asia region's water trips include excursions ranging from river cruises on the Yangtze to island-hopping in Southeast Asia and the South Pacific to visiting the coastal cities of China and Australia. Asian cruising is as luxurious as pulling into Hong Kong and as adventurous as sailing down Papua New Guinea's Sepik River.

The cruise industry has the technology for all of it. As Godsman said, "Today, the range of vessels in CLIA's member fleet varies from vessels that carry as few as 100 passengers in ultimate luxury to vessels that carry 2,600 passengers.

"We have everything from twin-hulled swath vessels to sail-assisted vessels," he continued. "Whatever type of cruise experience one wants, the industry offers it today."

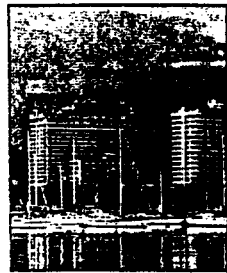
For travel agents, cruise presents the chance to sell the big-ticket destinations of Asia to those travelers who are too timid to deal with their perceived uncertainties. And as Godsman pointed out, "The average cruise transaction generates about 50 percent more commission per passenger than, for example, a typical resort."

—James Ruggia



In Singapore, CLIA President Jim Godsman preached the cruise gospel.

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Celebrating the 700th
Anniversary of Marco Polo

Cover: Singapore skyline
at dawn.

when the schoolchildren are in recess, playing volleyball and ping-pong on the packed-earth playground.

About 10 miles northwest of Chiang Mai is the Wat Phra That Doi Suthep. This is one of those magical places, a Buddhist temple in an awe-inspiring setting. The temple is on the peak of Doi Suthep (5,542 feet), overlooking Chiang Mai, and affords a classic Asian view reminiscent of a painting on silk.

For those who find the 290 steps to the summit daunting, a cable car is available. Amid the tourists, Buddhists bow

before saffron-robed monks to receive blessing and place gold leaf upon statues of the Buddha. Spending a quiet hour in this temple provides a fascinating glimpse into Buddhism.

One of the more popular ways to spend an afternoon is to visit the Elephant Training Center north of Chiang Mai, about 35 miles on the bank of the Ping River. The beasts are led through the crowd of tourists who, for about 40 cents, can purchase sugar cane to feed them. The elephants bathe in the river and perform a show. A more authentic experience is the 2 1/2-hour ele-

phant ride upriver that costs about \$12.

A full range of rafting trips on the Kok River are also available. A house raft can be hired, with a guide or cook, for about \$12 per person per day.

Hotel accommodations in Chiang Mai range from the low budget to the deluxe. One fine choice is the 265-room Chiang Mai Orchid (800-44-UTELL). Appointed in native teakwood, the hotel's staff provides extremely attentive service. The Orchid has been host to royalty, Princess Diana among them. Prices range from \$112 to \$132.

— Mark Rogers

MarketWatch

INDOCHINA

Cambodia and Burma (Myanmar) presented requests to join the **Pacific Asia Travel Association (PATA)** in Manila at PATA's annual board of directors meeting...**Inter-Continental Hotels** will open Phnom Penh's first five-star hotel in late 1995. The 370-room property will be located in Regent Square...**Japan Airlines** began twice-a-week service between Osaka and Ho Chi Minh City, Vietnam, on Nov. 16. The airline expects 19,000 passengers on the route annually...The rush into Vietnam by American investors hasn't happened. The \$187 million invested by U.S. companies trails far behind Hong Kong's \$1.8 billion. Too much bureaucracy seems to be the culprit...Vietnam's economy is expected to grow by 9 percent in 1994...Only 10 percent of Vietnam's roads are paved...Vietnam will officially join the **Association of Southeast Asian Nations (ASEAN)** in July. Current ASEAN members include Brunei, Indonesia, Malaysia, the Philippines, Singapore and Thailand. Vietnam had been admitted in principle last July...According to Vietnamese officials, 95 joint-venture hotel projects have been approved in the last two years...General Manager **Regis Catoire**, of Saigon's brand-new **New World Hotel**, believes that tourism arrivals to Vietnam topped 1 million in 1994.

INDONESIA

Garuda Indonesia will pay agents 30 percent on all their bookings on the airline's new Monday departures. The commission will apply to all fares except MLS and companion fares, and it will be applicable through March 27. Clients will also get one extra piece of baggage, which, according to **Cheryl Grant**, an advertising and sales executive, "is a feature that tourists will really appreciate on their way back after they've done their shopping." The new flight increases Garuda's Los Angeles-to-Bali and Jakarta service to five times a week...The **Surya Beach Hotel** on Bali's Sanur Beach is currently building a conference space with a 300-person capacity...The **Nusa Dua Beach Hotel**, also in Bali, has completed a massive renovation and has a new 500-seat conference hall...**Aerowisata Hotels** will continue to do the bookings for the **Kartika Plaza Hotel** on Kuta Beach in Bali. Aerowisata opened the property in 1989 and recently

decided not to continue as its operator, despite the hotel's 80 percent occupancy rate.

MALAYSIA

Kuala Lumpur's 508-room **New World Hotel** will open in the third quarter of 1995 at the corner of Jalan Sultan Ismail and Jalan Ampang...The privately owned resort island of **Pangkor Laut** (Select Hotels & Resorts: 800-525-4800), a 300-acre tropical island off Pangkor Island in the Straits of Melaka, is adding 61 villas on Coral Bay.

PHILIPPINES

According to government forecasts, 8 million people will fly via Manila in 1998, and that figure will grow to 15 million by 2005.

SINGAPORE

Singapore Airlines announced that it plans to launch three-times-a-week service from San Francisco to Singapore via Seoul, starting next July...The **Fortune Global Forum** chose Singapore as the site of its March 8-10 meeting. One hundred of the world's top chief executives will be addressed by the Lion City's Senior Minister, **Lee Kuan Yew**. The International Union of Associations ranks Singapore seventh in its number of world meetings...**Comdex (Computer Distributor's Exhibition)**, the giant computer trade show that drew 170,000 people to Las Vegas last year and is the popular launching pad for computer products, will launch its first Asian version of the show in October 1995 at Suntec Center...On Dec. 4, PATA announced that it agreed in principle to make Singapore's **Suntec Exhibition Center** a permanent site for the annual **PATA Travel Mart**. Singapore won out over three other bidders: Sydney, Hong Kong and Honolulu.

THAILAND

Thailand will propose 18 of its sites as **World Heritage** sites. At present there are a total of 411 cultural and natural sites so honored around the world. Those in Thailand include: the historical sites of Sukhotai, Satchanalai and Ayutthaya; the archeological site at Ban Chiang; and Hua Kha Khaeng Thung Yai Naresuan Wildlife Sanctuary. The World Heritage Committee held its annual convention on Phuket last year.

1994
**SITE Crystal
Award Winners**

Trip Delivery—Five Nights or More

First Place: Greata T. Beatty,
Beatty Group Int'l, Beaverton, OR
Client: Mentor Graphics Corporation,
Wilsonville, OR

Trip Delivery—Four Nights or Less

First Place: Sandrine Contier-Lawrie,
AM Incentive Travel,
Lothian, Scotland
Client: Contisent, Levallois, France

*Most Creative Use of Incentive Travel
to Solve a Marketing Problem*

First Place: Barbara May,
USMotivation, Atlanta, GA
Client: Saab Cars USA, Inc.,
Norcross, GA

*Best Use of Incentive Travel
in a Nonsales Program*

First Place: Lois LeMenager,
Marketing Innovators
International, Inc.,
Rosemont, IL
Client: US West Communications,
Denver CO

Outstanding Single Event

First Place: Janet Elkins,
EventWorks, Los Angeles, CA
Client: John Alden Life Insurance,
Miami, FL

*Best Use of Individual
Incentive Travel*

First Place: Cindy Dunsmore,
World Travel & Incentives,
Minneapolis MN
Client: AMS-Pfizer,
Minneapolis, MN

Promotion and Communication

First Place: William Bryson,
MotivAction, Minneapolis, MN
Client: National Guardian Security
Services Corporation, Greenwich, CT

*SITE Achievement Award
For Excellence*

First Place: Five Star Edge:
British Tourist Authority, French
Government Tourist Office, Hong
Kong Tourist Authority, and
Singapore Tourist Promotion Board

CRYSTAL CLEAR WINNERS

*This year's winners of the Society of Incentive
Travel Executives' Crystal Award show how
incentive travel can be used innovatively and
effectively to achieve business goals.*

BY BARBARA L. BREWER

Unlike leisure travel, incentive travel has specific business objectives," says Jim Feldman, CITE. The Society of Incentive Travel Executives (SITE) Crystal Awards chair explains. "To justify their role as part of the total marketing plan, incentive travel programs must make a worthwhile contribution toward increasing sales and profits.

The SITE Crystal Awards recognized the 1993 and 1994 incentive travel programs that did that best at a gala awards banquet held at the Chicago Marriott Downtown in September, and for the first time, individual incentive travel was recognized with its own category.

BUILD THE *RIGHT* MOUSETRAP

You have to build the right mousetrap to bring the world to your door. Four national tourist board representatives who were seeking an alternative to expensive, exhausting, unproductive trade shows to showcase their countries, originally considered jointly inviting a selected group of incentive buyers to visit each of their countries in one grand tour, going to England, France, Singapore and Hong Kong. Then reality set in. The trip would take two and a half weeks, at least—half of that in flight. Who would be able to—or want to—attempt it?

But they were determined to find a new route to success. Carole Abrioux of the French Government Tourist Office in Chicago had worked on other projects with Mark Barrett, Chicago representative for the Hong Kong Tourist Association. They were joined in this problem-solving process by Adriaan Arends of the Singapore, Tourist Promotion Board in Beverly Hills and his colleague, Masud Moiz in Chicago, as well as Christine Braganza of the New York office of the British Tourist Authority.

Their next idea involved less worldwide travel, but at first glance, it didn't seem a lot more feasible. They would bring 100 carefully selected buyers to one location and present the incentive attractions of their respective countries to them. They called it the Five Star Edge.

Picture this: From June 2 to 5, 1994 in Toronto, nearly 125 buyers, planners, and account executives from incentive companies all over the United States and Canada met 50 of the top suppliers from the five "stars," for presentations, seminars, table-top exhibits, one-on-one appointments with suppliers, and incentive-quality themed events. Though the host countries provided all the scheduled meals and events, each attendee paid his or her own airline fare and hotel room at the Westin Harbour Castle, Toronto, Canada at a special rate. The names of the attendees came from each of the five competitors, who trustingly shared (then cleaned and qualified) their customer lists.

Each participating country invited ten suppliers from that country to be partners, as well. (They included such

entities as hotels, attractions, convention and visitor bureaus, and destination management companies.) And each country took a turn at showcasing itself in an amateur skit that revealed the people they really were. Even the coffee breaks were themed, allowing each country to present its native music, dances, drinks, and pastries.

The fifth star, the Westin Harbour Castle, was chosen for location (central and connected to many desirable areas by the airline sponsor, Northwest) and the cooperation and vision of its director of marketing John Meisner; and Suzanne Lepard, then with the Metropolitan Toronto Convention & Visitor Authority and her colleague John Jeffrey, who did not tell them they were nuts to try it. These three convinced four competitive destination management companies (DMCS) in Toronto to work with each other to position Toronto as an incentive destination to this important group.

Each partner also put up \$40,000 toward the costs; and each convinced his or her government that the return on investment would be worthwhile—a leap of faith and no small task.

It didn't all come together overnight. It took three years from conception to delivery and some serious labor along the way. Each member of the team had a responsibility: Abrioux handled publicity, pillow gifts, and entering the SITE Crystal Awards. Braganza was the banker and DMC liaison. Barrett handled the airline arrangements and his and Braganza's staffs were important resources. Lepard and Moiz dealt with client lists.

All the hard work paid off. The buyers loved the program and said they would return next year. The sponsors' partners were delighted. They had been able to come armed with the right answers to the probable questions of 100 predetermined, prequalified buyers. They saw an immediate financial return. They did all this in a relaxed, informal setting. They came in within budget. And their Toronto hotel partner and DMCs got to show what they could do.

Winning a Crystal Award was the icing on the cake, but the Five Star planners already knew they had a winner.

—Connie Goldstein

TRAVEL WORLD NEWS
Norwalk, CT

MONTHLY

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PRESS CLIPPINGS

SINGAPORE: Double-digit growth seen in United States tourists

More Americans are discovering Singapore, the young city-state which blends ancient Chinese, Malay and Indian cultures. 1994 has seen double-digit growth in U.S. tourists to Singapore, with 233,307 visitors through August, 15.5 percent more than in the same period in 1993. Overall, Singapore has received 4,592,715 visitors this year, and could reach a record 6.8 million by this month, almost eight percent more than last year.

With renewed confidence in the U.S. economy, more Americans can indulge their fascination with Asia according to **Charles Leong**, senior vice president Americas for the Singapore Tourist Promotion Board.

The luxurious Eastern and Orient Express train has also boosted the numbers, according to Mr. Leong. Almost a third of the passengers are American on the journey from Bangkok to Singapore which evokes the golden age of travel.

Several tour operators offer affordable air/land packages (p.p.d.o.). San Francisco-based Vacationland has Surprising Singapore, a six-day/four-night vacation starting at \$998, departing Los Angeles on Malaysian Airlines, with breakfast, half-day sightseeing and optional extensions to Kuala Lumpur, Bangkok, Bali and Borneo.

New York-based TBI Tours has Singapore Holiday, a seven-day/five-night vacation on Japan Airlines, United or Northwest, from \$1,275, from Los Angeles or San Francisco, including transfers, breakfast and sightseeing.

Asian Affair Holidays offers a Singapore Grande Affair for \$1,099 (to March 31), departing Monday through Thursday on Singapore Airlines from Los Angeles and San Francisco. Private car transfers, five nights at the Carlton Hotel, daily breakfast and half-day's sightseeing are included, as well as Singapore's newest attraction, the Night Safari tour at the Singapore Zoo.

For information, contact: SINGAPORE TOURIST PROMOTION BOARD, 590 Fifth Ave., 12th Fl., New York, NY 10036; 212/302-4861; FAX 212/302-4801. VACATIONLAND, 800/245-0050. TBI TOURS, 800/223-0266. ASIAN AFFAIR HOLIDAYS, 800/742-3133. □

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PRESS CLIPPINGS

Anthony Gould has been named event services manager for the Singapore International Convention & Exhibition Centre. Previously, he served in similar capacities for the Sydney, Australia Convention & Exhibition Centre.

JAN 11, 1995

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LUCE PRESS CLIPPINGS

'Asian values' really a struggle against modernization

"In most Asian eyes, the evidence of real social decay in the United States is clear and palpable," wrote Kishore Mahbubani, a former Singapore ambassador to the United Nations, in the Spring 1994 edition of *Washington Quarterly*. Americans, he concluded, have "too much freedom ... too many human rights."

That article opened a year in which many Asian governments, with Singapore in the lead, exalted "Asian values" and launched a concerted counterattack against what Chan Heng Chee, director of Singapore's Institute of South-East Asian Studies, called the "aggressive Western agenda ... on democracy and human rights."

The campaign raged all year, with the caning of an American teenager in Singapore for vandalism as its histrionic climax. The Chinese government, seeking a substitute for its dead Communist ideology and a defense against Western pressure on human rights, promptly wrapped itself in the flag of "Asian values," and all the lesser authoritarian regimes eagerly chimed in.

Most other Asian countries shuffled reluctantly into line. Uneasily signing up for the proposition that human rights are different for different groups of people. It was a tri-

umph of solidarity over common sense — but where does this brazen argument stand now, at the end of its first year out? Not quite in shreds, but it is definitely showing signs of wear.

One problem for the promoters of "Asian values" was the elusive nature of "Asia" — which is, after all, purely a European notion. Just which set of special values is sacred to Hindu Indians, Confucian Chinese, Muslim Indonesians, Buddhist Thais and Christian Filipinos, but not to everybody else?

The answer (raising oddly familiar echoes from Tennessee to Tehran) is "family values." In the words of Singapore's former prime minister and eminence grise Lee Kwan Yew, the building block of Asian societies is the family, not the individual. Moreover, Asian governments do not provide people with services and support they should properly get from their own families.



**Gwynne
Dyer**

These principles, says Lee, are Asians' defense against rampant individualism and moral collapse on the one hand, and welfare bums on the other. They are also the secret of Asia's economic success. The moral breakdown of Western societies is the result of too much democracy and too much tolerance for individual freedom.

In Singapore, Lee practices what he preaches. Since patriarchal values need support, he has proposed giving men over 45 double votes, and single mothers have been stripped of health and housing benefits. Just this year, Singapore passed a law enabling aged parents to sue their children for maintenance.

But what keeps social change frozen in the tightly controlled little city-state of Singapore is strict legal enforcement of "traditional" behavior. It is no longer instinctive or even voluntary — and elsewhere in the region change is already out of control.

Neighboring Malaysia is run by long-ruling Prime Minister Mahathir Muhammad, who vies with Lee Kwan Yew in his rejection of "Westernization" and his glorification of "Asian values." But Mahathir's government is paying consultants \$35 million to draw up a five-year plan to curb "loaf-

Just which set of special values is sacred to Hindu Indians, Confucian Chinese, Muslim Indonesians, Buddhist Thais and Christian Filipinos, but not to everybody else?

ing" ("lepak") among youths, which it blames for everything from teen insolence to drug abuse.

Then there is "bosia," the growing habit of Malaysian teen-age girls of hanging around in discos and parks, allegedly "looking for sexual thrills." There are arrogant teen-agers with more money than manners roaring around Beijing and Hanoi on motorbikes. There is a serious teen heroin problem in Hong Kong.

And in Seoul last summer, a thoroughly modern 23-year-old Korean woman who smokes, drinks and works for an FM rock station went out of her way to tell me how appalled she was by the morals of today's 15-year-olds. "They're a completely different generation. They're hardly even Korean," she said.

This is the part where I came in. It's an old movie called "The

Fifties," and it's about how industrialism and urbanism and mass education destroy the old ways. Everybody escapes from the strict rules and close supervision of the traditional society, and loses the old safety net of the extended family.

Any society that goes through this process has a generations-long task ahead of it: to create new customs and institutions that will allow a society of free adults also to be a peaceful and just society. The process isn't called "Westernization." It's called "modernization."

Less than two centuries ago, Western European and North American societies had almost all the characteristics that Lee Kwan Yew now defines as "Asian." They were strict hierarchies that closely regulated every kind of behavior: People did what they were told, and the family, not the individual,

was the basic building block of society.

Then they went into the meat-grinder of modernization and came out transformed. Now everybody else is going through it, too, and the results in Asia will be just as upsetting as they were in Europe and North America. As former South Korean opposition leader Kim Dae Jung is fully aware.

But while he recognizes that greater individual freedom brings with it problems that everybody will have to solve, Kim Dae Jung denies that democracy is unsuitable for Asia. Asians, he argues, cannot dodge the problems of freedom by clinging to authoritarian solutions.

Last spring, in a direct retort to Lee Kwan Yew's assertions about Asian values, Kim wrote: "Asian authoritarians misunderstand. . . . Policies that try to protect people from the bad elements of economic and social change will never be effective if imposed without consent; the same policies, arrived at through public debate, will have the strength of Asia's proud and self-reliant peoples."

Gwynne Dyer is a foreign affairs journalist based in London.

Singapore Court Finds a U.S. Scholar and Newspaper Guilty of Contempt

By PHILIP SHENON
Special to The New York Times

SINGAPORE, Jan. 17 — An American-owned newspaper were found guilty today of contempt of court in Singapore over an opinion article critical of what it called "intolerant re-gimes" in Asia that use "a compliant judiciary" to bankrupt opposition politicians.

Putting aside protests from the Clinton Administration, a Singapore judge ordered the academic, Clifford Lingle; the newspaper, The International Herald Tribune, and its publishers and Asia editor to pay fines and court costs that are expected to total tens of thousands of dollars.

While the Oct. 7 article by Mr. Lingle did not mention Singapore by name, Justice Goh Joon Seng said he had "no doubt" that the American was referring to Singapore in his passage about a compliant judiciary and that the reference had "scandalized the Singapore judiciary."

Singapore's authoritarian Government does not dispute that many opposition politicians here have been driven to financial ruin by defamatory suits brought by members of the governing People's Action Party.

The Government insists, however, that the cases were decided on their merits, not because of pressure on the judiciary.

Diplomatic relations between the United States and Singapore deteriorated last year over the flogging of an American teen-ager, Michael P. Fay, who pleaded guilty here to vandalism charges. Relations suffered a new blow over the case brought against Mr. Lingle and the newspaper. In a statement last month, the State Department formally protested the contempt case, noting that "people have a right to freedom of expression."

Mr. Lingle and the Paris-based newspaper are still facing the prospect of larger damages in a pending libel case brought by this country's elder statesman, former Prime Minister Lee Kuan Yew, who has asserted that he was defamed in the same article.

The International Herald Tribune, which is owned by The New York Times Company and The Washington Post Company and which publishes a regional edition in Singapore, did not contest another libel suit brought by Mr. Lee last year.

In an unpublished judgment in late October, a Singapore court found that the newspaper had de-

An opinion article has severe repercussions.

famed Mr. Lee in an opinion article by Phillip Bowring published in August that referred to "dynastic politics" in Singapore and other Asian countries. Damages have not yet been set in the case, in which Mr. Lee's lawyers argued that the article amounted to an accusation of nepotism.

Mr. Lee — who has made no secret of his desire to see his son, Deputy Prime Minister Lee Hsien Loong, eventually become Prime Minister — pursued both libel suits even after The Herald Tribune published two apologies to the former Prime Minister.

Mr. Lingle, who was a fellow in European studies at the National University of Singapore when he wrote the article, left Singapore on a family visit to the United States in October and did not return here for the trial, saying he feared imprisonment. He was not represented in court today.

Under Justice Goh's ruling, Mr. Lingle was fined 10,000 Singapore dollars, equivalent to about \$6,800, while the newspaper, its editors and publishers were fined a total of 10,500 Singapore dollars, or about \$7,140.

Justice Goh also ordered the defendants to pay the court costs for the prosecutors, which lawyers here said could easily total \$10,000 or more. Lawyers said Mr. Lingle could not be compelled to pay the fine from abroad.

The publisher of The Herald Tribune, Richard McClean, attended the contempt trial and said in a statement that he read out after the verdict that according to the court Mr. Lingle's article "could be taken to refer to Singapore, and that so taken it attacks the integrity of the Singapore judiciary, something which the paper never meant to do."

He said that The Herald Tribune "sees the publication of opinion pieces reflecting all points of view as an important part of its role, but recognizes that it has to have regard to the laws of the countries in which it circulates." He would not take questions from reporters.

In a phone interview from his home in Atlanta, Mr. Lingle said the verdict showed "that the impression

left in many people's minds from the Michael Fay case was wrong — that Singapore is not a place where swift justice strikes fear into the hearts of criminals."

"Singapore," he said, "is a place that politicizes crime and criminalizes politics." He described Singapore as "a republic of fear."

The Singapore-based Asia edition of The Herald Tribune, Michael Richardson, testified Monday that in editing the article he believed that the passages about "intolerant regimes" and "a compliant judiciary" were a reference to China and other Asian countries run by Communist or military governments, not to Singapore.

Mr. Richardson, an Australian who has lived here since 1971, said that according to his definition, the word regime could refer only to governments that are "totalitarian or which have major totalitarian characteristics." And that, he said, did not apply to Singapore because "Singapore is a democracy."

Singapore's Attorney General Chan Sek Keong, said in court today that the passage in the article obviously referred to Singapore, and that Mr. Richardson's assertion to the contrary was the stuff of "Alice in Wonderland."

INTERNATIONAL

State Department Condemns Ruling In Singapore Court

A WALL STREET JOURNAL News Roundup

The U.S. State Department criticized the decision of a Singapore court to hold in contempt a U.S. professor and an American-owned newspaper because of an opinion piece published four months ago.

On Tuesday, High Court Justice Goh Joon Seng ruled after a three-day trial that all five defendants were guilty of contempt because of the article, written by Christopher Lingle, a U.S. academic who then was a senior fellow at National University of Singapore. The opinion-page article, published Oct. 7 in the International Herald Tribune, stated that some "intolerant regimes" in Asia, which he didn't name, rely "upon a compliant judiciary to bankrupt opposition politicians . . ."

Mr. Lingle, who left Singapore in October after being questioned by police and didn't return for the trial, was fined 10,000 Singapore dollars (about US\$6,900), the largest ever imposed in a contempt-of-court case here. Also convicted were Michael Richardson, the Asia editor of the newspaper, who was fined S\$5,000; Richard McLean, the paper's publisher and chief executive officer, S\$2,500; the newspaper's local distributor, S\$1,500; and Singapore Press Holdings Ltd., which prints the paper, S\$1,500. The Herald Tribune is owned jointly by New York Times Co. and Washington Post Co.

All the defendants still face a libel suit over the article filed by Singapore's senior minister, Lee Kuan Yew.

Mr. McLean issued a statement saying that the Herald Tribune "sees the publication of opinion pieces reflecting all points of view as an important part of its role, but it recognizes that it has to take regard to the laws of the countries in which it circulates."

While Singapore wasn't mentioned in the article, Justice Goh said in his ruling: "I have no doubt . . . that the passage complained of referred to and was intended by [Mr. Lingle] to refer to the Singapore judiciary."

"The decision is unfortunate," a State Department spokeswoman said in Washington. "We believe that freedom of expression is a universal right of all people, regardless of their nationality or culture."

JAN 31, 1995

P1436

LUCE PRESS CLIPPINGS

Simmering Singapore

A booming economy, but too little democracy

The gleaming city-state of Singapore is rightly regarded as one of Asia's most impressive success stories. All the more reason, then, to wonder at Singapore's glaring deficiencies: its repeated bullying of the foreign press and its reluctance to permit its prosperous, sophisticated citizens the fuller democracy they deserve.

By most measures, Singapore has come a long, long way since the end of British colonial rule in 1959 and its independence from Malaysia in 1965.

Per capita income for Singapore's 2.7 million citizens exceeds \$14,000 per year — one of the highest living standards in Asia. The booming, free-market economy grew by 9 percent last year and will likely grow 10 percent this year, among the highest growth rates in the world. Enhancing this robust prosperity, Singapore is clean, well-ordered and largely free of the crime, drug abuse and other social pathologies that plague Western nations and some parts of Asia.

What mars this otherwise admirable picture is the thin-skinned authoritarianism of Singapore's ruling People's Action Party (PAP) and its autocratic founder, Lee Kuan Yew. Lee professes to see his party's stern governance as essential to preserving Singapore from the cultural decay of the West.

Fair point, if Lee's objective is preventing liberty from degenerating into license. But Lee and the PAP aren't anywhere close to granting the civil and political liberties now spreading through Asia's other capitalist nations.

Political dissidents are hounded by the police and the courts. Culture is carefully censored. Singapore is being wired for cable television but it is still illegal for Singaporeans to own satellite dishes.

Presumably, they might pick up foreign television transmissions unapproved by the government.

Singapore's most egregious censorship is aimed at the press, both foreign and domestic. The latter is either owned or effectively cowed by government and thus rarely publishes anything critical of the secretive PAP or its principal figures, beginning with Lee. Nor does the government shrink from retaliation against the foreign press for any criticism, real or imagined.

In recent years, *The Wall Street Journal*, *Time*, *The Economist*, *Asiaweek*, and the *Far Eastern Economic Review* have all had their Singapore sales drastically curtailed for offending the government. Singapore's latest target is the American-owned *International Herald Tribune*, which offended by publishing a commentary accusing unnamed Asian regimes of using a "compliant judiciary to bankrupt opposition politicians." The shoe that fit, pinched. Christopher Lingle, the American professor who wrote the article, was fined \$10,000 in absentia. Wisely, he doesn't plan on returning to Singapore. Lesser fines were levied against the newspaper's publisher, Asia editor, printer and distributor. The *International Herald Tribune* was coerced into printing an abject apology, no doubt to avoid even heavier penalties.

Michael Fay's celebrated caning pales to insignificance beside Singapore's continuing war against a free press and its own people's right to know. A modern country with democratic pretensions and \$40 billion in foreign currency reserves should not behave like a banana republic.

If Singapore's record on civil and political liberties matched its social and economic success, even an unfettered press wouldn't find much to criticize.