

7 OCT 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:

- (1) 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.

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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
Nora Brossard	Vice President	6/9/95
Cher Cox	Vice President	8/11/95
Jan Johns	Vice President	8/31/95
William Kahn	Vice President	9/5/95

/Don
- Aaron

public relations
sales promotion
marketing



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

(212) 856-0100
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DATE: May 3, 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: April 1995 Activity Report

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

- "Singapore Fling," a story in the March issue of *Bon Appetit* (1,283,321), was written by Alan Brown, just returned to the US after several years spent in Asia. The story, illustrated by two photos, devotes two pages to the food of Singapore and is worth \$82,670 in ad value.
- Singapore is included in an overview of Asian destinations in *Modern Bride Magazine* (April, 351,556), worth \$5,099.
- The *Chicago Tribune Sunday Magazine* (1,110,552) interviewed an STPB/Chicago executive following the STPB 25th anniversary reception on March 21. ADC/Chicago also supplied 1994 visitor arrival statistics. His report, linking Singapore's rise in US tourist arrivals to positive opinion surrounding the Michael Fay incident, appeared on April 9 and is worth \$2,069 in ad value.
- The agency fact-checked a story on Singapore in the Itinerary/Asia section of *Frequent Flyer Magazine* (May, 250,000), written by Neil Feduchka, a business and travel writer who lives in Southeast Asia. Received after the clip service's cut-off date, the story's ad value will be indicated in the May report.

chicago: 35 east wacker drive, suite 850 • chicago, illinois 60601 • (312) 263-2500 • fax (312) 263-1197

st. louis: 7777 bonhomme, suite 900 • st. louis, missouri 63105 • (314) 725-6400 • fax (314) 725-0432

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- The *Boston Sunday Globe* (815,625) featured Singapore on the cover of its travel section on April 16, in a story written by freelancer Mark Jenkins, who was raised in Singapore. The agency sent him information and slides. The story is a three-day itinerary designed for eating one's way through Singapore, and the ad value is \$17,850.
- Another story by Mark Jenkins appeared in New York and Long Island *Newsday* (combined circulation: 844,618). also on April 16. The story is about the Imperial Herbal Restaurant and in the Long Island edition is equivalent to \$13,647; the New York edition is worth \$13,650.
- Singapore is mentioned in a story about cruise lines that appeared in the *Orlando Sentinel* (399,923) on March 19. Ad value \$880.
- Singapore Airlines is mentioned as earning top ratings from the Zagat airline survey. in the *Arkansas Democrat-Gazette* (301,359) on March 19. Ad value \$531.
- *USA Today* (1,557,171) carried a story on March 21 about the United States Travel & Tourism Administration's plans to create a unified presence for the travel industry on Internet's World Wide Web, which mentioned the wealth of information already available about Singapore. plus other destinations scattered about various Internet sites. Ad value \$391.
- *Netguide Magazine* (200,000) published a story about travel information on the Internet, including the Singapore Online Guide. Ad value \$2,916.
- The *Allentown Call* (189,363) reprinted a story from the *Washington Post* about food information available on the Internet, including recipes from the Malaysia Tourism Development Board. Ad value \$49. The story also appeared in the *Reno Gazette-Journal* (64,335) for an ad value of \$48.
- The Associated Press ran a photo of a giant "kiasu" chair from the Singapore Furniture Fair on March 7. In April, the agency received the following clips for a combined ad value of \$1,980:

Elkhart Truth (32,006)

Marion Chronicle-Tribune (20,711)

Indiana Gazette (18,354)

Valparaiso Vidette-Messenger (15,143)

Michigan City News-Dispatch (14,326)

Griffin News (11,929)

Iron Mountain News (10,897)

Seymour Tribune (9,447)

Noblesville Ledger (8,858)

Lebanon Reporter (7,132)

- On March 19, the *Muncie Star* (36,410) ran a report about local residents who visited Singapore to conduct a total quality management seminar for the Singapore Manufacturers Association. They report on their largely positive impressions of Singapore and its differences from American society. Ad value is \$2,414.
 - Singapore appeared in a *New York Times* (1,767,836, national edition and 340,061 metropolitan edition) Q & A column by Terry Neilan in January, in answer to a question about tours from Singapore. The same column also ran in the *Woodbridge Potomac-News* (27,715) on March 5, for an ad value of \$113.
2. Analysis of travel trade media coverage during the month of April 1995.
- Reporting from the PATA Travel Mart in Sydney. *Travel Agent's* (59,018) Asia-Pacific editor James Ruggia interviewed several industry participants about the decision to site the Mart permanently in Singapore from 1998. Sellers were uniformly enthusiastic, although some buyers responded that different sites allowed them to inspect different destinations, something the permanent site would prevent. In a companion story, he interviewed PATA members, including Charles Leong, on the benefits of membership. Also included is a sidebar on Night Safari, with information supplied by the agency and a quote developed by the agency for the SVPA. Ad value to be reported in May.
 - In the April 17 issue of *Travel Agent* (59,018) interviewed both the incoming and outgoing PATA presidents on the changes and competition facing the organization. Incoming president Michael Paulin is quoted as saying that he chaired the committee that selected Singapore as the permanent site of the Travel Mart, with an eye to benefiting less affluent members of the organization. Ad value will be reported in May.
 - The April 3 issue of *Hotel & Motel Management* (61,073) ran a story about Singapore's plans to build midmarket hotels to balance the supply of top end lodgings. Ad value \$7,868.
 - A two-page advertorial on Singapore appeared in the March issue (special AACVB issue) of *Successful Meetings* (84,806), worth \$26,738). The agency was in touch with the writer with offers of information and fact-checking.
 - Singapore was showcased in the March 6 issue of *Travel Trade* (36,015), including an interview with Tony Soh. Ad value \$4,145.
 - Tony Soh's appointment as EVP appeared in the March issue of *Corporate Meetings & Incentives* (41,489), from an agency release. Ad value \$153.
 - The March 16 issue of *Travel Weekly* (50,490) included an item on Tony Soh's appointment as EVP, from an agency release. Ad value \$290.

- The "People & Places" page of the March 27 *Travel Agent* (59,018) included a picture from the New York PATA chapter, with Debra Hecht of STPB. Ad value \$\$3,125.
 - Debra Hecht appeared in a photo from a Singapore Airlines Chinese New Year event, in the March 19 issues of *Air Travel Journal* (15,000) and *Travel New England* (5,500). Combined ad value is \$167.
 - The *Southeast Travel Professional* (10,000) March issue reported on a Florida PATA chapter meeting co-sponsored by STPB, represented by Mahani Mohamad of the New York office. Ad value \$27.
3. Analysis of other issues that may affect Singapore's tourism industry.
- The hanging of Flor Contemplacion continued to receive wide coverage. The agency received AP reports, one of which ran in the *Williamsport Sun-Gazette* (41,912) about Filipinos burning the Singapore flag on the eve of the burial of Flor Contemplacion, while the *State College Centre Times* (26,021) reported on Filipino maids seeking to leave Singapore and President Ramos's offer of a free plane ride home. William Safire, a *Times* opinion page columnist, also wrote a strong anti-Singapore piece on April 24. In an April 30 letter to the editor of *The New York Times*, the American forensic pathologists who aided in the joint Singapore/Philippine exhumation autopsy of the murdered maid, defended their findings that there was no evidence to support the contention that she had been killed by someone other than Flor Contemplacion. Some reports also referred to President Ramos's political maneuverings around the incident. Recently the tenor of coverage has shifted to focus on the plight of Philippine overseas contract workers, most of whom are female, with the guilt or innocence of Flor Contemplacion secondary to larger issues concerning the treatment of these workers and the seeming indifference of their government.
 - In the April 10 issue of *Travel Agent Magazine*, cruise editor Brian Major reported on Orient Line's decision to switch the Marco Polo next summer from Southeast Asia to the Mediterranean, raising the question whether the region is really the industry's next "hot" destination or strictly a seasonal market. Discussing the softening of the market, agents report that bookings haven't matched expectations of the market. Representatives of the region met at Seatrade Miami in March to discuss the feasibility of forming a regional alliance to market Asia as a premier cruise destination.
 - The decline of the US dollar against the Japanese yen, German mark and other major currencies may prompt some American travelers to seek out inexpensive destinations in 1995, or to economize on travel expenditures while visiting higher priced destinations.
 - In a *Travel Weekly*, April 24 story on "Selling Vacations on the Info Highway," the advantages and disadvantages to agents of automation were examined. Agents report

that booking customized vacations on Computer Reservations Services is very difficult, but quick and inexpensive to book "cookie-cutter" packages, which compromises the wholesaler's ability to sell to more affluent markets of FIT's. Ninety-five percent of American households do not access commercial on-line services. The typical on-line consumer is a young male, but vacation decision-makers are older and female. The 25 million Internet users are primarily in government, research and academia. Personal interaction is still needed to book FIT's. Automation can replace order taking, but not selling.

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

- 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. However, in proactive pitching we are finding that many travel editors are saying they are not interested in covering Singapore right now. The agency believes that this is a reaction to the publicity about the current Flor Contemplacion incident, with Michael Fay and Christopher Lingle still fresh in memory, and is redoubling its efforts to pitch Singapore.

5. Evaluation of media educationals.

- Jerry Morris's story from the Boston Globe in February was picked up by the Manhattan, Kansas Mercury (13,896), ad value \$109. He participated in the E & O media educational last July, for which STPB arranged a partial hosting and the agency supplied Singapore press kits. The cumulative circulation since the Globe story appeared is 1,928,664 and the cumulative ad value is \$11,222.
- On March 26, the *Tyler Courier-Times-Telegraph* (49,287) ran Catherine Watson's story from the *Minneapolis-St. Paul Star Tribune* in October, for which the agency provided assistance. This placement is worth \$445. The cumulative value of the story since October is \$65,961 and the cumulative circulation is 1,274,465.

6. Activities carried out to meet objectives.

See following pages.

APRIL 1995 ACTIVITIES

PLANNING/LIAISON/ADMINISTRATION

- Ongoing liaison with STPB offices
- Submitted March monthly activity report
- Submitted April mid-monthly report
- Clip analysis & selection
- Monitored *Straits Times*
- Monitored coverage of Flor Contemplacion incident and developed report on impact of negative publicity, with recommendations for media-generating events to highlight Singapore's hospitality and attractions
- Prepared presentation of highlights of Singapore coverage obtained in 1994, as well as program of activities for 1995/1996, for annual sales conference in New Orleans, April 17-20, attended by executives from ADC/NY and ADC/LA
- Recommended NAPS camera-ready release in May to gain quick exposure for Singapore Food Festival, as well as another for Singapore Plus discount card
- At client request, contacted *Conde Nast Traveler* re writers who offended STPB personnel at Hong Kong office. Although the writers were legitimate, the magazine's lack of response prompted the agency to recommend that the SVPA send a letter to the editor, which the agency developed for his signature
- At request of EVP, investigated "travel auction" to be held on WNYC-TV and WNYC Radio; media said no travel auctions were planned
- Requested STPB/LA to send invoice for domestic tickets to Jeff Kelly, FOX-TV in Utah, to obtain reimbursement due to canceled media educational
- Returned three original slides to HQ, which had been held for *Travel Agent Asia Pacific* section cover story (magazine used stock photo instead, for better quality)
- Sent hard and disk copies of new releases to Los Angeles office, at client request
- At client request, requested annual reports from Time Warner, Turner Broadcasting and The Walt Disney Company, which will be forwarded upon receipt

News Bureau and Publicity

- During this period, the following two press releases were drafted for client approval:
 - "New Hotels Open in Singapore as Demand Rises"
 - "Singapore Food Festival July '95: Coming Back for Seconds"
- Arranged radio interview for VPCUSA for May 2 on WRJN-AM "Travel Talk" show in Racine, Wisconsin
- Sent information on Singapore Cruise Center to Wendy Perrin, *Conde Nast Traveler*, for upcoming feature on ports of call and the cruise industry's effect on island destinations; requested final statistics for 1994 from HQ and relayed them
- Sent slides and information to Mark Jenkins for Singapore cover feature in *Boston Globe* Sunday travel section April 16 as well as for *Newsday*
- Sent press kit to Nina Simonds, food writer traveling to Singapore in May, after several discussions about story ideas; will memo HQ about guide for May 16
- Alerted HQ of impending arrival of Carl Parkes, Southeast Asia guidebook writer with PATA on-line assignment for travel agents, looking for writers based in Singapore to whom he can subcontract various projects
- Sent slides to *Aspen Magazine* for upcoming feature on Singapore
- Sent slides to *Sante Magazine* for upcoming feature on Singapore resulting from Steve Raichlen media educational
- Sent press kit to Sheri de Borchgrave re possible trip to Singapore for *Mainline* and *Diversion*
- Pitched Jackie Craven, freelancer for *Providence Sunday Journal* and other newspapers, re future trip
- Queried HQ re hotels and resorts that pay particular attention to female travelers with extra services and amenities, as well as hotels and resorts owned by women; awaiting response
- Sent two copies of *Frequent Flyer* (250,000) April issue with information on the 8th Singapore International Film Festival to HQ for distribution to festival organizers
- Sent Singapore slides to *Viaje Bem*, the in-flight magazine of VASP Brazilian Airlines
- Sent Singapore Food Festival information to "Dateline," the newsletter of the James Beard Foundation

- Sent Singapore press kit to *Inc. Magazine*
- Gave 1994 tourism arrival statistics to Jeff Lyons of *Chicago Tribune Sunday Magazine*

Media Educationals

- Alerted HQ of arrival of Reg Potterton and Joe Sackett in Singapore with assignments for *Cooking Light* and *Wingspan* (ANA in-flight magazine) some time in April: writers to communicate with HQ from Tokyo once arrival time confirmed; stories to feature Singaporean food, spices and noodles
- Solicited journalists in the meetings and incentives arena to participate in the joint Malaysia/Singapore incentive trip to Malaysia and Singapore, departing April 21: although all expressed interest, staffing conflicts and story deadlines necessitated their refusals
- Sent press kit to Larry and Barbara Radin Fox, cruise, travel and food writers for the *Washington Post* (weekly "Cruise News" column and regular features in travel and food sections, syndicated on Los Angeles Times-Washington Post News Service): visiting Singapore on July 12-14 before Marco Polo cruise to Bangkok; agency will memo HQ re guide and tour on July 13
- Requested approval from SVPA to provide a guide in Singapore on May 16 for Nina Simonds, a freelance food writer who contributes regularly to *The New York Times*, *Washington Post*, Los Angeles Times Syndicate, *Gourmet Magazine*, *Eating Well*, etc.

Other

25th Anniversary Receptions in Chicago, New York and Los Angeles

Contacted media invited to Chicago, Los Angeles and New York receptions to encourage attendance; drafted letter to send out to non-attending press with Merlion pewter card-holder

Zoo Exchange

Contacted Bronx Zoo re Babirosa exchange and reported to headquarters on status of project at Lincoln Park Zoo in Chicago, Bronx Zoo and Los Angeles Zoo, and suggested extending project to Washington National Zoo; awaiting response from Singapore Zoo via HQ

Burt Wolf

Sent copies of three completed half-hour "A Taste for Travel with Burt Wolf" shows on the Chinese, Malay and Indian communities to headquarters in PAL and NTSC format, as well as multiple additional copies for distribution to restaurateurs and other participants in the project. The shows are scheduled to air on The Travel Channel on at least three different days each during the month of June, five times each day throughout the US to approximately 17,000,000 households. The eight 90-second "What's Cooking with Burt Wolf" segments are airing twice

a day on several dates between April 26 and June 7. The "A Taste for Travel" shows will be re-edited for "Burt Wolf's Table" on PBS in December 1995, when a companion cookbook will also be published.

Burt Wolf will allow STPB's U. S. offices to use the video footage for promotional uses, e. g., trade shows, but reserves the right to evaluate each request on a case by case basis.

WFMT Promotion

Obtained final airchecks from Chicago radio promotion and distributed to STPB. Four Seasons Hotel and United Airlines: reception/photo opportunity for VPCUSA and winner of trip to Singapore planned for early May

Song of Singapore

ADC/Chicago executive and VPCUSA met with producers of this play, set in Singapore in the 1940's, to open in Chicago on May 22, to discuss possible promotional tie-ins: project deemed too expensive: may add pre-opening rehearsal to CE's agenda while in Chicago on Eisenhower Fellowship

7. Future Activities:

- Begin organizing "East Meets West at Singapore Food Fest" events in Chicago and San Francisco to take place in July
- Develop press releases on heritage storyboards, Singapore Art Museum
- Develop meetings and conventions pitches
- Pitch Singapore b-roll to Travel Channel, Discovery Channel
- Pitch *Incentive* and related magazines
- Pitch *Departures* Magazine
- Pitch travel editors of major newspapers and consumer magazines

GOING OUT

A Singapore Fling

BY ALAN BROWN

ONCE A RAUCOUS GATHERING PLACE FOR PIRATES and traders, then a legendary outpost of the British empire, Singapore today is a modernized, sanitized metropolis, its exotic past paved over with air-conditioned shopping centers hustling merchandise from all over the

world. This bustling port still has plenty of soul, but to find it, you must venture out—to eat.

Food is Singapore's pride and passion, and its greatest tourist attraction. The city-state's location—at the tip of the Malay Peninsula surrounded by the islands of Indonesia—has made it home to Indians, Malays, Indonesians and the Chinese, all of whom brought along the cuisines of their homelands when they immigrated. The culinary result is a spicy stew that's still simmering.

I arrived at the end of Chinese Hungry Ghost Month (a dubious English translation; I can't imagine even a ghost going hungry here). My plane didn't land until past midnight, but without even bothering to unpack after checking into my hotel, I headed straight for Newton Circus, which is the biggest and most famous of Singapore's hawker centers, the international food courts that are landmarks of the city and

institutions unto themselves. These days, many such centers are indoors and air-conditioned. But I prefer the ambience of the outdoor ones, some of which are open from dawn until, well, dawn. And since Singapore's hygiene standards are high, you can drink the water and eat the street food in the city without worrying whether your life insurance payments are up-to-date.

Here's how hawker centers work: You choose a table, then wander around to various stalls, placing your orders and giving your table number. Most native cuisines from the region are represented, and prices are low; you pay when the food is delivered. Feel free to ask neighboring diners for suggestions on what to get and where to get it. My local friends recommended stall number 60 for grilled lobster, squid, stingray and sea bass, and number 65 for fried-oyster omelets. Or you can simply look for the busiest stalls. And don't miss the fresh fruit juices: mango, papaya, star fruit, pineapple, orange, durian—everything under the sun.

Early the next morning (I still hadn't unpacked), I headed out for breakfast at the Kandang Kerbau Market (K.K.) in Little India. K.K. is a "wet market"—it carries fresh produce, meat, fish and poultry—with hawker stalls attached and different sections for Chinese, Malay and Indian food. Following the lead of an Indian policeman who was sharing my table, I ordered a tasty *roti pratha* (flaky unleavened bread) with curry and a glass of hot, sweet coffee. I then moved on to the Chinese area for a satisfying bowl of *laksa* (rice-flour noodles, prawns and bean sprouts in a fragrant soup).

Chinese food runs the gamut in Singapore, from Hunan to Cantonese. Resist the temptation of a dim sum lunch, though, in favor of a local specialty, Hainanese chicken rice. The meat is simmered in broth until tender, then served on a bed of cucumber and chopped lettuce with rice, chicken soup and three dipping sauces—ginger and garlic, red chili and soy. I sampled the dish at The Chatterbox, the coffee shop in the Mandarin

{CONTINUED ON PAGE 52}



Shoppers settle in for a tea tasting at the Chinese Tea House in the Takashimaya Department Store (above). Terrific Asian food awaits at the Newton Circus hawker center (top right).

PHOTOGRAPHY BY LEONG KA TAI

Getting There

Banana Leaf Apollo
56 Racecourse Road
293-8682

The Chatterbox
Mandarin Hotel
333 Orchard Road
737-4411

Chinese Tea House
Takashimaya
Department Store,
Basement 2
391A Orchard Road
739-9284

Goodwood Park Hotel
22 Scotts Road
737-7411

House of Sundanese Food
55 Boat Quay
534-3775

Imperial Herbal Restaurant
Metropole Hotel
41 Seah Street
337-0491

Long Beach Seafood
Restaurant
1018 East Coast Parkway
445-8833

Muthu's Curry
76/78 Racecourse Road
293-2389

The Royal Bengal
72 Boat Quay
538-4327

HAWKER CENTERS

While there are no formal addresses for these places, they are centrally located, known to everyone in Singapore, and very easy to find.

Bugis Square
New Bugis Street

Kandang Kerbau Market
Rochore Road
(off Serangoon Road)

Newton Circus
Near Bukit Timah Road
and Clemenceau Avenue

Satay Club
Cornaught Drive at
Raffles Avenue

To call Singapore from the United States, dial 011-65, then the local number.

Hotel on Orchard Road that won a "Best in Town" award for its version during the 1994 Singapore Food Festival.

Just down Orchard, one of Singapore's favorite shopping streets, is the Chinese Tea House in the basement of Takashimaya Department Store. On sale are more than 60 varieties of tea from Taiwan and mainland China, along with every kind of accessory for making and drinking tea. The knowledgeable saleswomen brew and serve samples for customers, and there is no obligation to buy.

Another novel place is the Imperial Herbal Restaurant, located in the Metropole Hotel. The resident Chinese doctor took my pulse and stared into my eyes, then told me I was in perfect health (no extra charge). I felt even better after tasting the egg whites with scallops in a deep-fried taro nest, and the braised duck. One of the dishes on the menu is called "Buddha Jumps over the Wall." I would, too, for this food.

One day I skipped lunch, opting instead to try the Nonya High Tea, which is served in the coffee lounge of the grand turn-of-the-century Goodwood Park Hotel. Don't walk into the hotel's British tea by mistake, or you'll miss a culinary highlight of your trip. Nonya, or Peranakan cuisine, is the happy consequence of local marriages between Malay women and Chinese men. At Goodwood Park, you can sample this mostly home-style cooking at the generous buffet. Be sure not to pass up the *lontong* (steamed rice cake with coconut gravy, greens, chili paste and dried coconut) and *pie tee* (a pastry shell filled with shredded shrimp and delicious assorted vegetables).

At dinnertime there are more hawker centers that are particularly lively at night. Fans of succulent skewers of marinated and grilled meat served with spicy peanut sauce should check out the open-air Satay Club on Cornaught Drive. And Bugis Square, an old-fashioned center near Arab Street, is the place to try the "carrot cake," which isn't made from carrots and isn't a dessert but is fabulous just the same.

If you are looking for a more traditional dining experience, you can sit inside at Long Beach Seafood Restaurant. Chili crab, black-pepper crab, steamed prawns, crispy fried baby squid and rich fried crullers stuffed with pureed squid and served with a sesame mayonnaise more than make up for the plastic greenery and Christmas lights that pass for decor at the long-standing establishment. Huge, crowded and noisy—with

an amiable staff—this is a great place to dine with a group of friends. But locals warn against ordering the crab just before a full moon. Supposedly that's when the creature mates, causing chemical changes that make its meat watery.

A walk through Little India will lead you to Banana Leaf Apollo, famed for its fish-head curry (one order is enough for two people) and for the banana leaves that are used in place of plates. I had delicious black squid, the chicken *masala* and saffron rice, with a Tiger beer and a sweet lime juice to wash it down. For another version of this cuisine, try Muthu's Curry just down the street, which has a similar menu and the same good reputation.

Don't leave Singapore without dining at night on the riverside Boat Quay. Beautifully restored a few years ago, this row of Chinese warehouses was reborn as a festive street full of restaurants. Tables are put out along the waterfront in the evening, providing a terrific environment for eating and people-watching.

I dined at The Royal Bengal, a northern Indian spot that serves up a garlic chicken *tikka* that I'd fly back to Singapore to have again. The restaurant itself is cool and pleasantly formal, with whitewashed walls, hardwood floors and linen tablecloths. If you feel like dressing up, this is a good destination.

Possibly my favorite meal was another I had along the Boat Quay, at House of Sundanese Food, a welcoming spot that serves regional dishes from western Java. A friend and I sat outside, and—as the night was hot and the food spicy—we ended up in our T-shirts, sharing a pitcher of beer. I could survive for the rest of my life on their grilled squid (*sotong* on the menu), the chicken in spicy coconut milk and the deep-fried bean curd stuffed with mushrooms, scallops and water chestnuts.

As the restaurant emptied out and the lights along the street dimmed, our charming waitress pulled up a chair and joined us. Her name is Shifteen. You have only to ask, and she'll gladly tell you everything you could ever want to know about Sundanese food—and about Singapore. It's that kind of restaurant. And Singapore is that kind of city. Just remember to pack light, or you may never get unpacked at all. ↙

Back home (and unpacked) in New York, Alan Brown says he now checks for a full moon before ordering crab. He recently returned to Manhattan after spending several years in Asia.

AMAZING ASIA

A collage of cultures and adventures awaits in the diverse lands of China and Southeast Asia—where you might watch people harnessing elephant power, as they have for centuries, shop for bargains in cities that have been trading centers for more than 1,000 years, or hide away on secluded beaches that provide all the modern conveniences—plus a wonderful exotic ambience.

China. This country constantly amazes visitors, with a topography that ranges from the Mongolian steppes to the Himalayas, a population of about 1.2 billion, and 5,000 years of history that saw the invention of printing, papermaking and gunpowder.

Most travelers start their journey in Beijing, established as the Chinese capital in the early 12th century. Tour the Forbidden City—so named because it was off-limits to commoners for 500 years. The onetime residence of the Ming and Qing dynasties, the compound contains 800 buildings and over 9,000 rooms.

From Beijing, excursions take visitors to the Great Wall—the only man-made structure visible to astronauts from outer space. Built and rebuilt over a period of 2,600 years, the rampart stretches nearly 4,000 miles. Also view the Ming Tombs, burial chambers for 13 emperors, watched over by fantastical animal statues.

An emerald river emblazoned against mountains that either curve voluptuously or jag with knife-like sharpness...this is Guilin, beloved of Chinese painters and poets for centuries. To best appreciate the landscapes, take a cruise on the Li River, then visit Reed Flute Cave, a thicket of stalactites and stalagmites. Extraordinary works of man await in Xian, where the tomb of the third-century B.C. ruler, Qin Shihuang, is guarded by life-size terra-cotta figures of soldiers and horses—a timeless army mustered to protect the emperor into the afterlife.

Hong Kong. Everything you've heard about Hong Kong is true...the

PACIFIC PLEASURES

painters. Adventure lovers can hike up Mt. Batur, where a remote pagoda and sacred hot springs await.

Located near the center of the Indonesian archipelago, Sulawesi (formerly known as The Celebes) draws visitors to its highlands and Torajaland, where flooded rice paddies reflect the turquoise sky like shards of mirror, and traditional tongkonan houses feature roofs that resemble the prow and stern of a boat. For adventure just a pebble's throw from the Stone Age, visit Irian Jaya, Indonesia's western half of the island of New Guinea. The green Baliem Valley is home to the Dani people, former practitioners of ritual warfare.

Malaysia. Chinese and Indian temples and Islamic mosques; rain forests and longhouses...these are just some of the threads that weave the colorful tapestry of Malaysia. The country is composed of Peninsular Malaysia, located just below Thailand in Southeast Asia; plus the states of Sabah and Sarawak on the island of Borneo.

Kuala Lumpur—or KL, as the capital is known—appeals to visitors with

its Moorish-modern architecture counterpointed by British-colonial-style mansions, and excellent restaurants specializing in local dishes such as satays (marinated, grilled meats), as well as the best of western cuisine. Visit The National Museum and stroll through the Lake Gardens.

Just a two-hour drive south of the capital, Malacca is one of Malaysia's oldest cities, a veritable time line marked by Portuguese, Dutch and British influences. To the north of KL, Penang Island draws visitors to its fine beaches and zigzaggy alleyways lined with elaborately carved doorways.

In contrast to cosmopolitan KL, Borneo specializes in adventures worthy of Indiana Jones. Scuba diving is wondrous off Sipadan Island, where a 2,000-foot-tall wall plummets toward inky blackness just 50 feet from the beach.

Singapore. At first glance, Singapore seems to be the sleekest, most omni-modern metropolis in Southeast Asia, with skyscrapers that blast toward the clouds and the world's busiest seaport. But delve a little deeper and you'll find labyrinthine alleys lined with shophouses where idol carvers and calligraphers ply their trades.

Located at the tip of the Malay peninsula, Singapore is an island fronting the Strait of Malacca—the literal crossroads between East and West. With its strategic location and sheltered harbor, it has drawn a kaleidoscopic swirl of nationalities: Chinese, Indonesian, Indian, Arab and Malay.

For a first impression of the city, take a sight-seeing cruise down the Singapore River, then wander through the different ethnic enclaves. Stop for a Singapore Sling at the bar at Raffles Hotel, where legendary guests have included Rudyard Kipling, Charlie Chaplin and Somerset Maugham.

For a different sort of nightlife, try the Night Safari Park, where you can eye the nocturnal doings of painted storks, bearded pigs and golden jackals, among others. A trading center for some 1,300 years, Singapore also offers some of the best shopping buys in the region—try the glittery complexes along Orchard Road.

Thailand. Can't decide whether you want to visit gilt-roofed pagodas, seek out teak forests where elephants haul massive logs, or simply to squish your toes into the plush sands of life's perfect beach? Thailand has it all.

Along with ageless traditions and canopied rain forests, the country's greatest natural treasures are its gracious people, for whom the pervading love of *sanuk*—the Thai equivalent for *joie de vivre*—translates into a penchant for making visitors feel welcome.

Bangkok, the capital, is full of contrasts: modern office towers and ultimate gridlock counterpoised against floating markets and multi-spired pavilions. For sheer Oriental splendor, you can't outdo the Temple of the Emerald Buddha, a 30-inch-high icon crowning a gilded altar. The temple complex is located next to the former Royal Palace, where you can view public areas such as the Throne Room. Shoppers will want to pursue lustrous Thai silk, precious gemstones such as sapphires and rubies, plus local crafts including lacquerware and wood carvings.

If you crave "something different," journey to the north and the cool mountainous region around Chiang Mai. Here you can join an organized trek to visit seminomadic hill tribes, who wear colorful clothes and elaborate headdresses. The ideal honeymoon finale is at one of Thailand's ivory-powdered beaches, such as those

on the islands of Ko Samui and Phuket.

—Risa R. Weinreb

FOR MORE INFORMATION: See the "Booklets for the Two of You" section in this issue, or contact one of the tourism bureaus listed below, then see your travel agent. Or contact the Pacific Asia Travel Association (PATA), 1 Montgomery St., Suite 1000, San Francisco, CA 94104 (415)986-4646.

American Samoa Office of Tourism, P.O. Box 1147, Pago Pago, 96799 American Samoa.

Australian Tourist Commission, 2121 Avenue of the Stars, Suite 1200, Los Angeles, CA 90067 (310)552-1988.

China National Tourist Office, 333 W. Broadway #201, Glendale, CA 91204 (818)545-7505.

Cook Islands Tourist Authority, 6033 W. Century Blvd., Suite 690, Los Angeles, CA 90045 (800)624-6250.

Fiji Visitors Bureau, 5777 W. Century Blvd., Suite 220, Los Angeles, CA 90045 (310)568-1616.

Guam Visitors Bureau, 1150 Marina Village Pkwy., Alameda, CA 94501 (800)873-4826.

Hong Kong Tourist Association, 590 Fifth Ave., fifth floor, New York,

NY 10036 (212)869-5008.

Indonesia Tourist Promotion Office, 3457 Wilshire Blvd., Los Angeles, CA 90010 (213)387-2078.

Malaysia Tourism Promotion Board, 804 W. Seventh St., Los Angeles, CA 90017 (213)689-9702.

Micronesia: FSM National Government, Dept. of Resources & Dev., Capitol Postal Station, P.O. Box 12, Palikir Pohnpei, 96941 Fed. States of Micronesia.

New Zealand Tourism Board, 501 Santa Monica Blvd., Suite 300, Los Angeles, CA 90401 (310)395-7480.

Palau Visitors Authority, P.O. Box 256, Koror 96940, Republic of Palau.

Papua New Guinea Tourist Office, c/o Air Niugini, 5000 Birch St., Suite 3000, Newport Beach, CA 92660 (714)752-5440.

Singapore Tourist Promotion Board, 8484 Wilshire Blvd., Suite 510, Beverly Hills, CA 90211 (213)852-1901.

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

Thailand: Tourism Authority of Thailand, 303 E. Wacker Dr., Suite 400, Chicago, IL 60601 (312)819-3990.

Tonga Visitors Bureau, P.O. Box 37, Nuku'alofa Tongatapu, Tonga.

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LUCE

PRESS CLIPPINGS

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AP photo
Michael Fay, penal poster boy.

Singapore: Gives a licking, keeps on ticking

Hit him again, hit him again, harder, harder. The Singapore Tourist Promotion Board/USA recently celebrated 25 years in Chicago, noting tourism to Singapore is shooting through the roof, despite—or perhaps because of—the notoriety the Asian city-state received for its public flogging last spring of an American youth convicted of vandalism.

A record 343,721 Americans visited Singapore in 1994, 11 percent more than in 1993.

"If anything, the Michael Fay incident boosted tourism," noted the tourist board's Chris Gebhard. "It put Singapore into people's minds. Publicity is publicity, and it

really hasn't had any negative effect, especially in the Midwest. A lot of people agreed with what went on over there."

Singapore's reputation as the punishment capital of the world got a further boost last month when the young man whose soured investments brought down a British bank fled Singapore to evade capture. "Singapore would like to extradite him back to take care of him themselves," notes Gebhard. "But England's first in line."

Hint to tourists: Singapore's a beautiful city, with great food, towering buildings, an intriguing ethnic mix and a zoo that stays open much of the night. But don't take any coat hangers from your hotel room.



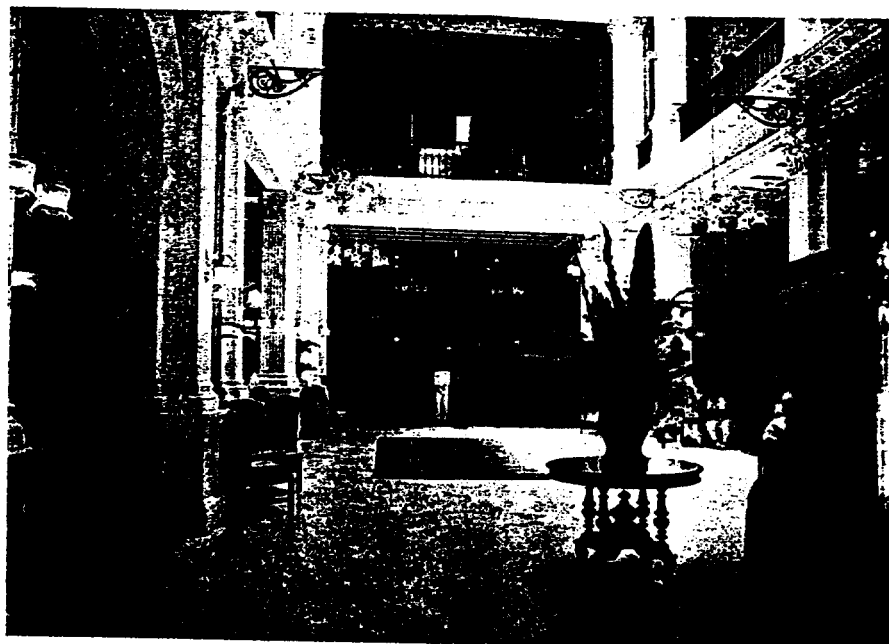
By Neal Feduchka

Flyer Facts: All gels, liquids and aerosols larger than one ounce have been banned from carry-on luggage on U.S. airlines flying to Asia. The new rules are designed to prevent the transport of hard-to-detect liquid explosives...Smoking is now

banned on all flights between Australia, Canada, New Zealand and the U.S....Radisson has opened its first hotel in Japan, the Radisson Hotel Narita Airport. The 500-room property is still owned by Northwest Airlines...Singapore Airlines has resumed service to Kaohsiung,

Taiwan...Air New Zealand has added two more Los Angeles-Sydney flights for a total of five weekly.
-Richard A. Marini

SINGAPORE



The lobby of Raffles Hotel; (top) local fare at the hawker food stalls.

Sip a Singapore Sling at its birthplace: the Long Bar at Raffles.

GRETA GARBO WOULD BE RIGHT AT home, as would today's nostalgia-junkies, at the ever-splendid **Raffles Hotel** (1 Beach Rd.; 65-537-1886, fax 65-339-7650, 800-525-4800). Sip a Singapore Sling where it was invented, at the **Long Bar**; cut into the best sirloin in Southeast Asia at the **Grill**; or check into the **Bar & Billiard Room** for the lunch buffet or afternoon tea. Rates (all suites) start at \$450. For distinctly Asian indulgences with western amenities, we favor the **Shangri-La** (22 Orange Grove Rd.; 65-737-3644), set on 15 garden acres, just two minutes by foot from Orchard St. shopping. Vintage bubbly is served by the glass at the **Champagne Bar**. Rates: \$258-\$399. Rooms at the new **Four Seasons** (190 Orchard Blvd.; 65-

734-1110, fax 65-733-0682, 800-332-3442) are hard to top, with their cavernous bathtubs, terry-cloth robes and laser disc/CD players (300 titles available at no charge). Rates: \$289-\$392; corporate specials from \$257.

Eat Ethnic In the historic Emerald Hill district, **Esmirada** (108 Orchard Rd.; 65-735-3476) serves up succulent kabobs and Mediterranean fare. At **Brazil Churrascaria** (14-16 6th Ave.; 65-463-1923), waiters carve BBQ leg of lamb and beef tenderloin at your table. For authentic Chinese, the informal **Majestic Restaurant** (31/37 Bukit Pasoh Rd.; 65-223-5111) is the local favorite. The best view of Singapore is on display at **Compass Rose**, atop the 70-story **Westin Stamford** (65-338-8585); specialties include oysters imported from France and New England lobster. Best authentic local cuisine is at the hawker food stalls.

Stay Up Late The trendy crowd does **Studebaker** (Pacific Plaza, 9 Scotts Rd.; 65-736-0006); the club of the moment keeps pulses racing with hired dancers, a penthouse view and strictly vinyl tunes. Cover: \$14-\$17 weekends. The entertainment menu at **Sparks** (Ngee Ann City, 391 Orchard Rd.; 65-735-6133) includes live rock, jazz and world beat bands as well as a VIP lounge. Cover varies. **Good Buys** Snap up anything from Cartier to brass baubles, all at free-port prices. For Asian artifacts, head to **Lim's Arts and Crafts** (211 Holland Ave., Holland Rd. Shopping Center; 65-467-1300) and **Windows of the Past** at the Trademart (60B Martin Rd.; 65-235-2760).

Neal Feduchka is a business and travel writer who lives in Southeast Asia.

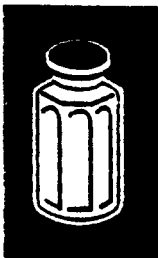
Boston Sunday Globe

SUNDAY, APRIL 16, 1995

TRAVEL

Three days of the **connoisseur**

By Mark Jenkins
SPECIAL TO THE GLOBE



If you're a food lover, the tiny, multi-ethnic city-state of Singapore is the most exciting travel destination. Admittedly, I'm biased; I was born, raised, and fattened up on that Southeast Asian is-

land. But mine is a reasonable conclusion if you correlate Singapore food's high quality, great variety, low cost, strict hygiene standards (draconian health laws ensure safe eating even in the most ramshackle food stall) and the profusion of food outlets.

Singaporeans themselves are food mad. The Chinese equivalent of "How're ya doin'?" translates as, "Have you eaten your fill today?" Chinese of many different dialects and cuisines make up 78 percent of the population; Malays, 10 percent; Indians of both Muslim and Hindu faith, 7 percent; and the remainder is a hodgepodge of other races.

Eating here is a serious business, the main form of social interaction. If a restaurant is not very good, as well as competitively priced, it'll go bust.

With the idea of cooking up a fantasy restaurant tour encompassing Singapore's most distinctive cuisines, I recently lunched at the Raffles Hotel with Juliet David, one of Singapore's best-known professional gourmands (every

Singaporean is an amateur food expert, it seems). David founded Singapore's Wine and Dine magazine and is at work on a definitive book of Singapore food called "Festive Foods."

We decided to limit our time frame to 3.3 days, the average stint of visitors to Singapore. This restriction almost precipitated a food fight as we squabbled over SINGAPORE Page B



PHOTO/MARK JENKINS

T
spot
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delights.

In Singapore: three days of the connoisseur

■ SINGAPORE

Continued from Page B1

whose favorite back-alley stall would or wouldn't make the cut, but we eventually emerged with what we felt was an exciting introduction to Singapore food and restaurants.

Here are our recommendations:

DAY ONE

Breakfast: In Singapore's Little India neighborhood, a motley crew of locals and budget travelers pack Komala Vilas every morning for a traditional Southern Indian vegetarian breakfast of dosai (rice flour pancakes). Choose between several types of dosai, each displayed in photographs on the wall. All three types are served with tart yogurt, dhal

(lentil), minced onion dip or grated coconut dip. Wash it down with a lassie (yogurt milkshake). Cost: \$1. Dress: Yeah, right.

(Note: If you're feeling adventurous, the "rustic" corner coffee shop downstairs serves dosai for 30 cents, about half the cost of an hour's city parking.)

Lunch: Swee Kee on Middle Road, two streets down from the Raffles Hotel, serves Singapore's finest chicken rice. This Hainanese Chinese meal is an exercise in simplicity. It consists simply of rice steamed in chicken broth so it's perfectly moist, poached chicken that melts in your mouth, small portions of ginger and chili sauce and a large bowl of clear soup. Sublime. A traditional Hainanese cafe atmosphere

completes the experience. Cost: \$3. Directions: 51 Middle Road. Dress: Hint - your waiter will be wearing thongs, shorts and an undershirt.

Dinner: For the legendary Dutch/Indonesian Rijstafel (rice table), there's no more spectacular a venue than the Alkaff Mansion. This meticulously restored 1920s mansion is on Singapore's highest point, overlooking tropical vegetation and, in the distance, the twinkling lights of Singapore Harbor. Rijstafel is a multidish meal served at the Alkaff by a caravan of 10 women wearing sarong kebaya (traditional Malay dress). These dishes may include Soto Sayuran (vegetable soup), Rendang Ayam (chicken curry) and Ikan Kurau Gula Assam (local fish in a tamarind sauce). As the ceiling fans slowly turn, you feel as if Mata Hari might walk in at any moment. Cost: \$35. Directions: \$4.50 cab ride from Orchard Road (tell the cabbie it's on Telok Blangah Hill). Dress: Tropical chic.

DAY TWO

Breakfast: Liang Heng on Mosque Street is one of the best places in Chinatown for a classic Teochew breakfast of muay. This silken-smooth, savory porridge can be eaten alone or with an array of side dishes, such as Ter Thau Chang (pig's head jelly), Ter Khar (pig's trotters) and Bah Ee (fish and meat cake).

For something a little less daring, directly across the street is a tiny dim sum restaurant called Tai Tong Hoi Kee. This humble establishment serves a variety of steamed dumplings, buns and pastries beginning at 4 a.m., perfect if you're suffering from jet lag and wake with a start long before dawn. A choice of three landmark restaurants serving completely different regional Chinese breakfast dishes - all as famous in their own right as croissants or bacon-and-eggs - in the space of a few dozen square yards. That's Singapore for you.

Cost: All three below \$5; how SINGAPORE, Page B8

Dining under the stars in Singapore

on scads of tasty seafood

■ SINGAPORE

Continued from Page B6

much below depends on how much you eat. Directions: At numbers 3, 48 and 50 on Mosque Street, which can be found on any tourist map. Dress: In between a cabbie and a millionaire banker, both of whom frequent

these establishments.

Lunch: Like the culture itself, Peranakan cuisine is a blend of Chinese and Malay ingredients and cooking styles (it originated centuries ago when Chinese settlers - forbidden by law to bring women from China - married Malay women).

Peranakans have always prided themselves on their home cooking. At Nonya and Baba Restaurant, the kitchen is run by "Auntie" Dolly, and the floor by her husband, Johnny Yeo. You truly feel you're eating in someone's home. To assist the uninitiated, the menu contains photographs of the various dishes. Peranakan specialties here include Ayam Bua Keltiak (chicken cooked with black nuts), Otak Otak (spicy barbecued fish paste) and Chap Chye (stir

fried vegetables). Cost: \$8-\$12. Directions: 262 River Valley Road (\$2 cab ride from Orchard Road). Dress: Casual.

Dinner: It's the thing to do for locals: Head to the island's east coast, and, underneath the stars, while the breeze rustles the palm fronds and the waves lap at the beach, chow down on mountains of seafood. Singapore is justly famous for its range of seafood (Juliet David claims seafood doesn't taste the same anywhere else in the world). And there's no better place to sample the variety than at the East Coast Seafood Center. Eight virtually identical restaurants proffer almost identical dishes that in turn are identical in their delectability. Whichever restaurant you choose, try to sample local favorites like shark fin soup, steamed garoupa with ginger, barbecued sea bass, deep fried calamari and the legendary chili crab (to be experienced to be believed!). Come in a big group, if possible, so you can order a large selection of dishes and everyone can share the food - Singapore style. Cost: \$10. Directions: a \$4 cab ride from Orchard Road. Dress: Some customers will be heading to a chili nightclub, others will have just stepped off a sailboat.

rice, also using chopsticks (though don't be afraid to ask for a fork and spoon). On a stand next to your table will be a kettle of boiling water. Use it to fill the pot stuffed with tea leaves, then pour into the cups. Drink plenty of tea to cut the richness of this meal. Cost: \$8 (for two). Directions: \$1.50 cab ride from Orchard Road (ask for Newton Circus). Dress: Something slurp-proof.

Lunch: One of the most unusual lunches you'll ever eat is a curry

Dress: Something you don't mind getting curry spilled on.

Dinner: My dears, the Raffles is the only place one should take "tiffin." After all, they've been dishing it up in their Tiffin Rooms since the 19th century. Tiffin curry refers to mostly Malay and Indian dishes that were adapted to suit the early colonials' palate. Instead of an identity being lost, though, a new one was created. In a quintessentially 1920s ambience - teak tables, "parlor back" brentwood chairs, white linen and silver flower vases - feast on a buffet of dishes and a galaxy of condiments too numerous to list. The buffet is presided over by one Chef Goh, whose association with the Raffles Hotel dates to the 1930s. Cost: \$18 (\$25 for dinner). Directions: On any city map. Dress: If you have to ask, you simply don't belong.

Like the culture itself, Peranakan cuisine is a blend of Chinese and Malay ingredients and cooking styles. Peranakans pride themselves on home cooking.

DAY THREE

Breakfast: Start your third day with Bak Kut Teh served al fresco at stall No. 77 at Newton Circus, one of Singapore's best-known "hawker centers" (a conglomeration of food stalls).

The literal translation of this stick-to-your-ribs breakfast is "Pork Bone Tea." It allegedly originated with rickshaw pullers who believed the hearty meal gave them strength though the day. You'll be served a bowl of pork rib soup, Chinese crullers, pickled vegetables known as Kiam Chai, steamed rice and a pot of tea and tiny cups. The ribs and soup you eat with chopsticks and a spoon, occasionally dunking the crullers. Eat the vegetables with the

served on a banana leaf at Muthu's or Banana Leaf Apolo (incorrectly spelled because a soothsayer warned the proprietor to spell it with only one "l.") These neighboring South Indian restaurants, owned by brothers, are hugely popular. On Sundays, they heave with the sunburned boating crowd. The specialty here is fish head curry. You'll have to trust me on this one; it's delicious. Just sit at the communal style Formica-topped tables, and dhoti-clad waiters will materialize and slap down a banana leaf "plate" in front of you, then load it with rice, your choice of curries (chicken, prawn, mutton, fish) and vegetables. You've got to make your decision quick; these guys don't like to linger! Fish head curry is served separately, and you'll need at least two to tackle it. Use a fork and spoon or wade in with your fingers (using your right hand only). Beware, the food's pretty spicy. Wash it down with a lime juice or an ice cold bottle of the excellent local beer. Cost: \$5-\$10 will get you stuffed to the gills. Directions: 56 and 76 Racecourse Road (any cabbie will know it).

DAY FOUR

Breakfast: You're preparing to lose all that weight you put on these last few days, so it's a fruit breakfast for you before you leave for the airport. Oh, what the hell, have Nasi Lemak at the venerable Shangri La Hotel's coffee shop. This Malay favorite has as its centerpiece a mound of coconut milk-cooked rice, with which you receive a choice of beef or prawn curry, fish barbecued in banana leaf fronds, dried crispy anchovies and, on top of the rice, a fried egg. The beauty of this dish is it lets you sample several Malay flavors. Cost: \$6. Directions: \$1.50 ride from Orchard Road. Dress: Casual.

Note: The Shangri La's Nasi Lemak is a delicious but upscale version. More modest versions of the dish can be found at many Muslim food stalls in hawker centers for about \$2.

For more information on Singaporean cuisine, pick up a copy of "Feasts and Fun," an excellent guide to eating and carousing in Singapore (including simple maps), free from the Singapore Tourist Promotion Board at its Raffles City branch or by calling the STPB's New York office at (212) 302-4861.

Mark Jenkins is an author, freelance writer and television producer. He was born, raised and educated in Singapore.

DISCOVERING
SINGAPORE

Dining for What Ails You

Ask for Li, who gives checkups and menu suggestions

By Mark Jenkins

HAVE A HORRIBLE feeling I know what's going to happen next.

"Just a moment," says my pal Boon Hee, laying down his chopsticks, jumping up from the table and scuttling through the packed Imperial Herbal Restaurant in Singapore. I'm left nervously to make small talk with Mrs. Wang Tee Eng, the restaurant owner, in between mouthfuls of "Quick-Fried Shredded Fish With Yam."

My worst fears are confirmed when Boon returns waving two branch-like objects. "This one bull penis. This one deer penis!" he announces triumphantly.

Curious diners watch my expression as Boon and Mrs. Wang explain the aphrodisiacal properties of the two organs, and how they're boiled, dried and sliced to make into curative soups and wines or "tonics." Mrs. Wang points to the shriveled testicles and says, "That's where all the hormones are."

I wish someone would beam me up to an overflying 747 that will whisk me stateside, where lunch companions are not in the habit of brandishing mammal members at me in public eating places. Mercifully, Boon returns the offending objects to the kitchen, and we resume one of the most interesting — albeit peculiar — meals I've ever eaten.

The Imperial Herbal Restaurant — on Seah Street just blocks from the legendary Raffles Hotel in the heart of "Old Singapore" — is, according to its dainty Singaporean Chinese owner, the world's only restaurant serving a full gamut of dishes expressly intended to remedy conditions ranging from arthritis to low sexual appetite (that's what the bull and deer you-know-whats are for).

The restaurant's runaway success in Singapore may be attributed to the Chinese conviction that you truly are what you eat. It was inspired by southern China's "tonic soup" cafes — eateries specializing in soups made with ingredients said to possess curative powers. Patrons of these establishments believe their "yin" and "yang" can be calibrated through judicious consumption of these soups.

During a visit to southern China in 1986, it occurred to Mrs. Wang — freshly graduated from business school in Canada — that she could take the tonic soup concept a step further in Singapore, whose population is 78 percent Chinese, prosperous and food-obsessed. She opened the Imperial Herb Restaurant in 1988, which, in contrast to the downhome ambience of the traditional tonic soup cafes, is decidedly upscale, replete with rosewood furniture and fittings and antique silk wall hangings. The restaurant seats 160 and the day I was there, it was crowded.


A famous Chinese herbalist/physician from Tianjin, Li Lian Xing, has been on Mrs. Wang's payroll from the start. Li worked with a master chef, Shi Lian Yong, to concoct a myriad of health-enhancing recipes. Not only did the dishes have to have curative powers. They had to be delicious, too.

Take, for instance, my shredded fish with yams. The fresh-steamed fish was firm but tender and served in a pungent garlic sauce that was at once sweet, savory and spicy. According to Mrs. Wang, the yams will help strengthen my spleen and stomach, improve my digestive system and tone up my lungs and kidneys. And the dish also purports to reduce blood sugar and remedy mild forms of diabetes.


As for Double-Boiled Chicken Soup with Ginseng and Chinese Wolfberry, the hearty dark broth allegedly improves blood circulation, lowers cholesterol, improves eyesight and helps control diabetes. The chicken for this dish is "black chicken," with flesh as dark as slate, believed to be more nutritious.

Double-boiling, as Mrs. Wang explains, is cooking tonic soup in a container that is then placed in yet another cauldron filled with boiling water. There is no direct contact with the heat, and so it cooks slowly and steadily. The very low evaporation ensures that most of the nutrients remain.

I'm warming to the subject, and ask Mrs. Wang to recommend something for the after-effects of a 24-hour transcontinental, trans-Pacific marathon flight from Boston. "Coming from a cold, dry climate to



*Success may
be attributed
to the Chinese
conviction
that you are
what you eat.*



Singapore, which is hot and humid, requires your lungs to be moistened," she says. "And for that I recommend dishes using the bulb of lily flowers."

And jet lag itself? "Ginseng!" blurts Boon, and Mrs. Wang nods sagely: "Ginseng in tea, in soup, in main dishes — always restorative," she intones.

Flipping through the menu, I encounter dishes far more exotic than the ones Boon has ordered for us: "Monkey-Head Mushroom with Milk Vetch Root (improves complexion; enhances memory and all mental functions; sedative prevention of cancer, especially stomach cancer); Stewed Shin Beef with Polygonum Multiflorum Soup (prevents premature graying, promotes longevity); Fresh Water Fish with American Ginseng (prevents spontaneous perspiration, fatigue, shortness of breath); The Whip Soup (aphrodisiac); Gui Fei Soup (a lady's tonic soup for a youthful and beautiful complexion); Multiflorum Jelly (preserves the original color of the hair)."

Some dishes have as their main ingredient scorpions and ants, which are first marinated in Chinese rice wine and deep fried in a lightly spiced batter to a crispy golden brown. Ants, a group of esteemed Chinese scientists recently reported, act against rheumatism, hepatitis-B and other "immunity disorders."

One of the Imperial Herbal Restaurant's selling points is Li's ability to get his hands on China's finest herbs, many of which the Chinese government restricts from export. This is thanks to the restaurant being a joint venture with the government — an anomaly that is testament to Mrs. Wang's proficiency in the art of the deal (for its part, the Chinese government welcomes the foreign currency).

Another draw is Li himself. The trained herbalist (he's also a qualified physician) mans a traditional-looking Chinese herbal medicine counter close to the elegant restaurant's entranceway. By request, Li will check your pulse, examine your tongue, provide a diagnosis of your health and recommend dishes you should order. He may also prescribe herbs to steep in hot water and drink. Packaged herbs range from about \$4 to \$15. You might choose a remedy for female sexual ennui or a mixture that promises to preserve "youth and longevity."

A gift of about S\$10 (U.S. \$4), presented in a traditional red envelope (available at stationery stores), is a customary — though entirely optional — gesture of appreciation for Li's consultation.

Part of the restaurant's appeal lies in its competitive prices. Set lunches for two begin at about \$43. An excellent dinner for two can be had for \$60. Bear in mind, the more of you there are, the lower the price, and the greater the variety of dishes you can sample.

Yes, it's easy to find items on the menu that won't deter the faint of heart and timid of palate. Most of the dishes feature quite familiar ingredients — seafood, poultry, beef and vegetables; it's only the presence of the oddly named curative herbs that is potentially off-putting. Bolder gourmands can venture off the menu's beaten path toward the deep-fried ants.

Slowly, the restaurant starts to empty. Boon and I finish our dessert of Menthol Jelly with Honeysuckle Flower ("Good for sore throat"), which frankly makes me feel a little peculiar. Although it has the look and texture of lime Jell-O, menthol has the same effect on lungs as old-fashioned mentholated chestnuts do.

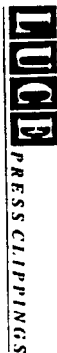
I sit back in my seat, waiting for a wave of well-being to wash over me, sweeping away in its path the detritus of jet lag.

Nothing.

"It's not like western drugs," Mrs. Wang says admonishingly. "You must live healthily and eat herbal meals regularly. No quick fix solutions." Well, at least my "original hair color" has been preserved.

The Imperial Herbal Restaurant, in the Metropole Hotel, 41 Seah St., is open 11:30 a.m.-2:30 p.m. and 6:30 p.m.-11 p.m. daily. For more information about Singapore, contact the Singapore Tourist Promotion Board, 590 Fifth Ave., 12th Floor, New York, N.Y. 10036; (212) 302-4861.

Mark Jenkins is a freelance writer.



Cruise lines make waves with deals

By Arline Bleecker

PEOPLES PEDAL TO THE SENTINEL

There are lots of ways cruise lines lure passengers into booking a cruise — from selling the rizzle to baiting the cruise hooks with gourmet food. Short of giving away a free cruise, though, the lures that probably make the most waves are the deals and discounts and special offers.

Here are several that have been recently announced:

■ For years, Seabourn, a line at the top end that sails exclusive luxury yachtlike vessels, has prided itself on staying out of the price-war fray. Even as cruisers in its two ships generally plunk down around a whopping \$1,000 a day for a cruise, Seabourn has enviously refused to offer discounts. But Seabourn has just announced a "repricing" of its Caribbean and Panama Canal cruises between October 1995 and April 1996 that represents savings of from 17 percent to 38 percent off published rates.

Eight cruises, ranging from four to 11 days, are earmarked for Seabourn's new pricing strategy. Fares now will range from

\$399 to \$601 per person per day, including economy class air fare from designated North American gateway cities, a one-night pre-cruise hotel stay and transfers. Both Seabourn's luxury vessels also have a firm no-tipping policy.

The brochure price for Seabourn's 11-day March 6, 1996, cruise from Fort Lauderdale to Barbados, for example, is \$8,175 for a standard suite on the all-suite 204-passenger Spirit. New pricing for this cruise is \$5,325, and past passengers can save an additional 10 percent. Passengers who booked their cruises before new rates were announced will receive refunds for the difference.

Seabourn's Caribbean and Panama Canal cruises visit ports in Puerto Rico, the British and U.S. Virgin Islands, St. Barts, St. Maarten, Martinique, the Grenadines, Aruba and Costa Rica. For more information, call (800) 929-4747.

■ Star Clipper has reduced cruise-only rates on its two tall-masted sailing vessels, the largest clipper ships under sail. Rates for double outside cabins have been reduced by about \$600

per couple on selected seven-day Caribbean voyages of Star Clipper through August. Reductions also are available on a seven-day Mediterranean sailing from Cannes on its sister ship, Star Flyer, departing May 13. For more information, call (800) 442-0551.

■ Pearl Cruises is offering unbeatable two-for-ones on an exciting 21-day "Borneo & the Ring of Fire" cruise aboard the Pearl to the rain forests and wildlife of Southeast Asia. Fares for the cruise/four, departing by air from the United States on April 6, start as low as \$1,875 per person, double occupancy, and include a three-night stay in Bali and a two-night stay in Singapore.

Host of the cruise will be one of the Blair brothers, the world-famous adventure team whose PBS series, *Ring of Fire*, was based on their 10-year sailing odyssey. Prominent ornithologist Peter Alden also will lead a special series of excursions to the region's major wildlife parks and reserves. Alden is author of several *Audubon Field Guides*.

Port stops include Komodo Island (home of the fierce Komodo dragon, the largest living lizard),

Palopo in Sulawesi and the Malaysian jungle capital of Kuching. For more information, call Pearl Cruises, (800) 556-8850, or Spur-of-the-Moment cruises, a California cruise discount, (800) 427-8473.

■ Interested in a tax-time bargain? Celebrity Cruises is offering a \$99 special for children cruising on the April 15 sailing of the Meridian. The seven-night cruise departs from Fort Lauderdale and offers four full days in Bermuda, an island offering plenty of child-friendly attractions, including a botanical garden, an aquarium, the Maritime Museum and the Crystal Caves.

The Meridian offers supervised on-board activities by age groups, and baby-sitting services are available. The special youth fare applies for third or fourth occupancy in a cabin. Because not all cabins can accommodate three or four people, bookings are on a first-come, first-served basis. Cruise-only rates for adults begin at \$919 per person, double occupancy; children under age 2 travel free. For more information call (800) 437-3111.

■ Norwegian Cruise Line's series of fleetwide repositionings

this spring and fall offers price-wise cruises that include Panama Canal transits and Alaska Inside Passage voyages.

Among NCL's eight repositionings are Windward's 14-day trans-canal cruise April 23 from San Juan, Puerto Rico; Windward's eight-day Alaska highlights cruise (during which passengers also will have a chance to audition on board to become contestants on *Wheel of Fortune*), departing May 7 from Los Angeles; Seaward's six-day Virgin Islands and Bahamas cruise, departing May 8 from Miami; Starward's six-day Caribbean sailing, round trip from San Juan, departing Sept. 30; and Dreamward's 15-day Caribbean-Bermuda highlights cruise departing New York Oct. 14, concluding in Fort Lauderdale.

In addition, Norway, NCL's flagship, will sail three seven-day western Caribbean cruises, departing May 27, Sept. 16 and Nov. 4. Traditionally, the Norway sails only eastern Caribbean routes. The special sailings call at Ocho Rios, Jamaica; Grand Cayman; Playa del Carmen; Cozumel; and Great Stirrup Cay, the line's private island in the Bahamas. For rates and information, call (800) 327-7030.

Singapore, Swissair fly to the top of airline guide

Zagat, the outfit that publishes those handy in-room restaurant guides, has completed its every-other-year survey of domestic and foreign airlines. Forty-six carriers were judged by nearly 10,000 travelers on four key criteria: comfort, service, on-time performance and food.

Sharing the top two slots on the list of most-favored foreign carriers are one airline renowned for its silken pampering of passengers over long-haul flights to Asia and another with a stellar reputation for efficiency.

Singapore Airlines earned the best overall score (26 on Zagat's 30-point scale), while Swissair came in second with a score of 24.

The Travel Desk

**Libby
Smith**



I'm a bit surprised at Swissair's high score. Flying that European airline in business class from Zurich to Atlanta last fall, I was sorely disappointed in the food as well as the service. Seven years ago, I flew the same route in coach and proclaimed it better than first class on any U.S. carrier's domestic routes. Personally, I think Swissair has slipped a little.

Rounding out Zagat's foreign Top 10 are Cathay Pacific,

Japan Air Lines, Qantas, ANA (All-Nippon Airways), Virgin Atlantic, Lufthansa, KLM and Finnair.

Surprisingly, three lesser-known regional airlines lead the larger nationwide carriers in Zagat's domestic rankings. Midwest Express (scoring 23), Alaska Airlines (21) and Kiwi International (19) are followed by American, Delta, United, Reno Air, America West, Midway Airlines and Northwest.

Southwest Airlines, a favorite with Arkansans, finished with a composite score of 15, barely surpassing Continental and Carnival airlines. In the lower reaches of the domestic ratings, although Southwest tied Alaska Airlines for best on-time performance, its over-

all score was diminished by its rankings in the other three categories.

Some of the comments on Southwest from Zagat survey participants are undeniably accurate:

For many budget-minded fliers Southwest is "the no-frills choice" for being prompt and well-run, with fares that "can't be beat." But not everyone likes the scramble for unreserved seats ("barbaric"), "fun" crew ("can the jokes"), barebones planes ("a bus with wings"), tight quarters and no meals ("at least sardines get vegetable oil"). However, fans say "you can't argue" with the Friends Fly Free two-for-one deal, "best for short hops," and, as realists note, "get used

to it — this is the future."

The overall Zagat cellar-dweller should be no surprise. With a composite score of 6 (including a "4" for food), Aeroftot is still a long way from playing in the same league as Singapore or Swissair. Survey comments on Aeroftot include: "This is what they mean by a wing and a prayer," "BYOA (bring your own airline)," and "once is more than enough."

The new Zagat airline survey is based on responses from 9,394 frequent travelers, including 667 travel agents, meeting planners and corporate travel personnel.

Libby Smith is the travel editor of the Democrat-Gazette.

New tourism Web site to ease cyberspace journey

By Gene Sloan
USA TODAY

Globe-trotters with access to a computer and modem can travel the world these days without ever getting up from their chair.

And it'll soon get even easier.

The United States Travel and Tourism Administration is joining forces with University of Colorado programmers to create a unified presence for the travel industry on the Internet's World Wide Web.

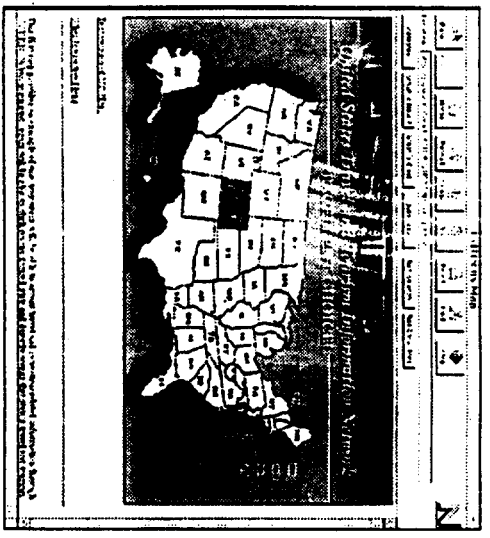
"This is meant to be a unifying project for the entire travel industry... one place where you can go to get all your travel information," says project director Jonelle Nuckolls.

The project is meant to organize and standardize the massive amounts of travel information becoming accessible to computer users on the far-flung Net, which can be a bear to navigate.

Every day, it seems, someone adds a new travel stop on the Web. Hotel companies, Tourist offices, Travelers themselves.

But to get to the information, cyber-travelers must either know and type in the often-cryptic (and very unforgiving of typos) "hypertext transfer protocol" or hitp address, or get there through another site that offers a link to it.

The unifying site will be called the United States Travel and Tourism Information Network. A prototype is already up (<http://www.colorado.edu/USTIN/home.html>). By next year, a fuller version will give travelers a single Web site where they'll find detailed information on every state



ONE STOP: United States Travel and Tourism Information Network prototype is already up.

and city in the nation.

"It's all happening very fast," says Nuckolls. "Eighty percent of (the sites for travel information) are still under construction."

Indeed, the travel information available on the Web is "still embryonic," says Jane Bosveld, articles editor for *NetGuide* magazine.

The Singapore Tourist Promotion Board, for instance, put a massive amount of information on attractions, hotels and restaurants on the Web. But travelers looking for information on Scotland will

only find a few pictures and bare-bones essentials.

"At this point, someone planning a trip to a specific location would probably still find more extensive information in a guidebook," says Bosveld.

But just wait, say experts.

"There is going to be an incredible amount of travel information available, much richer and more detailed than what is now available in travel books and magazines," says Michael Wolf, whose popular line of Internet guidebooks will soon include *NetTravel*.

Already the Web and on-line services have one advantage over travel books and magazines. "You can open an immediate conversation with someone who has just been to the place you're talking about, or with someone who is in the place right now," Wolf says.

Type in *I'm going to Hong Kong. What should I do there?* and "Immediately, you're going to get lots of genuine responses," he says.

"The problem with all travel books is they're out of date almost as soon as they're published," he says.

Another Net, or on-line advantage: Travelers can be their own travel agent, booking and paying for trips instantly over the computer. Such services are already available on-line, and the practice should take off on the Web once programmers assure that financial information like credit card numbers is safe from computer hackers, Wolf says.

On this page, we look at what is available for travelers on the major on-line services and the World Wide Web.

Trek through Nepal. Soak up the sun in Rio. Catch a glimpse of Russian dinosaurs. The vacation of a lifetime is at your fingertips. How can you resist?

Around the World In a Weekend

By Seth Godin

Illustration by Margaret Riegel

I earned 45,000 frequent flier miles last week. Never got jet lag. Had no nasty cab drivers to deal with and gained not a pound.

Virtual travel: What a concept. Check out the sights in Brazil, India, Greece, even Russia, without all the hassles. Save time, save money. Eliminate those pesky problems that travelers face all the time (like finding someone who speaks English).

Thanks to the Internet and the commercial online services, you can tour the world from the safety of your own desk and you can do it in the midst of winter—just the time many people need a travel fantasy. Touring the world with this guide will increase your cultural IQ and give you a chance to experience the World-Wide Web as well as Usenet and the commercial online services. You may not actually feel the rumblings of an ancient volcano or smell the dim sum, but you will see carved African masks and hear Mother Teresa speak.

Buckle your seat belts, put your seat in the locked and upright position and hang on for a trip around the world.





SINGAPORE TOURIST PROMOTION BOARD

Singapore has its own online tour agent.

SINGAPORE

In case you miss stopping at a real tourist bureau, here's one that's online. The Singapore Online Guide Web page is issued by the Singapore Tourist Promotion Board and is, therefore, jam-packed with everything that Westerners would think of doing in Singapore, including some romantic jaunts like taking a "trishaw" tour along the waterfront or a Chinese junk ride to see the sunset. If you're homesick for American tourist-trap-type fun, the page

will direct you to the nearest crocodile wrestling show.

The page even offers an Interactive Tour Agent function that asks you questions about your interests and presents you with a customized tour of Singapore.

For America Online members, go to the Traveler's Library and read an essay about "surprising things" that one AOL member learned about Singapore on a recent vacation. Type in the keyword-travel and click on the Travel Forum icon. Click on the Travel Library icon. Scroll the list to Hong Kong and Singapore.

- The Usenet newsgroups that you'll want to look through are *rec.travel.asia*, *soc.culture.asean* and *soc.culture.singapore*.
- Singapore Online Guide: <http://www.ncb.gov.sg/sog/sog.html>

CYBER SPACE

HEADS

UP

By CAROLINE E. MAYER
Of The Washington Post

Food has entered cyberspace.

Even kitchen curmudgeons who can't imagine a reason for surfing cyberwaves may change their minds when they realize what on-line can mean: getting, without effort, the name of the nearest Moroccan restaurant; "listening in" on scientific chat about chili peppers' Scoville units, finding a forgotten recipe without having to wade through knee-high piles of Gourmet magazines.

Listen in to any of the bulletin boards, join scores of user groups or browse through the dozens of newsletters and artistic postings on what's called the Web (the Worldwide Web, or WWW) and you'll find all sorts of foodspunk. There's the inane (such as John Paul Sartre's cookbook) and the arcane — the traditional food of

Slovenia, complete with recipe for young goat with wine (<http://www.ijs.si/>). For the exotic, call up Popular Recipes in Malaysia, produced by the Malaysia Tourism Development Board, of course (<http://www.jaring.my/database/resepi.html>). Then there's the pedestrian, including the Jellophile (<ftp://ftp.netcom.com/pub/ha/haze/www/jello.html>).

Many foodies use the information highway to tell the world about their favorite food finds, and scores of big-time companies including Godiva Chocolate and Robert Mondavi Winery, are turning to the Internet as well, hoping to increase their sales.

But be forewarned: If you decide to join the 4 million consumers who are regularly chowing down on electronic information, remember that for now, at least, there's no such thing as virtual food.

MAR 20, 1995

FOCUS P3960
PRESS CLIPPINGS

THE WEB

Call it pie in the sky — or just millions of inedible bytes.

Whatever you call it, food has entered cyberspace.

Even kitchen curmudgeons who can't imagine a reason for surfing cyberwaves may change their minds when they realize what on-line can mean: getting, without effort, the name of the nearest Moroccan restaurant, "listening in" on scientific chat about chili peppers' Scoville units, finding a forgotten recipe without having to wade through knee-high piles of Gourmet magazines.

Plug in your computer, boot it up and get onto the "Net. Then, listen in to any of the bulletin boards, join scores of user groups or browse through the dozens of newsletters and artistic postings on what's called the Web (the Worldwide Web, or WWW) and you'll find all sorts of foodspeak. There's the inane (such as Jean-Paul Sartre's cookbook) and the arcane — the traditional food of Slovenia, complete with recipe for young goat with wine (<http://www.ijs.si/>). For the exotic, call up Popular Recipes in Malaysia, produced by the Malaysia Tourism Development Board, of course (<http://www.jaring.my/database/resepi.html>). Then there's the pedestrian, including the Jellophile (<ftp://ftp.netcom.com/pub/haze/www/jello.html>).

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The Washington Post

Seymour, IN
Tribune

Tuesday

D 9.447

MAR 7, 1995

N2596

LUCE PRESS CLIPPINGS

Indiana, PA
Gazette

Tuesday

D 13,354

MAR 7, 1995

N4720

LUCE PRESS CLIPPINGS

Griffin, GA
News

Atlanta Met Area

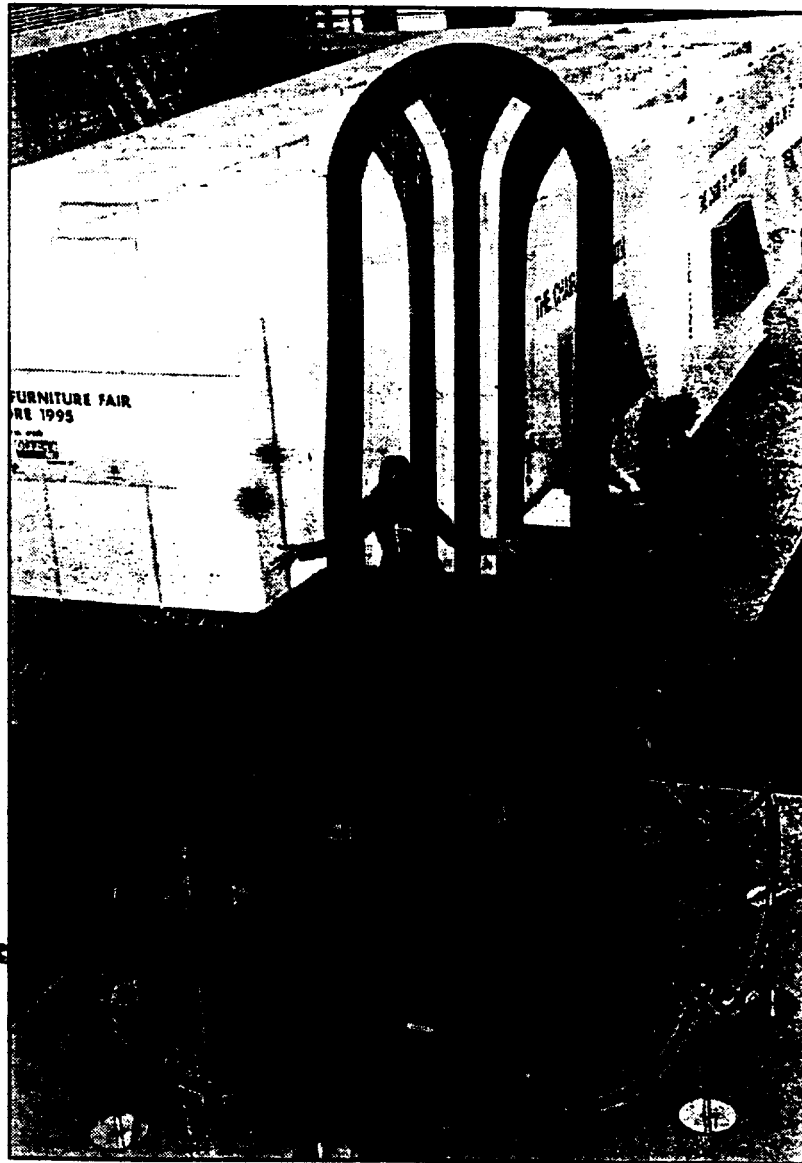
Tuesday

D 11.929

MAR 7, 1995

N1996

LUCE PRESS CLIPPINGS



SINGAPORE CHAIR — A Singaporean usherette sits on a giant "Kiasu" chair Tuesday which will be the main attraction at the opening of the Singapore Furniture Fair at World Trade Center in Singapore this week. The Kiasu chair is the giant version of the "Coco" chair manufactured by Singapore's Koda Woodcraft. (AP photo)

Elkhart, IN
Truth
Elkhart Met Area

Sunday SUN 32,006

APR 2, 1995

N2488

LUCE PRESS CLIPPINGS

Marion, IN
Chronicle-Tribune
Marion Met Area

Wednesday D 20,711

MAR 8, 1995

Valparaiso, IN
Vidette-Messenger
Chicago Met Area

Tuesday D 16,143

MAR 14, 1995

N27418

LUCE PRESS CLIPPINGS

Michigan City, IN
News-Dispatch
Michigan City Met Area

Saturday D 14,328

MAR 11, 1995

N2562

LUCE PRESS CLIPPINGS

Iron Mountain, MI
News

Tuesday D 10,887

MAR 7, 1995

N3164

LUCE PRESS CLIPPINGS

Noblesville, IN
Ledger
Indianapolis Met Area

Wednesday D 8,858

MAR 8, 1995

N2578

LUCE PRESS CLIPPINGS

Lebanon, IN
Reporter
Indianapolis Met Area

Wednesday D 7,132

MAR 8, 1995

N2550

LUCE PRESS CLIPPINGS

Singapore roaring

By RUBY SWICKARD

For The Muncie Star

Singapore is celebrating its 30th anniversary as a republic, and Muncie residents Harlean and Ross VanNess found the city has much to celebrate.

Singapore — a city, an island, a republic — is halfway around the globe from Muncie. It takes about 30 hours, including airport time, to travel to the "futuristic" community of 218 million people.

The VanNesses recently returned from a 23-day trip to Singapore. Ross, Ball State University professor emeritus of continuing education and president of Growth and Effective Management Associates, conducted a seminar, "Total Quality Management," for the Singapore Manufacturers Association. About 100 Asian business people representing 40 companies attended the 52-hour training course.

"Singapore is unique," Ross said, "because it is entirely a planned community. Everything has been planned in a very systematic way. They put in an infrastructure of roads, transportation, electricity, water systems and airport.

"Then around this structure they have been building carefully zoned planned housing and business units."

Singapore, a Sanskrit word meaning "lion city," has been used as a name for the island and city since 1200. It was so named because of the many tigers living there were mistakenly called lions.

Singapore came under British control in 1824, and in 1826 it became part of the Straits Settlements, a British Colony. For 3 years, during World War II, Singapore was under Japanese control. In 1963, having obtained internal self-government, Singapore joined the Malaysian Federation.

See VanNESS on Page 3B



Harlean and Ross VanNess found Singapore to be an interesting and exciting city.

Star photo/ KURT HOSTETTLER

Continued from Page 1B

In 1965, it withdrew from the federation and under the leadership of Lee Kuan Yew, it started on its way to becoming a modern, progressive, prosperous republic — a center of East Asian commerce and trade.

The area of this small southeast Asian island is slightly more than half the area of Delaware County. The population, about 3 million, is 78 percent Chinese, 14 percent Malay and 7 percent east Indian. English is the language largely used in education and commerce, although Malay and Chinese dialects are also heard.

The economy of this booming metropolis depends on international trade, shipping, banking, hi-tech industry and tourism. "The economy of Singapore is much like the United States in the 1950s," Ross said. "There are more jobs available than there are workers. The local newspaper had four sections of advertisements for job openings!"

"I found the main difference between Asians and Americans stems from the concept of the view of the individual in society," Ross said. "I think it is fair to say that in the western culture, the individual is the most important entity. We value our individual freedom almost to a fault; whereas Asian peoples are extremely group oriented, and the individual is supposed to work for the group — beginning with the family."

"Because of this orientation towards the family, forming teams and working in groups is much easier for them than in America," he said.

For the Chinese and Asian, it is important that to do well because you either bring honor or dishonor to the group you are associated with, he said, whether it is your family, your school or your business.

Harlean and Ross found that residents of Singapore were interested in Americans' perception of the 1994 incident of the American youth who received a "canning" for vandalism.

When Harlean was browsing in a furniture store, a stranger approached her and asked how Americans in general regarded the incident.

Harlean told the man she believed most Americans were not critical of the punishment. "In this man's opinion," Harlean said, "the young man did something that was against the law, and since canning was the punishment for that crime, why should Americans and the parents be upset?"

"The man also said that this young American had committed 53 acts of damage like scraping cars with a key and using spray paint — he was not being

punished for an isolated act of property damage."

Ross asked: "Why would a person expect to be treated differently from anyone else in this city of 2.8 million people?"

"And, when you think about the cost of cars and what it takes to get one, you can understand why the people were upset," Ross said. "In order to purchase a car in Singapore, you have to get a permit from the government to own the car. A limited number of permits are offered each year on a bid basis to the public. The price for the permit can be \$60,000 or \$70,000. And cars cost so much more there than in the United States."

"The permit is good for 10 years. When you buy a used car, you do not ask how many miles it has on it, but how many years are left on the permit."

This permit policy controls the number of cars on the island and few of the cars are more than 10 years old.

While in Singapore, Harlean and Ross visited their son Paul VanNess, who has been living there since August. Paul graduated from Northside High School and has a master's degree in information and communication sciences from Ball State. He works for Effective Family Lifestyles, a San Francisco-based business, which specializes in recreational systems and computer programs that provide fun and learning experiences for children and their parents.

The VanNesses also visited with Tommye and Robert Beavers, a representative of Muncie

Maxon Corp., who are in Singapore. It was during an informal gathering that comments were made about control of the news media. A woman from India said, "Most of the news gets in the Straits Times, but what is important in your country may be on page 20 and only a paragraph long."

Another guest said that CNN news has a 7-minute delay so that the news can be edited before it is aired.

"It is a very controlled society," Harlean said. "There are a lot of things they don't want you to know about, so you don't hear or read about them. But do you know what? I could go anywhere, anytime and feel safe. No matter what time of day or night or where I went, I had no sense of fear — and that is a wonderful feeling to have!"

"Singapore is so clean," she said. "There are fines for littering and defacing property. There is no litter or trash, and no graffiti, such as one sees in New York City."

"They may have a constitution similar to the United States, and within certain parameters, an individual can do what he wants," Ross said. "The main difference between the society of Singapore and America is that Singapore does not have a Bill of Rights. Some Americans could not live in such a restrictive society."

"In Singapore papers," Ross added with a smile, "there are not letters to the editor like those in The Muncie Star."

Woodbridge, VA
Potomac News
Washington DC Met Area

Sunday

SUN 27.715

MAR 5, 1995

N5502

LUCE PRESS CLIPPINGS

TRAVEL ANSWERS

By **TERENCE NEILAN**
N.Y. Times News Service

Q. I am planning a trip to the Orient in May or June and am interested in finding out about how to get from Hong Kong to Singapore in as economical a way as possible.

A. Unless you have unlimited time or a fear of flying the most feasible way of going is by air. When you book a ticket ask for New York to Singapore round trip, with a stopover in Hong Kong. And given a choice, go in May, which is in what airlines call the shoulder season, rather than June, when the high season begins and fares are increased.

Some airlines, including Northwest, Japan Airlines, United and Cathay Pacific, will give you the Hong Kong stopover without extra charge. On others, like Singapore Airlines, it will cost \$75.

In economy class the lowest fare quoted in late February on a regular scheduled airline for May was \$1,175 round trip plus \$35 tax on Northwest. The fare is good for Monday to Thursday (\$100 extra for travel on Friday, Saturday or Sunday). You would fly nonstop from New York to Tokyo and then be routed back through Hong Kong and Singapore.

If time is on your side and you would like to look into the possibility of taking a boat from Singapore, the following should be able to help:

Jecking Tours and Travel, Seventh Floor, China Insurance Building, 48 Cameron Road, Tsim Sha Tsui, Kowloon, Hong Kong; (852) 739-1188, fax (852) 721-2748.

Swire Travel, 18th Floor, Devon House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong; (852) 579-6699, fax (852) 590-0099.



Singapore Is the Talk Of Sydney's PATA Mart

A small dip in the number of buyers at the recent PATA Travel Mart caused speculation that so many wholesaler and tour operator mergers had greatly reduced the pool. It may be, said one British buyer, that "soon, hotels might just have 10 major players they need to talk to for any market."

Gerald Picolla, PATA's senior vice president-marketing, put a different spin on the lukewarm turn-out of buyers at the 22nd PATA Mart in Sydney: "Asian marts always draw better than the others. Seoul is just a tough act to follow."

Held between Feb. 8 and 11, the mart attracted 1,080 delegates, down just 35 from last year's total in Seoul. There were 282 buyers, 27 fewer than Seoul's 309—not exactly an enormous drop. Some 682 sellers populated 383 booths at the Sydney show, a good turnout according to Picolla, who called it "our biggest ever outside of Asia."

COMPETITIVE EVENTS

Working against the mart was the competition from other international travel events such as the ASEAN Tourism Forum (ATF) in Bangkok in early January and the International Tourism Bourse (ITB) in Berlin in early March.

In a way, this year's mart argued in favor of PATA's plan to move the mart to a permanent location in Singapore's Suntec City Exhibition Center beginning in 1998. Currently, the mart moves from country to country. PATA's board of directors decided on a permanent location in January after Singapore agreed to freeze the cost to PATA members to participate and to allocate 5 percent of the floor space at reduced rates to less affluent PATA members.

Though the decision was popular among sellers, who preferred a fixed date and setting, buyers were almost unanimously opposed to a permanent site. Ellen McNulty, president of New York-based Lynott Tours, offered a typical response: "A big part of my motivation for attending these marts is the inspection of the destination. After a few years I think they'll see their attendance drop."



Sydney and its harbor may have been the site of this year's PATA Mart, but the 1998 move to Singapore was on delegates' minds.

Mike Ross, New York-based TBI Tours' director of product development, said rotating destinations is important. "It's maybe 40 percent of my reason for coming."

"Don't get me wrong," said Joyce Odom of New York-based Absolute Asia. "Singapore has top-notch facilities and I'm sure they will do it well, but a moving a mart gives us a chance to see numerous destinations."

But outgoing PATA Chairman Joop Ave defended the choice: "It's essential to enhance other sources of income besides member dues. Any organization that relies on dues is doomed to fail. The name of PATA is big and it is valuable. We have to take advantage of that."

The decision was officially reached late

last year at a meeting of 17 life members of PATA in Jakarta, Indonesia. The members drafted a list of 10 recommendations. Among them was the need for seeking revenue sources other than membership dues.

"The mart," Ave said, "is now the biggest producer of revenues for PATA, but under the current framework it has culminated at its current size—mainly because it travels. The ITB and London's World Travel Market are located in permanent sites but people still manage to visit them. In fact, they do it by the thousands." (The ITB attracted nearly 50,000 trade visitors in 1995, including 5,000 exhibitors from 173 countries.)

ROOM TO GROW

Lakshman Ratnapala, PATA's president and chief executive officer, agreed with Ave. "After 22 PATA Marts, it's got to grow, and we need a permanent home to do that in. We researched and found that only a handful of countries could handle a larger mart: Hong Kong, Australia, Japan, Korea, Taiwan and Singapore. Then costs further reduced the number.

"In the final analysis we liked Singapore's offer. There we'll have plenty of space to grow and have partners with a vested interest in our success. Singapore's airlines, its hotels, the Singapore Tourism Promotion Board—all become our partners with this move."

Nearly everyone was delighted with the venue in Sydney's harbor. The only cloud seemed to come from the rumor mill that was rife with speculation that Picolla would retire from PATA after the conference in April. Other rumors had Picolla becoming head of the ASEAN Tourism Forum's mart, the Travex. Denying the rumors, Picolla said he planned to form a consultancy firm, tentatively called Picolla International.

Next year's mart will take place in Pattaya, Thailand, followed by the PATA Conference in Bangkok. In 1997, the mart and conference will be in Beijing. The board of directors recently chose Manila as the site of the 1998 PATA Conference, to coincide with the 100th anniversary of the Philippines' independence from Spain.

—James Ruggia



The Meaning Of Membership

In a recent interview, PATA President and CEO Lakshman Ratnapala cited 55 different projects in which the association was involved over the past 11 months. What it is that PATA actually does can best be measured over the long term.

Travel Agent recently asked several members of the tourism industry, in both private and public professions, to comment on PATA's role in the Pacific Rim and on how PATA has helped its member countries realize their potential as tourism destinations.

● **Cook Islands:** A PATA member since 1969.

Chris Wong, director of tourism, Cook Islands Tourist Authority:

"We've used PATA on a number of occasions, especially for training. We like the way PATA stresses a notion of respon-



PATA has encouraged Guam's preservation of historic landmarks.

sibility. In the Cook Islands we feel that we can deliver a valuable experience, a true cultural exchange. We don't like the word 'tourist'; we want guests, not tourists. Our responsibility is to try and give those who stay with us some knowledge, a glimpse into another way of living that they can take away with them.

If people are looking for bright lights and razzmatazz, they won't find it in the Cook Islands."

● **Guam:** A PATA member since 1951.
James Nelson III, general manager, Guam Visitors Bureau:

"PATA has provided a cohesive and central gathering point for important educational and destination information distribution. Through local chapter meetings, seminars, publications and the opportunity to have contact with the

Continued on page 16



MEMBERSHIP

Continued from page 10

greater PATA community, we have been able to develop relationships with people that have a focused interest in learning about Guam.

"PATA's notion of managed development and sustainable tourism is one we're very familiar with in Guam. There are programs to protect the clean air and water for which Guam is noted.

"Controls over commercial development have been established to maintain the quality of the island's natural environment. Also, recycling programs—both large and small—are operating on the island."



PATA helps Papua New Guinea reach a wide network of agents.

● **Indonesia:** A PATA member since 1957.

Neal Jacobs, general manager, Bali Four Seasons:

"PATA has helped Indonesia distribute both the wealth and the burdens of tourism throughout the archipelago.

the prestigious, PATA Heritage Award for the preservation of the historic fort that is now the Hotel Pousada de Sao Tiago. Last but not least, PATA membership gives us access to the 75 PATA chapters which provide forums for developing busi-

By encouraging development on a wider scale, it helps preserve that which is unique in places like Bali. PATA's call to environmental action in Asia is critical. These are serious issues that need serious consideration. PATA is leading the way."

● **Macao:** A PATA member since 1951.

Dorothy Furman, manager, North America Macao Tourist Information Bureau:

"Many PATA task force visits have resulted in informed planning of our tourism. PATA has held meetings of the Development Authority in Macao, and we have been awarded

ness to and within the Pacific Asia region."

● **Papua New Guinea:** A PATA member since 1978.

Kerry A. Byrd, Air Niugini, regional manager-the Americas:

"We could not operate as cost effectively nor as efficiently without PATA's help in promoting and marketing Papua New Guinea. PATA provides a way to reach the agent community through the chapter network. Without PATA it would be impossible for a small island nation like Papua New Guinea to reach them. The annual mart and conference bring the members together to network on selling opportunities."

● **People's Republic of China:** A PATA member since 1993.

Jianhao Wang, deputy director, the China National Tourist Office, New York:

"PATA has helped us in at least five different ways:

- Top-level meetings between the China National Tourism Administration and PATA's leaders for exchange of information, ideas and advice;
- PATA headquarters provides information and advice about promotion and public relations;
- Joint promotional seminars between PATA and China tourism;
- Publicity has been strengthened to raise the awareness of the whole nation; and
- Relevant laws and regulations have been instituted for environmental protection."



Awareness of tourism has grown in China.

● **The Philippines:** A PATA member since 1956.

Emma Ruth Yulo, director of the Philippine Department of Tourism's New York office:

"PATA chapter activities afford the Philippines a wonderful opportunity for promotions, and the PATA Foundation is another of PATA's arms which helped

us preserve and enhance our environmental treasures such as St. Paul's Subterranean National Park, the Philippine eagle and others."

Yulo also points out that the Philippine Department of Tourism has adopted PATA's Code for Environmentally Responsible Tourism and will promote PATA's Green Leaf Program.

● **Singapore:** A PATA member since 1956.

Charles Leong, senior vice president, Singapore Tourist Promotion Board:

"PATA has helped draw interest to the Asia-Pacific region. As a member, we've been able to benefit from the region's higher profile, showcasing our destination at chapter presentations. PATA also provides a forum for Singapore to network and educate members on developments. The collective intelligence of PATA has been of assistance to our work."

● **Thailand:** A PATA member since 1959.

Amnuay Thiamkeerkaul, director-marketing development, Tourism Authority of Thailand:

"In Thailand, we take profiting through responsibility very seriously. We want people to get the most out of their hard-earned vacation dollar when they come to our country. We are always increasing our standards for service and quality. Safety is another responsibility, and that's why we have created a 500-member police force dedicated exclusively to tourism."

—James Ruggia

CREATURES COME OUT AT NIGHT AT SINGAPORE ZOO

Though many travel to Southeast Asia to view the region's wildlife, few think of Singapore as a stop on an ecotourism itinerary.

But one of the Lion City's newest attractions, the Night Safari, provides a chance to view animals after dark. The first of its kind, the Night Safari is a creative addition to the world's zoological parks.

Says Charles Leong, the senior vice president for the Americas of the Singapore Tourist Promotion Board (STPB), "We recommend that visitors begin with dinner in the open-air restaurant, designed like an informal lodge." According to the STPB, the park will also serve as an unusual setting for incentive meetings.

The safari's 45-minute tram ride and three walking paths provide visitors with approximately two and a half hours of diversion. Special lighting makes it easy to view the animals without disturbing their routines. All together there are 100 species represented in 47 habitats on an 88-acre tract of land attached to the Singapore Zoo.

The East Loop tram begins in the "Himalayan Foothills," then goes to the "Nepalese River Valley" with its one-horned rhinos. At the "Indian Subcontinent," the tram visits Asiatic lions and sloth bears. In "Africa," clients see miniature cheetahs, cape buffaloes and bongos before heading off through dwarf buffalo and the bearded pigs of the "Indo-Malayan" region.

After the tram ride, visitors can wander on the three paths: the Fishing Cat Trail (with leopard cats, water dragon, water deer and fishing cats), the Forest Giants Trail (featuring flying foxes and owls) and the Golden Cat Trail (with golden cats, mongoose, anteaters and porcupines).

"It's a vast complex so cleverly designed that you feel you are walking real jungle trails on a real safari," says Leong. "The barriers between visitors and animals are almost imperceptible."

For more information, contact the Singapore Tourist Promotion Board 213-852-1901 (Beverly Hills), 312-220-0099 (Chicago) or 212-302-4861 (New York).

COVER STORY

River of Change

PATA streamlines its approach to better cope with the ever-shifting tide of Pacific/Asia travel

BY JAMES RUGGIA

► **NEW YORK**—Changes in the Pacific Rim since the Pacific Asia Travel Association (PATA) was founded in 1951 have placed the region at the center of the global economy. As Lakshman Ratnapala, PATA's president and chief executive officer, puts it: "Rivers can't flow backwards." If PATA is to stay a leader in the Pacific Rim, it must navigate along that river as it surges ever faster into the future. To do that, PATA, a long-time champion of managed growth, must focus its efforts, streamline its organization and increasingly talk in tougher business terms.

That shift in emphasis represents a choice, on PATA's part, to operate more like a business. "My member is my customer," says Ratnapala. "Every year I've watched that customer grow more selective, more demanding and more educated. That customer has a greater number of associations to choose from than he did before."

GROWING COMPETITION

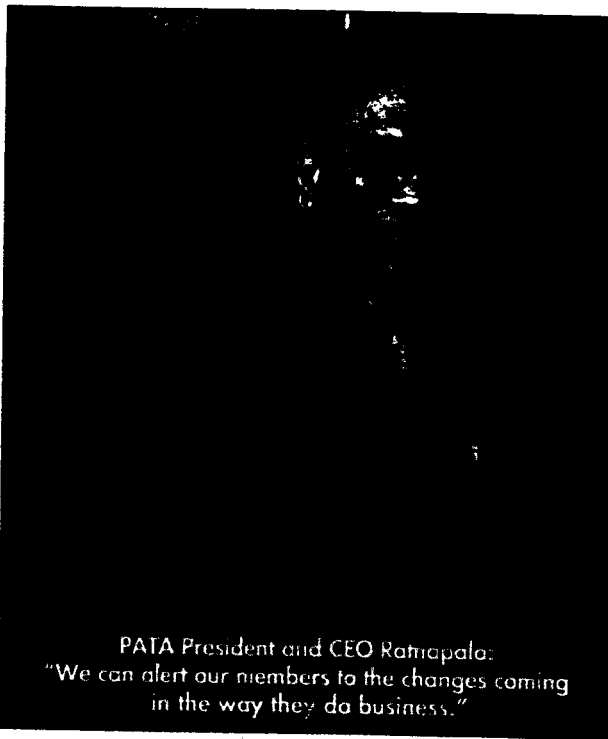
As associations and trade shows proliferate, so does competition among the leading travel organizations. The World Tourism Organization (WTO), the World Travel and Tourism Council (WTTC) and the Asian Pacific Economic Council (APEC) are just a few of them. Trade shows such as the Australian Tourism Exchange, Hong Kong's new International Tourism Exchange, the Tourism Indonesia Mart, the ASEAN Tourism Forum, PATA and others are all grappling for the attention of a finite pool of buyers and sellers who simply can't attend them all.

"Competition is a blessing," says Joop Ave, PATA's outgoing chairman and Indonesia's minister of tourism. "It's the true mother of invention and a force to make PATA ever more responsive to its members. In 'Direction 2000,' the plan we announced at the Vancouver Conference in 1990, PATA stated its explicit goal of being the

spokesman and leader of the Pacific/Asia region. To maintain that we need to review the mechanism to make it quicker and more decisive."

"What can we give that the other organizations can't?" asks Ratnapala. "We can alert our members to the changes coming in the way they do business. They pay their dues in order to have someone keep an eye on their future. But we can't afford to just watch. We have to manage the changes as they come."

Ratnapala, Ave and incoming PATA



PATA President and CEO Ratnapala:

"We can alert our members to the changes coming in the way they do business."

Chairman Michael Paulin, the president of Honolulu-based Marc Hotels and Resorts, are instrumental figures in the changes PATA is making. Reached in Berlin at the International Tourism Bourse (ITB) trade show, Ave emphasized that "PATA must react more quickly than it has in the past. Decisions must come as quickly for us as they do for businesses."

"PATA combines both business and government members. As things are now, the private sector must be the captain of

PATA's ship, with the government riding along as co-pilot. It is essential for us to expand our base of income. Dues should not be our primary source of funds. PATA's name is so big and valuable, we haven't taken advantage of that."

Ratnapala has managed to freeze membership dues and emphasize a "user-pays" approach to PATA services. He says, "All of our members are not using all of our services. We have to be more focused in what we offer, so that we're not creating services that people don't need or use." In time PATA will know what services are most significant by the patronage it attracts under the user-pays system.

Branding is another indication of the direction that PATA's taking. Says Paulin, "I want the average tourist to know the word PATA. I want PATA to stand for something. PATA is also a brand, a brand that's associated with a certain standard of quality and integrity. We've got to be better at spreading that message. The PATA Green Leaf Program is an example of that."

The Green Leaf program recognizes various organizations that comply with PATA's extensive Code for Environmentally Responsible Tourism (CERT), awarding them Green Leaf logos that can be used in windows or on stationery. The CERT lists 17 points that are geared toward protecting not only a destination's nature, but also preserving its historic sites and cultural integrity.

In order to make the changes that the board thought necessary, the structure of the Advisory Committee is being altered. Says Paulin, "The authority of the management committee has to be increased." At the Auckland PATA Conference, April 23 to 27, the membership will vote on

a reshaping of the association's management structure.

Under the plan, the 80-member Advisory Council would be divided into six committees: Marketing, Product Development, Research, Technology, Human Resources Development and Communications. The realignment is designed to give the council greater focus and increase the chances of consensus on issues as they arise.

"The old Advisory Council wasn't well-defined," says Paulin. "There was a feeling that

there were two boards." The old structure had the Advisory Council negotiating with the Management Committee on every issue. The Management Committee is comprised of 11 members, including Ratnapala, Ave and Paulin.

LION CITY HOST

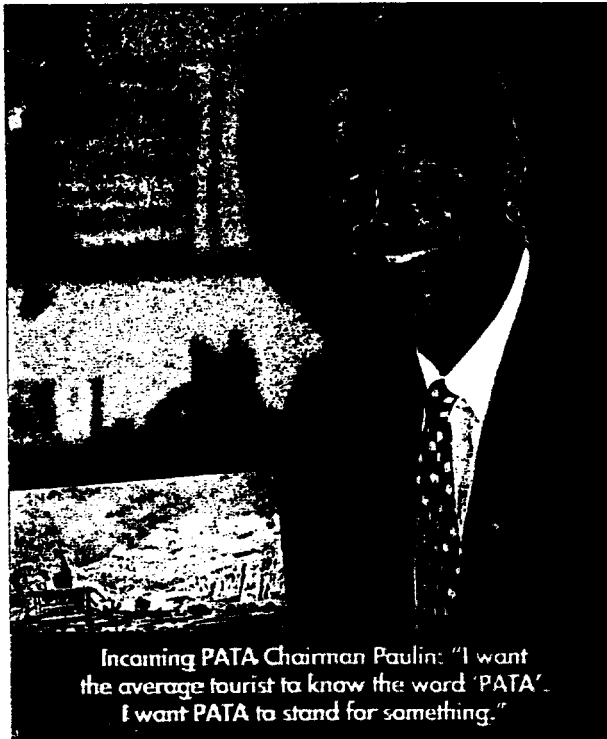
In Berlin, Ave seized upon the issue of permanently locating PATA's Mart in Singapore. "The PATA Mart is our biggest source of income, but it's become as big as it can become as an event that relocates every year. Look around you," said Ave, his arms encompassing the crowded floor of the ITB. "This show is years ahead of its time. We can do this for our region."

If the opinions registered at the recent Sydney PATA Mart are an accurate barometer, choosing Singapore as a host city was extremely popular among sellers, but unfavorable among buyers.

Sellers, especially those from Southeast Asia, whose countries will see the bulk of post-Mart touring, were pleased to have a fixed date and location they could build their calendars around. Buyers stressed that a moving Mart would give them a chance to inspect various destinations while doing business there.

The Singapore site will certainly be popular with less affluent nations. Says Paulin, "I chaired the committee that put the Singapore deal together, and I did it with an eye towards those smaller member nations."

The deal PATA negotiated with Singapore to permanently host the Mart includes a provision that 5 percent of the floor will be space allocated to member nations that don't have the budgets of



Incoming PATA Chairman Paulin: "I want the average tourist to know the word 'PATA'. I want PATA to stand for something."

larger, more prominent countries.

"The smaller island nations," says Paulin, "deserve more credit in terms of what they do as a whole for the region's travel. Nearly all visitors to Tahiti, the Cook Islands, Fiji, Tonga or the Samoas pass through Sydney, Los Angeles, Auckland or Honolulu, contributing visitor receipts as they go. PATA needs to be more responsive to their needs."

"This [the permanent location]," says Ratnapala, "puts us in a much better position to assist all developing countries. It provides greater income for PATA and spells a better deal, all around, for our membership. It helps us continue to freeze the dues."

Singapore and restructuring aside,

PATA is still pursuing what it has traditionally defined as its mission: "To contribute to the growth, value and quality of tourism to and within the Pacific/Asia area on behalf of its diverse membership."

Many consider PATA's task forces the advance guard of the association's best efforts. Led by Ian Kennedy, PATA's vice president-Pacific Division, the program sends teams of professionals in fields from marketing to engineering as consultants to address particular concerns in a specific locale.

"Our task forces are addressing numerous issues from Wellington, New Zealand's waterfront development to marketing strategy for Nepal," says Ratnapala. "Our consultants are not academics, but practitioners who have hands-on experience in the fields they are addressing."

A model task force assignment is taking place in Macao, where a soon-to-open airport is changing the entire

set of parameters for tourism. PATA is helping Macao devise a marketing strategy and a plan to retain its Portuguese flavor.

TECHNOLOGICAL EDGE

The association, hoping to keep its edge in information, is at work on the PATA Database, a system that will identify the specific product needs of buyers who are selling the Pacific/Asia region. Interestingly, the first program focused on the U.S. outbound market's wholesalers and travel agents.

PATA entered an agreement with ORG Travelfile last spring that loaded PATA member destination information in its vast network. Travelfile is available on more than 230,000 CRS terminals around the world.

In another cutting edge move, plans call for convening "Conference 2000" in Indonesia, to coincide with the association's 49th annual conference. Ave, who is also serving as the president of the World Tourism Organization, has said the WTO will also participate.

In trying to reposition PATA, Ratnapala has struggled to put the association's feet on the ground with a more focused series of services. At the same time, he hopes to keep PATA's reputation as an industry leader with an eye on the future as well as the present. "We were the first in so many issues. The first to define heritage conservation, the environmental code and the Green Leaf program, human resources, and now we're looking at the next century just five years away." IA

FASTFACTS

PACIFIC ASIA TRAVEL ASSOCIATION

- **Membership:** 16,000 members from more than 2,000 travel industry organizations in both the private and public sectors, including government tourism boards on national, state and city levels, airlines, hotel companies, cruise lines and others.
- **Chapter network:** PATA's best interface for travel agents is through the Chapter network. PATA has 78 chapters around the world including 27 in the U.S.
- **Area:** PATA's charter includes all countries located either wholly or partially between 110 degrees west longitude running pole to pole westward to 75 degrees east longitude. That slice of the globe includes everything between Pakistan's Sulaiman Mountains and the Rockies. A provision added two years ago allows destinations that are part of those countries but not between those longitudes to register as PATA members. For example, Massachusetts recently registered.
- **Offices:** PATA's headquarters are at One Montgomery Street, Telesis Tower, Suite 1000, San Francisco, Calif. 94104. Division offices are located in Singapore, Australia and Monaco. Travel agents that want to participate in PATA are encouraged to contact the nearest chapter. For a listing of PATA chapters, contact the association at 415-986-4646; fax 415-986-3458.

Singapore set sights on midmarket

By Steve Bergsman

H&MM Contributing Editor

SINGAPORE—This Southeast Asian city, which is in the throes of a mini-boom in hotel development, is finally attempting to make room for midmarket hotels.

There are about 25,000 hotel rooms in Singapore, 15,000 of which were built during the boom years of the 1980s, when not only hotels but office and retail establishments went up faster than weeds

in a vacant Singapore lot.

Most of those new units were in the luxury end of the market. There was a good reason for that. Developers wanted to be in the central office district or along Orchard Road, which eventually evolved into an important hotel/retail area of its own. The price of land in these sections of the city prohibited the development of anything other than rooms that were going to command high prices.

"In a city-center environment like



Westin International's Curt Ewald (left) and Ian Lien

Singapore, you really have no choice but to build five-star and six-star

continued on page 29

Singapore sets sights on midmarket

continued from page 4

hotels, based on land costs alone," said Curt Ewald, director of marketing for the Westin Stamford & Westin Plaza in Singapore. "And that is a problem, because Singapore doesn't need more super-deluxe hotels. We need more middle-market hotels."

Change is coming slowly. The city is undergoing a new period of hotel construction after lodging development quieted down in the late 1980s and early '90s. That lack of activity was mostly due to an unprecedented flurry of hotel construction in the middle of the 1980s. At that time, the number of rooms in the city doubled in a two-year period. The recession—the only one in Singapore's last 25 years—slowed that growth.

More rooms on all levels

The Singapore government expects the supply of hotel rooms to blossom to 32,000 over the next two years. While ground has not been broken on about half of the planned projects, the good news is that most of the rooms will not be of the deluxe variety, nor in the city center.

It's expected 3,000 rooms will be in outlying locations, 2,300 rooms at the middle-tier level and just 1,700 rooms in the deluxe category. The first hotels to be completed will have rooms in the deluxe category.

For example, the Four Seasons just opened, and a Ritz-Carlton hotel is now under construction.

In a highly regulated economy like Singapore's, nothing happens by accident, so the government—through its urban-redevelopment authority—can direct development by zoning and the selling of state land.

"The government also has goals as to how many visitors it wants to bring into the country, and what kind of infrastruc-

ture is required to support those numbers," said Ian Lien, senior director of development for Westin International.

The government's efforts to foster non-deluxe hotel development is channeled in two separate directions. The first is out of the main city and into outlying districts.

This coincides with the government's efforts to encourage businesses to move operations to these areas.

"There was no reason to stay in the outlying areas, particularly in the mid-1980s when land was still cheap in the city center," Lien said.

"Now the whole island has been planned, and some business operations are moving to the outlying areas because of the high cost of doing business in the city's center. So, it's natural that when you have suburban office development, business travelers will want to stay there instead of traveling back and forth to the city."

Secondly, the government is trying to foster the development of midmarket hotels closer to downtown but not in the pricier sections of the city.

"The government has identified particular zones," Lien said, "where they want to encourage three-star hotel development. One of them is in the sector which has a history of backpacker hotels, so the level of hotels there will improve."

The Singapore government has plans for three hotels for the area and two are under construction. Both properties, Lien said, are unbranded.

"So far the hotels are being done by local owners and they want to put their own names on the properties," Lien said. "It hasn't really been necessary to brand until now. When the brands start coming in, that market is going to get

•••••

"There is no such thing as a bad month in Singapore. It's only a matter of whether you will run 80 or 90 percent in a given month."

•••••

"Now the whole island has been planned, and some business operations are moving to the outlying areas because of the high cost of doing business in the city's center."

more competitive."

That movement already has begun.

Choice Hotels converted the first Singapore hotel, now the 216-room Quality Garden, about a year ago. Its occupancy average has been close to 90 percent ever since then.

"We would like a full range there," said Tony Rothwell, vice president of international marketing for Choice. "We would like to go beyond the Quality into a Clarion, and we would also like a Comfort as well. If we could find the right site without it costing too much, we would look at building a Sleep."

Choice Hotel's usual method of expansion outside of Europe is through a master franchise arrangement. The company did have a master franchisor, CDL Hotels, but that company decided to concentrate on the top end of the market.

Choice now is looking for a new master-franchise situation.

"There is a huge opportunity for mid-

market development," Rothwell said.

Best Western International, already present in 63 countries, has been eyeing the city for expansion as well.

"We presently are not represented in Singapore, but it is a major target for our development area," said Werner Braum, director of international development. "We have been talking to potential owners and we are looking at midpriced hotels. By the end of the year, we hope to have our flag flying on hotels in the area."

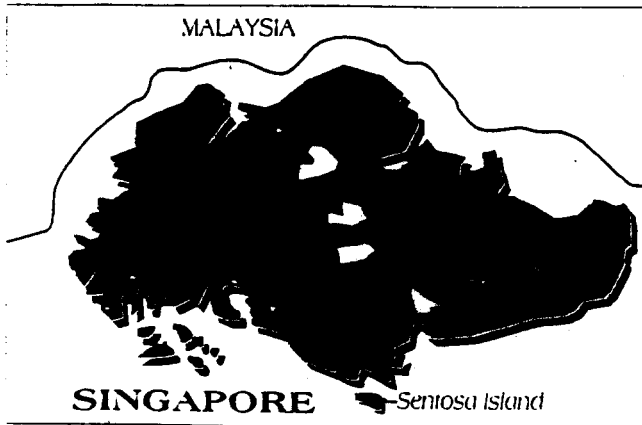
Singapore's additional hotel rooms, whether midmarket or deluxe, will probably not do much to dilute the occupancy levels in the city or in the outlying regions.

Business people in the busy city

The island nation with a population of 3 million attracts 7 million visitors a year, about one-third of whom are businesspeople or those who combine business with leisure.

Occupancies for the whole city are running about 85 percent to 90 percent. That has been consistent as occupancies have stayed above the 80 percent level the past five years.

"There is no such thing as a bad month in Singapore," Ewald said. "It's only a matter of whether you will run 80 or 90 percent in a given month." **HS/M**



Singapore

billion Singapore International Convention & Exhibition Center (SICEC), located in Suntec City, means that the infrastructure is now in place for this invasion. This massive, eight-level, I.M. Pei-designed building is one of the largest exhibition facilities in Asia,

taken over the old Dynasty Hotel, and Ritz-Carlton manages the new hotel adjacent to the SICEC Convention Center.

While Singapore has traditionally been known as the home of the highrise, that is changing as well. Shangri-La's Rasa Sentosa Resort, on Sentosa Island, is the first low-rise beachfront property in the city-state. There is also a new "boutique" hotel, the Albert Court, close to Little India, and The Duxton, which offers 49 guest rooms in restored Chinatown shophouses.

Noel Coward was known to sidle up to the Long Bar in Raffles Hotel and debonairly down a Singapore Sling. Somerset Maugham loved to visit—and write about—this tiny city-state. Joseph Conrad came to call. And now, dozens of American-based meeting and incentive groups are following in these celebrated writers' footsteps every year. Because visiting Singapore is a little like visiting Asia in microcosm.

Probably no other place on earth offers so much diversity in such a small space. This tiny nation, only one-third the size of New York City, takes visitors into a colorful world of Muslim mosques, Buddhist temples and Hindu shrines, of gardens and shophouses and ethnic markets with hawkers selling some of the world's fastest—and tastiest—"fast food."

Man-made attractions—ranging from a brand-new, night-time zoo to a miniature version of China's Great Wall—add to the fun as well. But this futuristic city state also offers meeting and incentive groups one of the world's cleanest, safest and most service-oriented settings in Asia, as well as an abundance of modern hotels.

Number One

These are just some of the reasons so many American meeting and incentive planners have discovered Singapore. In fact, it has ranked as Asia's top meeting destination for the last 11 years. And in 1994, it was ranked seventh (first in Asia) among the top 10 meeting destinations in the world by the Union of International Associations.

Striving to increase what is already its lion's share of the Pacific Rim meetings and incentive market, the "Lion City" has recently completed a massive, three-year "Meet in Singapore '95" marketing campaign, which has resulted in 136 new bookings, including the massive Rotary International Convention of 1999. The expected 25,000 Rotarians will make this global event the largest convention ever held here.

The opening of the brand-new, \$1.2

featuring 258,240 square feet of exhibit space; a column-free, 130,000-square-foot Convention Hall with seating for 12,000; a 600-seat auditorium; 26 meeting rooms that will accommodate groups of 40 to 400; ballrooms; two restaurants; and a kitchen that can cater 5,000 western and 4,000 Asian meals at once. SICEC already has more than 70 major bookings for 1995-96, and several events scheduled for the next century.

Also new, the Raffles City Convention Centre combines a large multi-purpose hall for up to 3,500 delegates with two medium-sized exhibit halls. Changi International Convention and Exhibition Centre, near the airport, offers 250,000 square feet of indoor exhibit space. The Singapore Indoor Stadium seats 12,000.

Today, Singapore offers meeting groups 26,000 guest rooms in 71 international standard hotels, including 18 major chain properties. Most of the rooms are located in three areas: the central business district, Orchard Road, and Marina Square. By the year 2,000, 10,000 more rooms will have been added—in plenty of time to accommodate the 25,000 Rotarians expected in 1999. Eighteen of Singapore's existing hotels are owned and operated by international chains, and that number is growing: Marriott has

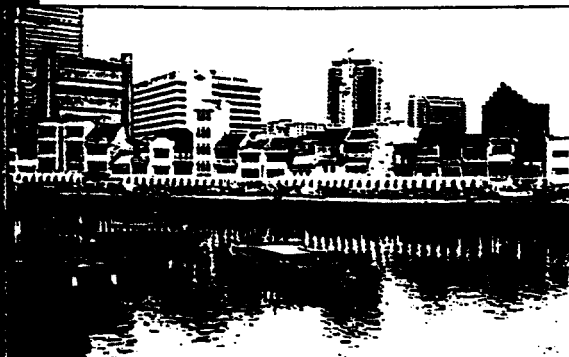
Shopping

Singapore's attractive prices, good service and wide range of goods provide an unbeatable shopping experience.

Part of the fun of shopping here is that you are able to find excellent buys no matter where you are—whether in a shophouse in one of the city's colorful ethnic districts bargaining for hand-knitted carpets, sari materials, brassware, spices, jewelry or leather goods; or in a brand new air-conditioned shopping complex in famous Orchard Road (Singapore's equivalent to New York's Fifth Avenue), buying designer goods, cosmetics, perfumes, timepieces or optical goods. Visit Singapore between mid-July and mid-August and you will be able to participate in the Great Singapore Sale, a city-wide sale involving more than 70 percent of retailers.

Incentive Ideas

- Down a Singapore Sling at the Long Bar at the historic Raffles Hotel.
- Explore the restored historic district along the riverfront between Orchard Road and Chinatown. Here, gaslit streets and antique warehouse facades lead visitors into a dizzying world of fine restaurants, shops, cafes and nightclubs.
- Shop for carpets on Arab Street.



Merlion, guardian of Singapore Bay (left); Clarke Quay, downtown.

■ Host a hawkers "dine-around," feasting on stir-fry, noodles, and satay. Singapore's hawkers stands are clean and safe, and the speed of the service puts even American burger vendors to shame.

■ Visit the Temple of 1,000 Lights in Little India, with its 50-foot statue of Buddha and wax image of Mahatma Gandhi.

■ Plan an event at the brand-new Night Safari Park, adjacent to the Singapore Zoo, where more than 1,200 nocturnal animals, half of them endangered species, can be viewed under subtle lighting in their natural habitat. Groups can walk or ride an electric tram through the park.

■ Explore the world's largest walk-in aviary (50 acres) at Jurong Bird Park, reopened after a massive renovation.

■ Organize group fortune-telling sessions in Chinatown.

■ Plan an event "under the sea" at Underwater World on Sentosa Island, where more than 2,300 species of fish can be viewed by visitors walking through acrylic tunnels.

■ Schedule a reception at the 20-acre Asian Village theme park, also on Sentosa Island, a showcase for Asian crafts, entertainment, and cuisine.

■ Arrange golf tournaments on one of the island's many courses.

■ Check out the 2,500 crocodiles at Jurong Crocodile Paradise.

■ Organize a special dinner atop the 30-foot-high "Great Wall" at Tang Dynasty City, for an overview of China's Golden Age (618-906 A.D.) in miniature.

■ Take incentive winners for a ride—on the Clarke Quay Adventure, a Disney-style visual and sensory journey through Singapore's past.

AWAY FOR THE DAY

Singapore is a perfect base for excursions throughout the southern Pacific Rim. One of the most exciting options is a journey aboard the classic E&O Orient Express, a restored colonial-era train that puts 132 passengers in the lap of luxury for a trip all the way to Bangkok (a 41-hour journey with stops in Kuala Lumpur and Penang).

Equally upscale are the cruises offered by Seabourne Cruise Line, which sails a luxury 200-passenger vessel from Singapore to Bangkok and the Thai Islands, Saigon and Danang in Vietnam, and to Brunei and Malaysia.

Planners looking to the future may want to consider an add-on to Bintan, the largest island in Indonesia's Riau

archipelago. Located just south of Singapore, this tropical paradise is undergoing rapid development and will soon become a full-scale beach resort. Singapore is also a good departure base for land tours to Myanmar and Vietnam.

For More Information
Singapore Tourist Promotion Board
8484 Wilshire Blvd.
Suite 510
Beverly Hills, CA 90211
(213)852-1901
Fax: (213)852-0129

State-of-the-Art Convention Centers, Push-Button Technology

Advances in communication technology and conference set-ups have been incorporated into modern convention facilities more strikingly in Asia than anywhere else in the world.

The new S\$600 million Singapore International Convention & Exhibition Centre (SICED) at Suntec City, for instance, which will be fully operational by late April 1995, is so state-of-the-art that it will be the first facility in Asia to install the world's first fully digital conference system. The Philips Digital Congress Network (DCN) is an integrated, computer-based system whose various applications include simultaneous interpretation with superior audio quality, attendance registration, audience response measurement, delegate identification using an ID card, electronic voting, delegate database, microphone control and message distribution.

Key benefits include freedom from interference and distortion and perfect accuracy and reproductions. "Each delegate, regardless of seating position, receives exactly the same signal, thus eliminating inherent problems of signal loss and crosstalk," says a Philips spokesman. And the DCN can be used for meetings of 20 to several thousand. At SICED, the DCN can handle simultaneous interpretation in up to 12 languages in the convention hall, four in the auditorium, and eight in the ballroom. Provisions have been made for in-house videotaping as well as teleconferencing and broadcasting worldwide.

Seating systems par excellence have also been developed to meet the perennial challenge to adapt a function room or meeting hall to different purposes in the shortest possible time.

A year-long search through Korea, Japan, Germany and the United



Singapore International Convention & Exhibition Centre, Suntec City

States led SICED's planners to invest S\$8.2 million in a "custom-engineered telescopic seating system" with 7,560 automatic telescopic seats in the main convention hall (capacity, 12,000) that can be moved in units to appear and disappear as required. This means that the convention hall can be transformed from a 12,000-seat auditorium to a column-free exhibition hall overnight. Lee Fehrenkamp, general manager of Suntec Centre, quipped: "I smiled for three days after the demonstration [of the system]."

At the Hong Kong Convention & Exhibition Centre, which opened in late 1988 and is undergoing an expansion that will more than double the size of the present facility, an infrared simultaneous interpretation system allows for four languages in the convention hall, eight in one theater and four in another. A portable system is used in meeting rooms. HKCEC also provides facilities for satellite conferencing between two locations; and live interviews, discussions, seminars, training and conferencing can be conducted through three permanent duplex fiberoptic lines within the complex. Videoconferencing can be done through its video distribution system.

Singapore

S H O W C A S E

Convention Center, Hotels & More Cruise Calls for '95

BY ELEANOR VAN SAVAGE

This is Singapore's year for growth of tourism infrastructure. Highlights for 1995 include major hotel openings, an expected increase in cruise ship port calls and the opening of a new convention and exhibition center, according to Tony Soh, vice president, U.S., for the Singapore Tourist Promotion Board.

Soh said that Royal Caribbean's decision to base its Sun Viking in Singapore year 'round, beginning in December 1995, "will further enhance the country's role as an international cruise center. This is the first time that a leading international cruise operator has committed a ship year 'round in Asia."

While Soh said that the number of cruise ship calls to Singapore is unconfirmed, the city is expected to receive at least 91 calls from cruise ships during the year.

Cruise lines slated to make one or more calls to Singapore include: Royal Cruise Line; Regency Cruises; Orient Lines; Seven Seas Cruise Line; Seabourn Cruise Line; Renaissance Cruises; Cunard Line; Royal Viking Line; and Crystal Cruises.

On the hotel front, the 374-room Singapore Marriott Hotel will open this month.

The hotel is the former Dynasty Singapore, which has been closed since June 1994 for renovations.

In April, the 543-room Traders Hotel will open.

Part of the Shangri-La Hotels and

Resorts, Traders is a new brand name for the group and is positioned as a first class business hotel.

In August, the 406-room Inter-Continental is scheduled to open as part of the new Bugis Junction development.

During late 1995, two properties are slated to open.

The 612-room Ritz Carlton will be the crown jewel of the Marina Center development.

The 220-room Hotel Negara will be the Singapore Mandarin International's third property in the city, and will be positioned as a deluxe business class hotel.

The first phase of development of the state-of-the-art Singapore International Convention & Exhibition Center will be completed this month. It already has lined up international meetings, incentives, conventions, exhibitions and special events.

The final phase of the project, involving retail facilities, should be completed by 1997.

"Our aim with the exhibition center is to promote business, trade and cultural exchange between Singapore and the world," said Soh.

The center's convention hall will be able to accommodate 12,000 people, and is fitted with retractable telescopic seats.

The exhibition hall will have a capacity for another 12,000; the ballroom, 2,000.

The project is known as Suntec City since it is owned and developed by the Suntec City Development Pte. Ltd., a group

representing some of Hong Kong's top businesspeople.

Suntec City is designed as an integrated hub of commercial activities, and will offer four 45-story office towers, an exclusive retail and entertainment mall and a basement-level parking lot for 3,200 vehicles.



Highlights for 1995

include major hotel

openings, an

expected increase

in cruise ship port

calls and a new

convention and

exhibition center

**CORPORATE MEETINGS
& INCENTIVES
Maynard, MA**

MONTHLY

41.489

MAR 1995

M11064

LUCE PRESS CLIPPINGS



■ Tony Soh has been named vice president Eastern USA for the Singapore Tourist Promotion Board. Soh has been marketing manager at STPB headquarters in Singapore since 1992.

TRAVEL WEEKLY
Secaucus, NJ

SEMI-WEEKLY

\$0.490

MAR 16, 1995

LUCE M17788
PRESS CLIPPINGS

Singapore Post

NEW YORK — Tony Soh was named vice president, eastern U.S., for the Singapore Tourist Promotion Board.

He previously was marketing manager for the tourist board, based in Singapore.

His predecessor in New York, H.P. Loi, was named assistant director for cruise marketing, based in Singapore.

AROUND THE TRAVEL WORLD

PEOPLE & PLACES



▲ **LOS ANGELES**—Ram Chopra, dir.-Americas for the Government of India Tourist Office, NYC (left), is shown with Roger Mahil, president of Sita World Travel, headquartered here. At a recent L.A. luncheon, the India Tourist Office helped launch Sita World's India Tour Program 1995-96. Mahil said this year's brochure contains perhaps the most comprehensive collection of tours in the market.



▲ **NEW YORK**—Shown at a recent New York chapter meeting of the Pacific Asia Travel Association are, from left: Richard Valerio, Vusamart, NYC; Dorothy Dunne, Golden Girls Pageant Tours, NYC; Debra Hecht, Singapore Tourist Promotion Board, NYC; Pete Gamez, Pan Pacific Hotels & Resorts, NYC; Emma Yulo, Philippine Dept. of Tourism, NYC; and Daryl Richardson, Travel Marketing Decisions, NYC.



◀ **ROSEMONT, ILL.**—Chief Concierge Toni Elia shares her expertise on Chicago with a guest at the Hotel Sofitel in the Windy City. Elia is the newest inductee in Les Clefs d'Oro USA, the domestic branch of the International Association of Professional Hotel Concierges. There are only 300 members of the association in the U.S.



▲ **TOKYO**—On a recent state visit to Japan, Uzi Baram (right), Israel's minister of tourism and of the interior, and his wife, Ruth, took time to view the facilities at the Hotel Okura in Tokyo. The minister and his wife are seen here with Koichi Satow, the property's GM.



◀ **NEWARK, N.J.**—Pictured prior to taking the Freeport Lucayan Express Mega Fam to the Bahamas are, from left: Raymond Harrison, Bahamas Tourist Office, NYC; Susan Prokocimer, Nassau Paradise/ Island Express, Secaucus, NJ; Brenda Herman, Travel World, Shrewsbury, NJ; Shamina Haidri, Pec's Travel, Cedar Knolls, NJ; and Mel Lewis and Frances Fisher, both with the Bahamas Tourist Office, NYC.

TRAVEL NEW ENGLAND
East Boston, MA

SEMI - MONTHLY 6,600

MAR 19, 1995

M42620

LUCE
PRESS CLIPPINGS

Air Travel Journal
East Boston, MA
March 19, 1995
Circ: 15,000



Singapore Airlines hosted the travel agency community for the Chinese New Year. (from l-r) Sudhere Raghavan, vice president eastern division; Steve Sanzone, Singapore district sales manager; prize winner Joseph Tse, president, Oriental Tours Travel; Gary Levin, airline account executive, Boston; Shanna Spieler, national sales manager, Silkair; and Debra West, marketing manager, Singapore Tourist Board.

Scene Around the Suncoast

With Dick Kendall



By DICK KENDALL
STPro Tampa Bay Bureau Chief

ALTAMONTE SPRINGS - In February, thirty-two members and guests of the Suncoast Central Florida Chapter of the Pacific Asia Travel Association boarded a first class motorcoach - with pickups in Clearwater and Tampa - for "An Evening in the Orient" here.

Sponsors for the meeting were the government tourist offices of Hong Kong, Singapore and Thailand.

The sponsors afforded the chapter an opportunity to pursue the possibility of forming a satellite chapter in the Orlando area. Now, Orlando area members have to travel to Tampa Bay to attend meetings.

The February meeting was held

at the Embassy Suites Hotel, here. Prior to dinner and program a trade show was held in the hotel's atrium. It reminded me of an elegant garden party with the supplier display tables interspersed among the potted palms. There were 120 persons in attendance with Chairman Ray Dantzer, Deluxe Travel, Tampa, opening the meeting. Membership Chairman Hal Tompkins, As The World Tours, St. Petersburg, informed the group of the worthiness and value of the organization.

Sponsors included Michael Chang, Hong Kong Tourist Association; Mahani Mohamad, Singapore Promotion Board; and Nat Boonthanakit, Tourism Authority of Thailand. They presented their countries in vivid color with informative slides and commentary. Mohamad was a particular delight with her amusing and enlightening observations.

Co-sponsors of the evening included DER Tours, Golden Pacific Tours, Interpacific International, Isram World of Travel, Mandarin Oriental Hotels, Northwest Airlines, Omni Hotels, Asia Pacific, Orient Flexi-Pass, Pacific Best Tours, Pacific Delight Tours, Passport Travel Management, Regent Hong Kong, Shangri-La International Hotels, Singapore Airlines and Thai Airways International.

For those not familiar with PATA, it is a worldwide organization with more than 2,000 local chapters which assist the parent body (referred to unofficially as "Big PATA") in grass roots support. Each chapter consists of volunteers from their local travel community and other related interests who help further PATA's mission.

This year, the PATA Chapters Congress will be held in Fiji April 19-21. The 44th Annual PATA Conference will be held April 23-27 in Auckland, New Zealand.

Williamsport, PA
Sun-Gazette
Williamsport Met Area

Sunday

SUN 41.912

MAR 26, 1995

N4884

LUCE PRESS CLIPPINGS

Filipino Protesters Vent Wrath at Singapore

MANILA, Philippines (AP) — Protesters spat, stomped on and burned Singapore flags today on the eve of the burial of a Filipino maid hanged in Singapore.

Flor Contemplacion, who was hanged last week, was convicted of murdering a fellow Filipino maid and a 4-year-old boy. Filipinos feel her guilt was not proven and have vehemently protested the execution.

The protesters asked for tougher government action against Singapore for the hanging. President Fidel Ramos has already withdrawn his ambassador to Singapore, and Singapore responded by recalling its ambassador.

Ramos has threatened to cut off ties completely if a Filipino inquiry finds Mrs. Contempla-

cion innocent. He also banned Filipinos from going to Singapore to work as maids.

The demonstrators burned some 3,000 paper flags in the capital and elsewhere. They also burned effigies of Ramos and Singapore officials.

Singapore on Tuesday demanded an apology from the Philippine government for the burning of a Singapore flag by protesters a day earlier. There has been no apology.

Mrs. Contemplacion is to be buried Sunday in her hometown, San Pablo in Laguna province, about 50 miles south of Manila.

MAR 28, 1995

N4848

LUCE PRESS CLIPPINGS

Filipino maids seek to leave Singapore

The Associated Press

SINGAPORE — Since Singapore hanged a Filipino maid, dozens of others have asked to take up their president's offer of a free plane ride home, a Filipino official said Monday.

The president of the Philippines, Fidel Ramos, made the offer to the 75,000 Filipino maids in Singapore soon after Flor Contemplacion was hanged March 17 for a double-murder many believe she did not commit.

Ramos had asked Singapore to delay the execution pending further investigation, and withdrew his ambassador to Singapore after the hanging. Singapore responded by recalling its ambassador to Manila.

Ramos also banned Filipino women from going to work as maids in Singapore, and offered a free flight home to any already working there. An air force transport plane was reported ready to pick up the maids.

A Philippines Embassy official, speaking on condition of anonymity, said dozens of maids had applied for the free trip home. He did not give specific figures.

Contemplacion, a 42-year-old mother of four, was convicted in the 1991 murders of another Filipino maid and a 4-year-old Singaporean boy.

A Philippine presidential panel ordered officials to exhume the body of the slain maid.

The body is to be retrieved Monday for forensic tests, and Ramos has promised to break all ties with Singapore if the panel finds Contemplacion innocent.

DUCE
PRESS CLIPPINGS

Singapore an ideal cruise destination

Jerry Morris
Boston Globe

One of the newest areas of growth for cruising is in Southeast Asia, which means a lot of people will soon discover Singapore.

Singapore now has a modern cruise terminal to handle the growing number of vessels that use it as a home port. In December, Royal Caribbean Cruise Line will base its Sun Viking in Singapore year-round. We sailed from there last summer aboard the Club Med II.

Singapore is an ideal destination in itself and deserves a few days before or after any cruise. Some may express concern, and others applaud, the country's

laws as expressed in the well-publicized caning of an American youth last year. Jaywalking with a resident, I suddenly realized that offense is punishable by a whipping, but our Singapore friend assured us that they don't whip anyone over 50.

Singapore is indeed very clean and, with its British background, somewhat proper, but this only adds to its enjoyment. While the city is very modern, it has many touches of the exotic in its Chinatown, Little India and along Arab Street. It's also a culinary paradise with its wide range of Chinese, Japanese, Vietnamese and other dishes. It's also a place where you can feel comfortable dining from the delicacies of street vendors or hawkers, as all

the food is monitored for cleanliness. A great introduction to this part of the world.

One place not to miss is the zoo, especially at night. Singapore is home to the world's first Night Zoo, with more than 1,000 animals, all in a natural setting. The park is open from 7:30 p.m. to midnight and is very popular with families. Visitors can either walk

the trails or ride a tram.

There are excellent hotels here, including the new Four Seasons and superb Regent to the Hyatt, and, of course, the legendary Raffles, home to celebrities and the "Singapore Sling."

For more information, write to the Singapore Tourist Board, 590 Fifth Ave., New York, NY 10036, or telephone (212) 302-4861.

LUCE PRESS CLIPPINGS

Controlled Atmosphere Greet Singapore Visitors

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 megamall.

"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. Got it 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 safe 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 mis-

behaves.

"The well-being of the whole society is more important than the well-being of a single individual," the city-state's longtime leader Lee Kwan Yew once said in an American television documentary on elevator continence.

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 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.

(Americans have snickered about it, but I've changed my mind on that one: A city without wads of gum in the drinking fountains or under the theater seats is remarkably classy.)

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 Indi-

ans, 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 re-founded, 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 Temasek, 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 — about the same time that the first American soldiers were shivering through a winter at Fort Snelling — 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.

IF YOU GO

If you go to Singapore..

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 former 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.

Tom
Aaron

public relations
sales promotion
marketing



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

(212) 856-0100
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DATE: June 6, 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: May 1995 Activity Report

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

- Singapore was included in "Asia's Triple Crown," the other two crowns being Hong Kong and Bangkok, in the April 9 *Fort Lauderdale Sun-Sentinel* (382,821). The agency updated the writer, who had not visited Singapore for several years, with new information including Clarke and Boat Quays. Ad value is \$11,657.
- As a result of an agency pitch, *Travel & Leisure* (1,100,398) mentioned the Great Singapore Sale in the June issue's shopping section, at the agency's suggestion. Ad value to come in June report.
- The May issue of *Frequent Flyer Magazine* (290,238) featured Singapore in a one-page "Itinerary" section, with fact-checking by the agency. Ad value \$22,450.
- On May 14 the *Washington Post* mentioned Changi Airport as the world's safest. Ad value \$370.
- Singapore is mentioned as "an immaculately clean country" in a review of new books from the Rough Guide series, including "Malaysia, Singapore and Brunei," in the *Chicago Tribune* (1,110,662) of April 23. Ad value \$1,034.
- The *Des Moines Register* (318,718) of May 7 carried the Gannett story of the past few weeks about "cybertravel," with mention of the STPB presence on the World Wide Web. Ad value \$152.

chicago: 35 east wacker drive, suite 850 • chicago, illinois 60601 • (312) 263-2500 • fax (312) 263-1197

st. louis: 7777 bonhomme, suite 900 • st. louis, missouri 63105 • (314) 725-6400 • fax (314) 725-0432

los angeles: 2029 century park east, suite 1010 • los angeles, california 90067 • (310) 551-2877 • fax (310) 551-2875

- The *Seattle Times* (230,286) reported on May 17 that the STPB was one of many to call Robert Spector, co-author of "The Nordstrom Way," with requests to speak following publication of the book. Ad value \$99.
- The *Long Beach Press Telegram* (142,073) carried an item on May 7 about the Asian Tourism Association and the Malaysian Association for Tourism and Travel convening in Israel. Ad value \$132.
- The *Chattanooga Free Press* (112,251) featured a story about Malaysia's Pangkor Laut resort on April 9, which mentioned two Swiss doctors visiting following a meeting in Singapore. Ad value for entire story is \$1,799.
- The Singaporean investment in New York's Plaza Hotel was carried in the *Pensacola News Journal* (60,771) and the *Fort Meyers News-Press* (94,237) on April 12. Combined ad value is \$12,998.
- The Wilkes-Barre Times Leader (46,068) carried an item about Malaysia's new skyscrapers. Ad value \$60.
- Singapore's World Stamp exhibition was mentioned in the "Stamps" column of the *Fort Pierce Tribune* (29,262) on May. Ad value to come in June report.

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

- *Business Travel News* (61,216) reporter Maria Lenhart reported on the "invasion" of Singapore's hotel market by big North American hotel companies in the April 3rd issue, with extensive quotes by SVPA Charles Leong. Ad value \$5,241.
- On May 29, *Tour & Travel News* (48,000) featured the cruise seminars organized by the STPB Chicago office with seven major cruise lines. VPCUSA Masud Moiz was quoted extensively, as a result of an interview arranged with writer Dina Long after she received our press release. Ad value to be reported in June.
- Reporting from the PATA Travel Mart in Sydney, *Travel Agent's* (59,018) Asia-Pacific editor James Ruggia interviewed several industry participants about the decision to ~~the~~ the Mart permanently in Singapore from 1998. Sellers were uniformly enthusiastic, although some buyers responded that different sites allowed them to inspect different destinations, something the permanent site would prevent. In a companion story, he interviewed PATA members, including Charles Leong, on the benefits of membership. Also included is a sidebar on Night Safari, with information supplied by the agency and a quote developed by the agency for the SVPA. Ad value is \$1,950.
- The May issue of *Travel World News* (38,683) announced the STPB's 25th anniversary of its presence in the United States, almost verbatim from an agency press release, with an ad value of \$1,256.

- The April issue of *Cruise & Vacation Views* (37,662) featured Singapore twice, first in the "Departures" page written by publisher/editorial director Michael Brown, citing a visit to his offices by H. P. Loi plus Tony Soh, Lee Loong Koon and Alfred K. H. Poon. They discussed some of the difficulties in selling Asia to North Americans, leading Michael Brown to suggest that readers write in with creative ideas. Writer Valerie Tamis begins her "Accent on Asia" story with "Singapore Fling." Agency supplied information and the Singapore slide. Combined ad value is \$7,848.
 - Singapore was featured in the May issue of *Meetings & Conventions Magazine* (88,671), "Global Planner" section, with information and photo supplied by the agency. The same issue also featured MeetingNet Asia in Singapore in October, organized by the AACVB and Reed Meetings Group, publisher of *Meetings & Conventions* and *Meetings & Conventions Asia/Pacific*. Ad value to be reported in June.
 - Singapore is mentioned in a feature story about tips and resources for meeting planners new to the world of overseas meeting planning, in the May issue of *Successful Meetings* (84,806). Ad value to be reported in June.
 - The April issue of *Medical Meetings* (17,786) mentioned Singapore's winning its bid to become the permanent site of PATA Travel Mart, from an agency release. Ad value to come in June.
 - Tony Soh's appointment as VPEUSA, along with his photo, appeared in the April issue of *Meeting Manager* (10,840), from an agency press release. Ad value in June.
 - Special attractions at the Singapore Zoo were featured in the May issue of *International Travel News* (34,489), from an agency press release. Ad value \$187.
 - Singapore Airlines' reduction in service from Canada was reported in *Canadian Travel Press* on May 25, and a photo of SVPA Charles Leong taken at Travel Technology '95 appeared in the *Travel Courier* of April 5.
3. Analysis of other issues that may affect Singapore's tourism industry.
- The agency noted nothing in the news media, either positive or negative, that would seem to affect Singapore's tourism industry. For example, there has been nothing since the last report on the Flor Contemplacion incident. No trends or tourism developments were reported in the trade media during the month of May with potential impact on Singapore tourism, other than the coverage accorded to Singapore itself. The Travel Industry Association predicted a summer travel boom for the U.S., following a survey in conjunction with the American Automobile Association, but focused on travel within the U.S.

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

- 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.

- Dan Bailey's story from the *Tampa Tribune* and (see March report), appeared in the Winston-Salem Journal (106,852) on April 23, ad value \$7,100. Cumulative circulation to date is 503,302 and the cumulative ad value is \$46,827. At the agency's recommendation, Dan Bailey was partially hosted by STPB in Singapore in August 1994, while on assignment in Indonesia for the *Tampa Tribune* (376,450) and *Dive Magazine* (20,000). His story appeared as a cover story in the travel section of the *Tampa Tribune* on February 19, and as a cover story in the travel section of *The Press of Atlantic City* (98,906). He writes a very positive story about Singapore, amply illustrated by his own color photos.
- Steve Raichlen's first story appeared in *Sante*, a food and health magazine reaching 100,000 doctors. He is the "Great Chefs" columnist for *Los Angeles Times* and the Los Angeles Times syndicate (total audience of 15 million). In addition, he writes for *Eating Well* (bi-monthly, 450,000) magazine. The agency requested a guide for him while he was in Singapore February 1-4, having made his own air and hotel arrangements. Ad value to be reported in June.
- A feature on SICEC appeared in the April/May issue of *Executive Class* (200,000), an airline in-flight publication. Agency met with Editor Paul Trustfull and pitched him on SICEC for his business traveler audience. He was hosted in Singapore in February, and plans to do another, more extensive feature on Singapore in the September issue.
- On April 9, the *Yuma Sun* (28,000) ran Catherine Watson's story from the *Minneapolis-St. Paul Star Tribune* in October 1994, for which the agency provided assistance. This placement is worth \$662. The agency helped update her story from a trip several years ago. The cumulative value of the story since October is \$66,623 and the cumulative circulation is 1,302,465.
- Jack Freeman of *Earth Times* (50,000) visited Singapore from May 26 through 29, to gather research on Singapore as a model of urban planning and tourism management. The agency discussed several angles of the story with him and his editors and supplied a press kit. STPB hosted two nights at the Marina Mandarin Hotel, which picked up the other two nights. STPB also provided a guide and arranged interviews with the Urban & Redevelopment Authority, National Parks Board and Recreation Department, as well as a briefing with STPB public relations. He said that everything was "absolutely perfect" and offered "special thanks" to Jennifer and Sarah, his guides. His story will appear on June 6 and he will forward copies to the agency.

- Nina Simonds, freelance food writer, visited Singapore from May 16 to 19 to research stories; writer is a regular contributor to *The New York Times*, *Gourmet*, *Eating Well*, etc., paid own air fare and lodging at Hyatt Regency. Agency furnished food information and asked HQ to research new story "angles" and personalities for interviewing since her last trip several years ago. Agency still trying to contact writer since her return to the US.
- Reg Potterton, on assignment for *Cooking Light* Magazine and *Wingspan* (ANA in-flight), received press kit and guidance from the agency. He was partially hosted in April in Singapore (discount at Duxton Hotel) and reported that Kevin Dragon had arranged a perfect itinerary for him. He particularly liked a contact arranged for him with the head of a spice company. He also said that his two best meals were at the Apolo Banana Leaf Restaurant and the No Signboard Seafood Company. He will keep in touch with me as his stories develop.

6. Activities carried out to meet objectives.

See following pages.

MAY 1995 ACTIVITIES

PLANNING/LIAISON/ADMINISTRATION

- Ongoing liaison with STPB offices
- Submitted April monthly activity report
- Submitted May mid-monthly report
- Clip analysis & selection
- Monitored *Straits Times*
- Monthly meeting held in Los Angeles on May 5, attended by executive from ADC/LA
- Developed draft 12-month plan of public relations activities and submitted to client
- Established E-mail link between STPB/LA, ADC/LA and ADC/NY
- Re-sent request for press release paper (received)
- Received and forwarded annual reports requested by HQ for Time Warner, Inc., Turner Broadcasting and The Walt Disney Co.
- At BBS request, forwarded number of visitors (24.6 million) to New York City in 1994
- At client request, researched and forwarded CD-ROMs on Hawaii and Aruba (none available for Mexico)
- At HQ request, contacted *National Geographic* magazine re sponsored features and supplements
- At client request, evaluated Modern TV proposal and recommended against it
- At client request, reported on impact of negative publicity surrounding Flor Contemplacion incident
- Requested information for MPI daily from BBS
- Edited 25 infomercials for Emily Chan-Clark for San Diego radio promotion
- Currently researching industry tourism awards for wholesalers/travel agents, at client request

News Bureau and Publicity

- Distributed the following press releases:
 - "Singapore Food Festival July '95: Coming Back for Seconds" (consumer and trade press)
 - "New Hotels Open in Singapore as Demand Rises: More Room at the Inn, from Full-Service Luxury to Cozy Intimacy" (hotel and travel trade list)
 - "Singapore Cruise Seminars This June and July: How to Profit from the Cruise Boom in Southeast Asia" (trade cruise and events editors)
 - "Five Star Edge Invites Incentive Houses to Montreal; Singapore and Partners Repeat Award Winning Presentation This June"
- Pitched *TravelAge West* on Singapore news: food festival and developments at Changi Airport; forwarded slides for story in May 29 issue
- Requested information on Singapore Art Museum scheduled to open in October for press release
- Requested information on designer and builder of Underwater World for *World Fair Magazine*
- Pitched Mark Sommer, host of "Jewish Traveler" radio show with both general information and information tailored to Jewish travelers
- Sent Singapore b-roll video to Royal Caribbean Cruise Lines for use in instructional video
- Contacted "Adventures in Paradise," a half-hour adventure travel show; producers to visit Singapore in May to scout for possible inclusion in episodes to be filmed later
- Contacted *Portable Magazine* re editorial contact, advised client of status
- Mailed press kit to Chicago metropolitan area media with cover letter
- Sent Singapore press kit to *Travel My Way*, a special supplement inserted in to the New York Times Chicago edition twice a year
- Pitched *Recommend Magazine* on Singapore for adventure travel story
- Pitched *Saveur Magazine* for story on Singaporean cuisine

- Sent information on Nonya cuisine to Bobbie Leigh, freelance writer
- Sent press kits with cover letter from VPCUSA to Chicago media list
- Sent slides to Tina Mani Kanagaratnam for story on E&O Express in *Palm Beach Illustrated*

Media Educationals

- Maintained contact with CNN Travel Guide re scheduling a media educational for summer or fall 1995
- While awaiting SIA allotment for fiscal 1995-96, agency will contact other airlines and ASEAN tourist offices to discuss joint media educationals
- Evaluated request from Anthony Perl, editor of International Railway Traveler (5,000), targeting train travel devotees, for assistance in Singapore for three days in July while traveling aboard the E & O Express. In light of the limited audience, SVPA has approved one night and a one-day tour. Mr. Perl will make his own arrangements for the other two nights. Agency to memo HQ as soon as Mr. Perl has confirmed his dates.

Other

Zoo Exchange

Following receipt of confirmation from HQ of interest by the Singapore Zoo in participating in the donation or lending of breeding animal pairs to the U.S. zoos in conjunction with STPB's 25th anniversary, requested to be put in direct contact with Mr. Bernard Harrison, for better liaison between the participating zoos and to facilitate decisions concerning the choice of animal species. HQ reverted with telephone and fax numbers for Mr. Harrison, who is communicating directly to zoos with lists of animals.

Royal Caribbean Cruise Lines

Agency contacted Richard Steck, public relations director for RCCL, to explore opportunities for promoting the launch of the Sun Viking in Singapore this December. Currently engaged in launching its new megaship the "Legend of the Seas," RCCL will focus on Sun Viking later in the summer. Agency offered to supply Singapore information to press attending events for "Legend" on the west coast in May, and Rich Steck offered to send lists of attending press once the events were completed.

25th Anniversary Receptions Follow-Up

Sent 100 pewter Merlion cardholders with cover letter to top media from Los Angeles, Chicago and New York who were invited but unable to attend the evening receptions

NAPS-NET Camera Ready Releases

Agency to identify two or three stories to run between now and March 1996 via North American Precis Syndicate (NAPS), which also has access to the Internet. Possibilities include RCCL's Sun Viking December launch in Singapore (June) or Silversea's Silver Cloud (July) if RCCL doesn't wish to split cost; Singapore Plus card, calendars of events

A Taste of Singapore

Agency to investigate organizing a Singapore event to take place in Los Angeles (ABC Entertainment Center Plaza or Century City Marketplace) for a week day in September or October, with participation of cruise vendors, airlines, tour operators, Tiger Beer, etc. Agency executive attended Jamaica Tourism Board event at the Citicorp Plaza week of May 23, along with MCMA S. K. Tan (event was poorly executed).

Dance Troupe

Agency to investigate publicity opportunities for STPB in connection with dance troupe visiting San Francisco for STPB/SIA on July 13, to kick off SIA's inaugural flight to Korea (public events in Union Square on July 15 and 16, trade evening in Los Angeles on July 18, July 19 in Phoenix, possible visits to Chicago and New York)

Radio Promotion

Agency to obtain listener profile of KZLA-FM, Los Angeles' leading country music station re possible week long live broadcast from Singapore (York Hotel, where Matthew and the Mandarins perform)

Tiger Beer

Agency to contact US distributors of Tiger Beer re joint promotion in Los Angeles.

5/26/95

SINGAPORE TOURIST PROMOTION
SUMMARY OF LISTINGS

PAGE: 1

DESCRIPTION	# OF ARTICLES	TOTAL CIRCULATION	EQUIVALENT AD COST
CONVENTION & MEETING NEWS			
CENTRAL NEWSPAPERS	1	112,251	\$1,799
TRADE PUBLICATIONS	6	266,896	\$7,571
CATEGORY TOTALS:	7	379,147	\$9,370
GENERAL TOURISM			
WESTERN NEWSPAPERS	3	400,359	\$893
EASTERN NEWSPAPERS	8	3,069,352	\$54,883
CENTRAL NEWSPAPERS	2	1,429,270	\$1,186
TRADE PUBLICATIONS	5	8,438,734	\$31,741
CATEGORY TOTALS:	18	13,337,715	\$88,703
GRAND TOTALS:	25	13,716,862	\$98,073

5/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 1

CONVENTION & MEETING NEWS

CENTRAL NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
4/09/95	CHATTANOOGA, TN., NEWS FREE PRESS	60	112,251	\$1,799
TOTALS FOR THIS SUBCATEGORY		60	112,251	\$1,799

5/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 2

CONVENTION & MEETING NEWS

TRADE PUBLICATIONS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
4/01/95	MEDICAL MEETINGS	2	17,786	\$201
4/01/95	MEETING MANAGER	2	10,840	\$179
4/03/95	BUSINESS TRAVEL NEWS	29	61,216	\$5,241
4/10/95	TRAVEL AGENT	2	59,018	\$780
4/10/95	TRAVEL AGENT	1	59,018	\$390
4/10/95	TRAVEL AGENT	2	59,018	\$780
TOTALS FOR THIS SUBCATEGORY		38	266,896	\$7,571
TOTALS FOR CONVENTION & MEETING NEWS		98	379,147	\$9,370

5/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 3

GENERAL TOURISM

WESTERN NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
4/09/95	YUMA, AZ., SUN	44	28,000	\$662
5/07/95	LONG BEACH, CA., PRESS TELEGRAM	1	142,073	\$132
5/17/95	SEATTLE, WA., TIMES	1	230,286	\$99
TOTALS FOR THIS SUBCATEGORY		46	400,359	\$893

5/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 4

GENERAL TOURISM

EASTERN NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT ADDCOST
4/09/95	FT. LAUDERDALE, FL., SUN SENTINEL	56	382,821	\$11,657
4/12/95	FT. MYERS, FL., NEWS PRESS	24	94,237	\$1,341
4/12/95	PENSACOLA, FL., NEWS JOURNAL	8	60,771	\$565
4/16/95	BOSTON, MA., GLOBE	75	815,265	\$20,143
4/16/95	NEW YORK, NY., NEWSDAY	39	400,000	\$13,647
4/23/95	WINSTON-SALEM, NC., JOURNAL	132	106,852	\$7,100
5/03/95	WILKES-BARRE, PA., TIMES LEADER	2	46,068	\$60
5/14/95	WASHINGTON, DC., POST	1	1,163,338	\$370
TOTALS FOR THIS SUBCATEGORY		337	3,069,352	\$54,883

5/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 5

GENERAL TOURISM

CENTRAL NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
4/23/95	CHICAGO, IL., TRIBUNE	3	1,110,552	\$1,034
5/07/95	DES MOINES, IA., REGISTER	1	318,718	\$152
TOTALS FOR THIS SUBCATEGORY		4	1,429,270	\$1,186

5/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 6

GENERAL TOURISM

TRADE PUBLICATIONS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
4/01/95	CRUISE & VACATION VIEWS	24	37,662	\$3,816
4/01/95	CRUISE & VACATION VIEWS	18	37,662	\$4,032
5/01/95	FREQUENT FLYER	30	8,290,238	\$22,450
5/01/95	INTERNATIONAL TRAVEL NEWS	6	34,489	\$187
5/01/95	TRAVEL WORLD NEWS	13	38,683	\$1,256
TOTALS FOR THIS SUBCATEGORY		91	8,438,734	\$31,741
TOTALS FOR GENERAL TOURISM		478	13,337,715	\$88,703

A fascinating blend of the modern and mysterious awaits travelers who venture through the byways and bazaars of Hong Kong, Singapore and Bangkok

When South Floridians think about tra

their thoughts invariably turn east or south. Not surprisingly, they think first about the resorts of the Caribbean. Or if time and budget permit, they reach for those enticing brochures that offer tours of Latin America or Europe.

Until recently, Asia rarely figured in the plans of most Floridians. Why? Maybe because Asia was too far away or life there seemed just a bit too strange.

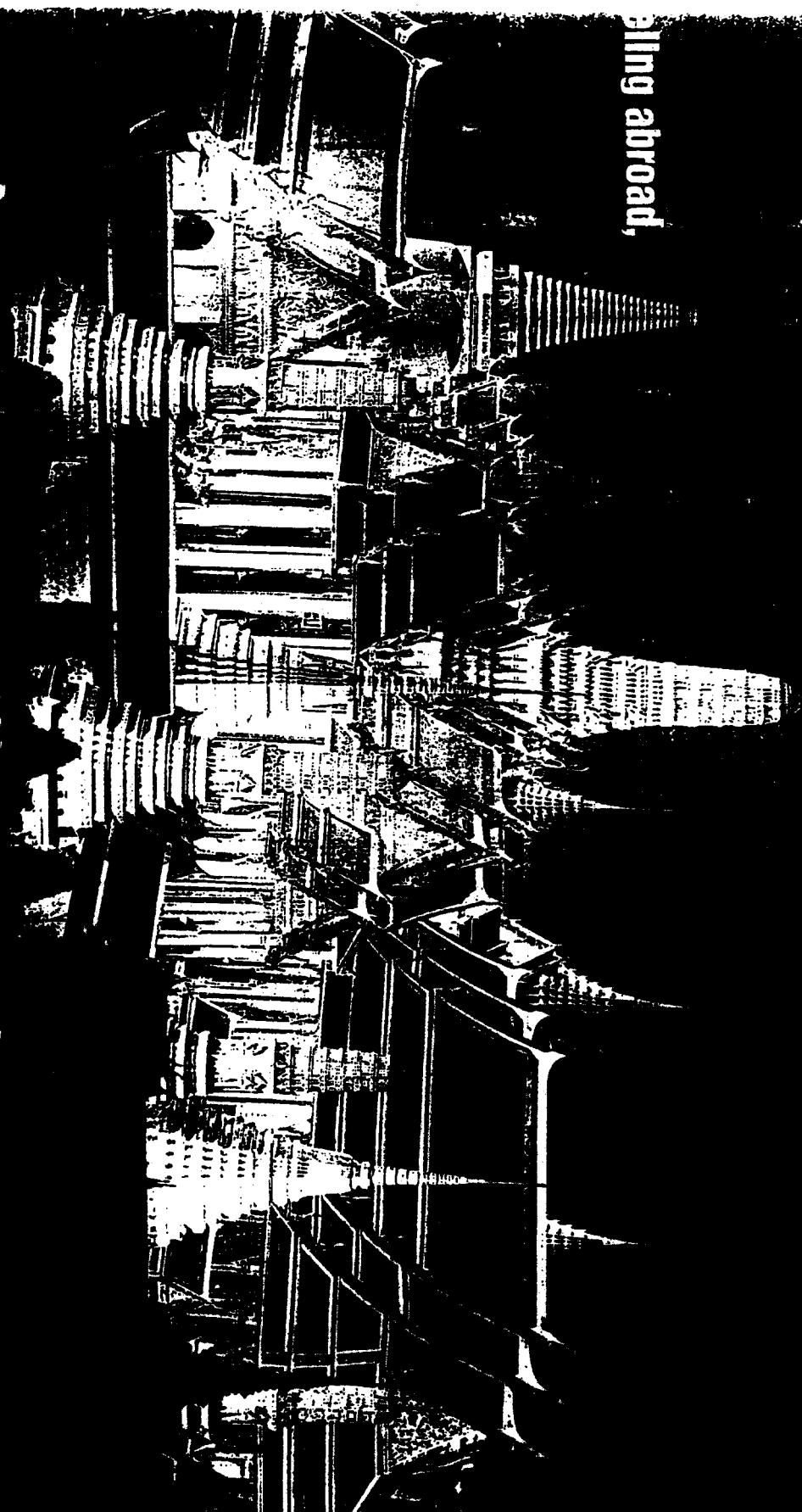
It's true that Southeast Asia is almost on the other side of the globe from Florida. Still, more and more visitors are discovering that the region is filled with unforgettable experiences.

Generations ago, sailors, missionaries and wide-eyed adventurers returned from Asia with tales of great palaces, strange religions, exquisite women, complex languages, and native dress and customs totally unlike anything known in the West. Today's travelers return with similar stories, even though Asians have adopted many Western ways in the years since World War II broke down the traditional barriers between East and West.

BY NORMAN SKLAREWITZ

Asia's Triple Crown

elling abroad,



The Grand Palace in Bangkok, Thailand, is gilded by the setting sun.

These days, skyscrapers dominate many Asian cities. There are rush-hour traffic jams, cellular phones, ATMs, blue jeans, miniskirts, rock music, fast-food restaurants and subways. But don't be fooled. Those familiar elements of Western life are superimposed over centuries-old customs. Traditions, religious observances, pageants, festivals, rites and superstitions are much the same in the Far East as they have been for hundreds of years.

So if you have already "done" the museums, cathedrals and castles of Europe and the beaches of the Caribbean, it may be time to look westward.

From the gateways of Los Angeles or San Francisco, several U.S. and Asian airlines offer service to the heart of Southeast Asia. Figure on about 15 hours of flying time to Hong Kong and up to 21 hours for flights to Singapore and Bangkok, Thailand.

Given the great distances and cost of airfare, a trip of at least two weeks is suggested if you plan to visit all three destinations, the most popular in the Far East with Americans.

HONG KONG

HONG KONG IS A TINY BRITISH colony, but if the term suggests some sort of languid outpost where bored colonists sip tea and munch crumpets, forget it.

Here you will find gleaming sky-



scrapers, rush-hour traffic jams and a population with an explosive energy unmatched anywhere else on the planet. Hong Kong has the world's largest number of Rolls-Royces per capita, the most cellular telephones and the greatest consumption of cognac.

By treaty with the British, the People's Republic of China will regain control of Hong Kong at the stroke of midnight on June 30, 1997. The Beijing regime has promised that the city will be left alone, with its capitalistic enterprises permitted to operate as they have in the past as a "Special Administrative Region." Its motto: "One coun-

try, two systems."

Plenty of Hong Kong residents worry that the Communists may change their minds and one day absorb this amazing little enclave of wheelers and dealers into its authoritarian regime. Others are convinced that China's leaders are much too shrewd to kill this goose that lays endless golden eggs. As far as visitors in the coming two years are concerned, it will be enough to say "I visited Hong Kong in the old days."

The colony is made up of 235 offshore mostly tiny islands with a total area of 413 square miles. Most important is Hong Kong Island itself, which covers only 30 square miles. The island is crowded with office towers, apartment buildings, luxury hotels and more shops than anyone can count.

Doing business is what Hong Kong is all about. Trade was responsible for the region coming into being some 150 years ago when the British arrived, and it has been the colony's driving force ever since.

In addition to being Asia's greatest center of finance and commerce, it is also a duty-free port, which means that most imports come in without being assessed tariffs.

So while local manufacturers do turn out plenty of goods, much of what fills the shelves of countless arcades and stores up and down the bustling streets comes from overseas, to be snapped up by tourists.

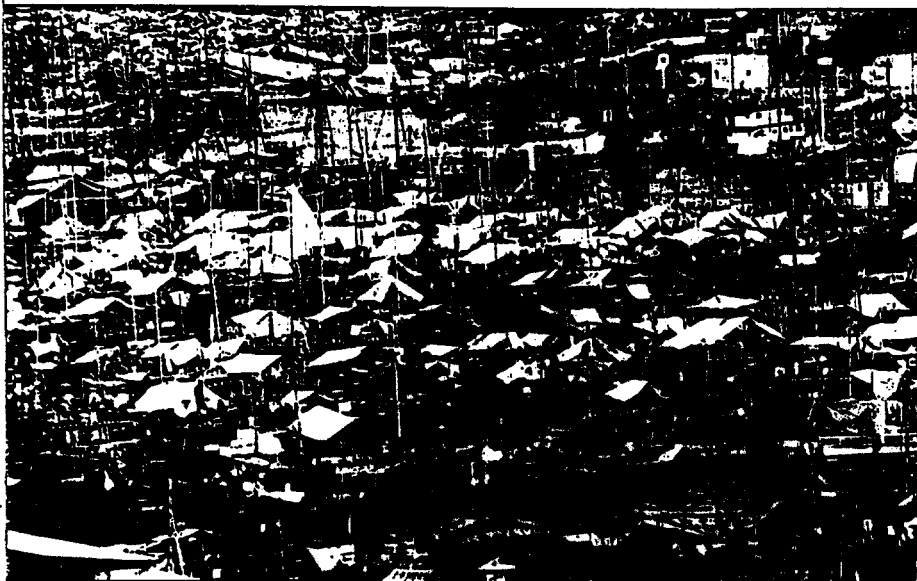
What is there to buy? You name it: Swiss watches, French perfumes, Japanese electronics and cameras, British garments, handmade crafts from Indonesia, opals, pearls, jade, gold and diamond jewelry and antiques from mainland China. The list is endless.

For all its 20th-century appearances, there are still attractions in Hong Kong that reflect the culture and traditions of Old China. Of the colony's population of 6 million population, an estimated 98 percent are Chinese, and animism, ancestor worship, tree worship, Taoist magic and Confucianism all play important roles in their lives.

A good example of the "old ways" is the fishing village known as Aberdeen. Thousands of Chinese live aboard junks and fishing boats bobbing in the harbor here. Youngsters go ashore to attend school, and their parents may work in town, but their homes are aboard these tiny

Top left: Traditional aspects of Chinese life, such as this monument, are recreated in a theatrical setting at Middle Kingdom Park, located on the south side of Hong Kong Island. Bottom left: Thousands of Chinese live aboard junks and fishing boats in the floating village of Aberdeen.

Right: A bold skyline rises from the financial center of Singapore, a city-state of 3 million people that sits at the tip of the Malay Peninsula.



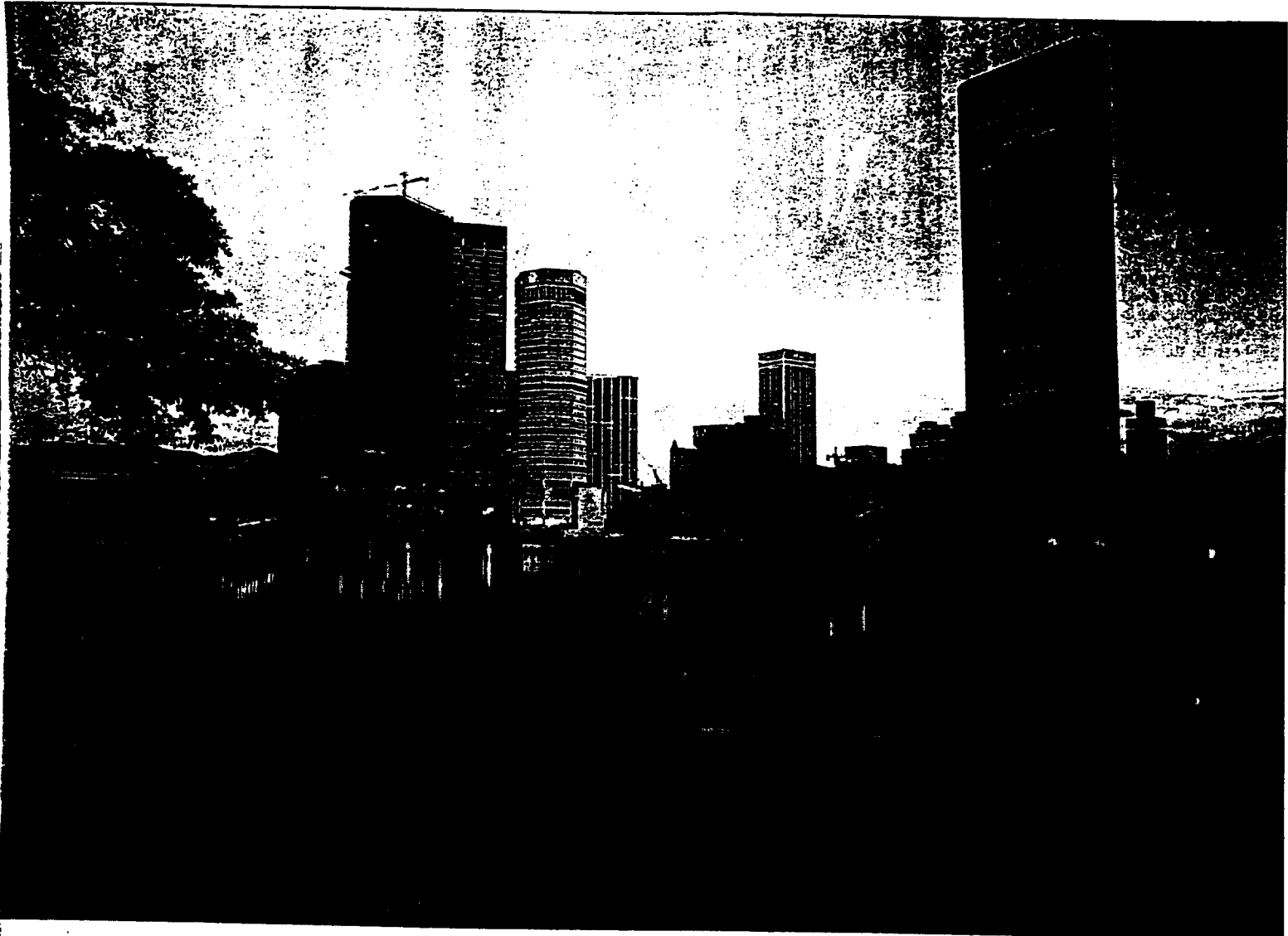
boats. Aberdeen is also home to huge floating restaurants, where you'll find outstanding seafood. Sampans ferry you out from the boat landing to the restaurants.

You'll also want to take the eight-minute ride aboard a tram to the top of Victoria Peak for a spectacular view — especially at night — of the harbor and the Kowloon Peninsula, just across the water.

For the sports-minded, Hong Kong has two thoroughbred racing tracks — one named Happy Valley on Hong Kong Island and the other Shatin in the so-called New Territories, which share their borders with the People's Republic of China. The season runs from September until June.

As the traditional aspects of Chinese life gradually disappear from Hong Kong, they are being replaced by theatri-

PHOTOS BY DAVE BARTRUFF



cal re-creations. Two such attractions give visitors glimpses of ancient China.

One, on the south side of the island, is the Middle Kingdom. Built at a cost of \$9 million, it features a series of structures that trace Chinese history from 5,000 B.C. to the Qing Dynasty. Costumed artisans of the Han Dynasty demonstrate paper-making, iron casting and silk weaving, while elsewhere in the complex there's a Tang Dynasty marketplace. Performances of Chinese opera, acrobatics and kung fu are presented in a 500-seat theater.

On the Asian mainland, a short ride across the harbor aboard one of the famed Star Ferry boats, is the Kowloon Peninsula. Along Kowloon's waterfront is the Tsing Tsui section and an endless variety of restaurants and hotels.

Two sidetrips are worth scheduling while you're in Hong Kong.

One is Macau, a Portuguese territory located about 40 miles from Hong Kong. There are still reminders here of 16th-century Portuguese settlers, but the biggest attraction in this city of 500,000 mostly Chinese residents is the gambling. The government has licensed nine casinos where you find Chinese games like fan-tan and sik-po alongside the blackjack tables and slot machines.

The other must-see is mainland China itself. Hong Kong travel agencies arrange one-, two- and three-day trips into the world's most populated country. You'll travel by train from Hong Kong up into Guangdong Province as far as the city of Guangzhou. With a population of more than 3 million, Guangzhou, formerly known as Canton, is one of China's major manufacturing and commercial centers. Because it's so close to Hong Kong, Guangzhou has

begun to look like its capitalistic neighbor. But there is still much to see that's reflective of traditional Chinese culture.

SINGAPORE

LIKE HONG KONG, SINGAPORE was a British colonial outpost for many years, but achieved full independence in 1961. It has a population of close to 3 million and an area at the very tip of the Malay Peninsula of just 240 square miles.

In many ways, Singapore is unlike any other place in the Far East. For one thing, it is a multiracial society. Chinese make up 78 percent of the population, but they share political and social power with the 14 percent who are Malays, 7 percent who are Indians, and others. To accommodate every-

one, the state recognizes English, Malay, Mandarin and Tamil as official languages, with English the language of business and government.

For the most part, the ethnic mix works extremely well. The tiny city-state is prosperous, dynamic and amazingly well-run. Strict laws about littering and graffiti are enforced. (Remember the American teenager who was caned in 1994 for spray-painting cars?) There's no rush-hour gridlock here, because the movement of private cars into the city center is restricted. Motorists obey traffic laws without question, and porn shops, prostitution, topless bars and girlie men's magazines are prohibited by law. The penalty for possession or sale of even the smallest amount of drugs is death. Taxi drivers love to quip to visitors that "Singapore is a fine place — we have a fine for everything!"

Standards of health care and education are among the highest in Asia. There is almost no unemployment. Flowers and greenery are everywhere, nourished by tropical rains. Singaporeans call their home the "garden city."

Singapore offers plenty of attractions it deems wholesome. You'll find picturesque reminders of its romantic past in such prime, white-washed government buildings as Parliament House, City Hall and the Supreme Court. And it takes no imagination to picture what colonial life was like a century ago. Just

stroll along the huge cricket pitch in the heart of the city and look in at the rambling old Singapore Cricket Club.

Major ethnic communities still cling to their distinctive customs, traditions and religions. The largest of these is Chinatown. Until a few years ago, this was a sprawling community of unpainted two-story structures called shop houses, in which businesses were located on the street level and living quarters — sometimes occupied by several families — on the upper level.

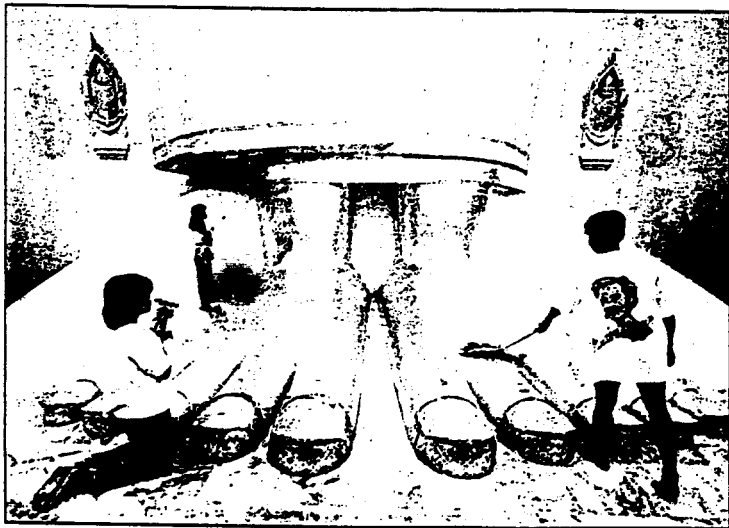
But in a nation with so little land and just one main city, the pressure from developers for land, particularly in the heart of downtown, became overwhelming. So the decision was made to tear down Chinatown to make way for public housing and skyscrapers.

Before all of Chinatown disappeared, however, the government finally realized that traditional Chinese life was among the main reasons visitors from abroad came to Singapore. Further demolition was halted.

Today in Singapore, you can stroll along Amoy Street, which has changed very little over the years, watch worshippers light incense at the Thian Hock Kheng Temple the next block over, poke your head into traditional Chinese pharmacies where herbs, bones and dried snake skins are compounded into potions and cure-alls and watch a street-corner scribe writing letters for the elderly.

For a totally different experience, it's a short and inexpensive cab ride to "Little India" on Serangoon Road. Sari material, Indian jewelry and art work are among the souvenirs sold here.

Given Singapore's ethnic mix, you have a good chance of seeing a colorful festival or celebration most times



of the year. The Chinese celebrate their Lunar New Year with parties, firecrackers and street processions, complete with huge dragon figures. Then there are the Dragon Boat races, the Lantern Festival, the Festival of the Hungry Ghosts, the Mooncake Festival and more.

During the Indian Festival of Penitence called Thaipusan, you'll see men in a religious trance with sharpened spikes stuck into their bodies.

Top: Singapore's ethnic diversity is reflected by these British, Malay, Chinese and Indian hotel staff members. Center: A man wearing a Marilyn Monroe T-shirt stands at the feet of Buddha in Bangkok's Wat Indrawihan. Above: Detail of an emerald Buddha at the Royal Palace. Right: A floating market.

During Thimithi the men walk on burning coals.

In the days before independence, Singapore had its wild side, and Bugis Street was popular with transvestites. Urban renewal meant the end of its denizens, but in a move to recapture the flavor of the old Bugis Street — without its denimonde attractions — it has been restored as a new and proper lane with restaurants, food stalls and cabarets.

PHOTOS BY PAUL CHESLEY/TONY STONE WORLDWIDE (CENTER LEFT) AND DAVE BARTRUFF

Sunshine, 8/27, 1972



Similarly, the Singapore River, once badly polluted, has been dredged, cleaned and turned into a tourist attraction. Normal commercial barge traffic is forbidden, but so-called "bum" boats now take visitors on tours starting from Raffles Landing.

Singapore's early days are recreated at Clarke Quay alongside the Singapore River with restored 19th-century warehouses and shop hous-

es turned into boutiques and restaurants. The Boat Quay nearby is another similarly revitalized district.

B A N G K O K

IN THAILAND CAN BE FOUND

the storybook Orient you have always imagined: golden spires rising over ornate temples and palaces, Buddhist monks in saffron robes shuffling quietly along city streets, merchants aboard sampans selling fruits, vegetables and hot food on the rivers and canals known as *klongs*.

This is a special time to visit Thailand. A two-year-long celebration has just begun to commemorate the 50th anniversary of the accession to the throne of King Blumibol Aduljadey.

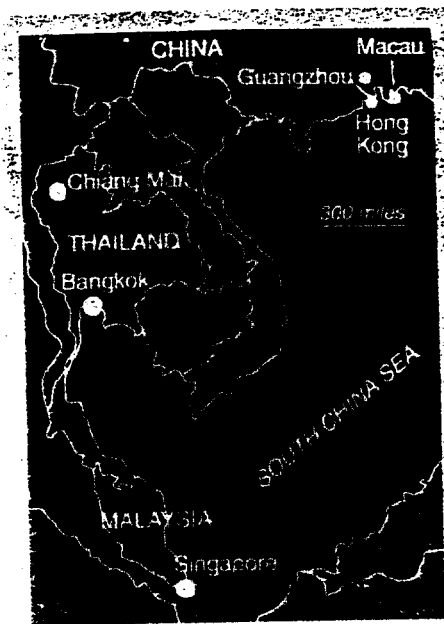
The Grand Palace complex is open to visitors, as is the Wiman Mek Palace, residence of the Thai king who ruled until 1910. If you're lucky enough to visit Bangkok during these celebrations you may see the royal barges on the Prachuap Khiri Khan (River of Kings), which flows through the capital.

One of Thailand's most distinctive features is its Buddhist temples. Their gilded cheddi spires and soaring, tiled, doubled roofs with intricate carvings in brilliant colors are unlike any others in Asia. In the Thai language, the word for temple is *wat*, so expect to hear it often, for there are several hundred wats in Bangkok alone.

It's important to remember that visitors are expected to dress neatly when entering religious shrines. No shorts, please. Removal of shoes is required when entering a place where Buddhist images are kept.

It's no secret that westernization has brought all sorts of familiar urban problems to Bangkok. Air pollution from auto emissions and industry can be awful. Traffic jams are monumental, making any trip from your hotel both frustrating and time-consuming. That's one reason to stay at a hotel that is centrally located.

Though most visitors spend a large part of their vacation in Bangkok, Thailand also offers a variety of beach and golf resorts. The closest and best known is Pattaya on the Gulf of Thailand, 90 miles up the coast from Bangkok. It's clearly dedicated to life on the wild side. The somewhat tacky main street of South Pattaya, called "The Strip," is lined with bars, discos, nightclubs, strip joints and massage parlors. Many other resorts also are located along the peninsula, which is washed on the east by the Gulf of



Asia include Crystal Cruises, Holland America Line, Oceanic Cruises, Orient Lines, P&O Holidays, Royal Cruise Line and Seven Seas Cruise Line.

IF YOU GO

AMERICAN, DELTA and USAir offer service to Los Angeles and San Francisco from all three South Florida airports.

The following airlines offer service from California to the Far East: Cathay Pacific, Delta, Northwest, Singapore Airlines, Thai Airlines and United.

For information, write or call the following:

Hong Kong Tourist Association, 590 Fifth Avenue, New York, NY 10036; 212-840-1690.

Singapore Tourist Promotion Board, 590 Fifth Ave., 12th floor, New York, NY 10036; 212-302-2481.

Tourism Authority of Thailand, 5 World Trade Center, Suite 3443, New York, NY 10048; 212-432-0433. ©

Thailand, Myanmar and Indonesia.

Princess Cruises has its *Island Princess* and *Golden Princess* liners (640 passengers) in the South China Sea with sailings from Singapore and Hong Kong this fall and winter.

Cunard's luxurious *Sea Goddess II* will begin its Orient schedules next February.

Other lines offering programs in

NORMAN SKLAREWITZ was for many years a foreign correspondent based in Asia and now is a freelance writer.

SHOPPING

The World's Best Sales

A year's worth of discount euphoria from **Houston to Hong Kong**

BY JENNIFER FARLEY

the world's a bazaar, and for some of us, the sweetest spice of all is bringing home something worth more than we paid for it. As surfers follow the summer, so competitive shoppers chase the sales—from Los Angeles to London to New York to New Delhi—seeking showroom samples, château castoffs, discount decorative items, and myriad off-price luxury goods. Of course, there are intangible rewards as well: sale-hopping is a chance to glimpse an entire culture compressed into just so many hours and square feet.

I, for one, panic in lonely, formal stores. Direct me to a feeding frenzy, please, where I can really enjoy myself. I recognize a kindred spirit when I see one: light on her feet, poker-faced, eyes darting and processing, with a calculator, jeweler's loupe, and street map buried inside her shoulder sack. Friendly competitors, we'll share a guarded smile.

The greatest sale events have life spans and personalities, some more enduring and engaging than others. Galeries Lafayette, the Parisian department store, used to be the happiest of hunting grounds during Trois J, a



three-day sale, but inferior goods now dominate the stock during the event. Better to go on an ordinary day.

Fame, too, corrupts. Case in point: Santa Fe's annual August sale of Native American arts and crafts, a casualty of phenomenal international demand, where escalating prices accompany a steadily less interesting selection. (A far better alternative is the Indian Federated College Pow Wow, held each April in Regina, Saskatchewan; call 800/667-7191 for details.)

SHOPPING

Rome—Leave it to a company run by five sisters to throw a semiannual end-of-season clearance that feels friendly. Established in 1925 as a small leather and fur workshop, **Fendi** (36-40 Via Borgognona, 39-6/679-7641; and 76 Via Piave; Rome, 39-6/486-868; July and January) is now synonymous with "made in Italy" chic. At sale time, a broad array of the store's famous leather goods, artisanal furs, and men's and women's apparel is discounted up to 50 percent.

Singapore—The world's busiest port has become something of a shopping mall with a customs check, a fact confirmed by a new national tourist promotion, the **Great Singapore Sale** (at selected stores; July 14-August 13). Alas, even with a discount, Singapore's department stores (located mostly on Orchard Road) remain pricey by Western standards, and many Americans, male and female, will have difficulty finding apparel that fits. If you're a shrewd bargainer, Singapore's best buys are on gold jewelry, pearls, and gems. This is also the most reliable place in Asia to buy electronics.

New Orleans—**Adler's** (722 Canal St.; 800/925-7912 or 504/523-5292; held in June), a fourth-generation family-owned jewelry business adjacent to the French Quarter, stocks the best names in china, crystal, silver, jewelry, and watches, as well as old or used timepieces. Its summer sale is eagerly anticipated by the New Orleans establishment. Only a few product lines are excluded from the reductions of 40 to 75 percent.

WINTER

Chicago—Those of you who find yourselves in the Windy City this December can warm your wallets at the holiday art sale of the **School of the Art Institute of Chicago** (112 S. Michigan Ave.; Student Union Office; 312/345-3589; December 1-2). Admission is free, and you can talk with student artists while you browse through original works. Most items

sell for less than \$50 but look as if they cost a lot more; the selection includes paintings, sculpture, ceramics, photographs, prints, textiles, jewelry, handmade books, and decorative objects.

Boston—Art enthusiasts crowd the annual exhibition and sale at the **School of the Museum of Fine Arts** (230 Fenway; Exhibitions Office, 617/369-3656; December 7-11) for a rare

warehouse in Chelsea: the West Coast event was held last year in a hangar at the Santa Monica Airport. (Yes, this is Barneys.) Discounts increase over the course of the promotion, and new merchandise arrives daily: men's and women's designer clothing, accessories, and shoes, including some fabulously low-priced men's ties, shirts, and suits. Average discounts range from 50 to 70 percent, but on the final

**What every shopper should know:
Harrod's for handbags. Hong
Kong for cashmere. Singapore
for pearls—and electronics**

opportunity to buy gallery-quality art by emerging artists at thrillingly low prices. Thousands of works by students, faculty, and alumni—from paintings and prints to sculpture, jewelry, and clothing—are priced at \$5 and up.

Singapore—Is Singapore the next Hong Kong? Strongly supporting the argument is the gargantuan **Ocean Pacific Warehouse Sale** (110 Eunos Ave. 7, 02-00 Atron Building; 65/742-2822, fax 65/742-2922; held in December). Spectacularly wearable casual and athletic clothing for men and women, as well as swimsuits, sandals, bags, and accessories, priced as low as \$6, are grabbed up by a growing community of expatriates, who tend to dress more casually than their Asian peers.

New York and Los Angeles—The bicoastal warehouse sales at **Barneys New York** (stores located at Madison Ave. and 61st St., New York, 212/826-8900; and 9570 Wilshire Blvd., Beverly Hills, 310/276-4400; New York sales in February and August, Los Angeles sale in February) can lure frothing crowds of up to 10,000 shoppers a day, few of them regular Barneys patrons. The Manhattan sales take over the store's gigantic

day patient opportunists may harvest bargains at up to 90 percent off. It's a grabber's gauntlet, with experienced Barneys sales associates on hand to confirm and applaud your purchase decisions—a strangely addictive seduction. There are no dressing rooms, so wear leggings and a tank top over which to try things on.

ItineraryAsia



By Neal Feduchka

Flyer Facts: All gels, liquids and aerosols larger than one ounce have been banned from carry-on luggage on U.S. airlines flying to Asia. The new rules are designed to prevent the transport of hard-to-detect liquid explosives...Smoking is now

banned on all flights between Australia, Canada, New Zealand and the U.S....Radisson has opened its first hotel in Japan, the Radisson Hotel Narita Airport. The 500-room property is still owned by Northwest Airlines...Singapore Airlines has resumed service to Kaohsiung,

Taiwan...Air New Zealand has added two more Los Angeles-Sydney flights for a total of five weekly.
-Richard A. Marini

SINGAPORE



The lobby of Raffles Hotel; (top) local fare at the hawker food stalls.

Sip a Singapore Sling at its birthplace: the Long Bar at Raffles.

GRETA GARBO WOULD BE RIGHT AT home, as would today's nostalgia-junkies, at the ever-splendid **Raffles Hotel** (1 Beach Rd.; 65-337-1886, fax 65-339-7650, 800-525-4800). Sip a Singapore Sling where it was invented, at the **Long Bar**; cut into the best sirloin in Southeast Asia at the **Grill**; or check into the **Bar & Billiard Room** for the lunch buffet or afternoon tea. Rates (all suites) start at \$450. For distinctly Asian indulgences with western amenities, we favor the **Shangri-La** (22 Orange Grove Rd.; 65-737-3644), set on 15 garden acres, just two minutes by foot from Orchard St. shopping. Vintage bubbly is served by the glass at the **Champagne Bar**. Rates: \$258-\$399. Rooms at the new **Four Seasons** (190 Orchard Blvd.; 65-

734-1110, fax 65-733-0682, 800-332-3442) are hard to top, with their cavernous bathtubs, terry-cloth robes and laser disc/CD players (300 titles available at no charge). Rates: \$289-\$392; corporate specials from \$257.

Eat Ethnic In the historic Emerald Hill district, **Esmirada** (108 Orchard Rd.; 65-735-3476) serves up succulent kabobs and Mediterranean fare. At **Brazil Churrascaria** (14-16 6th Ave.; 65-463-1923), waiters carve BBQ leg of lamb and beef tenderloin at your table. For authentic Chinese, the informal **Majestic Restaurant** (31/37 Bukit Pasoh Rd.; 65-223-5111) is the local favorite. The best view of Singapore is on display at **Compass Rose**, atop the 70-story **Westin Stamford** (65-338-8585); specialties include oysters imported from France and New England lobster. Best authentic local cuisine is at the hawker food stalls.

Stay Up Late The trendy crowd does **Studebaker** (Pacific Plaza, 9 Scotts Rd.; 65-736-0006); the club of the moment keeps pulses racing with hired dancers, a penthouse view and strictly vinyl tunes. Cover: \$14-\$17 weekends. The entertainment menu at **Sparks** (Ngee Ann City, 391 Orchard Rd.; 65-735-6133) includes live rock, jazz and world beat bands as well as a VIP lounge. Cover varies. **Good Buys** Snap up anything from Cartier to brass baubles, all at free-port prices. For Asian artifacts, head to **Lim's Arts and Crafts** (211 Holland Ave., Holland Rd. Shopping Center; 65-467-1300) and **Windows of the Past** at the Trademart (60B Martin Rd. 65-235-2760).

Neal Feduchka is a business and travel writer who lives in Southeast Asia.

Washington, DC
Post
Washington DC Met Area

Sunday

SUN 1,163,338

MAY 14, 1995

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LUCE PRESS CLIPPINGS

BUSINESS TRAVELER

The Airport Awards

By William E. Holland
Special to The Washington Post

Airports are changing. Sure, they are still fundamentally just a place you pass through to get from your car to your airplane, or from one airplane to the next; but a Lamborghini Countach is fundamentally just a car too. God is in the details.

The details of airports have gotten better in recent years. More and more airports are becoming shopping malls, dining centers, offices away from home and even places for a quick shower or a nap. Here are some of the best airport features and facilities I've noticed in the past year.

Safest Airport

We're not talking baggage searches and other antiterrorist antics here, but personal security against crime. Will your luggage be stolen? Will you be raped in the washroom? This is not a subject most of us give much thought to, which speaks well for airport security in general. The details?

It's hard to know the details, unfortunately. There is no central source of information, and most airport managements aren't talking. Business Traveler International magazine recently polled 30 airports worldwide and received 20 responses, not all of them broken down by category of crime. Larceny was the

biggest category; but how do you compare the theft of a suitcase to a rape or an assault?

Still, it's nice to know that Washington (Dulles and National lumped together) rated as one of the magazine's 10 safest airports (it was sixth-best in 1993), with about three-tenths of a crime per 10,000 passengers. In the United States, only Dallas/Fort Worth International, San Diego International and Hartsfield Atlanta International were better. It will surprise no one that the best record worldwide was set by Singapore's Changi. It will probably surprise few people that the worst record worldwide was New York's John F. Kennedy International, with 2.5 crimes per 10,000 passengers—around eight times the rate for Dulles/National and 50 times the rate for Singapore.

A surprise is Zurich, which came in second worst in 1993. And how do we account for the fact that New York's La Guardia, 10 miles from JFK, had only about eight-tenths of a crime per 10,000 passengers, a third of JFK's rate? I suspect that there are much more dangerous destinations than JFK (be careful about taking a taxi from Moscow's Sheremetyevo), although I doubt there are many safer than Singapore.

Best Shopping

Everybody's doing it these days. The "best" place depends on what you're looking for. Frankfurt-Main

Airport was for a long time the best for volume and variety, if not for price, and possibly still is. It's got some of everything—clothes, electronics, food, Dr. Muller's Sex Shop . . . Of course, if you want Japanese doodads, there's New Tokyo International (Narita) Airport.

For my money, the most interesting airport is Copenhagen, loaded with Scandinavian design shops, reproduction Viking jewelry and a tank of live lobsters.

As for the usual stuff—duty-free smokes, perfume, drinks, jewelry—it's all available everywhere, but if you're on a long trip, it's worth keeping in mind that there can be a big difference in price. Hennessy XO Cognac, for example, goes for \$148 per 0.7 liters in Vienna and \$41.15 in Singapore.

Best Architecture

It's still United's terminal at Chicago's O'Hare International—high, light-filled, pleasant by day or night, and uncrowded even when it's crowded.

Darkest Terminal

It's still Moscow's Sheremetyevo. In many ways, Sheremetyevo has improved beyond all recognition from the old days, when the main feature of the boarding area was a sign notifying passengers that they were in a "communication-free zone." (No, it didn't mean you could speak freely. It meant there were no telephones. And I'm pretty sure the border police would have interrupted any semaphore signals you tried to send too.) Sheremetyevo now has the same duty-free staples as every other airport, in big, brightly lighted

More and more airports are becoming shopping malls, dining centers, offices away from home and even places for a quick shower or a nap.

shops, but the shops are still in the same dim cavern with its ceiling of bronze coffee cans hiding a few low-wattage bulbs. There are more bulbs up there, but they still don't turn them on.

Dirtiest Floors

That would be Alma-Ata International, in the Republic of Kazakhstan. If you value your wardrobe, you will avoid physical contact with any bag that has been placed on the floor of this airport.

Coollest Feature

This is a hard one. I still like the tunnel between Concourses B and C at Chicago's O'Hare, with the neon arrows flashing along the moving walkway, the deep-space music playing in the background and the near-subliminal voice urging you to "keep walking."

On the other hand, Copenhagen has The Boat. You'll find it in International Concourse B, a double-decker pirate ship, with stairs and slide, afloat in a huge knee-deep pool of blue plastic balls to wade through and get buried in. The only reason it's not my clear first choice is that adults are not admitted—ages 3 through 10 only.

Incidentally, more and more airports, and airlines, seem to be recognizing that people do travel with kids. The British Airways business-class lounge at London's Gatwick incorporates a children's playroom. It's small (about 8 by 10 feet), but it's stuffed with toys, including a magnificent rocking horse and enough kiddy videos to keep the little blighters pacified through the longest of delays.

Best Place to Spruce Up After an Overnight Flight

London's Heathrow has caught the "freshen-up" bug. Virgin Atlantic started it, I think, and the *toilette* facilities in its lounge at Terminal One are still my standard of sybaritism, but British Airways' spread in Terminal Four is not at all objectionable. United Airlines, to keep up with the Joneses, is offering a variant on this facility. First-class and business-class travelers arriving on a transatlantic flight are bused to a hotel, where they have free use of a day room and are given breakfast.

Some have questioned the need for shower facilities at an airport. But if you arrive on an overnight flight from the United States and have business meetings that day, what could be nicer than a chance to shower, shave and try to rejoin humanity? You ordinarily can't get into a hotel room until near noon, so a hotel reservation may be of little help.

On the other hand, sensible people will not take an overnight flight in the first place. Come in the day before, get a night's sleep, and really be a member of the human race. It's too bad so few airlines offer daytime flights to London.

Best Idea Whose Time, Unfortunately, Hasn't Come

You will, of course, have noticed that almost everyone waiting for a bag at the baggage carousel stands as close as possible to the moving belt, with the result that no one can see beyond the next person, and anyone behind the first row can't see at all. This results in a lot of sudden lunges for the bag that was identified only after it passed its owner. If everyone would stand back three or four feet, everyone would be able to see his bag coming in plenty of time to stroll up and take it off the belt.

For a long time I thought I was alone in the universe in understanding this principle. Then, suddenly, on my last trip to London, what did I find but a yellow line painted three feet outside the baggage carousel, with the words "Wait here for bags." And, amazingly, people were actually standing behind it! Or at least they were until the carousel started up, and then one person edged up to the belt, and then the next had to be there too, to see around him, and then . . .

Well, all right, so it doesn't work. But at least I know there are two of us in the universe.

William E. Holland is a lawyer with the firm of Chadbourne & Parke in New York and the author of the novels "Moscow Twilight" and "The Wheel of Justice" (Pocket Books).

51 Latest in series of Rough Guides tackles Asia

By June Sawyers
SPECIAL TO THE TRIBUNE

The latest releases from the highly respected Rough Guide series concentrate on Asia. As always, the treatment is thorough and thoughtful.

Travel books

"Guide to India" by David Abram, Harriet Podger, Devdan Sen and Gareth John Williams (\$22.95) is a massive effort. At 1,163 pages, it is arguably the most comprehensive guide to that most complex of countries.

The guide includes state-by-state descriptions as well as detailed looks at India's major cities. There's also extensive information

on the country's national parks and wildlife sanctuaries.

Best of all, though, the Rough Guide provides much insight into the character of the country, especially useful for first-time visitors. The section on cultural hints and etiquette is invaluable.

There is also an extensive historical section, a fascinating description of the religions of India (Hinduism, Islam, Buddhism, Jainism, Sikhism and Zoroastrianism) and sections on Indian cinema and the music of India.

"Malaysia, Singapore & Brunei" by Charles de Ledesma, Mark Lewis and Pauline Savage (\$16.95) is another new title in the Rough Guide series. Since, according to the authors, food is one of the best reasons to visit the region, they feature a food and drink glossary. The guide also includes an informative section on the various peoples and their customs.

Singapore, as most people know thanks to the highly publicized caning incident of American Michael Fay, is an immaculately clean country. You will be fined, for example, for not flushing a public toilet and a seemingly innocuous act as chewing gum is outlawed as is homosexuality.

Phrasebook series

The Rough Guide's new phrasebook series comes in handy when you're struggling with the syntax of an unfamiliar tongue. Just released are six titles covering German, Italian, French, Spanish, Greek and Czech. Each is \$5. The editors plan to publish four new titles each year. Next up: phrasebooks to Vietnamese and Thai.

The user-friendly phrasebooks—small in size and low in price—are arranged in a dictionary format. They emphasize relevant phrases on the most common, everyday tasks, such as placing an order in a bar or cashing a check in a bank. Interspersed throughout each book are information boxes that briefly explain the do's and don'ts of various social customs.

Time Out

Time Out (Penguin Books) has just released several new titles: "Time Out Berlin Guide" (2nd edition), "Time Out Madrid Guide" and "Time Out Prague Guide." Each is \$13.95.

The Time Out books are sophisticated and intelligent guides, with

much emphasis placed on the arts, dining and the finer things in life. So you will find extensive information of what each city offers in the way of restaurants and cafes, shopping, art galleries and museums, clubs, dance, film, music and theater. Historic background is also provided.

Each guide discusses aspects that are unique to that city. The books are hip without being hip and tastefully illustrated. Descriptions are concise and to the point.

Berkeley Guides

If you're on a budget but are still determined to see London and Paris—two of the world's most expensive cities—pick up the latest Berkeley Guides from Fodor's. Both the London and Paris titles are \$12 each.

The London guide lists over 45 restaurants where you can get complete meals for under 5 pounds—a rare find. It also lists the cheapest lodgings available but, as the book warns, finding a decent B&B in London for under 35 pounds can be difficult. The Paris guide features some 70 restaurants and 85 accommodations.

Cyber Travel

COMPUTERS ARE THE NEW ON-RAMPS TO TRAVEL ADVENTURE

By GENE SLOAN

GANNETT NEWS SERVICE

Job-trotters with access to a computer and modem can travel the world these days without ever getting up from their chairs.

Through the Internet — an affiliation of computer networks in some 80 countries that's said to be used by 20 to 30 million people worldwide — and commercial on-line service providers such as America Online, Prodigy and CompuServe, travelers can get information about destinations all over the world with a few clicks of the mouse button. Here's a rundown of travel resources available on both the Internet and commercial on-line services.

Internet

The Internet's colorful, multimedia World Wide Web has more travel information than all three major on-line services combined. And more arrives every day.

But travelers trying to plan a trip to a specific location may be frustrated. The far-flung Internet can be a bear to navigate; computer users may have trouble finding what they want if they don't know the proper "address" to which to point the computer. To get to the information, cyber-travelers must either know and type in the often-cryptic (and very unforgiving of typographical errors) "hypertext transfer protocol" or http address, or get there through another site with a link to it.

Furthermore, the information available is spotty; it's great for some destinations, non-existent for others. That's because anyone — a country tourism office, a hotel company or even some loner who really likes French cafes — can start a Web "site" to offer information.

And while some areas and companies are jumping in with both feet, others have yet to begin. The Singapore Travel Bureau, for example, has put a massive amount of information on attractions, hotels and restaurants on the Web. But travelers looking for information on Scotland will find only a few pictures and bare-bones essentials.

The latest trend on the Web is hotel chains and airlines starting sites. Last October, Hyatt put descriptions of its resorts, with pictures and prices, on the Web. In January, Best Western followed. Marriott plans to be on the Web later this year.

Among airlines, Cathay Pacific added a site in January, where it lists special offers. It also recently began e-mailing offers for even deeper discounts — as high as \$100 off published air fares — to members who sign up. Others such as Southwest, which just went on the Web in March, are also up with such information as routes and fares.

Even rental car companies are headed for the information superhighway. Alamo, which says it wants to be the first rental company on the Web, boasts it'll have a site showing rates and availability at global locations sometime in the next month.

One major problem on the Web is accountability: That glowing description of a hotel might be written by its public relations staff. Be skeptical of glowing travel reports unless you know it's from an unbiased source, say experts.

"If you buy a guide, you have people at a publishing company who hired the best editors they could find to do reliable exploration and give good information to the traveler. Their whole success of selling their books hinges on them being reliable. On the Web, there isn't that pressure," says Jane Bosveld of NetGuide magazine.

Soon, using the Web may get easier. The United States Travel and Tourism Administration is joining forces with University of Colorado programmers to create a unified presence for the travel industry on the World Wide Web.

The project is meant to organize and standardize the massive amounts of travel information becoming accessible on the Internet. "This is meant to be a unifying project for the

• Specialty guides. Several options here. The Flyer's Edge shows details on all the major airline frequent-flyer programs. Zagat's Restaurant Survey reports on thousands of eateries nationwide. But the best resource is an on-line version of the Mobil Travel Guides, the annual reports from official inspectors on 12,000 hotels and 6,300 restaurants in the U.S. and Canada. The data, however, are from the year-old 1994 edition; travelers in search of more current information must still head to bookstores for the 1995 Mobil Travel Guides.

Prodigy also has travel bulletin boards and chat rooms, including an area called Travel Talk, where users can trade recommendations.

Prodigy has consciously focused on providing access to the World Wide Web and its travel information instead of beefing up its own offerings.

"Most of our travel information in the future is going to come from the

Internet," says spokeswoman Carol Wallace.

Prodigy costs \$9.95 per month, plus an additional \$2.95 per hour after the first five hours. Information: (800) 776-3449.

CompuServe

By accessing CompuServe's travel service area, members can make reservations for airlines, hotels and car rentals. Like Prodigy, it offers Easy Sabre, but also has Worldspan Travelshopper and Official Airline Guide Electronic Edition. Each service offers 24-hour on-line rate and schedule information and reservations capabilities on more than 750 airlines worldwide. The primary difference among them is format.

One of CompuServe's new offerings is the Official Airline Guide Worldwide Hotel Directory, which provides listings of some 50,000 hotels worldwide, including informa-

tion on amenities, location and AAA ratings.

CompuServe's map information, called Magellan Geographix, is extensive. It offers detailed maps of the seven continents, including countries, regions, cities and areas of special interest.

There's also a variety of international information available through CompuServe, such as State Department warnings, and advice on visas, immigration laws, political environments and hotel/motel shortages.

Like the other services, CompuServe has a Travel Forum. The Forum holds on-line conferences and also provides information on airlines, cruises and a variety of destinations.

CompuServe costs \$8.95 a month for unlimited access to basic services; \$4.80 per hour for extended services. Call (800) 554-4067.

Register staff writer Christine Riccelli contributed to this article. ; ;

Seattle, WA
TIMES
Seattle - Everett
Met Area

Wednesday D 230,288

MAY 17, 1995

P5650

LUCE PRESS CLIPPINGS

Publicity? Nordstroms in new book

JEAN GODDEN
Times staff columnist



Several years ago, when The New York Times asked top brass at Seattle-based Nordstrom to pose for a picture, the publicity-shy apparel store execs said "No way."

So it comes as a surprise to learn that the Nordstrom co-chairmen, John, James and Bruce Nordstrom and John McMillan, agreed to interviews for a book on the family-founded chain.

"The Nordstrom Way," which arrives in local bookstores June 9, explores the store's method of doing business. Bruce Nordstrom describes the technique as "literally and metaphorically getting down on your knees for the customer."

The book's authors, Nordstrom men's wear salesman Pat McCarthy and Women's Wear Daily correspondent Robert Spector, relate dozens of anecdotes. Among them is a story told by the late "Uncle" Elmer Nord-

The story concerns a San Franciscan who bought a shirt at a rival store, the Emporium, shortly after Nordstrom opened there.

The Emporium clerk stopped the customer as he was leaving, fished out the receipt and wrote the words "thank you" across it. The clerk complained, "Ever since Nordstrom arrived, we've had to do that."

Spector says Seattleites don't quite appreciate fascination with Nordstrom. With word circulating about the book, Spector keeps getting requests to speak. In one day alone, he fielded calls from a Houston software firm, an Idaho cable TV association and the Singapore Tourist Board.

But, back at corporate headquarters, there's still a Scandinavian reticence. As Spector says, "If they didn't have their name on the store, they wouldn't put it there."

New job: Who's Seattle Mayor Norm Rice's new intern? It's KVI talk-show host Mike Siegel, a frequent critic of the mayor. Siegel was high bidder on "a week as Mayor Rice's intern" at Saturday's Red Cross benefit auction.

The auction drew patrons eager to help out following the Oklahoma City bombing. Bidding on a dinner cooked by mystery writer J.A. (Judy) Jance soared to \$1,100, despite Jance's untested culinary skills. So popular was the item that Jance agreed to two more dinners at the same price. Talk about mystery meals.

Decisions: What's former state Sen. Jesse Wineberry running for? Rumor has it that he's targeted the 1996 lieutenant governor's race. But Wineberry, who has been teaching at Seattle University, just laughs at the story.

"I'm looking at the Seattle City Council," he says. "I'm doing a listening campaign, talking to 100 leaders. I'm up to No. 67. When I'm finished, I'll decide whether to run and which seat to run for."

Caine gang: K106-FM deejay Ichabod Caine jests that the new Boeing 777 has some little-known new features. Caine lists the following: food carts narrower than the aisles; peanut packet releases above each seat; knee-cap-level airbags to cushion the impact when the passenger in front reclines; plastic earphones that don't pierce your ears; and smoking areas — located on the wings.

Vanity fare: Spotted in the King County parking garage at Fifth and Jefferson was a blue Infiniti that, chances are, belongs to one of the Superior Court jurists. The license: I-TRY-M.

Jean Godden's column appears Sunday, Monday, Wednesday and Friday in the Local News section of The Times. Her phone is 464-8300.

MAY 7, 1995

P1312

LUCE PRESS CLIPPINGS



**BUDGET
TRAVELER**

Guides help walkers in Europe

New York Daily News

AT&T helps your feet do the walking, with "Walks Through Europe" booklets/maps (for Amsterdam, Barcelona, Brussels, Dublin, London, Madrid, Munich, Paris, Rome, Seville, Vienna and Zurich). (800) 545-3117.

Summer dream packages at Covecastles in Anguilla, British West Indies, are available now through Dec 19. \$2,590 per couple for seven nights includes deluxe accommodations in a two-story beach house, daily breakfast and pastries, one dinner, various sports and airport transfers. (800) 348-4716.

Hawaiian Regent Hotel in Waikiki offers a bed and breakfast package for two, starting from \$140 a night. (800) 367-5370.

Kingdom Tours' new rail and fly/rail inclusive packages to Florida are available through travel agents. Train 'n' Easy, via Amtrak, starts at \$261 to Orlando, \$319 to Disney World Resorts, and \$262 to Florida beach resorts. Fly/Rail, via USAIR, start at \$361 to Orlando, \$419 to Walt Disney World Resorts, and \$362 to Florida Beach Resorts. Rates, per person/double occupancy, include three nights' lodgings and all fares, Hertz car, taxes.

IcelandAir packages through May 15 start at \$399 per person/double occupancy for two nights and include air fare JFK-Reykjavik, transfers, breakfast, room, tips & taxes at hotel. (800) 757-EURO.

Arapahoe Basin, Keystone and Breckenridge resorts in Colorado boast fab skiing through May and into June. For special spring packages, call (800) 222-0188.

Sotheby's Educational Studies host a six-day travel program in London, June 24-29. The behind-the-scenes view of the London art world costs \$4,875 and includes five nights at Mayfair InterContinental Hotel, local transportation, meals, receptions, and gala dinner with Princess Di at the Serpentine Gallery. (212) 606-7822.

P.S. World Wide Cruises Inc.'s "Cruising for the Physically Challenged" booklet rates ships, (800) 882-9000 ... Free Pennsylvania Visitors Guide includes over \$2,500 in money-saving coupons, (800) VISIT-PA ... 1995 Special-Interest Australia Guide, (800) 333-0262.

- Mila Andre

For business travelers

Sleep like royalty in a Danish castle or manor house. An excellent choice for meetings and conventions is Skjoldenaesholm, an estate about 30 miles southwest of Copenhagen. In the Bruun de Neergaard family since 1794, it has elegant yet thoroughly up-to-date facilities. New 18-hole golf course with clubhouse, restaurant, pro shop and indoor driving range. Call 011-45-53-62-81-04.

Lower corporate rates at a prime location - within walking distance of Grand Central, theaters, shops and the New York Public Library: Quality Hotel Fifth Avenue (formerly Quality Hotel by Journey's End), 3 E. 40th St., New York City. (800) 228-5151.

Thrifty-TWA partnership is offering double miles and 15 percent parking discounts through May 31. After May 31, TWA Frequent Flight Bonus members will receive mileage awards of 750 miles when renting from Thrifty with a flight segment and 500 miles without. (800) FOR CARS.

Tourism breakthroughs: It's official, the tourism ministries of Israel and Jordan have forged an agreement. And, in a major development, delegations from the Asian Tourism Association and the Malaysian Association for Tourism and Travel convened in Israel for the first time. Israel Ministry of Tourism: (212) 560-0600.

World-class drinking buddies: Win a personally designed pub tour to three international destinations. Write, in 125 words or less, "With which three people, from the past or present, would you most like to share a pint of Bass Ale, and why?" Mail to: Bass Ale World Pub Expedition, PMI Station, P.O. Box 3535, Southbury, Conn. 06488-3535. (Must be 21 or older). Entries should be received by June 30.

- Gunna Bitee Dickson

The Resort Pangkor Laut

By HELEN MCDONALD EXUM

Its location is 4 degrees north by 100 degrees east in the Straits of Malacca in Malaysia. The island Pangkor Laut is off the coast of Malaysia, and has long been known by navigators and sailors as a good mooring place on calm seas. A tropical jungle surrounded by some of the finest beaches in the world, the island was never permanently inhabited because of the lack of a good water supply. Two years ago water was piped over from the mainland and a resort was created.

Imagine a tropical village of graceful Malaysian houses on stilts over the water. As our boat approached the new resort Pangkor Laut, the outlines of these villas and the complex of walkways, boardwalks, covered bridges and then more villas high on the hill was unique. I had never seen anything quite like it.

The architecture reflects traditional Malaysian kampongs, or villages, with each villa a little different. I walked down a boardwalk to my villa, through my little front porch and into the main bedroom, which was finished in rich timbers and woven bamboo ceilings.

The floors were shiny mahogany or teak, and when I removed my shoes, as Malaysians do, there were Oriental slippers to put on. The bed was covered with a simple batik, and the furniture was very Eastern-looking in simple lines. My back porch, with its railing, overlooked the sea, and there were several benches where one could sit in the morning or evening.

The main feature of these little brown houses on stilts was the bathroom. Almost as large as the bedroom, in dark glossy woods, the bath is situated on the side by the sea. The bathtub looks either ultra modern or ancient Greek. It is a rectangular tub with a slanting back, extra large, of a natural colored, poured concrete-marble mixture. Shutters on three sides open wide so that you can bathe in complete privacy while enjoying the most beautiful view of the sea and nearby islands. Provided in each bath is a large jar of salts from the Dead Sea, which made the warm water so soft and relaxing that this is a main topic of conversation for the guests. Robinson



Free Press photo by HELEN EXUM

RESORT DEVELOPER: Mark Yeoh Seok Kah is a director of the family-owned YTL Corporation, and heads the resort division. In the next couple of years additional resorts will be built in Thailand, Burma, and Vietnam.

Crusoe could not have thought of any bath more memorable or fine.

Mark Yeoh had dinner with us one night in the Samudra restaurant, one of five in the complex. He is actually Mark Yeoh Seok Kah, one of five Yeoh brothers, and a director of the YTL Corporation Berhad. He is in charge of the resort division of the company.

"It is my oldest brother, Francis, who tells us all what to do," Mark laughed.

His oldest brother, Dato Francis Yeoh, is chairman of the family company, which also includes two sisters. Most of their hotels are in Malaysia, but they are planning new ones in Burma, Cambodia, Vietnam, and Thailand.

"Wherever you stay, you should feel the environment of where you are," he said.

This complex is built around all the unique features of this island. There is a jungle walk through the 300-acre forest to Emerald Bay. Early morning and at dusk you can hear the pied hornbill calling.

With the sea there are many water sports available. Snorkeling and diving among the nearby coral reefs are popular. So are fishing and sailing. There are exotic orchids everywhere. One definitely feels the environment here. Mark said that the usual visit is five to seven days.

"YTL are my father's initials," he explained. The children were sent to England for their educa-

tion, and all specialized in either engineering or accounting for the family construction business, which includes many other related companies.

Mark studied law in London before coming home again to Malaysia. He likes the world of business and the great opportunities in Southeast Asia.

"This part of the world is growing very fast," he said.

Three days in Pangkor Laut were far from real life. A sunset cruise around the island one night, a day at the beach and a visit to nearby Pangkor Island were all included.

The most unusual experience for me was a walk through the jungle to Emerald Beach for a barbecue at Emerald Bay. I knew I could not last for an hour and a half through the thick jungle, but I went part of the way just to experience the jungle.

At first it was like a hike at camp, but soon it got very thick, and getting over the steep places was an incredible struggle. You had to pull your way up. Then climbing down was even more difficult.

It was in the jungle on this island that Col. Spencer Chapman (British) lived while trying to escape the Japanese in World War II. He wrote a book about it, *The Jungle Is Neutral*, which is a classic of the war, and which I am now reading.

I cannot imagine a more difficult terrain. It was also noisy. The pied hornbills have the most



Contributed photo by PANGKOR LAUT

PANGKOR LAUT: This island resort is composed of Malaysian-style water villas, beach villas and hill villas. On the 300-acre island are a choice of restaurants, pools, a fitness and spa complex, fishing piers, water sports and several beaches around a 2 million-year old rain forest.

maniacal laugh. And yes, we saw three monkeys. Add to that lizards. The jungle also gets very dark because it is so overgrown and high. Well, it was an experience I won't forget.

Back at Emerald Bay the chef was grilling several kinds of freshly caught fish. A table was set with starched linen cloths, fine silver and crystal. Beautiful hors d'oeuvres of every kind — marinated mushrooms, artichokes stuffed with crab meat, little squares of poached salmon, chicken sate with peanut sauce — each followed the other.

The fish was sweet and tender, and we ate under the palm trees. What a picture as we looked out at

the one of the prettiest beaches in the world. I wish Col. Chapman had been so lucky.

Pangkor Laut, though not quite two years old, was full with vacationers the week I was there. There were many Malaysians, Japanese, Indians, Chinese and Europeans. Two Swiss doctors had stopped here following a medical meeting in Singapore. It is a perfect relaxing setting for a vacation.

As we left in the boat to the port of Lumut, we knew we had discovered a unique and amazing little piece of civilization. So Malaysian, so charming and such a fantasyland. We had been under a magic spell, and it was time to

wake up.

For more information: Carcosa Seri Negara, Taman Tasik Perdana, 50480 Kuala Lumpur, Malaysia; telephone (60) 3 282-1888; fax (60) 3 282-7888.

Pangkor Laut Resort, Pangkor Laut Island, c/o Lumut Post Office, 32200 Lumut, Perak, Malaysia; telephone (605) 685-1375; fax (605) 685-1320.

Tourism Malaysia, 17, 24-27th Floor, Menara Dato' Onn, Putra World Trade Centre, 45, Jalan Tun Ismail, 50480 Kuala Lumpur; telephone (03) 293-5188.

How to get there: We flew Malaysian Airlines from Los Angeles to Kuala Lumpur.

Trump to sell part of Plaza Hotel to prince, Singapore firm

By Vijay Joshi
News Journal

SINGAPORE — Donald Trump is selling a controlling interest in the Plaza Hotel, a landmark adjoining New York's Central Park, to a Saudi Arabian prince and a Singapore-based hotel company.

The deal, announced Tuesday in Singapore, caps months of speculation about the fate of the Plaza, one of the most prestigious addresses in the city.

CDL Hotels International Ltd.,

HOSPITALITY

the hotel arm of Singapore Hong Leong Group, said it has formed a joint venture with an entity controlled by Saudi Arabian Prince Alwaleed bin Talal bin Abdulaziz Saud. That venture will join Trump and a group of banks as owners.

Trump currently owns 51 percent of the Plaza. The rest is owned by the banks, which ob-

tained their interest from Trump three years ago in exchange for a substantial reduction in his bank debt.

The percentages of ownership in the new partnership weren't disclosed. CDL said the deal values the 805-room hotel at \$325 million and calls for the partnership to eventually control 80 percent.

CDL and the prince will pay down a portion of the existing \$300 million mortgage debt on the hotel within three years, a CDL state-

ment said.

The partnership plans to add a 19th floor to the hotel and to create new luxury condominiums there and on the 17th and 18th floors.

The condos will have Central Park views, terraces and hotel services. Also planned are new retail shops in the lower floors.

A CDL spokesman said CDL and the prince plan to invest about \$28 million on the renovations over two years.

APR 12, 1995

N1800

LUCE PRESS CLIPPINGS

Foreign investors to acquire part of Trump's Plaza Hotel

The Associated Press

SINGAPORE — Donald Trump is selling a controlling interest in the Plaza Hotel, a landmark adjoining New York's Central Park, to a Saudi Arabian prince and a Singapore-based hotel company.

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A CDL spokesman said CDL and the prince plan to invest about \$28 million on the renovations over two years.

"The financial strength of the partnership combined with the opportunities at the Plaza guarantee that this will be a home run," said Trump, in the CDL statement.

Abraham Wallach, a spokesman at Trump's office, said the group hopes to complete the deal by summer.

CDL Hotels, which has stock listed on the Hong Kong

"The financial strength of the partnership combined with the opportunities at the Plaza guarantee that this will be a home run."



DONALD TRUMP

Arabia's king, is an international investor with interests in United Saudi Commercial Bank, Citicorp, Saks Fifth Avenue, Disneyland Paris and Four Seasons and Fairmont hotel chains.

Fairmont will be retained to manage the Plaza Hotel. Trump will be a member of the Plaza managing committee. He will be responsible for several management functions including union negotiations, real estate tax issues, construction matters and marketing events in New York City, Wallach said.

"Mr. Trump is flying to Singapore tomorrow, where he and his new partners will be putting together the business plan for the condominiums and for the development of the major retail center in the lobby and lower levels of the hotel," said Wallach.

The Plaza, located on Fifth Avenue, has a special significance for Trump: he married his second wife, actress and model Maria Maples, in December 1993 at the hotel.

Last Christmas, it was rumored that the Sultan of Brunei, the richest man in the world, would buy the hotel. That was denied by Trump.

exchange, has a total of 35 hotels worldwide with more than 9,000 rooms.

Among them are two U.S. hotels in New York, the Macklowe and the Millennium Hilton, both acquired last year.

Prince Alwaleed, the 38-year-old nephew of Saudi

Wilkes-Barre, PA
Times Leader
Scranton Met Area

Wednesday 0 48.088

MAY 3, 1995

N4882

LUCE PRESS CLIPPINGS

SEARS TOWER SURPASSED: A pair of skyscrapers being built in Malaysia will reign as the world's tallest buildings only briefly if an Australian developer gets backing for a 120-story tower he proposed Tuesday. At 1,640-feet tall, the Grollo Tower in Melbourne would stretch 186 feet higher than Chicago's Sears Tower and 166 feet taller than the star-shaped Petronas Towers of Kuala Lumpur, due for completion in 1996. Australian developer Bruno Grollo said his \$1.1 billion project has attracted interest from investors in Singapore and Australia, as well as the government of Nauru, a phosphate-rich Pacific island which has long been a major property owner in Melbourne. Grollo, who will put up \$73 million of his own money for the project, did not say when construction would begin.

Fl. Pierce, FL
Tribune
Fl. Pierce Met Area

Sunday

SUN 29,292

MAY 7, 1995

N1904

FLORIDA

PRESS CLIPPINGS

'Peel-and-stick' stamps gain fans

THE ASSOCIATED PRESS

"Peel and Stick" stamps are becoming more popular with the American public each year, says the U.S. Postal Service.

Responding to popular demand, the Postal Service is providing twice as many "Peel and Stick" stamps in 1995 than in 1994. The goal, says the Postal Service, is to satisfy both the stamp collector and the consumer.

The first "Peel and Stick" stamp commemorative released this year was a nondominated version of the "Love Cherub" stamp for 1-ounce letters issued Feb. 1.

At the recent Mega Stamp Show in New York City, the Postal Service held first-day ceremonies for the issuance of a 32-cent "Peel and Stick" stamp for use in automated teller machines. The stamp features an American flag flying over a green field.

STAMPS

SYD KRONISH

ATM stamps will continue to be made in sheetlets of 18 stamps with straight die cuts. That is the only layout that will fit a dollar bill size, and has been thoroughly tested for vending from all major types of commercial equipment.

Singapore issues flower set
Singapore is proud of its

Battle commemorated
With the issuance of 18

beautiful orchids and will release a set of stamps and miniature sheets illustrating some of its precious flowers. The stamp issue is the fifth in a series released in conjunction with "Singapore '95," the first world stamp exhibition to be held in Singapore, scheduled for Sept. 1.

Each issue in the series features a gutter pair of stamps and a miniature sheet. The gutter between every pair of stamps, as well as the miniature sheet, bears the exhibition logo. Each miniature sheet shows a different view of Singapore.

stamps, the Palau Postal Service hails the 51st anniversary of "Operation Desecrate One" that destroyed the Japanese naval base in the Rock Islands of the Pacific during World War II.

The sheetlet depicts various Japanese warships sunk by U.S. Navy aircraft during the battle.

The outlines of the Japanese ships are shown against a backdrop of the Palauan waters today that serve as a haven for divers visiting the area from countries around the world.

The sinkings of the Japanese ships were accompanied by a three-task carrier group raid.

Big N. American Names Invade Singapore Hotel Market

BY MARIA LENTARI

Singapore - The hotel scene here is in the midst of a North American invasion as newcomers, including Four Seasons, Ritz-Carlton and Marriott, enter a marketplace long dominated by Asian-based hotel companies.

New brand names on the skyline promise to enliven the mix of hotel choices, while perhaps having an impact on everything from corporate rates to traditional Asian approaches to service.

Toronto-based Four Seasons last July opened the Four Seasons Singapore, a small, deluxe hotel in the Orchard Road central business district.

On April 3, a splashier debut promises to be made by the 378-room Singapore Marriott Hotel, a makeover of the former Dynasty Hotel that, with its green pagoda rooftop, is something of a local landmark.

And in September, the Ritz-Carlton Hotel Co. will unveil its largest and most group-oriented hotel to date, the 600-room Ritz-Carlton Singapore, adjacent to the Singapore International Convention and Exhibition Centre.

"From our perspective, the presence of new hotel companies in Singapore will do nothing but benefit us as a destination," said Charles Leong, director of the Singapore Tourist Promotion Board in Los Angeles. "Ritz-Carlton's reputation for service will enhance our own, and both Ritz-Carlton and Marriott will make Singapore much more well known in the U.S."

New hotel companies are entering the market at a good time economically, with hotel occupancies for 1994 averaging 86 percent, up more than three percentage points from the year before.

The opening of the new convention

center this month is expected to help absorb an infusion of hotels on the market, which also include new Inter-Continental



and Shangri-la Traders hotels opening later this year.

There is also a possibility that the average hotel rate, which has remained flat for the past two years despite rising occupancies, could begin to rise with the entry of several high-end hotels.

Starting rack rates are about \$250 at the both the Four Seasons and the Singapore Marriott, while rates at the Ritz-Carlton are expected to be similar.

While the business outlook is good, the new hotels also are worsening an already acute labor shortage and raising the question of how local hotels can maintain a traditional level of service dependent on a high ratio of staff to guests.

Another question is whether employees at existing hotels may be lured to the North American newcomers by promises of more favorable compensation and treatment.

According to Leong, the Singapore Hotel Association has made an appeal to the government to relax restrictions on labor laws, which will enable more workers to come in from other countries.

"There's also been a campaign to encourage school leavers to enter the hotel industry," he said. "It's a very tough situation for the service industry in general because

young people in Singapore now have many other options."

Labor recruitment is among the challenges that Ritz-Carlton anticipates with its entry into the market here, according to corporate spokeswoman Vivian Deuschl in Washington.

"We expect our presence to attract some employees from existing hotels, but all hotels are up against the fact that the high-tech industries are drawing away the traditional labor source," she said. "Hotel service in Asia does not have the prestige that it had a generation ago."

Added Jim DiChiara, Ritz-Carlton's vice president of sales and marketing, "We're less concerned with a body count than we are in matching up people with the right job."

Continued on Page 33

WESTERN CHAINS INVADE SINGAPORE

Continued from Page 30

Employee training and service at the new Singapore Marriott promises to differ from the approach usually associated with five-star hotels in Singapore.

"Our service won't be over-the-top—that's not the Marriott style," said Jim Peebles, the hotel's marketing director. "Our service will be efficient and unobtrusive—someone will escort you to your room at check-in if that's what you want, but you'll also have the option to just pick up your key and go. We're geared for the person who's here to get a job done."

Despite the labor shortage, Peebles said the hotel was flooded with 4,500 applicants for 500 jobs. Some of the interest could have been sparked by the stir caused in Hong Kong when Marriott instituted a five-day work week for the J.W. Marriott hotel it opened there several years ago.

For the moment, however, the Singapore Marriott plans to stick to the six-day work week typical in Asian business capitals.

While Marriott experienced a "hostile" reception in the local community when it opened its Hong Kong hotel, Peebles said its second hotel in Asia is off to a more favorable start.

"We focused a lot of attention in introducing ourselves to the local community and showing that we are mindful of local traditions and culture," he said. "Our initial marketing efforts have been toward the Southeast Asian business travelers who form the bulk of the market for any Singapore hotel."

In renovating the hotel, which has been closed since last summer, Peebles said Marriott's goal has been to create a very "Singaporean" atmosphere with tropical plants, waterfalls, and the preservation of the rooftop pagoda.

"When you wake up in this hotel, you will know you are in Singapore, not in some faceless international hotel that could be anywhere," he said. "Singapore offers a blend of cultures which are very friendly toward the Western business traveler."

At the Four Seasons Singapore, general manager John Johnston said he has been able to be selective in hiring by offering a compensation and employee benefit package that is generous for the region.

Singapore Teams Up With Cruise Lines For Seminars

CHICAGO — In cooperation with seven major cruise lines, the Chicago office of the Singapore Tourist Promotion Board will conduct a series of cruise seminars this June and July throughout the Midwest and in Louisiana and Texas.

"The idea is to position Singapore as the hub of cruising in that part of the world," said Mashud Moiz, vice president, Central USA, for the Singapore Tourist Board.

The breakfast seminars will cover the variety of cruise options for mass and niche markets.

Participating lines are: Crystal Cruises, Cunard, Princess Cruises, Raddisson Seven Seas, Royal Caribbean Cruise Line, Royal

Cruise Line and Silversea Cruises. Singapore drew 700,000 cruise passengers in 1994, a 9.7 percent increase over 1993. "We expect that growth to be maintained, especially in view of some of the newer ships," Moiz said.

Royal Caribbean later this year will position the *Sun Viking* in Singapore and begin sailing its first year-round Asia cruises. Silversea's *Silver Cloud* will also homeport in Singapore later this year for its first Asia cruise series.

Singapore spearheaded a similar seminar series two years ago. At that time, the seminars were conducted cooperatively with other Southeast Asian nations, but this

year, Singapore is going it alone. The nation began aggressively vying for cruise business in 1991 when it opened an international cruise terminal.

The seminars are about three

hours long and give each cruise line an opportunity to make a short presentation, said Moiz. This approach seems more effective than a "trade show" format, where agents visit tables of various lines, he said.

"The benefit and value for us is to tell agents Singapore is a great place to start and end a cruise, and highlight the destination," Moiz said.

STPB/Chicago: (312) 938-1888



The Meaning Of Membership

In a recent interview, PATA President and CEO Lakshman Ratnapala cited 55 different projects in which the association was involved over the past 11 months. What it is that PATA actually does can best be measured over the long term.

Travel Agent recently asked several members of the tourism industry, in both private and public professions, to comment on PATA's role in the Pacific Rim and on how PATA has helped its member countries realize their potential as tourism destinations.

• **Cook Islands:** A PATA member since 1969.

Caris Wong, director of tourism, Cook Islands Tourist Authority:

"We've used PATA on a number of occasions, especially for training. We like the way PATA stresses a notion of respon-



PATA has encouraged Guam's preservation of historic landmarks.

sibility. In the Cook Islands we feel that we can deliver a valuable experience, a true cultural exchange. We don't like the word 'tourist'; we want guests, not tourists. Our responsibility is to try and give those who stay with us some knowledge, a glimpse into another way of living that they can take away with them.

If people are looking for bright lights and razzmatazz, they won't find it in the Cook Islands."

• **Guam:** A PATA member since 1951.

James Nelson III, general manager, Guam Visitors Bureau:

"PATA has provided a cohesive and central gathering point for important educational and destination information distribution. Through local chapter meetings, seminars, publications and the opportunity to have contact with the

Continued on page 16



MEMBERSHIP

Continued from page 10

greater PATA community, we have been able to develop relationships with people that have a focused interest in learning about Guam.

"PATA's notion of managed development and sustainable tourism is one we're very familiar with in Guam. There are programs to protect the clean air and water for which Guam is noted.

"Controls over commercial development have been established to maintain the quality of the island's natural environment. Also, recycling programs—both large and small—are operating on the island."



PATA helps Papua New Guinea reach a wide network of agents.

• **Indonesia:** A PATA member since 1957.

Neal Jacobs, general manager, Bali Four Seasons:

"PATA has helped Indonesia distribute both the wealth and the burdens of tourism throughout the archipelago.

By encouraging development on a wider scale, it helps preserve that which is unique in places like Bali. PATA's call to environmental action in Asia is critical. These are serious issues that need serious consideration. PATA is leading the way."

• **Macao:** A PATA member since 1951.

Dorothy Furman, manager, North America Macao Tourist Information Bureau:

"Many PATA task force visits have resulted in informed planning of our tourism. PATA has held meetings of the Development Authority in Macao, and we have been awarded

the prestigious PATA Heritage Award for the preservation of the historic fort that is now the Hotel Pousada de Sao Tiago. Last but not least, PATA membership gives us access to the 75 PATA chapters which provide forums for developing busi-

ness to and within the Pacific Asia region."

● **Papua New Guinea:** A PATA member since 1975.

Kerry A. Barn, Air Niugini, regional manager-the Americas

"We could not operate as cost effectively nor as efficiently without PATA's help in promoting and marketing Papua New Guinea. PATA provides a way to reach the agent community through the chapter network. Without PATA it would be impossible for a small island nation like Papua New Guinea to reach them. The annual meet and conference bring the members together to network on selling opportunities."

● **People's Republic of China:** A PATA member since 1993.

Jianhua Wang, deputy director, the China National Tourist Office, New York

"PATA has helped us in at least five different ways:

- Top-level meetings between the China National Tourism Administration and PATA's leaders for exchange of information, ideas and advice;
- PATA headquarters provides information and advice about promotion and public relations;
- Joint promotional seminars between PATA and China tourism;
- Publicity has been strengthened to raise the awareness of the whole nation; and
- Relevant laws and regulations have been instituted for environmental protection."



Awareness of tourism has grown in China.

● **The Philippines:** A PATA member since 1956.

Emma Ruth Yulo, director of the Philippine Department of Tourism's New York office

"PATA chapter activities afford the Philippines a wonderful opportunity for promotions, and the PATA Foundation is another of PATA's arms which helped

us preserve and enhance our environmental treasures such as St. Paul's Subterranean National Park, the Philippine eagle and others."

Yulo also points out that the Philippine Department of Tourism has adopted PATA's Code for Environmentally Responsible Tourism and will promote PATA's Green Leaf Program.

● **Singapore:** A PATA member since 1956.

Charles Leong, senior vice president, Singapore Tourist Promotion Board

"PATA has helped draw interest to the Asia-Pacific region. As a member, we've been able to benefit from the region's higher profile, showcasing our destination at chapter presentations. PATA also provides a forum for Singapore to network and educate members on developments. The collective intelligence of PATA has been of assistance to our work."

● **Thailand:** A PATA member since 1959.

Amnara Thiamkeerkaul, director-marketing development, Tourism Authority of Thailand

"In Thailand, we take profiting through responsibility very seriously. We want people to get the most out of their hard-earned vacation dollar when they come to our country. We are always increasing our standards for service and quality. Safety is another responsibility, and that's why we have created a 500-member police force dedicated exclusively to tourism."

—James Ruggia

CREATURES COME OUT AT NIGHT AT SINGAPORE ZOO

Though many travel to Southeast Asia to view the region's wildlife, few think of Singapore as a stop on an ecotourism itinerary.

But one of the Lion City's newest attractions, the Night Safari, provides a chance to view animals after dark. The first of its kind, the Night Safari is a creative addition to the world's zoological parks.

Says Charles Leong, the senior vice president for the Americas of the Singapore Tourist Promotion Board (STPB), "We recommend that visitors begin with dinner in the open-air restaurant, designed like an informal lodge." According to the STPB, the park will also serve as an unusual setting for incentive meetings.

The safari's 45-minute tram ride and three walking paths provide visitors with approximately two and a half hours of diversion. Special lighting makes it easy to view the animals without disturbing their routines. All together there are 100 species represented in 47 habitats on an 88-acre tract of land attached to the Singapore Zoo.

The East Loop tram begins in the "Himalayan Foothills," then goes to the "Nepalese River Valley" with its one-horned rhinos. At the "Indian Subcontinent," the tram visits Asiatic lions and sloth bears. In "Africa," clients see miniature cheetahs, cape buffaloes and bongos before heading off through dwarf buffalo and the bearded pigs of the "Indo-Malayan" region.

After the tram ride, visitors can wander on the three paths: the Fishing Cat Trail (with leopard cats, water dragon, water deer and fishing cats), the Forest Giants Trail (featuring flying foxes and owls) and the Golden Cat Trail (with golden cats, mongoose, anteaters and porcupines).

"It's a vast complex so cleverly designed that you feel you are walking real jungle trails on a real safari," says Leong. "The barriers between visitors and animals are almost imperceptible."

For more information, contact the Singapore Tourist Promotion Board 213-852-1901 (Beverly Hills), 312-220-0099 (Chicago) or 212-302-4861 (New York).



A Global Conference On the Next Century

While the year 2000 may seem too distant to some, PATA is already planning to welcome its arrival with a global conference on developing strategies for tourism's role in the 21st century. Among the issues the conference will address is how the industry can best contribute to the world's economies and quality of life in the 21st century.

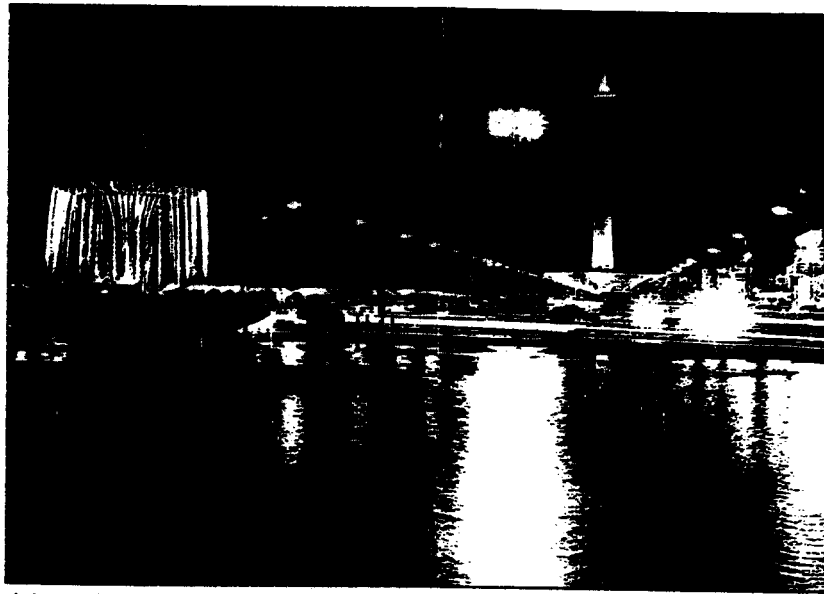
Held in conjunction with the association's 49th annual meeting in 2000, the conference will take place in Jakarta, Indonesia, and will be open for co-partnership by other international travel organizations. Already, PATA is working on creating a special Conference 2000 committee to see the event through.

"The travel and tourism industry will change during the 21st century in ways beyond our wildest imagination," says Lakshman Ratnapala, PATA president and CEO. "We want to get together with the other international travel organizations to identify areas we can address collectively."

CRITICAL ISSUES

According to an informal survey of industry representatives specializing in the Pacific Rim, most of the issues facing the travel industry will not be new to the 21st century. Rather, they will have just become more critical. Just the sheer growth of the area itself represents an enormous challenge.

"Growth is happening not only in the primary cities but also in the secondary ones," says Michael Ross, director, product development, TBI Tours, naming Bangkok and Chiang Mai as examples in Thailand. "It [expansion] is facilitated now by the growth of travel in the area by Asians themselves as well as [by] Americans and Europeans. It also includes the emergence of new destinations in Indochina—Vietnam, Laos and Cambodia. Here, the chal-



Jakarta, Indonesia, will be the site of a special PATA conference in 2000.

lenges involve how the countries will deal with infrastructure as well as growth, and how these countries are going to fold into PATA's promotion."

Pacific Rim representatives also urge PATA to consider the protection of the area in light of the growth in tourism. "As the world shrinks and people travel more, there are going to be an increasing number of environmental problems," says Torre Ossmo, president of the Hong Kong Tourist Association in the Americas.

Hong Kong is addressing the issue of growth on many fronts. The Hong Kong Hotel Association, for instance, recently signed a charter of commitment to support the government's drive for energy conservation and efficiency.

As Ross points out, "Too much of a good thing can become a bad thing if there are no safeguards put in place. Ecotourism has become one of the big buzzwords in the travel industry, but there is a need for this issue to be more clearly defined. The conference should discuss how PATA and other government bodies can work with the industry to put environmental safeguards in place."

Growing technology will represent further challenges after 2000. Charles Leong, senior vice president-Americas, Singapore

Tourist Promotion Board, suggests that PATA set up a panel discussion on the impact of technology on travel agents and how retailers can take advantage of increasingly sophisticated high-tech equipment.

Ram Chopra, director of the Government of India Tourist Office, says that the conference on developing strategies for the 21st century must discuss "striking the balance between man and the machine. While technology will be even more important in the 21st century, we must not forget that it is human intelligence that makes machines work. And the human touch, service, is what tourism is all about."

SERVICE IS KEY

Onno Poortier, executive vice president of the Peninsula Group, also sees service as key. "As the 21st century approaches, it will be a challenge to ensure that the traditional values of providing guests with personal service, luxury and comfort are not surrendered to the microchip.

Ian Swain, president of Swain Australia Tours in Ardmore, Pa., suggests that the PATA conference create a forum focusing on travel agents and service. He contends that geographical regions could be better served if specialists were assigned to them.

"It's too difficult for one agent to handle the world," says Swain. "But with specialists for particular regions, clients would get a clearer orientation to that part of the world. Possibly, PATA could create training sessions to develop these specialists."

PATA representatives also want the group to take a second look at itself. "PATA should take a closer look at itself and consider redefining its objectives," says Ossmo. "The association might ask its members what are their major projects and what it can do to help them."

—Larry Littman

SINGAPORE: Tourist Promotion Board celebrates 25th anniversary

What do New York, Chicago and Los Angeles have in common? Each has an office of the **Singapore Tourist Promotion Board**, and all are celebrating their 25th anniversary in the U.S. —

also marked by yet another record-breaking year in tourist arrivals, with 6.9 million visitors in 1994. This is quite a leap from 25 years ago. In 1970, when the island republic was only five years old, just 579,284 tourists visited Singapore from around the world — among them, less than 80,000 Americans.

Singapore's rise as a tourist destination since then has been almost meteoric. By 1980, more than four times as many tourists were visiting Singapore. Since 1985, the Lion City has added about a million a year, reaching the six million mark in 1993. U.S. arrivals also have spiraled upward since 1970, very nearly doubling by 1980 and reaching 343,721 in 1994 — up 12 percent over 1993, almost five times as many as in 1970 and about five percent of Singapore's total visitors. The U.S. is Singapore's fifth most important market, led by ASEAN, Japan, Taiwan and Australia.

The future continues to look bright for Singapore and Southeast Asia. Tan Chin Nam, *STPB chief executive* in Singapore, recently outlined his vision of unlimited growth for Singapore through its regionalization strategy of cooperating with the ASEAN countries in programs of mutual benefit.

"Tourism in the Asia Pacific region is booming," he said, "and Singapore, by virtue of its strategic location, sophisticated infrastructure, economic strength and political stability, is playing an increasingly important role in regional tourism. Increasing the numbers of visitors from the U.S. is a very important objective for all ASEAN members."

More and more Americans are discovering Southeast Asia's exotic appeals, whether independently, on cruise itineraries and escorted tours, or

on the luxurious E & O train between Bangkok and Singapore. Americans also enjoy Singapore's safety, cleanliness and friendliness. The city boasts a rich multi-ethnic heritage of Chinese, Malay and Indian cultures, yet almost everyone speaks English. Restored historic old districts abut sleek skyscrapers, parks and green spaces abound, and the shopping and dining choices are myriad. With picturesque bridges linking the banks of the Singapore River, the city is easy to explore on foot, yet boasts an impeccably efficient underground transit network and surface bus system.

"For Americans, Singapore is a wonderful addition to itineraries in the region," says Tan Chin Nam. "We make it very comfortable for visitors to get acclimated at the beginning of a trip, or to enjoy a few days of rest and sightseeing before returning to the U.S. We have all the comforts Americans are used to, plus all the exotic attractions they seek in a vacation. Best of all, Singapore is extremely affordable for Americans, who find good values for their dollars — especially with the Singapore Plus '95 card. Offering discounts at retail shops, attractions and restaurants, the Singapore Plus card and brochure are available at STPB offices in Singapore and the U.S."

For more information, contact: SINGAPORE TOURIST PROMOTION BOARD, 590 Fifth Ave., 12th Fl., New York, NY 10036; 212/302-4861; FAX 212/302-4801. Two Prudential Plaza, 180 N. Stetson Ave., Ste. 1450, Chicago, IL 60601; 312/938-1888; FAX 312/938-0086. 8484 Wilshire Blvd., Ste. 510, Beverly Hills, CA 90211; 213/852-1901; FAX 213/852-0129. □

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LUCE PRESS CLIPPINGS

PACIFIC PERSPECTIVES

SOME FRIENDS FROM THE FAR EAST came by the *Cruise & Vacation Views* office at the beginning of March. Lee Loong Koon, Alfred K.H. Poon and H.P. Loi of the Singapore Tourist Promotion Board's cruise development office stopped by on their way from Singapore to the Seatrade Cruise Shipping Conference in Miami, and Tony Soh, who had just succeeded H.P. as STPB's eastern region vice president in the U.S., came over from his office in Manhattan.

Their visit was filled with good news as well as good cheer, and it left me wondering when, and how, Asia will live up to its perennial billing—and its undeniable desirability—as the next big vacation destination for North Americans. Singapore offers an excellent example of the great potential and challenges that Far Eastern destinations share—and at least one creative approach for meeting the challenges.

For its part, Singapore has taken the lead in realizing its tourism potential by promoting cruise tourism as a key to introducing North American travelers to Southeast Asia. In 1990 only one cruise ship called in Singapore; today this small island nation boasts what may be the finest cruise passenger facility in the world, and it welcomed over 700,000 cruise vacationers last year, 50 percent more than in 1993.

The anticipated arrival of Royal Caribbean Cruise Line's *Sun Viking* in 1996 and the continued growth of Singapore's home-based cruise industry indicates that the future looks even brighter for cruise tourism throughout Southeast Asia. In fact, Singapore's cruise facility will soon be expanded to handle the expected demand, and now Malaysia has announced plans to develop a modern cruise port facility.

Even though the number of North American tourists visiting Singapore grew by nearly 10 percent last year, this market remains a very small fraction of Singapore's tourism business. A case in point: Only 10 percent of

DEPARTURES

those 700,000 cruise visitors hailed from this part of the world.

The key challenge, according to Lee Loong Koon, continues to be air travel to and from the region. Although there are frequent scheduled flights into Singapore and other key Asian tourism centers, the cost and the length of the journey deter many vacationers.

Expensive 20-hour airplane rides obviously don't make a very appealing set of bookends for the vacation of a lifetime; the challenge for travel providers and agents alike is to find ways to sell through, over or around this hard reality of vacationing on the other side of the world.

Here's your chance to share your creative ideas and experience with other travel professionals—and earn a really terrific official *Cruise & Vacation Views* T-shirt for yourself. What can travel agents—and their supplier partners—do to sell more North American vacationers on travel to Asian destinations? Tell us what works for you—or what you think would work. Put your ideas on agency letterhead and either mail it to Selling Asia, *Cruise & Vacation Views*, 60 E. 42nd Street, #924, New York, NY 10165, or fax it to (212) 682-4437.

We'll publish the best ideas we receive in an upcoming issue, and if we use your contribution, we'll send you one of our exclusive "Official Correspondent" T-shirts.

Michael Brown
Publisher/Editorial Director

Accent on Asia

Key in on the diversity of Southeast Asia and the Far East

by Valerie Tamis

Travelers to Southeast Asia and the Far East encounter far more than diverse cultures and timeless traditions. They discover luxurious hotels that meet their most exacting standards, peaceful mountain-top resorts lulled by nearby waterfalls, and beachfront campsites on palm-fringed shores. It's a region of temples and trishaws, batiks and bamboo, spices and silks, and indigenous dishes that galvanize the senses. Make no mistake: Southeast Asia is hot, it's happening, and it's hopping with enough special events in 1995 to make an Orient experience the trip of a lifetime.

SINGAPORE FLING

This tropical island where English is widely spoken is an ideal gateway for Asian itineraries. Visitors arrive at Singapore's efficient airport (regularly voted the world's best, and featuring a new traveler's swimming pool/jacuzzi), then drive along immaculate, hibiscus-bordered boulevards to luxurious hotels outfitted with every Western convenience.

But there's more to the cosmopolitan "Lion City" than its orderly veneer and reputation as



Singapore's Chinatown pulses with all things Chinese.

Southeast Asia's financial hub. Trishaw rides along Bugis Street and bumboat cruises on the serpentine Singapore River confirm the diversity of cultures in this city of 2.8 million inhabitants.

Beneath its steel and glass skyline, Singapore pulses with an Asian soul. Arab Street is a technicolor warren of batik, brassware and basketry shops. In Little India, sari-clad women bargain for exotic spices and silk. On Chinatown's narrow side-

walks, fortune tellers read tarot cards and artists create masks for monthly festivals.

At numerous open-air food centers, hawkers peddle an international array of foods, including herbal Chinese, fiery Indian, spicy Malayan, and Nonya, a uniquely

Singaporean cuisine. And no visit is complete without sipping a raspberry-hued Singapore Sling at Raffles Hotel.

From couturier clothes to electronic gadgets to bargain sandals, shopping can be an aerobic activity in the numerous malls. For "made in Singapore" mementos in the \$10 to \$50 range, the National Museum Shops (53 Armenian St. and the National Museum rotunda) offer authentic artifacts and handicrafts. Sports-minded visitors appreciate the

18 golf courses and hiking trails through Bukit Timah Nature Reserve.

❖ WHAT'S HAPPENING? Special '95 events include the World Invitational Dragon Boat Races (June 3-4); a display of two rare Golden Monkeys at the renowned Singapore Zoo (through July 16); the Great Singapore Sale (July 14-Aug. 13) with drastic mark-downs on jewelry and clothing; and 50th Anniversary concerts, memorial services and exhibitions commemorating the end of World War II (Aug. 15-Dec. 31).

❖ Singapore Tourist Promotion Board: (212) 302-4861 (NY); (213) 852-1901 (CA); (416) 363-8898 (Canada).

JEWELS OF JAPAN

Other than Kobe, Nishinomiya and their environs—areas hardest hit in the January earthquake—travel throughout Japan is safe and uninterrupted. And for baseball-starved Americans, it's a smart ticket. Tokyo's Korakuen "big dome" stadium opens a six-

SINGAPORE Sales Tips

- ❖ Western conveniences in a multi-cultural setting
- ❖ Duty-free shopping 10 a.m. to 10 p.m., seven days a week
- ❖ Sea/air gateway to Southeast Asia
- ❖ World's first Night Safari, at the Singapore Zoo
- ❖ Sentosa Island's family treats: beaches, Underwater World, Asian Village

month season in mid-April, with 12 teams vying for the national title.

This mountainous nation of 123 million attracts visitors in every season, especially during cherry blossom springs and crisp autumns. Favorite destinations

include Tokyo, Kyoto, Nikko and Hakone. Shoppers beeline to Tokyo's fabled Ginza for pearls, electronic equipment, native silks, watches and cameras. Culture buffs take in Noh dramas at Shinto shrines and classical Kabuki theaters on the four islands of Honshu, Hokkaido, Shikoku and Kyushu. In summer, hikers test their mettle ascending Mt. Fuji, while armchair athletes cheer Sumo wrestlers at the May and September Toby championships.

Japan reveres its vibrant history while simultaneously setting the gait in worldwide technological advances. Bullet trains whiz 170 mph past centuries-old rice paddies. Boisterous karaoke bars thrive, yet there's a growing demand for peaceful Japanese inns called ryokans, traditionally furnished with tatami mats, futons and shoji screens. A nationwide passion for the upscale sports of golf and skiing hasn't diminished an age-old veneration of traditional Japanese gardens with their simple artistry of rocks, water and plants. Sushi lovers delight in Japan's well-stocked pantry, but they also develop a yen for soba and udon noodles, sukiyaki, tempura and Kyoto Kaisela (full course meals in the traditional Kyoto style).

❖ **WHAT'S HAPPENING?** Key events this year include the March debut of the new Tokyo Metropolitan Art Museum, the May opening of the Seahawk Hotel and July opening of Navelland Amusement Park on Fukuoka. Kyoto's Noh plays by torchlight (June 1-2),

JAPAN Sales Tips

- ❖ Western amenities (and a price tag to match)
- ❖ Safe
- ❖ Elegant upscale shopping: pearls, watches, electronics
- ❖ Attractions: 37-foot Giant Buddha of Kamakura, towering Mt. Fuji
- ❖ Ski Mt. Teine near world-renowned Sapporo

Osaka's procession of sacred boats (July 24-25), plus numerous concerts and memorial programs for the 50th Anniversary of the bombing of Hiroshima (Aug. 2-6).

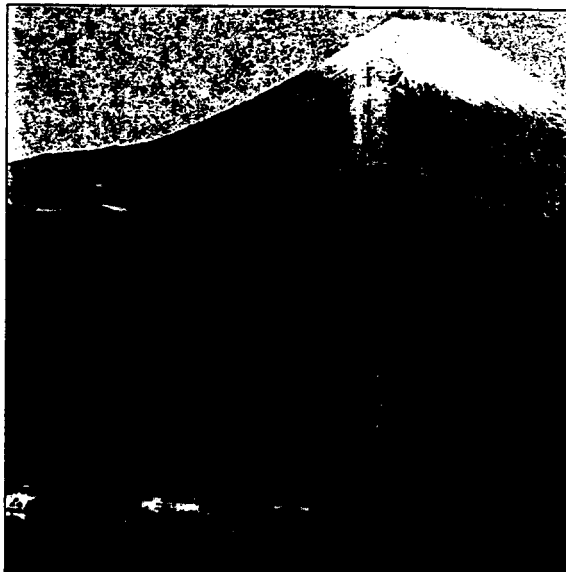
❖ **Japan National Tourist Organization:** (212) 757-5640.

IDYLIC INDONESIA

The world's largest archipelago features 17,508 tropical islands that straddle the equator between Australia and Asia. Bustling Jakarta and exotic Bali are primary destinations but don't overlook the unspoiled beaches of East Java, the jungles and ancient cultures of the Sumatras, and the floating markets and rafting expeditions on the Amandit River in South Kalimantan.

Indonesia's motto is "unity in diversity." Among the more than 190

Japan's Mt. Fuji is a challenge for hikers.



Japanese National Tourist Organization

INDONESIA Sales Tips

- ❖ Send beachcombers and trekkers
- ❖ Home to giant "Komodo" dragon
- ❖ Photographic safaris in South Sumatra, home to tigers, elephants and rare birds
- ❖ Jakarta's bargain batiks, woodcarvings and embroidery
- ❖ Boat trips through the Kalimantan jungles to visit the ancient Dyak people

million people, there are 583 languages and dialects, though English is spoken in all major tourist areas.

Arab traders laid the foundation for today's predominantly Muslim population (nearly 85 percent), but vestiges of once-powerful Hindu and Buddhist cultures remain in the spectacular temple complexes, such as East Java's Pentaran shrine. The culinary arts underscore its historical reputation as "the spice islands." Hot chili peppers and tangy peanut sauces flavor beef, chicken and "sate" dishes. Each of the 27 provinces features a distinctive cuisine, but fish and rice are daily staples.

With snow-capped mountains, terraced rice fields and pristine beaches, Indonesia is a nature lover's paradise. Shoppers stock up on batik, primitive art, wood carvings, rattan and embroidery. Puppet shows (most noted are the Wayang Kulit shadow plays of Java), folk dances and gamelan recitals (percussion instrument orchestras) confirm why Indonesia is a front-burner spot for exploring unique cultures and traditions.

❖ **WHAT'S HAPPENING?** This year Indonesia celebrates its Golden Anniversary of Independence with numerous monthly events. Also of note are the Jakarta Festival's parades and cultural performances (third week of May); Bali Art Festival (June 10-14); Jakarta's Home Industry Exhibition featuring wood carvings, leather and other handicrafts (Aug. 15-24); and Yogyakarta's Ramayana Ballet, a traditional Javanese dance drama with 200 performers (Sept. 8, 11, 22, 25).

❖ **Indonesian Tourist Promotion Center:** (213) 387-2078.

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THAILAND TREASURES

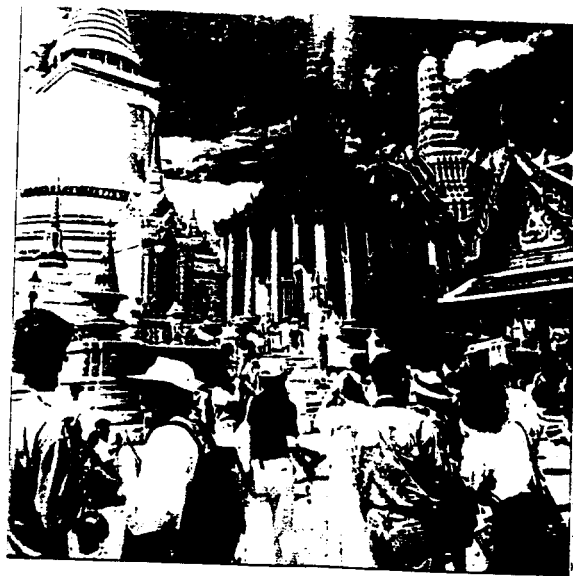
Patchworks of green rice paddies, thousands of gold-spired Buddhist temples and saffron-robed monks receiving daily alms make Thailand a photographer's dream. Southeast Asia's oldest kingdom kaleidoscopes the old and the new, whether it's riding atop elephants, touring Bangkok in three-wheel "tuk tuks," or luxuriating in what many consider the world's poshest spa at the Hotel Oriental.

Hot, clamorous Bangkok is home to the wondrous Wat Phra Keo (Emerald Buddha Chapel), the world's largest crocodile farm and the stunning National Museum. Thai silk, native rubies and precious sapphires entice serious shoppers. Others enjoy bargaining for native crafts, filigreed jewelry,

pottery and batiks at the street stalls or weekend markets (Bangkok's Chatuchak is the biggest).

In elegant restaurants or curbside food stalls, Thai cooking fires the imagination and palate. Spicy noodles, hot curries, sweet and sour composites served with rice and stir fry vegetables underscore Thailand's history as a crossroads of Asia. This land of rivers is also a country of festivals, primarily focusing on Buddhism (90 percent of Thailand's 57 million people are Buddhist), the rice-farming cycle or Thai dynasties. Long boat races, kite fighting competitions and Thai boxing matches fascinate visitors. Adventurous souls trek in northern Chiang Mai or cruise the Mae Taeny River on rafts. The tropical climate favors year-round visits, though June through September can be rainy.

❖ **WHAT'S HAPPENING?** The first total solar eclipse in 127 years will be visible on Oct. 24 in 34 major districts and nine major provinces; early



Thailand's Buddhist temples are stunning.

bookings are suggested. Other significant events include May's Yasothorn Bun Bangfai Rocket Festival (to

ensure rain for the rice-planting season); Bangkok's International Travel Show targeting airlines, hotels and resorts (July); and Bangkok's Food Festival with culinary demonstrations and tastings (Nov. 15-19).

❖ **Tourism** Authority of Thai-

land: (212) 432-0433 (NY); (312) 819-3990 (IL); (213) 382-2353 (CA).

MAGNIFICENT MALAYSIA

Widened by breezes from the Indian Ocean and the South China Sea, Malaysia attracts serious beachcombers, jungle trekking enthusiasts and bird watchers, along with luxury-minded tourists who thrive on immersing themselves in a colorful tapestry of traditions and life styles. From the modern metropolis of Kuala Lumpur ("KL" to the locals) to the world's largest orangutan sanctuary on Sabah, Malaysia specializes in

unique tropical holidays for every budget.

Itineraries for first-time visitors might include KL, with its exceptional Craft Museum, Central Market and National Mosque; Penang, to see the world's third largest reclining Buddha, the Snake Temple and Butterfly Farm; Johor, for lush rain forests, wilderness parks and scuba diving off east coast islands; and Sarawak, with its vibrant waterfront markets, Cultural

Village and the limestone caves of Mulu National Park.

English is widely understood among Malaysia's 18 million people, although countless festivals reflect its diverse ethnic cultures, including Chinese New Year, Deepavali (Hindu festival of lights) and Hari Raya Puasa (the end of Ramadan for the country's predominant religious group, the Muslims). Each of the 13 states boasts a signature spicy Malay dish comprising rice, coconut milk, peanuts and curry, but there's also an array of Chinese, Indian, Nonya and Portuguese restaurants.

Shoppers discover some of Southeast Asia's best bargains in posh shopping centers and along KL's Golden Mile of stalls and retail outlets. Popular purchases include watches, electronic equipment, leather goods, batik and pottery. Malaysia is also known for its serious top spinning and kite flying contests.

❖ **WHAT'S HAPPENING?** This year's top events include an International Bird Race in Pahang (June 3-4); Perlis Handicraft Week (July 13-18); an International Drum Festi-

val (July 27-31) and Top Spinning Competition (Oct. 3-5) in Kelantan; and a Shopping Carnival in KL, Penang and Johor Bahru (Oct. 15-30).

❖ Malaysia Tourism Promotion Board, (800) 558-6787.

THAILAND Sales Tips

- ❖ Send history buffs, photographers
- ❖ Shopping: lacquerware, umbrellas and wood carvings
- ❖ More than 50 national parks for bird lovers and hikers
- ❖ Pattaya, Thailand's "Riviera," for deep sea fishing, windsurfing or an unsurpassed beach vacation

MALAYSIA Sales Tips

- ❖ Send adventurers
- ❖ Trek mountains of Kinabalu on lush Saba
- ❖ Southeast Asia's largest mosque: Selangor
- ❖ Great Asia/Pacific bargains on five star accommodations
- ❖ Visit Malay fishing villages

The stature of the Asia/Pacific meetings, incentives, conventions and exhibitions industry will receive a boost this fall when MeetingNet Asia '95: Forum for the Future, will be held in Singapore.

Set to take place at the new Singapore International Convention & Exhibition Center from Oct. 16 to 18, MeetingNet Asia will be the first-ever educational conference tailored to address the critical issues that will shape the future of the regional meetings industry.

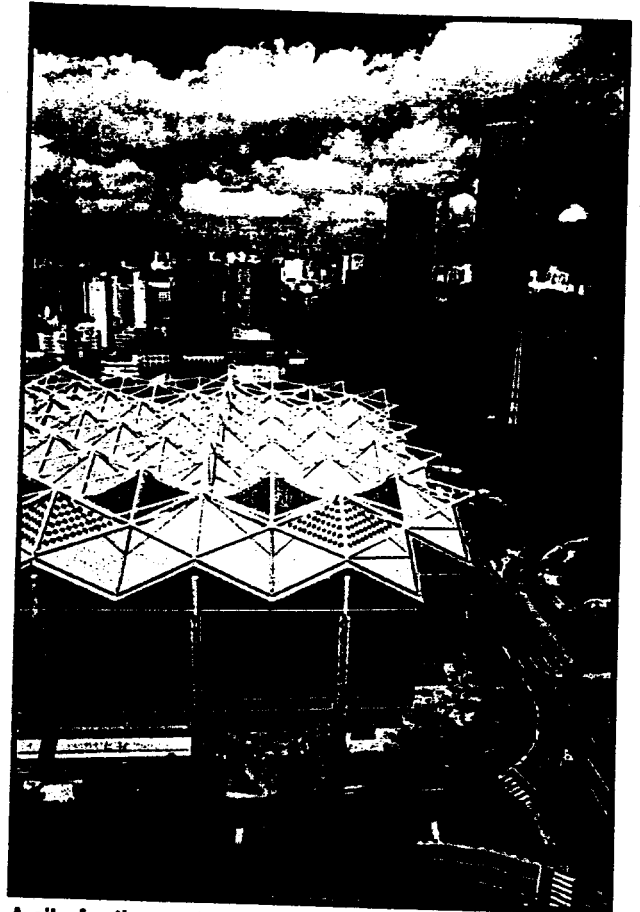
The objective of the forum is to bring together, for the first time, all the key players in the Asian meeting, incentive, convention and exhibition industry. This includes conference planners, consultants, facility managers, travel suppliers, destination management companies and government tourist offices from throughout the region. MeetingNet Asia is organized by the Asian Association of Convention and Visitors Bureaus, in conjunction with Reed Meetings Group, publisher of *M&C* and *M&C Asia/Pacific*. Sponsors include Beaufort Hotels, Brähler ICS, Hotel Inter-Continental Singapore, Priority Management and Tour East. The show immediately precedes Asia Travel Market. Forum delegates will receive a special invitation to attend the show.

"The AACVB has taken on this challenging project to better serve the industry members in Asia," says Bari Pollack, CMP, director of conferences and special projects for Reed Meetings Group. "Delegates will walk away with a better understanding of where the industry is going in the future."

The program will include an opening-night reception, followed by two days of presentations, discussions and workshops. In its general sessions, the conference will address the future of the meetings industry; the prospects for convention bureau growth in Asia; new techniques in marketing and bringing future exhibitions and conferences to Asia, and the legal aspects of global meetings.

In addition to the general sessions, the program will include several workshops and seminars on how to manage conventions and exhibitions. A considerable amount of attention will also be paid to incentive travel. "Recognizing the growth of incentive travel in Asia, this is the perfect forum to stay ahead of the wave and not get caught in the wake," says Bob Vitagliano, executive vice president and chief executive officer of the Society of Incentive Travel Executives.

For more information on MeetingNet Asia: Forum for the Future, contact Bari Pollack, Reed Meetings Group, (201) 902-1618; fax: (201) 902-7282. ■



A site for the world's eyes: the new Singapore International Convention & Exhibition Centre.

an asian first

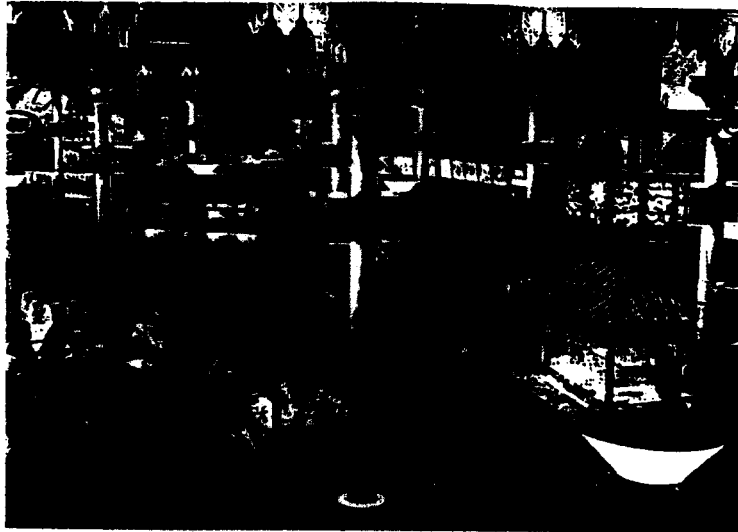
Get ready for
MeetingNet Asia,

a new expo coming to
Singapore in October

SINGAPORE

After several years of anticipation, the huge Singapore International Convention & Exhibition Centre is now open, cementing the city-state's place as Asia's leading convention destination and one of the world's most popular.

Even as Singapore makes efforts to provide every convenience an attendee could want, the history of the city is being tended to. Projects are under way to preserve the three distinct ethnic neighborhoods: the original shopfronts of Chinatown, where rickshaws are still used to transport goods; Little India, rich with the heady scent of spicy foods; and Arab Street, which overflows with exotic trinkets and clothes. Several buildings in colonial Singapore, where the stately architecture is a legacy of the British Empire's 140-year



reign over the island, are also being saved. Two historic areas along the Singapore River have been re-created: Clarke Quay, a rustic riverside village, and Boat Quay, a bumboat ride from Clarke Quay, offers restaurants and restored shops.

Singapore developers also have fallen in love with theme parks, and several new ones

await groups seeking recreation. Night Safari Park is a 99-acre home for more than 1,000 nocturnal animals of 100 species, half of which are endangered. Fantasy Island, Asia's largest water park, is minutes from the city by bus or boat on the island of Sentosa. The park has 13 rides and 32 water attractions and slides. Then there is VolcanoLand, also on Sentosa, where a volcano erupts every half hour and a ride takes visitors on a journey to the earth's core.

MAJOR DISTRICTS

Orchard Road, Marina Square, Chinatown, Little India, Little Araby, Colonial District, Sentosa Island

CONVENTION CENTERS

Singapore International Convention & Exhibition Centre (SICEC), with 385,000 square feet of exhibit space and 26 meeting rooms.

Changi Exhibition & Convention Centre, with 606,000 square feet of outdoor exhibit space and 253,000 square feet of indoor exhibit space.

World Trade Centre, with 374,000 square feet of covered exhibit space.

CONVENTION SERVICES

Singapore Tourist Promotion Board
8484 Wilshire Blvd.

Beverly Hills, Calif. 90211
(213) 852-1901
Fax: (213) 852-0129

Singapore Tourist Promotion Board
180 N. Stetson Ave., Suite 1450
Chicago, Ill. 60601
(312) 938-1888
Fax: (312) 938-0086

Singapore Tourist Promotion Board
590 Fifth Ave.
New York, N.Y. 10036
(212) 302-4861
Fax: (212) 302-4801

Singapore Convention Bureau
Singapore Tourist Promotion Board
Raffles City Tower, #36-04
250 North Bridge Rd.
Singapore 0617
Tel: (65) 339-6622
Fax: (65) 339-9423

LODGING

Singapore has approximately 30,000

hotel rooms. It has properties that are renowned as being among the best in the world, and many international chains are represented here.

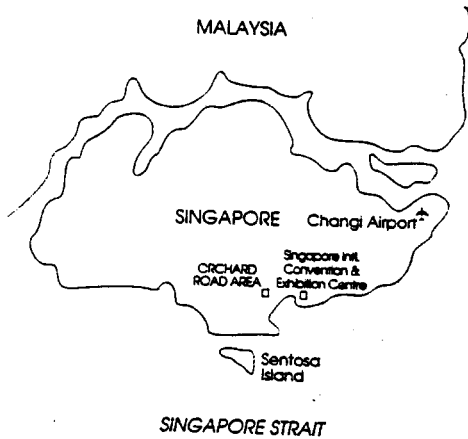
AIRPORTS

Changi International Airport, 12 miles from downtown, is served by all major international carriers including Singapore Airlines, United, Cathay Pacific, JAL, Northwest and TWA.

The departure tax is S\$13 for international flights and S\$5 for those traveling by ground to Malaysia.

TRANSPORTATION

Getting around Singapore is not difficult. Traffic tie-ups tend to be infrequent, but the system of one-way streets can be confusing. The fastest way to get around town is via the underground Mass Rapid Transit (MRT) system. Bus service is also fre-



quent, easy to use and inexpensive. Taxis also are widely available, and are considered the best and most economical way to get from the airport to downtown.


PASSPORTS

U.S. and Canadian citizens need a valid passport, but no visa, for stays of up to 14 days. Most nationals do not need visas for brief stays.


CURRENCY

Singapore dollar. Exchange rate is \$S1.5 to US\$1.


LANGUAGE

Official languages are Malay, Mandarin Chinese, Tamil and English.


ELECTRICITY

230 volts AC/50 Hz; many hotels have voltage transformers to reduce the voltage to 110-120 volts AC/60 Hz.


CLIMATE

The climate is tropical, varying little

from season to season, except for the rainy season from October through January, when temperatures cool a bit and there are brief but intense showers on most days. Generally, highs are in the upper 80s and lows are around 80.


ATTRACTIONS

Orchard Road is the city's upscale shopping district. Chinatown is a small area crammed with tiny stores featuring traditional crafts. Buddhist temples and superb restaurants. The Arab district is a Malay enclave, where principal sights include the Sultan Mosque Istana Kampong Glam, a sultan's palace; Sultan Plaza, a market full of traders offering batiks and other fabrics, and Bugis Street, once Singapore's seedy strip but now cleaned up. Two newly restored "old" areas, Clarke Quay and Boat Quay, offer boutiques, bars and cafes.

Little India is home to many restaurants, spice shops, flower stalls and jewelers. Also here is the Sri Veeramakaliamman Temple, a Hindu house of worship. Nearby is the Temple of 1,000 Lights, so called because of its bulb-festooned Buddha.

Historic 19th century buildings that have recently been restored include Empress Place, a neo-classical courthouse that now serves as a museum; Alkaff Mansion, a 19th-century mansion on a hill overlooking the city that now houses a restaurant, and Raffles Hotel, the city's grande dame property.


FOOD

The variety of cuisines here, particularly Asian, is staggering. There are restaurants specializing in the foods of Malaysia, Indonesia, Thailand, Vietnam, Korea, Japan, India and many of the regions of China, as well as in the local Singaporean cuisine (known as *nonya*, a blending of Chinese and Malaysian traditions). One of the most famous local dishes is beggar's chicken, wrapped in lotus leaves and baked in a clay pot.


SHOPPING

Singapore is an excellent place to buy Asian handicrafts, including batiks, Indian silks, Turkish and Oriental carpets and carved jade. Other good buys are electronics, cameras, electrical appliances and watches, as well as fake designer-label products. Bargaining is expected in most small shops but not in department stores.


TIPPING

The government actively discourages tipping. Waiters, waitresses and cab drivers are not tipped, but bellhops receive \$S1 per bag, and it is common to tip porters, doormen and room service \$S1.


NEGOTIATIONS

Business culture in Singapore is essentially British. Though Singaporeans enjoy a reputation for driving a hard bargain, Westerners will find themselves on familiar ground.


COURTESIES

Business will be conducted in English. Like many Asians, Singaporeans take business cards very seriously. Make sure you give and receive business cards with both hands. It's respectful to study the card for a few moments, and hold it while talking.

Business lunches are more common than dinners, and toasting is not a tradition. If your associates are Malay, remember that they are most likely Muslim and do not drink alcohol.

Gift-giving is not customary among businesspeople. If you want to give something, however, stick to something simple, like a pen set with your company logo on it. At all costs, avoid giving watches, clocks and white flowers; the Chinese consider all three to be unlucky. ■

An Affair Over There

*New to the world of overseas meeting planning?
Here are some tips and resources*

INTERNATIONAL MEETINGS

BY MELINDA JENSEN

So your boss has told you she wants to hold a meeting in Tianjin, which is great, except you've never heard of Tianjin and don't even know where to look for it on a map.

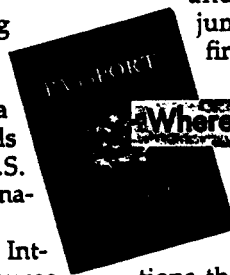
If this hasn't happened to you yet, chances are it will soon.

More and more, meeting planners are being asked to plan meetings and conferences overseas. According to a recent survey by Hyatt Hotels & Resorts, 30 percent of U.S. CEOs plan to hold more international meetings in the future.

And Meeting Professionals International's (MPI) latest figures show members are planning more meetings in foreign countries than ever before.

While this marks an exciting trend, it's a daunting one for those who have never planned a meeting outside of the United States. For first-timers, there are lots of obstacles to

consider when meeting in a foreign country: A new culture, a different language, unfamiliar geography, few personal contacts, strange currency and laws—if these issues seem a little overwhelming, don't despair. Plenty of resources and organizations exist to make your job a little bit easier—many are free for the asking. Read on, and find out how to get a jump-start on planning your first international event.



Where to Start

Tianjin may be unfamiliar to you, but like most destinations that woo meetings, this city just southeast of Beijing can be researched without too much trouble. A site for many international meetings, it is marketed by the China National Tourist Office, which has offices in New York. If you know zilch about a prospective destination, or close to it, the best way to familiar-

ize yourself is to get in touch with the country's national tourist office in the United States.

Most countries that are interested in attracting meetings, including such exotic locales as Egypt, Indonesia, and the United Arab Emirates, have U.S. tourism offices that are prepared to provide information tailored to meeting planners and leisure travelers alike.

On the whole, most national tourist offices provide general literature about a destination, highlighting attractions and lodging options. But some go even further, providing lists of local contacts, arranging site inspections, and helping set up audiovisual presentations to pitch the country to prospective attendees.

"Most planners who contact us are looking for basic information," says John Moody, manager of marketing/sales at the Japan Convention Bureau, located within the Japan National Tourist Office (JNTO) in New York. The JNTO provides planners with up-to-date reports on facili-



ties and attractions in Japan's 42 designated convention cities. It also gives information on suppliers and transportation providers, and plans two or three familiarization tours per year for qualified planners.

Another tourist office that gives a great deal of assistance to planners is the British Tourist Authority (BTA), which has offices in New York, Los Angeles, Chicago, and Atlanta. Besides offering familiarization trips and contacts, the BTA will put together slide shows on various cities for the planner who wants a selection of cities to choose from.

"We get all types of inquiries from meeting planners," says Christine Braganza, a BTA spokesperson. "We're usually their first stop."

The Singapore Tourist Promotion Board, with offices in Beverly Hills, New York, and Chicago, offers seven videotapes highlighting the country's culture, attractions, and high-tech convention facilities. It also provides materials that can help planners build attendance for events through direct mailings: flyers that can be printed with a special message, for example.

Keep in mind, though, that the

national tourism offices have their limitations. "Don't expect tourist offices to be a booking agent, or to do major negotiating for you," says Herb Nestler, who planned meetings in 27 countries when he was Rotary International's meetings manager. "Use them to get a broad picture of a country."

There are a number of ways to locate a country's tourism office in the United States: Meeting Professionals International has such information; and *SM* publishes an annual guide to meetings facilities and destinations called *SourceBook*. Another

source is the travel section at your local library or bookstore.

Next Stop: Consider a DMC

Once you've read up on the area in which you plan to hold a meeting, hiring a destination management company (DMC) based in that area can be a great help. Even if you don't typically use DMCs to plan meetings within the United States, you still might want to consider one for an international meeting.

"In some cases, DMCs are life-savers," says Chris Pentz, a health care conference consultant for Pentz Group Communications in Princeton, New Jersey. Pentz used a DMC to set up an incentive trip to Switzerland that included stops in several cities. A DMC helped her make appointments to meet with prospective vendors to arrange everything from transportation to a private mountaintop luncheon. "The DMC did all my leg-



work," Pentz says. "To have found those contacts and made those appointments on my own would have been beyond difficult."

DMCs also are experts on the cities in which they're based and can provide key contacts and advice. "I wouldn't think of going into Asia without a DMC," says Kerrie Peck, manager of global programs for Tandem Computers Inc., in Cupertino, California. Peck says the contacts that DMCs provide are "invaluable."

In addition, some DMCs have more leverage than an American planner might have in negotiating for goods and services abroad. For example, Servitours, a Paris-based DMC, frequently negotiates with hotels on the behalf of an American planner. "If a DMC is well known by the hotel, the hotelier will be more flexible," says Catherine Pascaud, the DMC's managing director. "The DMC has more potential than a one-time buyer."

In addition, Servitours frequently arranges transportation and entertainment for American planners meeting in Paris. "How could an American planner know the tricks of our airports, or the best musicians?" Pascaud adds.

Lisa Abben, managing director of First United Tours & Incentives in Copenhagen, Denmark, says that DMCs also can provide more objective feedback about a property than a national tourist office or a convention & visitors bureau. "We'll give you the pros and cons of a destination," says Abben, "and suggest other venues that may be better suited for your purpose."

Of course, DMCs can also provide help in overcoming culture and language barriers. Many are equipped to coach planners and attendees in cultural practices. In addition, most have English-speaking employees.

Scanropa International Ltd., a DMC in Stockholm, Sweden, mandates that all of its staff members speak at least four languages. "We want to build

bridges between the various cultures we serve," says Scanropa President Dag Kastensson.

There are several ways to go about finding a DMC in the area you're interested in. The Society of Incentive Travel Executives (SITE) publishes a membership directory that lists DMCs in various countries (see resource box). In addition, convention and visitors bureaus (CVBs) in most countries are able to provide such information.

One good source is Euromic, a consortium of 22 destination management companies throughout Europe, Egypt, and Russia. It has a Washington D.C. office, which can refer you to its members in various countries.

For more information, call (202) 775-5800.



Expect Some Pricing Differences

You've heard the expression "When in Rome, do as the Romans do." You might want to keep this adage in mind when you're ready to negotiate room rates and other meeting necessities with overseas properties.

That's because the concessions and "freebies" that meeting planners take for granted in the United States often are unheard of in most European and Asian countries. In many of these countries, even the negotiation process is handled differently from the United States.

For example, in Europe and Latin America, properties tend to put a price tag on every item included in the meeting, from meeting space to audiovisual equipment. Rarely are items "thrown in" when high numbers of rooms are booked.

"You really end up paying for a whole lot of things you wouldn't pay for in the United States," says Chris Pentz. "You just don't have the negotiation power that you do in the United States."

One reason for this difference is that European hotels typically have higher hotel occupancy rates than American hotels; therefore, European hotels don't need to give freebies or incentives for booking rooms. Hoteliers are more interested in selling other products or services, like meeting space and AV equipment. And many of these hotels have high occupancy rates throughout the year, which means that there is no

International Resources

If you plan to hold a lot of meetings in Europe or Asia in the future, you may want to check out some of these resources, which can be ordered through Meeting Professionals International. For information, call MPI's Resource Center at (214) 712-7743.



•*Going International: How to Make Friends and Deal Effectively in the Global Marketplace*; Lennie Copeland and Lewis Griggs; Random House, 1985.

•*Do's and Taboos Around the World*; Roger Axtell; John Wiley & Sons, Inc., 1990.

•*The Do's and Taboos of International Trade: A Small Business Primer*; Roger Axtell; John Wiley & Sons, Inc., 1989.

•*The International Travel Resource for International Meeting and Congress Professionals*; Jonathan Howe, Esquire; Meeting Planners International Education Research Foundation, 1993.

•*International Meetings Industry Glossary*; Convention Liaison Council and the Joint Industry Council, 1993.

These global guides are widely available at bookstores:

•*When Business East Meets Business West: The Guide to Practice and Protocol in the Pacific Rim*; Christopher Engholm; John Wiley & Sons, 1991

•*Chinese Etiquette & Ethics in Business*; Boye De Mente; NTC Business Books, 1989.

•*Getting Your Yen's Worth: How to Negotiate with Japan, Inc.*; Robert T. Moran; Gulf Publishing Co., 1985.

•*Robert T. Moran's Cultural Guide to Doing Business in Europe*; 2nd edition; Michael Johnson and Robert T. Moran; Butterworth-Heinemann, 1992.

•*The Traveler's Guide to Latin American Customs & Manners*; Elizabeth Devine and Nancy L. Braganti; St. Martin's Press, 1988.

•*Building the Transnational Team* (a videotape); Videolearning Resource Group. For information, call (800) 225-3959.

"low season" to take advantage of. "In Germany, no matter how many rooms you book, the meeting room is a separate profit center," says Nestler. "You can fill the hotel and still pay for meeting space."

In addition, many European properties require that you pay the entire cost of a meeting—not just a deposit—up front, according to Pentz.

That's not to say that you shouldn't attempt to negotiate with European properties. It doesn't hurt to ask for free meeting space, for example, if you're spending a lot on other services, such as food and beverage, or if you plan future bookings at the property. "It's OK to ask for a free room if you're booking fifty," says Pentz. "Just don't be surprised if they look at you a little quizzically."

Also, if you're not happy with the

rates offered at one property, get several bids, just as you would in planning a meeting in the United States. "Don't accept offers at face value just because you're dealing with an unfamiliar country," says Tony Pastor, site and contract specialist with McKinsey & Company, in New York.

Negotiating room rates and other services in Asia can be very difficult, since some countries' practices are vastly different from other countries'. For example, until recently in Japan, it wasn't considered "proper" to question the price of a service or product, according to Rudy Wright, managing director of International Conference Consultants, in Boulder, Colorado. By contrast, in Malaysia and China, you're considered an "amateur" if you don't negotiate, Wright says. Also, business dealings in Asia typically are more formal than in

Further Your Education

Whether you're a first-timer or a seasoned pro, a good way to keep tabs on the changing faces of global meetings is to join an international meetings-related association, such as Meetings Professionals International, or the Society of Incentive Travel Executives (SITE).

These associations have international counterparts throughout the world, and have resources and contacts relating to European and Asian meetings.

The associations also offer educational conferences that often include workshops related to international meetings. For example, MPI's last annual Professional Education Conference held in December in Vancouver included a panel discussion on international meetings, with industry experts.

Contact the following organizations for more information:

Meeting Professionals International
1950 Stemmons Freeway, Suite 5018, Dallas, Texas 75207-3109
(214) 712-7700, Fax (214) 712-7770

Meeting Professionals International—European Bureau
Avenue E Mounier 83, B-1200, Brussels, Belgium
32-2-772-9247, Fax 32-2-772-7237

International Congress & Convention Association, Entrada 121/122 1096EB, Amsterdam, The Netherlands
31-20-6901171, Fax 31-20-6990781

Society of Incentive Travel Executives
World Headquarters, 21 W. 38th Street, 10th Floor, New York, New York 10018
(212) 575-0910, Fax (212) 575-1838

International Association of Professional Conference Organizers
3 Oxdoune Close, Stoke D'Abernon Cobham, Surrey KT11 2SZ UK
44-0372-843397, Fax 44-0372-842002

the United States, he says.

Like their European counterparts, many Asian properties are accustomed to charging for every item and service, including meeting space and all other facets of the meeting.

Still, some first-tier cities, such as Singapore and Hong Kong, are beginning to "offer some of the concessions that we go for in the United States," says Peck. Even in Japan, hoteliers are becoming "more negotiable," says

Moody, of the Japan Convention Bureau. And American-based hotel chains, such as Marriott or Hyatt, may be well accustomed to the types of concessions typically given to planners by hotels in the United States.

Since each Asian country has different practices when it comes to negotiating, it's best to study up on the country's business culture (see "International Resources," page 70) before attempting to do business there. ■

**MEDICAL MEETINGS
Maynard, MA**

BI-MONTHLY

17.736

APR 1995

M14602

LUCE *PRESS CLIPPINGS*

PACIFIC RIM

Singapore has won a bid to become the permanent site of the **Pacific Asia Travel Association's (PATA) Travel Mart**, the premier exhibition for the Pacific Asia travel industry, which will be housed in the Singapore International Convention and Exhibition Centre and organized by Reed Exhibition Companies' Asian headquarters in Singapore. The successful bid was a cooperative effort of Singapore Airlines, the Singapore Hotel Association, and other local vendors under the umbrella of the Singapore Tourist Promotion Board.

MEETING MANAGER
Dallas, TX

MONTHLY

10.840

APR 1995

MEETING MANAGER

M48469



Tony Soh has become the Singapore Tourist Promotion Board's Vice President Eastern USA. Soh started with the STPB in 1990 as Senior Market Planning Officer. He has also been Assistant Marketing Manager as well as Marketing Manager at STPB headquarters in Singapore.

TRAVEL BRIEFS

Singapore Zoo special attractions

After almost eight years, the rare golden monkeys of China are making their second appearance at the Singapore Zoo.

Ping Ping, 12, and Jing Jiu, six, are at the zoo on a special 6-month loan from the China Wildlife Conservation Association and Beijing Center for Breeding Endangered Animals.

Classified by the Chinese government as a first-priority endangered species, the same status given to the giant panda, they are on view at the zoo's SPH Enclosure for Special Exhibits through July 16, 1995.

In 1994, the Singapore Zoo opened the world's first Night Safari, which unfolds the mystery of the jungle at night.

The 99-acre combination zoo and national park shelters more than 1,000 nocturnally active animals of about 100 species, half of which are endangered. They reside in 47 different habitats that replicate their homelands.

With a subtle, low-intensity lighting system, visitors can, without disturbing them, observe these night denizens as they forage, stalk and play.

At the recent ASEAN (Association of Southeast Asian Nations) Tourism Forum held in Bangkok, Night Safari was voted the best new tourist attraction of the ASEAN countries.

St. Anthony hits 800

There will be dancing in the streets of Lisbon, Portugal, the night of June 12, 1995. That's the eve of the birthday of St. Anthony, Patron Saint of Lisbon, who was born 800 years ago.

In the Festival of Santo Antonio, colorfully costumed celebrants will perform the "marchas," a sort of dancing parade, down the Avenida de Liberdade, carrying garlands of flowers and gleaming lanterns.

Through June 13, 1996, many events will celebrate the popular saint, known as the Patron Saint of Lovers, or the Marrying Saint. There will be religious services, musical programs, art exhibits, pilgrimages and more.

Contact the Portuguese National Tourist Office, 590 Fifth Ave., 4th Floor, New York, NY 10036-4704; phone 212/354-4403/4, or fax 212/764-6137.

The wine flows free in Cyprus

The Lemesos Wine Festival will take place in the Municipal Gardens of Lemesos (Limassol), Cyprus, Aug. 30-Sept. 10, 1995. Anyone attending the festival will have the chance to taste some of the country's best wines at no charge.

Every evening, from 6 to 11, wine from barrels is offered to guests, who also may watch the traditional pressing of the grapes.

For a free copy of Cyprus' 1995 "Diary of Events," contact the Cyprus Tourism Organization, 13 East 40th St., New York, NY 10016; phone 212/683-5280, or fax 212/683-5282.

Museum of royal tableware, Vienna

What was an imperial banquet like? The answer to this question is offered daily from 9 a.m. to 5 p.m. in the former court silver and tableware depot in Vienna's Hofburg Imperial Palace, which reopened on April 1 after an extended closure for its conversion from just a storehouse into a modern museum.

The depot contains tablecloths, cutlery, china, crystal, serving pieces, occasional pieces and table decorations accumulated between the 15th century and 1918. The glimpses of the inside of the imperial household, the court ceremonial and the culinary habits of generations of emperors are oddly fascinating.

Admission is ATS65 (about \$6) per adult person, or ATS80 (about \$7.50) in a combined ticket with the Imperial Apartments next door.

Singapore Airlines Is Preparing To Reduce Service From Canada

by Michael Baginski
Singapore Airlines is reducing to two its number of weekly flights from Canada to Singapore beginning this July. The drop from thrice weekly service is designed to accommodate equipment needs elsewhere, says a company spokesman, and does not reflect dropping demand for the destination from the Canadian market.

Riaz Moiz, vice president Canada for Singapore Airlines told Canadian Travel Press in Vancouver that the sole reason for the move was that the plane used on its Wednesday Vancouver-Singapore service had to be deployed on another route. Vancouver's Monday and Friday departures are unaffected.

"Hopefully we'll be back to three services by next April," Moiz said. He pointed out that the Asian market from Canada has been booming and added that Singapore Airlines has seen increases in its number of passengers from Canada since

1988 when it began service into YVR.

In partial compensation for the lost flight, Moiz said North American service to Singapore will be increased to 33 flights weekly in July, including twice daily service from Los Angeles

and daily service from San Francisco and New York.

Moiz also says that the carrier's fleet utilization is not reflective of its long-term goals for the Canadian market. He says Singapore Airlines would be delighted to operate out of

Toronto pending an Air Services Agreement between Canada and Singapore. The carrier did operate from Toronto until 1991, but pulled out due to

problems with Canadian carriers, shifting New York instead. "As far as we're con-

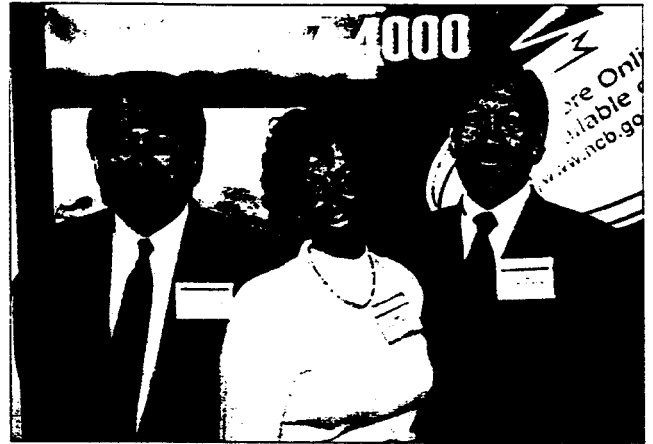
cerned, the only losers were the Canadian public," say Moiz.

Moiz says the airline hopes bilateral negotiations will resume this year, adding, "We would like to be back in Toronto if an Air Services Agreement is signed."

Travel Technology '95



(L-r) Pierre Hoebbers of Intra Travel, and Thrifty Car Rental's Julie Rubio, Tim Oldfield, and Les Pierce.



From the Singapore Tourist Promotion Board: (l-r), vice president Canada, Min-Seng Chew; marketing manager Canada, Lynda Ann Obront; and vice president Americas, Charles Leong.



Radisson Hotels International marketing coordinator, Jan Sawinski.



Hertz Canada Ltd.'s Jacqueline Pereira (left) and Michael Roque (right), centre Carol A. Gleason, Hertz's manager of Global Automation Marketing.



Tech 7 Systems Inc.'s colourful booth was run by company marketing executive Rhoda Harwood.



The Sabre gang: (l-r) Lucy Corcoran, Cathie Carruthers, Heather Chang, and Pat Ryan.

**ALONG
JUNGLE
PATHS:** Lily
pads are part of
the scenery in
the Singapore
Zoological
Gardens.



Singapore

'Garden City' is a busy seaport with a rich history

By D. Holden Bailey
SPECIAL TO THE JOURNAL

Until last year, when an American teenager was jailed and caned as a punishment for vandalism, few Americans took any interest in Singapore. Most couldn't place the tiny city-state on a map, much less tell you anything about its government or its long history.

In the 14th century, Singapore was known as Temasek, or "Seatown," because it sat at the crossroads of the busy sea routes that connected the East and West. Legend has it that it was renamed Singa Pura, or "Lion City," after a visiting Sumatran prince mistakenly thought he saw a lion.

The small island was mostly a swampy, tangled jungle when Sir Stamford Raffles claimed it for the British East India Co. in 1819. With its ideal location and sheltered harbor, combined with a free-trade policy, Singapore flourished as a trade center.

In 1965, Singapore gained its independence from Britain.

Today, Singapore has the world's busiest seaport, and it is fast becoming Asia's premier center of business, finance and medicine. The population has risen to nearly three million, and the island



ON A TEMPLE WALL:
A painting of Confucius.

City" as soon as they enter Singapore's Changi Airport, which looks more like a modern, sparkling-clean shopping mall. Rain trees, palms and bougainvillea line the modern highways that lead from the airport into the city.

The city itself is a contrast of modern skyscrapers, ancient temples and mosques, and Colonial-era cathedrals. BMWs and Mercedes-Benzes share the streets with pedal-powered tri-shaws. People are dressed in an international mixture of Levis, saris and business suits.

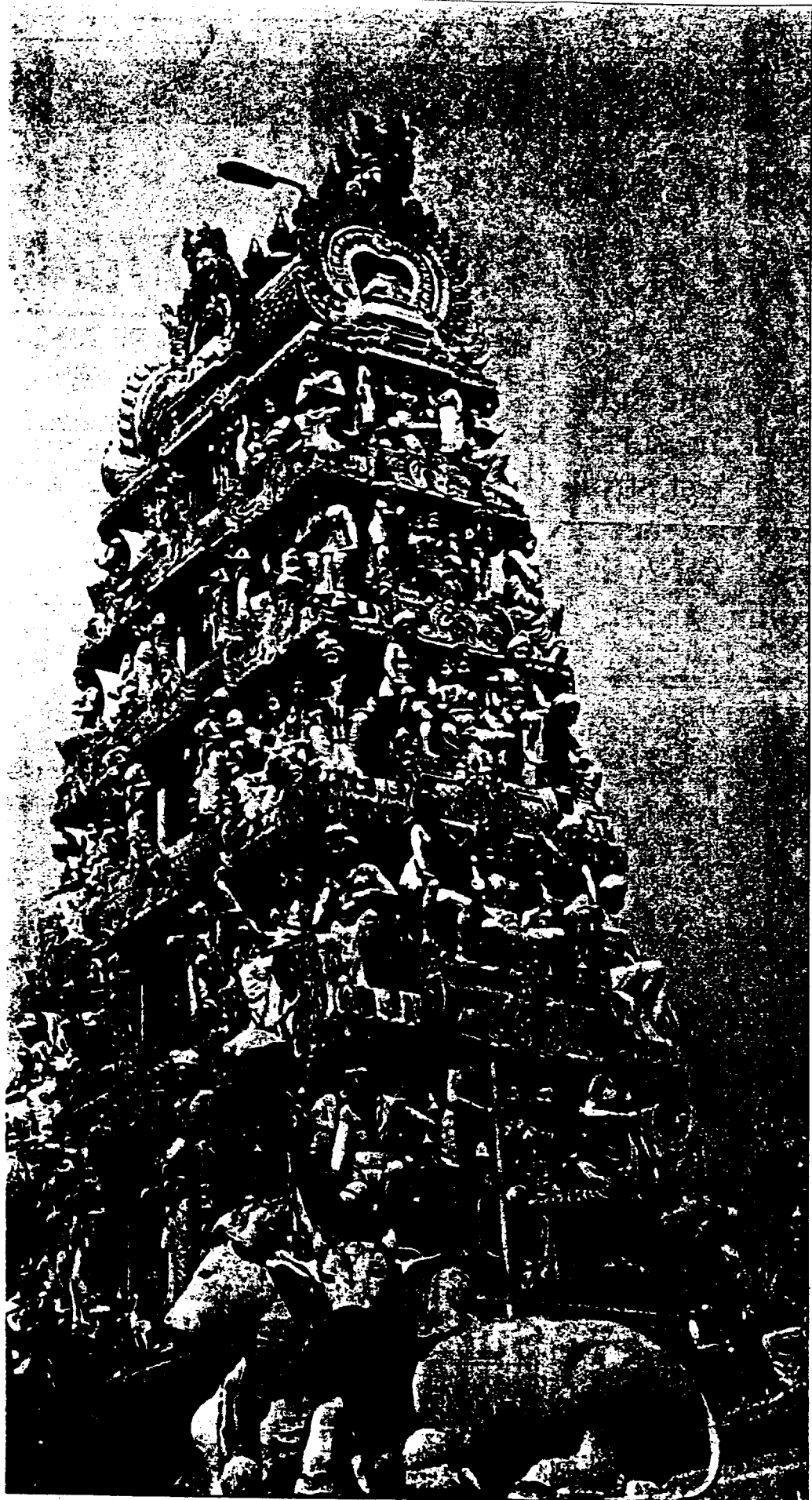
A large percentage of Singapore's visitors are drawn here by the world-class shopping — at the ultramodern malls on Orchard Road as well as the exotic and colorful bazaars of Chinatown, Little India and Arab Street.

Gold, jewelry, electronics, design wear, Waterford crystal, Wedgewood china —

you name it — is sold here.

Singapore has several nature and theme parks. The Jurong Bird Park has more than 5,000 birds from around the world, including penguins, kiwis, ostriches, toucans and the rare Bird of Paradise.

The Singapore Zoological Gardens is home to more than 1,600 animals in their natural habitats of jungles and streams. The Singapore Zoo is fam-



PHOTOS BY D. HOLDEN BAILEY

ANCIENT SKYSCRAPER:
Sri Mariamman Temple,
Singapore's oldest Hindu temple,
was established in 1827.

SINGAPORE

Continued From Page E12

ous for its successful orangutan-breeding program. Their most popular orangutan, Ah Meng, often has breakfast or high tea with visitors.

The recently opened Night Safari Park, the world's first, has become a big hit. Visitors can stroll along a jungle trail or ride on a tram to observe the park's 1,200 nocturnal animals at night, when they are most active. The roars of large cats coming out of the sweltering darkness are guaranteed to raise the hairs on the back of your neck.

Sentosa is the Asian version of Disneyland, even down to its monorail. This resort island can be reached from Singapore by ferry or cable car. The attractions include the ASEAN village, where visitors can discover the cuisine, crafts and dances of Malaysia, Indonesia, Brunei and the Philippines; and Underwater World, Asia's largest tropical oceanarium. For sun lovers, there are tropical beaches and waters ports galore.

Singapore's multicultural population ensures that there is almost always a festival of some sort going on. Ponggal, the Harvest Festival, is celebrated by south-

ern Indians. Thaipusam, a Hindu festival, is a procession of entranced men carrying large steel arches called *kavadis* that are attached to their bodies by steel spikes, hooks and skewers.

One of the most colorful celebrations is the Lunar New Year, which is centered in Chinatown. The Dragon Boat Festival is in memory of an ancient Chinese poet and statesman who drowned himself to protest political corruption and injustice. Ramadan is a month of daytime fasting and nighttime feasting for the Muslims. Vesak Day is a Buddhist celebration of Lord Buddha's birth, and Thimithi is the annual fire-walking ceremony.

It is said that the residents of Singapore live to eat, and this is reflected in the gastronomic delights found at every turn. Whether you prefer outdoor seafood stalls, five-star restaurants or anything in between, you'll find it here. Try your skill with chopsticks at Chinese restaurants, burn your taste buds on Indonesia's spicy dishes, or even gorge yourself on pastrami and rye at New York-style delis.

Then there is the nightlife. Singapore has the well-deserved reputation of being one of the safest cities in the world, attributed to the strict enforcement of its laws and often severe punishments. People safely wander the streets at all hours.

IF YOU GO

■ **GEOGRAPHY:** Singapore is in Malaysia, south of Cambodia and Vietnam across the South China Sea. Connected to the southern tip of Peninsular Malaysia by a causeway, Singapore consists of the main island, which is 238 square miles in area, and 58 smaller islets.

■ **GETTING THERE:** Dozens of airlines fly into Changi Airport. Several cruise lines from Europe, Hong Kong, America and India make frequent stops. There are good roads connecting Singapore with Malaysia, and there are railroads that link Singapore with Malaysia and Bangkok, Thailand.

■ **GETTING AROUND:** The easiest way to see Singapore is by taking one of its 10,000 taxis, which offer reasonable rates. Rental cars are available but relatively expensive, and parking can be a problem. The city bus system is sometimes confusing, but overall is very good and inexpensive. The Mass Rapid Transit system is cheap and easy to use. Trishaws are an excellent way to get a close-up look at Singapore. Boat tours are available on the Singapore River, in Singapore Harbor and around the nearby islets.

■ **CLIMATE:** Average daytime temperature is about 80 degrees, with afternoon highs reaching the upper eighties. The months of June and July are often extremely hot. The rainy season of Novem-

ber through January is slightly cooler. Torrential rainfalls during this period are common but usually brief.

■ **LODGING:** Singapore has a wide variety of accommodations. Rates run from less than \$20 at small budget hotels up to several hundred dollars at some of the most luxurious.

The elegant Raffles Hotel, one of the most famous hotels in the world, has just undergone a \$160 million-dollar restoration. Often called "The Grand Old Lady of the East," this 19th-century hotel has long been a favorite resting place for royalty, statesmen, film stars

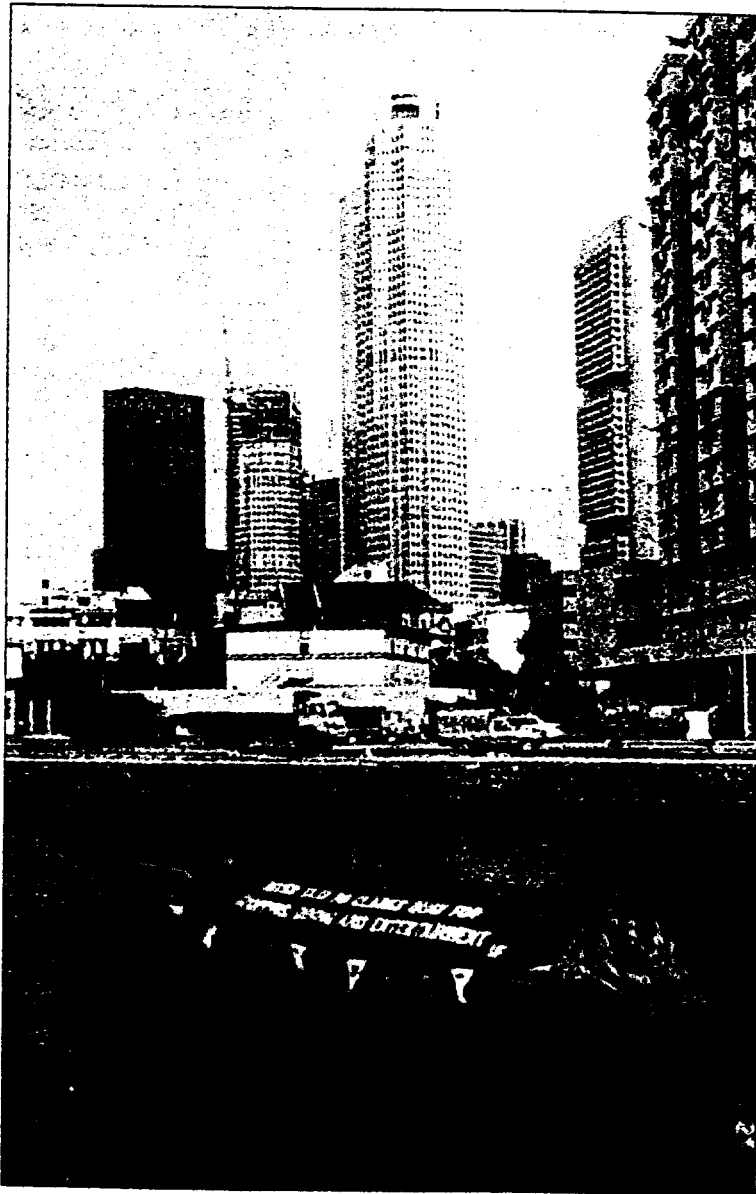
and authors. The Singapore Sling cocktail was born in the Raffles' bar. The Beaufort Singapore, on Sentosa, is Singapore's first resort hotel. It is surrounded by acres of lush gardens and ponds filled with lily pads and tiny frogs. Semitame monkeys roam freely about the grounds.

The Duxton has been called "a wealthy friend's home masquerading as a discreet hotel." This classy Colonial-style hotel, along with many upscale shops, is in restored row houses in the Tanjong Pagar area of Singapore.

■ **ETC.:** For more information, contact Singapore Tourist Promotion Board, 590 Fifth Ave., 12th Floor, New York, N.Y. 10036. Phone, (212) 302-4861; fax, (212) 302-4801.



IN SINGAPORE: An elderly Chinese man visits a temple.



TAKING THE TOUR: A boat tour on the Singapore River is a good way to see the city, which is a contrast of modern skyscrapers, ancient temples and mosques, and Colonial-era cathedrals.

Big Flavor

on a Tiny Island

*The many cuisines of Asia meet
in the city of Singapore*

by Steven Raichlen

IF I HAD ANY DOUBTS ABOUT SINGAPORE'S COSMOPOLITANISM, they were laid to rest at the lunch buffet at my hotel, the Oriental. Spread before us were Cantonese bao (steamed buns), Hainanese chicken rice, Malay laksa (curried noodles with coconut milk), Indian tandoori, and Indonesian rujak (tropical fruit salad with tamarind dressing). Surrounding this was a splendid array of traditional Singaporean dishes, ranging from murtaba (curry and mutton filled flatbread) to turnip cake (a sort of hash made from daikon radish and pork).

I'd scarcely been in this island nation for 12 hours and already I'd eaten my way across Asia. And that was just lunch!

Dining is Singapore's pastime, obsession, and national pride. This tiny island—238 square miles, with a population of 2.6 million—has some of the best food in the world. Most of the Singaporeans I met were either coming from one meal, rushing to the next, or planning what they'd eat tomorrow. Not bad for an island that possesses scant agriculture and natural resources, and that has to import virtually all of its food.

In a part of the world not always known for ethnic harmony, food brings people together in Singapore. Visit a hawkers center and you'll find Chinese noodle stalls, Indonesian satay stands, Moslem bakeries, and Indian drink shops. Visit a curry house on Serangoon Road in "Little India" and you'll see Chinese businessmen toting



*Nonya Noodles, a marriage of
Chinese and Malay cooking.
Recipe, page 8.*



cellular phones, dining elbow to elbow with turbaned Sikhs. Singapore's limitless multiculturalism serves as a monument to ethnic tolerance, not to mention a passport to polyglot dining.

Some people complain that Singapore is too modern, too "sanitized," that the real Asian experience lies elsewhere. I prefer to think of this tiny island as the ultimate Asian dining destination, a place where you can drink the tap water and eat the food (even the street food) without fear of illness. The local passion for food insures almost uniformly high standards, whether at an open air market or at white tablecloth restaurant, and getting from meal to meal couldn't be easier—virtually everyone speaks English and even the taxi drivers are courteous!

To experience the Malay influence, for example, you have but to visit the Arab Market, where vendors sell ikan asam (fish in tart tamarind sauce), otak-otak (fish mousse grilled in banana leaves), and a dazzling selection of coconut cakes. For the soulful but relatively unfamiliar food of southern India, head for the Apollo restaurant, where steaming mounds of massala prawns, spiced lentils, and fish head curry are served on banana leaves instead of plates.

The Satay Club, a cluster of open air barbecue stalls, is the place for such Indonesian treats as satay (tiny kebabs), longtong (pressed rice cakes), and rujak. As for Chinese food, virtually every region is represented among Singapore's eateries. The bold, clean flavors will surprise people more familiar with the often oily Sino-American fare in the U.S.

One of the most interesting sub-branches of Singaporean cuisine is Nonya, also known as Peranakan cooking. "Nonya" is the Malay word for "grandmother." In colonial times,

many lonely Chinese male laborers took Malay wives, who achieved a culinary synthesis of the two cultures. They adopted many of the Chinese seasonings and cooking methods, like soy sauce, oyster sauce, and stir-frying, while adhering to the Malay love of spices and coconut milk and aversion to pork.

There's no shortage of elegant restaurants in Singapore, but my favorite way to experience the local cuisine is at one of the city's numerous hawkers centers. Older Singaporeans remember the days when vendors hurried pushcarts through the city's streets, hawking steaming bowls of bak kut teh

A Feast from Singapore

Bandung (Rosewater Cooler)

Rujak (Spicy Fruit and Vegetable Salad)

Black Pepper Prawns

Nonya Noodles

Candied Sweet Potatoes

(pork bone soup—a popular breakfast), mee siam (rice noodles in chili sauce), and popiah (Hokkien-style fresh spring rolls).

In an effort to make street food more sanitary, the government organized the vendors into hawkers centers, where the cooks—and their customers—enjoy the health benefits of refrigeration, running water, and a roof over their heads. The hawkers centers are rigorously regulated by the government, which makes Singapore one of the few places in Southeast Asia where you can safely enjoy street food. There are dozens of hawkers centers around Singapore—three of the best are located at Newton Circus, Bugis Square, and the newly restored Clarke Quay.

Another quintessential Singaporean experience is seafood. Given the island's location (sandwiched between the Indian Ocean and South China Sea), it's easy to see why Singapore is such a fish lover's paradise. Slipper lobsters and sea crabs share the fishmonger's ice with giant squid and sea cucumbers. The pomfret (a white fleshed fish with a delicate flavor) is so fresh, it's often stiff with rigor mortis.

The fish houses along East Coast Road serve these and other sea foods in boisterous surroundings, with the Straits of Singapore as a backdrop. Singaporeans of all ethnic backgrounds line up for steaming plates of chili crab and black pepper prawns. The former are simmered in a mild, sweet sauce made with chilies, soy sauce, and ketchup, while the latter fairly tingle with freshly ground peppercorns (see recipe on page 8).

A profusion of fresh seafood, tropical fruits, and Asian vegetables, and a diet rich in rice, noodles, Indian breads, and other complex carbohydrates—these certainly sound like the ingredients of a healthy diet. So does

the Singaporean love of spices and other intense seasonings and low-fat cooking methods, such as grilling and stir-frying. That's not to say all Singaporean dishes are low-fat—not with the popularity of deep-frying among the Chinese and Indians, of coconut milk among the Malays and Indonesians. But after five days in this island nation, I saw not one instance of the obesity that plagues the U.S.

Perhaps it's because of the way Singaporeans eat. Meat tends to be used as a flavoring rather than a principle ingredient in curries, stews, and stir-fries, while vegetables and grains comprise the bulk of the diet. Snacking is a national pastime in Singapore, but instead of loading up on the sugary

sweets and additive-laden processed foods so popular in the West, Singaporeans tend to snack on soups and noodle dishes.

Another reason Singaporeans stay slim may be the Asian concept of health. One of the most interesting meals I had in Singapore was at the Imperial Herbal Restaurant. At most restaurants, the chef is the star, but here the limelight is shared by a traditional Chinese herbalist. The idea is to create dishes that not only taste good, but are good for you. The herbalist diagnoses your needs and communicates them to the chef, who adds the appropriate medicinal herbs or adjusts his recipes to create the proper balance of ying and yang.

Our meal began with licoricy chrysanthemum tea, which is supposed to reduce body heat and hypertension. The next dish was an ethereal egg white custard laced with ladybell root and polygarnatum, medicinal herbs that are believed to relieve dry mouth and dry skin. A pair of tonic soups arrived next, my wife's meant to foster fertility, mine to promote virility. The soups were followed by the best kung pao chicken I've ever tasted. The traditional peanuts had been replaced with walnuts, which are said to be good for the brain (perhaps because a half walnut looks a little like a brain).

The eight treasure fried chicken contained four ying herbs and four yang herbs, whose virtues presumably outweighed the drawbacks of the cooking method: deep fat frying. Another

fried dish brought our meal to a close: candy coated sweet potatoes, which are supposed to prevent constipation. At the end of the meal, I summoned my courage and had a glass of deer penis wine. It tasted like watery cough syrup and if it had a vitalizing effect, I was too jet-lagged to notice.

It's easy to dismiss this sort of herbal medicine as superstition, but the tables at Imperial Herbal were crowded with svelte, healthy-looking clients. And the



Rujak, a refreshing salad for a hot tropical afternoon. Recipe below.

imperious Mrs. Wang certainly doesn't look her age. At least one American restaurateur has been intrigued enough by Chinese food medicine to import it to the United States. Last year, seafood mogul Roger Berkowitz offered a month of meals and cooking demonstrations by the Imperial Herbal staff at Boston's Legal Sea Foods.

But Singaporeans don't seem to be obsessed with healthy eating in the same way we are. I didn't see people tallying up their fat grams or making

laundry lists of their consumption of antioxidants. I did see a nation that dines with gusto and takes enormous pleasure in food. Here's a menu of Singaporean dishes that can add the essential element missing in many American diets: a generous dash of fun!

Bandung (Rosewater Cooler)

Visit the Indian section of any of Singapore's hawkers centers and you'll find drink vendors purveying a rainbow-colored assortment of exotic drinks. This one may look like Pepto Bismol, but its perfumy rosewater flavor is as refreshing as it is unique. Serves 4.

- 3 cups cold water
- ½ cup sweetened condensed milk
- 2 tablespoons rosewater
- 2 tablespoons banana liqueur or banana extract
- 2 tablespoons grenadine

Combine the ingredients in a pitcher and stir to mix. Serve in ice-filled glasses.

104 calories; 19 g carbohydrate; 2 g protein; 2 g total fat; 1.3 g saturated fat; 0 fiber; 28 mg sodium per serving.

Rujak (Spicy Fruit and Vegetable Salad)

This offbeat salad originated in Indonesia, but it turns up at hawkers centers and hotel buffet tables throughout Singapore. Pairing crunchy vegetables with acidic fruits makes an unusually refreshing combination. As for the sauce—a sweet, hot, piquant mixture

of chilies, peanuts, and tamarind—there's nothing quite like it. Special ingredients are described in the box on page 11. If tamarind is unavailable, a highly respectable dressing can be made with balsamic vinegar. Serves 4.

For the dressing:

3 tablespoons dry roasted unsalted peanuts
2 tablespoons tamarind pulp (about 2 ounces) or balsamic vinegar
 $\frac{1}{4}$ cup hot water
One 2-inch piece ripe banana
2 cloves garlic, minced
1 shallot, minced
1 to 3 hot chilies, minced (for a milder rujak, seed the chilies)
2 tablespoons Asian fish sauce, tamari, or sweet soy sauce
2 tablespoons molasses
1 tablespoon brown sugar
1 tablespoon lime juice, or to taste
Salt

For the salad:

1 cup mung bean sprouts
 $\frac{1}{2}$ fresh pineapple, cut in 1-inch cubes
1 cucumber, peeled and cut into $\frac{1}{4}$ -inch slices
1 cup jicama or grannie smith apple, peeled and cut into $\frac{1}{4}$ -inch slices
1 starfruit or Asian pear, cut into $\frac{1}{4}$ -inch slices
 $\frac{1}{4}$ cup chopped fresh cilantro or scallion greens

1. Grind the peanuts to a coarse powder in a food processor, running the machine in spurts. Transfer to a mixing bowl. Place the tamarind pulp and hot water in the processor and let stand for 5 minutes to soften. Pulse the machine in short bursts until the flesh comes away from the seeds, about 1 minute. Don't process so much that you crush the seeds. Strain the resulting mixture into the peanut bowl. You should have about $\frac{1}{4}$ cup. Discard the seeds and pulp.

2. Return the tamarind and peanut mixture to the processor and add the

banana, garlic, shallot, chilies, fish sauce, molasses, sugar, lime juice, and salt. Puree to a smooth paste. (If using balsamic vinegar instead of tamarind, add it at this stage with the water.) Correct the seasoning, adding salt or lime juice to taste. The mixture should be highly seasoned.

3. To serve, pool the dressing on 4 large salad plates. Arrange the bean sprouts and pineapple in the center and fan the cucumber, jicama, and starfruit slices around them. Garnish with cilantro and serve.

216 calories; 45 g carbohydrate; 4 g protein; 4 g total fat; 0.6 g saturated fat; 5.6 g fiber; 56 mg sodium per serving.

Black Pepper Prawns

For the best results, start with whole black peppercorns, which you grind in a pepper or spice mill. Serves 6.

For the sauce:

3 tablespoons low-sodium chicken, fish, or vegetable stock, or water
2 tablespoons oyster sauce
2 tablespoons light soy sauce
2 tablespoons rice wine
1 tablespoon sugar
2 teaspoons cornstarch

1 $\frac{1}{2}$ tablespoons canola oil
3 cloves garlic, minced
1 tablespoon chopped fresh ginger
1 to 3 chili peppers, minced (for a milder dish, seed the chilies)
2 scallions, white part minced, green part finely chopped
2 to 3 teaspoons coarsely ground black peppercorns
1 red or yellow bell pepper, cored, seeded, and cut into 1-inch dice
4 ounces snow peas, snapped and strung
1 $\frac{1}{2}$ pounds shrimp, peeled and deveined

1. Combine the ingredients for the sauce in a small bowl and stir to mix.

2. Just before serving, heat a wok to

smoking. Swirl in the oil. Add the garlic, ginger, chilies, scallion whites, and black pepper. Stir-fry over high heat until fragrant but not brown, about 1 minute. Add the bell pepper and snow peas and stir-fry for 1 minute. Add the shrimp and stir-fry until just almost cooked, about 1 minute.

3. Stir the ingredients for the sauce to redissolve the sugar and cornstarch. Stir the sauce into the shrimp and bring to a boil. Simmer until the shrimp are done, about 1 minute. Correct the seasoning, adding pepper if necessary. The shrimp should be highly seasoned. Sprinkle the shrimp with the scallion greens and serve at once.

160 calories; 8 g carbohydrate; 24 g protein; 4 g total fat; 0.6 g saturated fat; 5.6 g fiber; 56 mg sodium per serving.

Nonya Noodles

There are lots of possibilities for noodles: Chinese wheat noodles, Japanese udon or ramen, or fettuccine. Serves 4.

4 ounces long beans or green beans
2 large carrots, peeled and cut into green bean-size strips
8 ounces dried wheat noodles or pasta
Salt
4 cloves garlic, finely chopped
3 shallots, finely chopped
4 teaspoons finely chopped fresh ginger
1 to 3 hot chilies, finely chopped (for milder noodles, seed the chilies)
1 tablespoon canola oil
 $\frac{1}{4}$ cup light coconut milk
 $\frac{1}{4}$ cup chicken or vegetable stock
3 tablespoons Asian fish sauce or soy sauce
Freshly ground black pepper
3 tablespoons finely chopped scallion greens

1. Snap the ends off the beans. If using long beans, cut them into 3 inch pieces. Cook the beans in a large pot of rapidly boiling salted water (at least 3 quarts) until crispy-tender, about 2

A Guide to Singaporean Ingredients

* **BLACK SESAME SEEDS** A black variety of sesame seed that makes an attractive garnish. Available at Japanese markets and natural foods stores.

* **COCONUT MILK** A cream-like substance made by mixing grated coconut flesh and water. A Taste of Thai makes a "lite" coconut milk which comes in cans, can be found at gourmet shops, and contains acceptable amounts of fat. Do not confuse coconut milk with coconut cream, a sweetened product used by bartenders to make "exotic" drinks.

* **FISH SAUCE** A malodorous but tasty sauce made from pickled anchovies and used in Southeast Asia the way soy sauce is in China and Japan. Fish sauce usually is available at Asian markets and gourmet shops; the best brands come in glass bottles.

* **JICAMA** A large tan root with a crisp white flesh that tastes like a cross between an apple and a potato. Also

known as yam bean, jicama is available at Asian and Hispanic markets and many supermarkets.

* **LONG BEANS** Asian green beans that grow up to 2 feet in length. Available in Asian markets.

* **OYSTER SAUCE** A salty brown sauce flavored with oysters used in Chinese cooking. Available in Asian markets and most supermarkets.

* **ROSEWATER** A perfumed extract of rose petals used in Indian cooking. Look for it at Indian and Middle East Markets and some pharmacies and cosmetic stores.

* **TAMARIND** The sweet-sour pulp of a curved, brown, tropical seed pod, tasting like a mixture of pureed prunes and lime juice. Hispanic markets sell fresh tamarind pods, which should be peeled with a paring knife. Asian and Indian markets sell sticky squares of peeled tamarind pulp. Balsamic vinegar makes an interesting substitute.

minutes. Transfer the beans to a colander with a slotted spoon, rinse with ice water, and drain again. Cook, drain, and chill the carrots the same way.

2. Add the noodles to the boiling water and cook until al dente, 6 to 8 minutes. Drain the noodles in a colander, rinse with cold water, and drain again. The recipe can be prepared several hours ahead to this stage.

3. Puree the garlic, shallots, ginger, and chilies in a mortar and pestle or food processor. Heat the oil in a non-stick wok or frying pan. Add the garlic paste and stir-fry until fragrant, about 2 minutes. Stir in the coconut milk, stock, fish sauce, and pepper. Boil the mixture until slightly thickened and very flavorful, about 2 minutes.

4. Stir in the noodles and simmer until most of the sauce is absorbed, 2 to 3 minutes. Stir in the long beans and carrots and cook until heated. Correct the seasoning, adding fish sauce or pepper to taste. Sprinkle the noodles with the scallion greens and serve at once.

375 calories; 70 g carbohydrate; 12 g

protein; 4.3 g fat; 3 g saturated fat; 6.3 g fiber; 186 mg sodium.

Candied Sweet Potatoes

This dessert is simplicity itself, but it must be made at the last minute. Have the potatoes cooked, the oiled platter ready, and the bowls of ice water on the table. Serves 4.

2 large sweet potatoes (about 1½ pounds), peeled and cut into 1-inch dice

2 tablespoons sesame seeds

¼ cups sugar

¼ cup water

For serving:

Heatproof platter, lightly oiled with canola oil


4 small, deep soup bowls filled with 1 cup water and a few ice cubes

1. Cook the sweet potatoes in 3 quarts rapidly boiling water until just tender, 3 to 4 minutes. Drain the pota-

atoes in a colander, shock-chill with ice water, drain again, and blot dry with paper towels. Transfer the sweet potatoes to a mixing bowl and toss with the sesame seeds. The recipe can be prepared ahead to this stage.

2. Just before serving, place the sugar and water in a heavy saucepan. Cover the pan and bring to a boil over high heat. Uncover the pan and continue cooking until the mixture just begins to caramelize (turn brown), swirling the pan to insure even cooking. This will take about 5 minutes.

3. Add the sweet potatoes and stir with a chopstick to coat with caramel thickly and evenly. Turn the potatoes onto the oiled platter. (Take care not to drip any caramel on your skin—it's extremely hot.) Have each guest take chunks of hot sweet potato with chopsticks (or a fork) and dip them into the bowl of ice water to harden the candy shell. Eat at once.

198 calories; 18 g carbohydrate; 2 g protein; 2 g total fat; 0 saturated fat; 2 g fiber; 8 mg sodium per serving. 

Executive Class
April/May 1995
Circ: 200,000

Singapore International Convention & Exhibition Centre

JEWEL IN THE CROWN

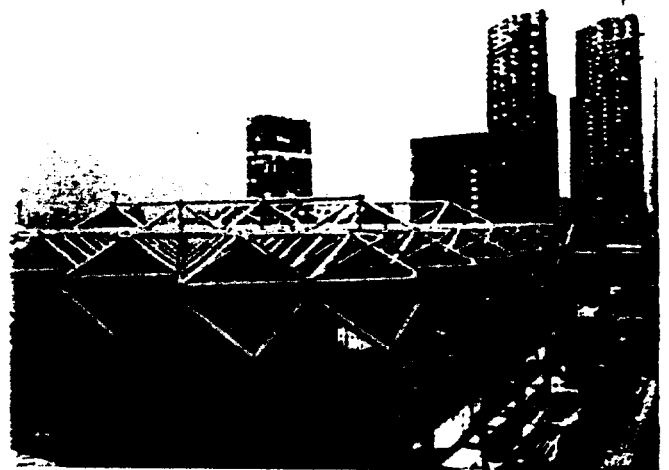
Singapore, already the leading convention and exhibition city in Asia and counted among the world's top ten convention cities, now has its first purpose-built convention and exhibition center. Built at a cost of S\$700 million, the Singapore International Convention & Exhibition Centre will be one of the largest convention and exhibition venues in the Asia Pacific region.

The Centre has been designed to provide an ideal setting for meetings, incentives, conventions, exhibitions and special events. It will offer 100,000 gross square meters of convention and exhibition space. It boasts the largest column-free convention hall (12,000 sq.m.) in Singapore, capable of seating up to 12,000 delegates theater style. There also is a 12,000 sq.m. exhibition hall that can be subdivided into three smaller halls. In addition, the center will have 24 meeting rooms caterin to groups of 20 to 400, a 600-seat auditorium, a multi-purpose ballroom which can accommodate 2,000 people theater style, a 3,300 sq.m. gallery, as well as spacious pre-function areas. All these will be provided with state-of-the-art audio,

visual theatrical and lighting equipment.

The Centre is the jewel in the crown of the rapidly evolving Suntec City, a massive S\$1.7 billion development that stands in the very heart of this tropical city, and is a mere 20 minutes drive from the airport. The Centre is the first phase of the Suntec City development. Come 1996, when the entire development is completed, the Centre will be interlinked to the rest of Suntec City by an impressive 60,000 sq.m. of retail space in a 3-story retail podium opening up to four 45-story office towers and an 18-story office block. There is little doubt that Suntec City will be Singapore's most prominent landmark and the ultimate business hub.

The Centre is enjoying



tremendous support, both local and overseas. This is reflected in its healthy booking schedule for 1995, '96 and the years beyond. To name some of the events: International Spring Fair '95, Singapore World Stamp Exhibi-

tion 1995, the 26th Congress of the International Society of Haematology and the 1999 Rotary International. The Centre, having started its operation in March 1995, will celebrate its grand opening in August 1995.

Singapore

Tropical metropolis clean and controlled

By CATHERINE WATSON
Scripps Howard News Service

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 mega-mall.

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.

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 re-founded, depending on how you feel about colonialism — in 1819, by Sir Thomas Stamford Bingley Raffles, an administrator for the British East India Co.

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 Temasek, 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 — about the same time that the first American soldiers were shivering through a winter at Fort Snelling — 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.

The city is spotlessly, sometimes irritatingly, clean. The transportation system is efficient. The people enjoy the highest standard of living in Asia. Shopping — for both 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.

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 Board.

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

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.

If you go

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.

For 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 bedroom (the top-end suite named for famous former guests, Noel Coward and Somerset Maugham). If you can't afford to stay overnight, at least drop by for a casual 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 electron-

ics, 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.

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.

INFORMATION: Contact the nearest Singapore Tourist Promotion Board in major cities. American passport holders don't need entry visas.