

7 APR 1996

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 <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship       | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation        | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

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DEPT. OF JUSTICE  
APR 10 1996

(b) If an organization:

- |                          |   |  |
|--------------------------|---|--|
| (1) Name                 | Yes <input type="checkbox"/>            | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/>            | No <input checked="" type="checkbox"/> |
| (3) Branch offices       | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/>            |

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

Los Angeles office located at 2029 W. Century Park East closed  
March 31, 1996.

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
Elizabeth Wilson	Vice President	3/14/96
Miriam Trokan	Vice President	11/17/95
Steven Knipstein	Vice President	3/15/96

She said there was a stark contrast between the countries and the Malaysian capital city of Kuala Lumpur was very dirty with garbage in the streets. Singapore is one of the cleanest city's in the world with severe penalties for littering.

They visited Frasers Hill, an old British resort, in the mountains. It is one of the places the Wingeiers vacationed when Ruth was a child and she was happy to share the experience with her children. She got a kick out of watching them hike in the jungle and swing from vines in the trees the way she used to do.

Then it was off to a national park, Taman Negara, a 130 million year old rain forest. They drove four hours by van to reach the park, then took a three-hour boat ride up river to reach the interior of the park. They did a lot of hiking in the jungle. The hiking was a great adventure,

but they were bitten by leeches and bees. They walked across a suspension bridge 25 meters in the air and found a whole other world of flora and fauna than that existing on the jungle floor. Highlights of the jungle trip included seeing a giant flying squirrel and a sloth.

They spent three days in the park and the tour included a canoe trip to a huge waterfall and swimming under the waterfall. They enjoyed the lush vegetation of the park, but were overcome by the "suffocating humidity".

The journey included a trip to Port Dickson on the west coast of the island. They spent three days on the beach, just relaxing.

They spent a few more days in Singapore and Wingeier had the chance to spend time with her nanny (amah) and meet her children.

Singapore is one of the most densely populated countries in the world and it has a very strict immigration policy. Even people who are born in Singapore have to apply for citizenship. The country has a policy that families may have just two children. Families with more than two children pay a higher income tax and must pay for the education of the additional children.

Wingeier said the country has a lot of freedoms, including religious and economic freedom, but there are also many restrictions.

The country has become very westernized and developed over the years. Wingeier said many historic areas were destroyed in the rush to modernize, but the country is now realizing the value of its remaining historical areas and is working to preserve them. The city of Singapore (Lion City) is an ancient one, dating back to 1200.

She found some Indian markets that were just the same as she left them and said being in those shops with the old familiar smells and sounds was "just like going home".

Everyone on the junket discovered that the food in Singapore is diverse, tasty and cheap. Wingeier said there were food courts that served Chinese, Malaysian, Indian and western foods for very moderate prices and it was all "delicious".

One thing her kids longed for was an American breakfast. In Singapore, the food eaten for the first meal of the day is pretty much the same as the food eaten later in the day. Her kids became lonesome for toast, cereal, milk and eggs.

"They missed breakfast, but otherwise they held up real well," said Wingeier. "The kids were excited to go on the trip and I think they got a lot out of it. It was good for them to hear different languages.

"They missed breakfast, but otherwise they held up real well," said Wingeier. "The kids were excited to go on the trip and I think they got a lot out of it. It was good for them to hear different languages, see so many cultures and be in a country with a different climate and geography. They have the sense of another culture now."

Jesse was fascinated with the Chinese language and the Chinese abacus. They brought an abacus home and are using it to count, add and multiply. He recently sent a card to his grandfather in Hong Kong, writing it in Chinese.

Wingeier said the people of Singapore were "very friendly" to their American visitors and wanted them to leave with a good impression of Singapore.

# A freeze-frame vision of Asia

By GARY A. WARNER  
*Orange County Register*

## BEST AND WORST FIVES FOR ASIA

By GARY A. WARNER  
*Orange County Register*

### OVERRATED ASIA:

1. **Patpong, Bangkok:** The famed red-light district is a sad, tawdry zone. What's more, its naughtiness is touristy and thoroughly regulated. Bar girls dancing to "Streets of Philadelphia," Bruce Springsteen's AIDS epic, is enough to squelch even the most voracious libido.

2. **Legian Road, Bali, Indonesia:** Haven for budget travelers. But also everything that is wrong with Asia: overdeveloped, Westernized, hordes of trinket salesmen, prostitutes and a Hard Rock Cafe.

3. **Wanchai District, Hong Kong:** Another legendary spot that long ago lost its "World of Suzy Wong" mystique. The "bar girls" are often old enough to be your mother.

4. **Singapore Sling, Raffles Hotel, Singapore:** Icky, foaming, pinkish concoction. Have the "half yard" beer in an extraordinarily long fluted glass instead.

5. **Singapore, the rest of it:** An authoritarian Disneyland.

### DAY SEVEN: SINGAPORE — Use gum, go to jail

"NO DURIANS!" screams the sign in the subway station.

What's a durian, I wonder. A weird tropical animal or some oppressed ethnic group? I ask at the police kiosk — there's always a policeman nearby in Singapore.

"It's a fruit," the polite officer says, going on to explain that when opened it emits a strong odor some-

where between 5-day-old sweat socks and a rotting corpse.

The law says no durians in the subway. Another law says no in-line skates. No "import, sale or possession of chewing gum." No haggling, no beggars, no graffiti, no rip-offs. Above all, no dissent.

"No" is a favorite word in Singapore, a squeaky-clean authoritarian state best known for caning graffiti vandals.

It's a free-market economy with a big police force. The code is to make money and keep your mouth shut. It's a city that looks like Zurich but feels like Moscow under Stalin. The Stepford City.

It's easy to see why some order-minded Westerners love the place — it's the least Asian capital in Asia. English is the official language. The old Asian port has been largely bulldozed and redeveloped to make way for European-style parks, wide boulevards and apartment blocks. American-style department stores and chain restaurants proliferate.

Luckily I am only in town for a day. After dinner and a long walk I hike back to my hotel to dream dreams of getting out of town.

TRAVEL WORLD NEWS  
Norwalk, CT

MONTHLY

38 533

OCT 1995

M62358

**LUCE** PRESS CLIPPINGS



SIEW-KHENG TAN



DALE SHIEH

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**SINGAPORE TOURIST PROMO Bd**

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Charles Leong, *senior vice president Americas*, Singapore Tourist Promotion Board (STPB), has announced the promotion of Siew-Kheng Tan to *vice president western USA*. She will be responsible for STPB marketing activities west of the Mississippi, including the development and maintenance of industry relations, marketing initiatives and sales.

Ms. Tan, a seven-year veteran with the STPB, was previously assistant manager convention in the board's Singapore headquarters and, more recently, marketing communications manager Americas in the Los Angeles office.

Replacing Ms. Tan is Dale Shieh as *marketing communications manager Americas*, based in Los Angeles, where she will be responsible for strategic planning and the execution of all marketing and advertising in North America. Ms. Shieh has worked with the STPB for more than four years, most recently as the convention marketing officer at STPB headquarters, Singapore.

For more information, contact: SINGAPORE TOURIST PROMOTION BOARD, 213/852-1901; FAX 213/852-0129. □

USAE  
Bethesda, MD

WEEKLY

2,000

OCT 10, 1995

M31236

**LUCE** PRESS CLIPPINGS

## *Singapore To Market Meeting Facilities*

Asia's top conventions city is the ideal meeting place for corporate America.

That's the message the Singapore Tourist Promotion Board will be sharing with American meeting planners and exhibitors when a six-member marketing team from the STPB visits the U.S. later this month.

The team, led by the Board's Assistant Chief executive, Yeo Khee Leng, will visit Los Angeles, New York, Chicago, Washington, and Toronto in Canada.

At each stop, the STPB delegation will meet with executives from the meetings, incentives, conventions and exhibitions industry as well as American journalists to tell them of the advantages that Singapore - recently ranked No. 6 among the world's top meeting places by the Union of International Associations -- has to offer as a premier conference venue.

Apart from state-of-the-art meeting and exhibition centres like the Singapore International Convention and Exhibition Centre, the World Trade Centre, Changi Exhibition Centre, the International Merchandise Mart and the Raffles City Convention Centre, the team will explain the other benefits of holding a meeting in Asia's top convention city.

"The mission will reinforce the high profile that has been achieved for Singapore in the past three years of the Meet In Singapore '95 campaign," said Kevin Leong, STPB's director of conventions marketing.

The STPB mission to the U.S. kicks off the next phase of the Board's three-year long Meet in Singapore campaign, which was first launched in 1992. MIS '95, as the program was called, drew a total of 1,924 convention bookings between the time it was launched and last year.

## PATA Countries Show Strong Growth From the U.S.

**T**HE U.S. TOURISM MARKET TO THE PACIFIC/ASIA REGION CONTINUED ITS STRONG, STEADY UPWARD trend last year, with 4.7 million Americans visiting Pacific Asia Travel Association (PATA) member countries, according to PATA figures. That's a 7.3 percent increase over 1993. Total visitors to

the region reached 72 million, an increase of 9.6 percent. The numbers are indicative of the region's ongoing success over the past 45 years. Between 1950 and 1990, visitor arrivals to the Pacific/Asia region went from 100,000 to 53 million.

### TOP MARKETS

Hong Kong held onto its number one position with 776,039 U.S. visitors; Japan came in second with 531,352; China was next with 469,849, followed by Singapore with 343,721.

According to PATA, the biggest growth countries in inbound tourism from the U.S. were in the Central and South Pacific, where 15.1 percent growth was registered. New Zealand (10.4 percent), Palau (20 percent) and Guam (38.6 percent) led the growth in that region. Nepal returned after a terrible 1993 with 11.2 percent growth from the U.S., and Taiwan came back with 15 percent.

By far, the biggest gains in U.S. arrivals were in Indochina, where Cambodia registered 106 percent growth and Vietnam

had an 81.7 percent increase.

With that history, the World Travel & Tourism Council's projection of 140 million Pacific/Asia arrivals by 2000 (or 21.9 percent of all international arrivals) may be on the mark. Another prediction comes from Richard Stirland, the director general of the Orient Airlines Association (representing 16 carriers in the region). According to Stirland, some 50 percent of all the world's air traffic will initiate, terminate or take place within the region shortly after the turn of the century. —James Ruggia

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### **SINGAPORE**

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The travel forecast for this island country of almost three million inhabitants also looms brightly, as the destination has recorded a 3 percent increase in visitor arrivals for the first five months of this year, with officials attributing the rise to Singapore's appeal as a convention and exhibition market.

Also providing a boost to the country's tourism industry are its varied attractions and hotels, which have opened new exhibits and renovated facilities. Singapore's resort island of Sentosa has opened several new attractions, including the new Festivals of Singapore Museum, and the Singapore Zoo has unveiled *Snake Encounters*, which features more than 150 non-poisonous snakes.

New accommodations range from the 406-room **Hotel Inter-Continental Singapore**, (800) 327-0200, to **The Ritz-Carlton Millenia Singapore**, which opens late this year with 612 guest rooms, (800) 241-3333. Another property, **Shangri-La's Rasa Sentosa Resort**, has scored a coup of sorts: The hotel now features a 4,000-square-foot Phytomer Spa, a world-renowned line of spas which includes facilities at the **Trianon Palace** in Versailles and on the luxury liner **QE 2**, (800) 942-5050.

For more information on Singapore, contact the **Singapore Tourist Promotion Board**, (212) 302-4861.

## **SIA to Hangzhou**

Singapore Airlines will operate a weekly A310-300 service between Singapore and Hangzhou in eastern China, effective Nov. 1. It will replace the existing service provided by SIA's regional subsidiary SilkAir.

Travel Courier  
October 19-October 25, 1995  
Circ: 5,000

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**SINGAPORE AIRLINES** will start twice-weekly  
service from Singapore to Cairns beginning Oct.  
29....with the start of this service, the airline will have  
flights from Singapore to seven Australian cities —  
Sydney, Brisbane, Melbourne, Adelaide, Perth,  
Darwin and Cairns....

TRAVEL AGENT  
New York, NY

WEEKLY

59.018

OCT 9 1995

M17752

**FUGUE** PRESS CLIPPINGS

**NEW CONVENTION CHIEF,  
INCENTIVE GUIDE FOR ARUBA**

■ Los Angeles—The Aruba Tourism Authority (ATA) has appointed Adriaan Arends as the director of convention & business development. A 15-year veteran of the travel industry, Arends has worked for Regent International Hotels, Singapore Airlines, Pan Am, and most recently, was the Conventions & Incentive Travel Manager, North America for the Singapore Tourist Promotion Board.

Arends is now responsible for all the sales and marketing for meetings, incentives, conventions and exhibitions with a primary emphasis in the U.S., Latin America and Europe.

"[Arends'] knowledge of the convention and meetings & incentives market...will help the ATA reach its potential in a market that is rapidly expanding," says Marcial Ibarra, Director, North America for the ATA.

The ATA has recently produced a new '95-'96 Meeting & Incentive Planners' Guide which highlights the island's meeting facilities, convention-friendly resorts, popular attractions and cultural festivals. The brochure includes information on group themed events, excursions and watersports activities, as well as details on airlines services and travelers' tips.

Temporarily based in the ATA's Los Angeles office, Arends will be relocating to Miami by January 1996. For more information, contact Arends at 310-275-1758.

OCT. 2, 1995

M17552

DUCE  
PRESS CLIPPINGS

## AROUND THE TRAVEL WORLD

## On The Move



▲ Carey



▲ Bagnasco



▲ Gerrese

Lew Elsworth has stepped down at Worldspan following a reorganization at the res company. He had been senior vice president for marketing... Kevin Toomer has been named national sales manager at Travel Bound in New York City and is responsible for overall promotion of the company's FIT, trade show and customized group departments. Toomer, formerly corporate sales manager at Robustelli Travel in Stamford, Conn., is also responsible for Europe Bound, Travel Bound's escorted tour division... Congratulations are extended to Bob Koch, Pennsylvania district manager for Pawtucket, R.I.-based Collette Tours, who took Salesman of the Year for hitting \$1 million in 1994—a \$1.3 million increase over the previous year... On the hotel side, Edward Carey has been named sales director for the El San Juan Hotel & Casino in San Juan. He had been national sales manager for El Compadre Resort & Country Club, also on the island... In Bangkok, Giorgio Bagnasco has been appointed executive vice president and group general manager of Sam City Hotels & Resorts. Bagnasco was with Inter-Continental Hotels for 31 years. While in Bangkok, he'll also be general manager of the Sam City property... Joop Bakx, most recently resident manager at the Conrad International Brussels, has been named general manager for the chain's Conrad International Istanbul... Jeron Gerrese has been appointed general manager of the Drake Swissotel in New York. He had been executive director at the Waldorf Towers, also in NYC. And Pat

O'Brien, formerly with Westin Hotels & Resorts and United Airlines, has been named managing director for the Americas with Meridian Hotels. In airline developments, Steven Leonard is on the job as vice president for sales and sales services at America West Airlines in Phoenix. Responsible for all of the carrier's sales efforts—including travel agent relations, reservations sales and air cargo—Leonard had been with American Airlines for 19 years. In car rentals, John "Jay" Koley has joined Dollar as executive vice president for operations—a newly created post. He had been with National Car Rental as vice president for the Western region... On Nov. 1, Ursula Schwechter, who began her career in Germany with Lufthansa's market research department in 1967 and went on to direct the carrier's worldwide marketing efforts 21 years later, will become marketing chairman of the German National Tourist Board. One month later, Schwechter will be named chairman of the tourist board's administrative committee... The Araba Tourism Authority named Adraam Arends director of convention and business development. He had managed conventions and incentive travel for the Singapore Tourist Promotion Board.

## Newsmaker

Despite images of hurricane damage on St. Croix, "the most important thing for travel agents to realize about the island is that there's no reason to keep clients away this winter," says Roger Taylor, corporate director of food and beverage operations for the Columbia Sussex, operators of the Westin Carambola Beach Resort on St. Croix.

Taylor was at the property earlier this month when Hurricane Marilyn hit. He and 20 other employees, along with 36 guests, weathered the storm inside the resort's meeting room from 11 a.m. until 6 the next morning.

After the storm passed, only four guests needed new lifts. Taylor says: "We had some roof damage and some trees and foliage were uprooted. There was beach erosion, too, but we're bringing in new sand."

The resort will be back to five-star standard by Dec. 1.

"I want Marilyn to be my first and last hurricane," says Taylor, who adds, "I didn't have time to be afraid until afterwards, because you have to put on a brave front for the others."

## Quote Of The Week

**"If we're corporate citizens of St. Thomas. When they're ready, we'll be back."**

—Royal Caribbean's Rod Atwood on the island's recovery from Hurricane Marilyn

TOUR & TRAVEL NEWS/  
TTG NORTH AMERICA  
San Francisco, CA

WEEKLY

31 919

OCT 16, 1995

M45214

**LUCE** PRESS CLIPPINGS

**BRIEFS**

Three hotels in Queensland, Australia have joined **Inter-Continental's Global Partner Hotels & Resorts** division: the Gold Coast International Hotel, the Cairns International Hotel and the Matson Plaza hotel, Cairns ... The **Singapore Tourist Promotion Board** has appointed a new vice president for the western United States. Ms. Siew-Kheng Tan, who worked for the board for seven years, will oversee marketing west of the Mississippi... **Blue Sky Tours**, an Albuquerque-based tour operator specializing in Hawaii, has upgraded its fax confirmations services to travel agents, providing fax copies of both bookings and price quotes immediately upon completion of the transaction... The **Pacific Asia Travel Association (PATA)** has published a report on **China's** political, economic, demographic and travel trends.

TRAVEL MANAGEMENT  
NEWSLETTER  
Secaucus, NJ

SEMI-WEEKLY

OCT 2, 1995

M36294

**LUCE** PRESS CLIPPINGS

**BETWEEN** nine and 10 million tourists are expected to travel to Singapore by the end of the decade, an increase of nearly 6%, according to Yeo Khee Leng, a marketing official with the Singapore Tourist Promotion Board. Singapore hosted nearly seven million tourists last year. The U.S. accounts for 5% of the tourism market, or close to 350,000 visitors, representing \$7 billion in total tourism receipts, Singapore officials told reporters in Washington. Singapore has also experienced a 372% boost, to 703,377, in passenger traffic aboard cruise ships in 1994, as the number of port calls by cruise lines tripled to nearly 1,000.

OCT 6, 1995

M11280

**LUCE** PRESS CLIPPINGS

**STRAIGHTFORWARD**



Send your  
publications  
before 10/31

By Jill M. Cornish, IOM

**TRENDS PUBLICATIONS CONTEST...**is coming to a close for another year. The deadline for receipt of entries is 5pm ET, Oct. 31. In glancing through the 150 or so entries we've received already (Most entries arrive on deadline day!!!) I especially noticed fewer monthly magazines and journals, many more annual reports and only a few public advertising pieces. Promotional items and posters weren't as unusual as in the past and, again this year, there seems to be a major decrease in the weekly/daily member communication pieces (e-mail?). Send your entries in now so they don't miss that Halloween deadline. Call 301/652-8666 if you need another entry form.

**GREAT IDEA FROM ASAE...**Don't send the entire meeting catalog to a prospect list — send a letter describing the event and enclose a postage paid card for the recipient to request the catalog of events. The American Society of Assn Execs is now using the Allegiance system to "classify" members according to their membership needs. This allowed them to send Chicago management conference registration materials only to those who *want* them, rather than to the entire membership. Just think of the savings for assns with extensive publications catalogs — send only the brochure, rather than the full catalog, to those who have indicated by their past actions that they are unlikely to purchase books or tapes! *Deep* cuts in printing and postage expenditures.

**CONGRATULATIONS TO SINGAPORE...**for a very far-thinking, global approach to marketing. Top execs from the tourism division have been traveling around the US recently to promote the destination for meetings and conventions. Singapore will partner with many other areas in south-east Asia to bring visitors to the region, using Singapore as a *gateway* rather than as a *destination*. Singapore officials say they believe Asia has unlimited potential for tourism because of the huge untapped, membership market and business opportunities available to intl assns. Charles Leong, headquartered in Beverly Hills, is sr VP for the American market: 213/852-1901 x15.

10/26/95

SINGAPORE TOURIST PROMOTION  
SUMMARY OF LISTINGS

PAGE: 1

DESCRIPTION	# OF ARTICLES	TOTAL CIRCULATION	EQUIVALENT AD COST
CONVENTION & MEETING NEWS			
MAGAZINES	3	84,392	\$4,265
CATEGORY TOTALS:	<u>3</u>	<u>84,392</u>	<u>\$4,265</u>
GENERAL TOURISM			
WESTERN NEWSPAPERS	3	787,932	\$1,433
EASTERN NEWSPAPERS	16	1,203,036	\$2,477
CENTRAL NEWSPAPERS	8	2,463,124	\$3,847
MAGAZINES	4	280,168	\$41,341
TRADE PUBLICATIONS	7	751,718	\$4,975
PUERTO RICO	1	38,220	\$89
CATEGORY TOTALS:	<u>39</u>	<u>5,524,198</u>	<u>\$54,162</u>
GRAND TOTALS:	42	5,608,590	\$58,427

10/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 1

CONVENTION & MEETING NEWS

MAGAZINES

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT ADCOST
9/01/95	CONVENE	14	23,374	\$2,591
9/19/95	USAE	4	2,000	\$173
9/25/95	TRAVEL AGENT	5	59,018	\$1,501
TOTALS FOR THIS SUBCATEGORY		<u>23</u>	<u>84,392</u>	<u>\$4,265</u>
TOTALS FOR CONVENTION & MEETING NEWS		23	84,392	\$4,265

10/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 2

GENERAL TOURISM

WESTERN NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT ADCOST
10/01/95	PORTLAND, OR., OREGONIAN	5	444,053	\$633
10/05/95	KERSEY, CO., VOICE	5	994	\$22
10/18/95	DENVER, CO., ROCKY MOUNTAIN NEWS	4	342,885	\$778
TOTALS FOR THIS SUBCATEGORY		<u>14</u>	<u>787,932</u>	<u>\$1,433</u>

## GENERAL TOURISM

## EASTERN NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT ADCOST
9/10/95	HARRISBURG, PA., PATRIOT NEWS	1	176,205	\$50
9/10/95	TRENTON, NJ., TIMES	6	95,031	\$272
9/10/95	WOODBIDGE, VA., POTOMAC NEWS	14	30,628	\$264
9/11/95	DOYLESTOWN, PA., INTELLIGENCER	1	45,176	\$21
9/11/95	DOYLESTOWN, PA., RECORD	1	45,176	\$19
9/17/95	LEBANON, PA., NEWS	7	21,034	\$166
9/17/95	NAPLES, FL., NEWS	9	59,367	\$241
9/17/95	SCRANTON, PA., TIMES	15	84,000	\$432
9/17/95	STATE COLLEGE, PA., CENTRE TIMES	5	33,838	\$93
9/28/95	HURRICANE, WV., BREEZE	1	1,675	\$2
9/28/95	STROUDSBURG, PA., POCONO RECORD	2	21,832	\$25
10/01/95	NEW SMYRNA BEACH, FL., OBSERVER	5	4,740	\$47
10/01/95	TRENTON, NJ., TIMES	2	95,031	\$90
10/06/95	MALDEN, MA., NEWS MERCURY	4	15,585	\$47
10/08/95	ATLANTA, GA., DAILY WORLD	2	18,000	\$19
10/08/95	PITTSBURGH, PA., POST GAZETTE	5	455,718	\$689
TOTALS FOR THIS SUBCATEGORY		80	1,203,036	\$2,477

## GENERAL TOURISM

## CENTRAL NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT ADCOST
9/10/95	MOBILE, AL., REGISTER	1	116,871	\$67
9/10/95	MOBILE, AL., REGISTER	1	116,871	\$67
9/10/95	TRAVERSE CITY, MI., RECORD EAGLE	21	38,115	\$403
9/27/95	LONG PRAIRIE, MN., LEADER	5	3,500	\$22
9/29/95	SHAWNEE, OK., COUNTY DEMOCRAT	1	230	\$1
10/08/95	CHICAGO, IL., TRIBUNE	5	1,098,765	\$1,840
10/08/95	CLEVELAND, OH., PLAIN DEALER	5	544,386	\$1,033
10/08/95	CLEVELAND, OH., PLAIN DEALER	2	544,386	\$414
TOTALS FOR THIS SUBCATEGORY		41	2,463,124	\$3,847

## GENERAL TOURISM

## MAGAZINES

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
9/01/95	FUNWORLD	160	8,000	\$5,866
9/01/95	SALES & MARKETING STRATEGIES & NEWS	1	82,000	\$239
9/01/95	SAN FRANCISCO FOCUS	100	184,505	\$35,049
9/18/95	ASIAN WALL STREET JOURNAL WEEKLY	2	5,663	\$187
TOTALS FOR THIS SUBCATEGORY		<u>263</u>	<u>280,168</u>	<u>\$41,341</u>

## GENERAL TOURISM

## TRADE PUBLICATIONS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT ADCOST
9/01/95	RECOMMEND	10	58,814	\$2,388
9/07/95	TRAVEL WEEKLY-NEW JERSEY	6	504,909	\$872
10/01/95	TRAVEL WORLD NEWS	6	38,683	\$734
10/02/95	TRAVEL AGENT	1	59,018	\$300
10/02/95	TRAVEL MANAGEMENT NEWSLETTER	4	N/A	N/A
10/02/95	TRAVELAGE EAST	1	31,276	\$81
10/09/95	TRAVEL AGENT	2	59,018	\$600
TOTALS FOR THIS SUBCATEGORY		<u>30</u>	<u>751,718</u>	<u>\$4,975</u>

## GENERAL TOURISM

## PUERTO RICO

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT ADCOST
9/30/95	SAN JUAN, PR., STAR	2	38,220	\$89
TOTALS FOR THIS SUBCATEGORY		<u>2</u>	<u>38,220</u>	<u>\$89</u>
TOTALS FOR GENERAL TOURISM		430	5,524,198	\$54,162

*Tom*

*Aaron*

public relations  
sales promotion  
marketing



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

(212) 856-9100  
fax (212) 856-9425

DATE: December 8, 1995

TO: Charles Leong, SVPA, STPB/LA

CC: VIA FAX  
 Michael Lim, ADCC, STPB/HQ  
 Margaret Teo, MCC, STPB/HQ  
 David Brain, BBS HQ  
 Siew-Kheng Tan, Ag VP Western USA, STPB/LA  
 Dale Shieh, MCMA USA, STPB/LA  
 Tony Soh, VP Eastern USA, STPB/NY  
 Masud Moiz, VP Central USA, STPB/CHI

FROM: Aaron D. Cushman and Assoc.

RE: November 1995 Activity Report

RECEIVED  
 DEPT. OF JUSTICE  
 CRIMINAL DIVISION  
 96 JUL 19 13:10

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

Publicity - ADC Generated

- It seems last month's *USA Today* article which ran as a response to *Fortune Magazine's* naming of Singapore as the "Best City for Business," was aided by the agency's "Singapore Sizzles as Business Booms" photo release and was accompanied by slides supplied by the agency (see attached).
- Another article resulting from freelancer Paul Martin's trip to Singapore, the feature in *Senior World News Magazine* (circulation 550,000), as noted in last month's report, is now attached. (We were able to obtain copies only after the report went out).
- Singapore is featured in the "Destination Guide" section of the November *Meetings & Conventions* magazine (circulation 80,279). The agency extensively fact-checked this article, providing color slides and ensuring that the Chicago, Los Angeles and New York offices of STPB were listed with addresses and phone numbers.
- An excellent five-page feature on Singapore ran in the November *Business Traveler* magazine (circulation 45,772). This magazine's senior editor, Mark Roberti, attended the MIS function in New York and received information to supplement this article.

- Singapore's acclaimed Changi airport is the subject of Brenda Fine's article in the November 27 *National Law Journal* (circulation 50,000). The agency provided her with information and liaises with her regularly.
- The November *Medical Meetings* (circulation 17,786) has a "Spotlight" on Singapore, including a listing of major 1996 healthcare meetings, as supplied by the agency. Although the agency followed up by phone to assist with the article, the publication chose to name Kevin Leong as the STPB contact.
- The agency assisted in the production of the "Welcome to Singapore" guide, published by Off Duty, a company that produces guides for servicemen abroad. Agency provided slides and thorough information to the senior editor.

Publicity - not ADC generated

- Singapore was featured in a very positive article in the December 1 *Wall Street Journal* (circulation 1,852,863). The article discusses Singapore's thriving culture and the government's willingness to invest in the arts scene.
- Singapore Airlines was rated number one in the "Top 20 Airlines" category in the November *Condé Nast Traveler*. This upscale magazine reaches 700,000 readers.
- Singapore's renowned shopping is featured in a four-page article in the December *Hemispheres*, United Airlines' in-flight magazine. This glossy magazine reaches 500,000 readers.

## 2. Analysis of travel media coverage during the month of November 1995.

- Singapore's ASTA agenda, which included providing information about new hotel developments and the Peninsula Line, was reported in an ASTA roundup in the October 30th *Travel Agent* (circulation 59,018). The agency supplied editor James Ruggia with quotes from Charles Leong and information on STPB's ASTA booth.
- The agency-issued "Singapore On-Line Guide" release received coverage in the November 16 *Travelweek Bulletin* (circulation 9,500).
- Singapore's new Ritz-Carlton hotel was featured in the November 27 *Tour & Travel News* (circulation 61,919), a result of the agency-issued "New Hotels" release.

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

- A light-hearted piece about "singing gas pumpers" in Singapore appeared in the *Newark Star-Ledger* on October 25 (circulation 450,316). The article shares an entertaining anecdote about a gas company that hired university students to perform for staid motorists filling up their gas tanks before work each morning.

- The Associated Press feature about Fortune Magazine's "Best List" was picked up by the *Circleville Herald* in Ohio (circulation 7,600). Singapore's status as the "Best City in the World for Business" is mentioned in the article.
4. Evaluation of media educationals.

Agency is currently following up with writers who visited Singapore in the last quarter of 1995.

5. Activities carried out to meet objectives.

See below.

## NOVEMBER 1995 ACTIVITIES

### PLANNING/LIAISON/ADMINISTRATION

- Liaison with STPB/LA. STPB/NY. STPB/Chicago. STPB/HQ.
- Submitted September monthly activity report.
- Clip analysis & selection.
- Monitored Straits Times.
- Sent *USA Today* article detailing Singapore's success. The agency helped with slides and sent information on *Fortune* magazine.
- Added *Cruiseletter* to the agency's media list.
- Updated golf writer list for upcoming use with the Johnnie Walker Classic.
- Wrote thank you letters to all contacts involved with the recent press trip.
- Attended monthly meeting.
- Helped STPB NY with a few media phone numbers.
- Informed STPB of details on the Bay Area Travel Writer.
- Re-sent the issues statement the agency wrote for STPB.
- Clarified the agency's handling of client reports.

### News Bureau and Publicity

- Continued to work with the production team of a Discovery Channel program on "Rituals Around The World." With HQ's assistance, the agency will be organizing their December 1996 trip.
- Set up a photo shoot at The Essex House to get slides of the visiting chefs.
- Requested information on Orchids and Orchid Display for possible use in a targeted release.
- Sent slides to *USA Today* for use in the Nov. 8 piece.

- Sent a key freelance writer (Andrew Bill, Thunder Publications - self-syndicated) information on Bintan per their request.
- Researched the TV Food Network and its audience per HQ's request.
- Requested information on the Art Museum opening from HQ to start promotion in the U.S. HQ replied that they would prefer to wait until start-up was further along to get more details. Ultimately the agency would like to discuss the possibility of having a U.S. art tour.
- Researched a promotional opportunity with U.S - Japan Report TV. Client declined.
- Started detailed fact checking for Fodor's Guide.
- Followed up with a cruise writer from *Recommend* about a possible story.
- Put together a description of "shophouse" for *Travel Agent* magazine.
- Researched and assessed a promotional opportunity with clothing company and radio stations in Los Angeles and New York. The agency established that the clothing line was not upscale enough and the stations involved would not reach STPB's target audience.
- Completed the following release:
 

"Thomas Pang Joins Singapore Tourist Promotion Board in Chicago"
- We are currently setting up a photographer to take headshots of Mr. Pang.
- Made up eight press kits and sent to use at ASTA.
- Conducted detailed fact checking with *Travel & Leisure* magazine for a story to appear in February. The agency initially assisted with the photographer's stay.
- Submitted information about STPB's involvement at ASTA to the ASTA Daily Congress Magazine.
- Sent slides to *Michigan Living* magazine per their request.
- Suggested the client attempt to get footage of the Christmas Light-U to send to major television news networks to use as human interest pieces at the end of news segments. The client declined the opportunity.
- Distributed follow-up letters and slides to all press trip attendees.

- Sent a draft of a pitch letter to accompany the "Shophouse" mailer. Agency awaits client approval.
- Researched the possibility of securing color photography for the Singapore On-Line Guide.
- Conducted fact checking for a piece in the *Washington Post*.

### **Media Educationals**

- Continued to handle a request from Vera Vida, the travel writer for the *Patriot Ledger* newspapers in the Boston area. This writer will be on a Radisson cruise and plans to complete a destination piece on Singapore.

### **Other**

#### Johnnie Walker

Spoke with the client regarding promotional opportunities around this event. Agency will contact all key golf writers covering the tournament to stay an extra day or offer the assistance of an STPB guide for "beauty" shots. At the agency's request, HQ is looking into the possibility of promotional photographs (shots of celebrities arriving and enjoying Singapore) to be shipped to the U.S. for media distribution during the event.

#### Zoo Exchange

Although the planned exchange is not happening in 1995, the agency has already attempted to re-contact the parties involved to discuss further opportunities. The Bronx Zoo has been contacted to perhaps help host a STPB event to promote Night Safari to New Yorkers.

#### Rockefeller Center

Agency continues to work with the Singapore Botanic Gardens, to secure details about the plants. An agricultural customs license has been applied for.

#### NAPS Releases

Agency is keeping a running report of how successful this release is.

#### Press Trip

Agency developed a detailed report for the client explaining the advantages and possible improvements of media handling.

### Meetings With HQ

Agency met with the corporate communications to discuss account work and upcoming promotional and media opportunities. An agency representative also met with the marketing staff and reviewed the extensive slide library.

### New York Food Media Event

Despite horrible winter weather, this New York event went very well. The following publications were represented at the event:

*Conde Nast Traveler*  
*Diversion*  
*Food & Wine*  
*Food Arts*  
*Gentleman's Quarterly*  
*McCall's*  
*New York Post*  
*Travel & Leisure*  
*Woman's Day*  
*Parent's Magazine*  
*Low Fat Meals - Woman's Day Special Interest*  
*Woman's World*

The agency put in place final details, coordinated with hotel, put together a food press kit for distribution, devised an agenda for the evening, set up a display table featuring Singapore food and chef materials. All attendees were sent a thank you letter and special gift on behalf of STPB.

### James Beard Dinner

Agency continued to call key writers to gauge their interest in this Saturday, November 11 dinner at the James Beard House. Although writers did not attend, the agency is coordinating with the House to get the photography for promotional purposes.

### James Beard Auction

Agency worked with the chef to assemble the display table for this prestigious event. Final details were arranged for STPB exposure. The catalogue copy was proofed and edited by the agency.

Once the bids were made, the agency followed-up with the buyer - Jeff Smith. This auction may prove to have a second promotional opportunity as the buyer is television's "Frugal Gourmet." The agency will work closely with this celebrity to ensure his stay goes well and that he might cover Singapore in his show.

### RCCL Press Trip

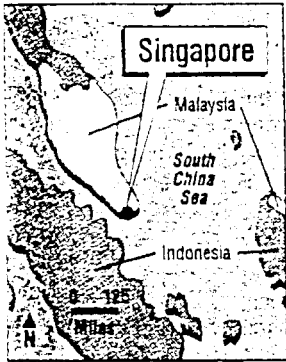
Agency is working closely with the PR contacts for this major cruise line to ensure press on the proposed January trip are taken care of when in Singapore. At the PR people's request, the agency has attempted to help with air for the group. As yet, no progress has been made.

### Airline Outreach

After the completion of the recent press trip, the agency is strategically re-contacting all airlines approached for the trip to possibly secure partners for 1996. An appointment has been made to meet directly with Cathay Pacific while an agency representative is in Los Angeles in December.

# # =

# Singapore emerges as Asia's jewel



USA TODAY

By James Cox  
USA TODAY

SINGAPORE — If you want to know which is the business capital of Asia, Hong Kong or Singapore, don't ask Unisys. The computer company has had trouble making up its mind.

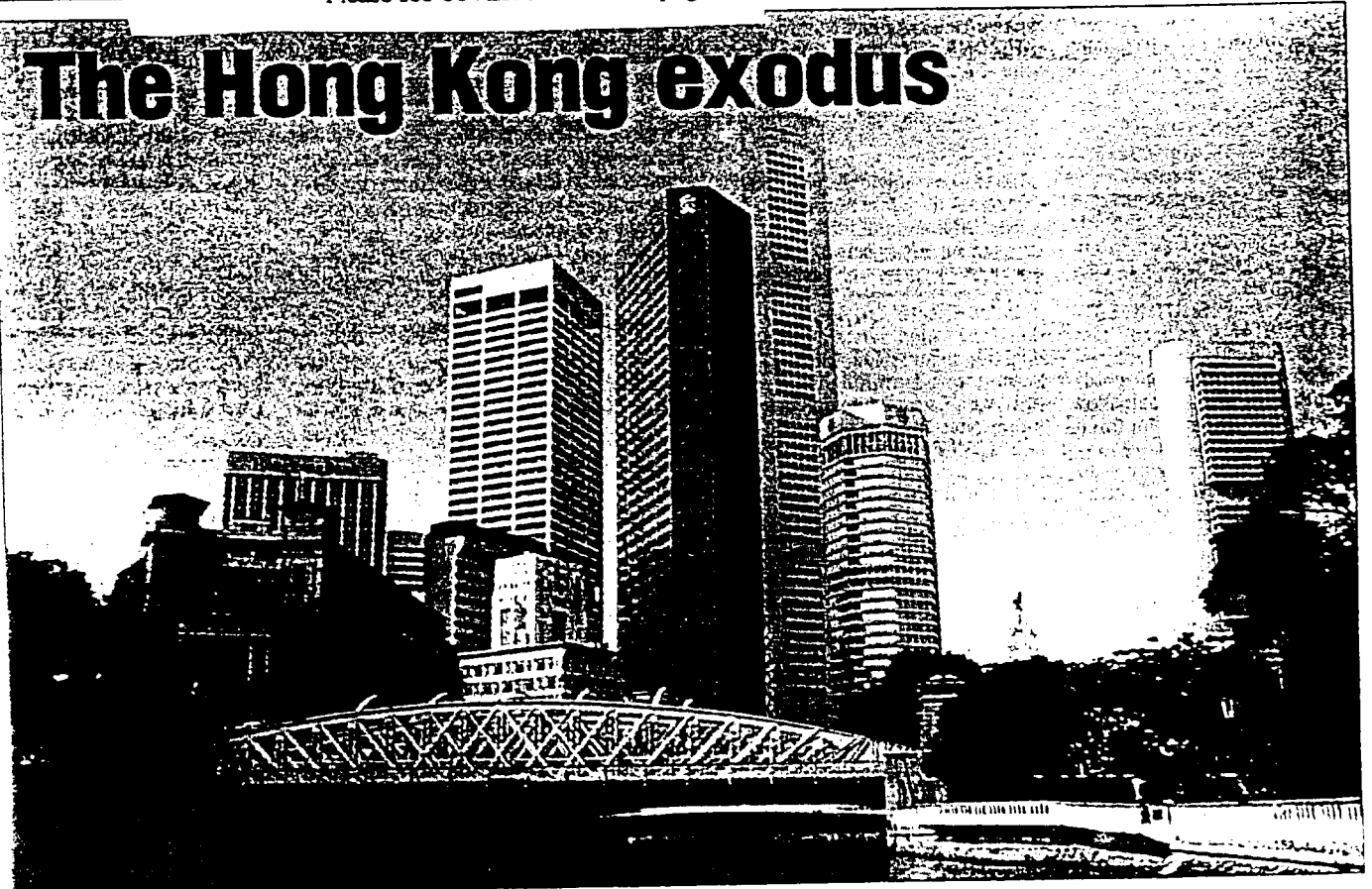
Back in 1971 when it was called Sperry, the company set up its first Asian office in Hong Kong. Eight years later it made Singapore its south Asia hub and Hong Kong its base for north Asia. It consolidated operations in Singapore in 1982, jumped back to Hong Kong in 1986 and packed off to Singapore again last year.

Unisys, like many other companies, got caught in a tug-of-war between Hong Kong and Singapore that has intensified in recent years. At stake: the millions of dollars and thousands of jobs that Western corporations bring along with their regional headquarters.

The city-state of Singapore, with its stable government

Please see COVER STORY next page ►

## The Hong Kong exodus



ASIA FOR BEGINNERS: Singapore's skyline is a stark contrast to Hong Kong's which is riddled with thousands of neon signs.

# Western corporations set up shop in Singapore

## COVER STORY

Continued from 1B

and sparking streets, is winning its share.

Hong Kong will go to bed June 30, 1997, as a British crown colony and awaken July 1 that year as a "Special Administrative Region" of China. In the twilight of British rule in Hong Kong, Singapore is targeting multinational companies and offering them juicy rewards to come here.

The past three years, dozens of foreign corporations have put down new roots in Singapore, shifting key pieces of business, expanding operations or christening Singapore their Asia-Pacific hub. Among them: Compaq Computer, American Express, J.P. Morgan, Levi Strauss, General Motors, Time Warner, Merrill Lynch, Caterpillar, Morgan Stanley, FSTN, Goldman Sachs, Citibank, Whirlpool and Bank of America.

Several large European banks also have moved chunks of business to Singapore, as has Hong Kong's Hongkong & Shanghai Bank and Dutch electronics giant Philips.

The activity has triggered denials: Singapore says it isn't cherry-picking in Hong Kong. Multinationals deny being scared by the uncertainty that surrounds Hong Kong's return to China. And Hong Kong denies it is losing its place as Asia's business capital.

But behind the scenes, Singapore "is putting on a full-court press" in Hong Kong, says Frank Martin, president of the American Chamber of Commerce in Hong Kong. "Several large American companies have indicated to me that they've been approached by the Singapore Economic Development Board. It's a real sales pitch."

The Economist magazine accused Singapore of behaving as if Hong Kong were holding an "end-of-empire clearance sale." The Singapore government recently touted the island's attractions in ads on Hong Kong TV.

The days when Singapore can troll for business in Hong Kong could be brief.

"China won't like the idea of Singapore recruiting businesses in Hong Kong," says Raymond Tang, managing director of executive-search firm Russell Reynolds Associates in Hong Kong. "This is Singapore's last hurrah. They will capitalize on all the fear in 1996."

But Singapore's allure for Western firms won't disappear. The companies shifting the nexus of their Asian operations to Singapore seldom mention their doubts about business conditions in post-1997 Hong Kong.

"Nobody wants to talk about anything that shows a lack of confidence in Hong Kong or China," says Richard Foyston, managing director of the Boston Consulting Group in Hong Kong. Instead, they cite Singapore's lower costs, better quality of life and proximity to southeast Asian economies.

**Singapore's attraction.** Singapore has a well-deserved reputation for being clean, efficient, picturesque and law-abiding. It's unlikely there is another international airport anywhere in the world quite like Singapore's Changi Airport, where travelers can collect their bags and move through customs and immigration in 20 minutes.

Bouganvillia cascades from highway overpasses. Medians are lush and immaculately landscaped. Apartments built for public housing are brightly painted and air-conditioned. Elsewhere in southern Asia, laundry hangs out to dry, but not in Singapore.

Elegant Orchard Road is lined with fashionable shops, restaurants and luxury hotels. Singaporeans, like Hong Kong people, love upscale brands — Louis Vuitton, Armani, Gucci, Tiffany, Gucci. Industry is located outside of urban areas, mainly in neatly maintained industrial parks.

The government, dominated by the ruling People's Action Party and controlled by a small group of policymakers, is strict. Americans remember the caning of a U.S. citizen convicted of vandalism. Pornographic movies and magazines are banned.

Lee Kuan Yew, prime minister from 1959 to 1990, is now officially a senior minister. But he remains, effectively if not in title, the most powerful figure in Singapore. And while strict, his government has been

built the country into an economic and trade powerhouse that boasts education and income levels comparable to those in the USA.

## in Singapore

**Hong Kong's reaction.** For its part, Hong Kong has never considered Singapore much of a threat until recently. Now some Hong Kong business leaders are urging the territory's traditionally *laissez faire* government to mount a campaign to protect Hong Kong's assets. Such efforts can backfire: When a group of the territory's lycocorns formed the Better Hong Kong Foundation recently, local newspapers gleefully noted more than half the moguls ran firms that had moved their legal domiciles offshore.

With barely 600 days before it is reclaimed, Hong Kong is plagued by uncertainty. Many corporations that plan to remain in Hong Kong have hedged bets by:

- ▶ Asking their customers to make payments to subsidiaries outside Hong Kong.
- ▶ Shifting ownership of locally held assets to non-Hong Kong units.
- ▶ Securing foreign passports — usually from the U.S., Canada, Australia or New Zealand — for key local employees.

▶ Signing contracts in Singapore, rather than take a chance that China will meddle with Hong Kong's independent courts.

None of the turmoil in Hong Kong changes the fact that its raw economic strength dwarfs Singapore's. Hong Kong's economy is nearly twice the size of Singapore's. And being at China's doorstep has a distinct advantage: Half of China's exports are funneled through Hong Kong, which boasts the world's busiest container port. Singapore's is No. 2.

"Singapore's a good backup, but Hong Kong's where it's at," says Greg Rogers, a senior vice president at MCA.

Hong Kong's champions argue that there is too much focus on the movement of multinationals that add little to the local economy other than, perhaps, a bit of prestige.

"For every (multinational corporation) that moves, there are probably 10 midsize companies moving in. That is our real target," says Victor Fung, chairman of Li & Fung, one of Hong Kong's oldest trading firms. But other Asian experts say Hong Kong's future is too dependent on China.

"Big companies eventually will put their China headquarters in China, meaning Shanghai and Beijing," says Hong Kong-based investment guru Marc Faber. "Hong Kong is destined to be like New Orleans — a nice tourist city of no economic importance." Which is just what Singapore used to be.

**Singapore's strategy.** Singapore rides on the development of southeast Asian countries such as Malaysia, Indonesia, Thailand and even India, just as Hong Kong's fortunes are linked to China.

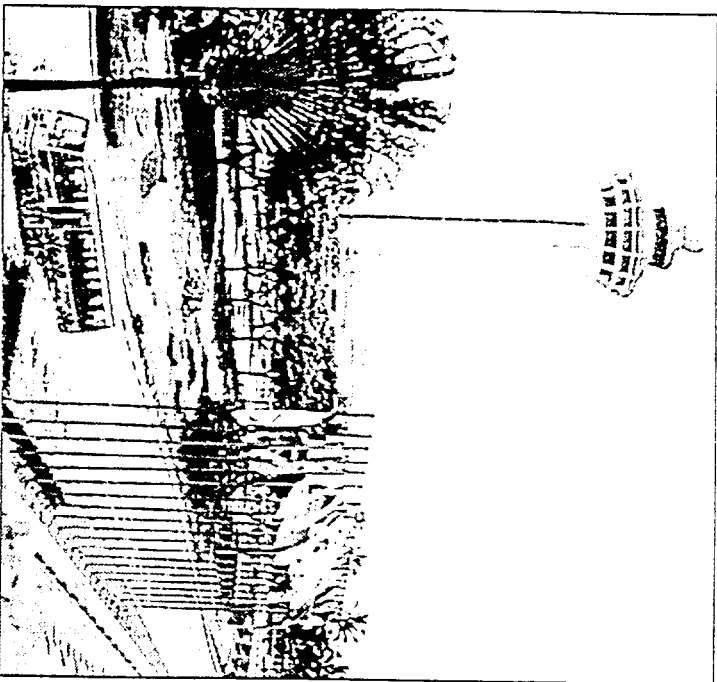
But Singapore's political patriarchs haven't waited for their neighbors to get going. Through shrewd planning, Singapore has turned itself into a money center and built a high-manufacturing base, particularly in computers and biotechnology.

The country's goal is to be the center of telecommunications, information technology and services, broadcasting and multimedia in Asia. It likes to boast that Singaporean workers score highest in the world in computer literacy.

Singapore already has the world's fourth-largest foreign exchange market. It has lured money management firms with the promise they could handle a chunk of the country's mandatory retirement fund. And it suggested to the firms already managing Singapore money — in far off London or New York — that they had better open offices in Singapore if they wanted to keep the business.

"Singapore believes it is better to have a thriving Hong Kong, rather than to have it go up in smoke," says Ean Wah Chin, managing director of Morgan Stanley in Singapore. "But if there's going to be an exodus of Hong Kong people and resources looking for an alternative, it might be better to have Singapore."

# Singapore: Is this up-and-coming city the Midwest of Asia?



SINGAPORE JEWEL: Super-efficient Changi Airport can get travelers through customs and immigration in 20 minutes.

SINGAPORE — American business people here call their tropical paradise "Asia 101" or "Asia for Beginners." Streets are clean, schools are top-notch, crime and pollution are low, and Singaporeans generally speak English far better than people in Hong Kong.

Minneapolis on the equator?

"Singapore is like a small Midwestern city," says John Rutgers, vice president of Bechtel Power. "Hong Kong is like New York City, only more hella-skeller."

The differences are stark:

► Singapore offers tax breaks, training support and technical help for foreign companies willing to relocate. Hong Kong doesn't.

► The Singaporean government keeps a close eye on business, processing licenses and permits swiftly but using the paperwork to scrutinize business activity. Hong Kong government works fairly quickly, too, but it takes a hands-off attitude toward business.

The difference is as obvious as the two cities' skylines: The night sky in Hong Kong is afire with blinding neon logos. In Singapore,

companies can't slap logos on buildings they don't own. When signs go up, they are small and softly lit.

► Singapore's enviable quality of life and cheaper rents make it easier to attract non-Asians and to retain locally hired employees.

In Hong Kong, local workers are notorious job hoppers. And most expatriate business people demand compensation packages containing huge housing subsidies, cost-of-living allowances and pricey club memberships.

Singapore is "head and shoulders above everywhere else in liveability," says Tom Yam, president of Unisys' Asia division.

But cushy living can lead to complacency. Unisys has found Singaporean job recruits frequently decline jobs requiring lots of travel. Hong Kong recruits won't accept jobs that don't entail traveling.

"Hong Kong has never lost that competitive edge, that drive to make money. Singapore has become a great place to bring your family," Yam says.

Morgan Stanley's Ean Wah Chin pushed her company to move her

from Hong Kong to Singapore. She was worried about Hong Kong's "rising pollution, falling education standards and professional chaos."

"Everyone knows the only reason to be in Hong Kong is to make as much money as possible in the shortest possible time," she says.

► As long as China develops faster than southeast Asia, Hong Kong remains more centrally located for most businesses in the region. But Hong Kong's Kai Tak Airport is a mess that can take hours to negotiate, compared with Singapore's clean, efficient Changi Airport.

► Singapore's critics call the island provincial and claustrophobic. They say Singapore's media, nominally state controlled, seldom criticizes the government. Some companies chafe at the determination of Singaporean officials to look over the shoulder of businesses.

Singapore's fans say that's the tradeoff for living and working in such a hospitable place.

"The cab drivers speak English," Rutgers says. "That's more than you can say for New York."

—James Cox

**Less pollution, crime**

# Singapore: clean and safe

By Paul Martin

*Singapore*—Imagine a vacation in a faraway land with lovely wooded parks, beautiful beaches, broad tree-lined roads, spotless streets and sidewalks, little pollution and even less crime. It's called Singapore ... all the comforts of home without any of the dangers.

In Singapore 2.8 million people occupy 220 square miles and enjoy Asia's second highest standard of living (Japan is first). In 1993 the economy grew by a whopping 9.9 percent and there's no unemployment. Another plus is that just about everyone speaks English.

Singapore has 11 public holidays plus a nearly limitless number of festivals. They range from the Festival of the Nine Emperor Gods, through the International Shopping Festival and the Miss Tourism Pageant. Shoppers can browse or buy in hundreds of handsome shops that offer goods from everywhere in the world.

About 80 miles north of the equator, Singapore gets warm in the daytime—probably 90 during the day and 75 degrees at night.

Education in Singapore is free and compulsory and every child must study English and either Mandarin, Malay or Tamil. These are the four official languages.

One of the country's most attractive aspects is its safety. With violence increasing in every part of the world, Singapore has probably the lowest crime rate of any country on any continent. If an American asks "Am I as safe as at home?" the answer is "You're much safer."

## **Hotels numerous**

Singapore offers many luxury hotels and varying price ranges. In downtown Singapore the Carlton Hotel, with 420 rooms including 53 suites, features one of the better bargains in the city. A room for one or two on the concierge floor can be had, at this writing, for about \$150 and that includes a full breakfast. The hotel's facilities include two gourmet restaurants, a coffee shop open day and night, an outdoor pool, 24-hour room service and a fitness center.

There are 1,200 animals and 110 exotic species at the Singapore Night Safari, including Cape buffalo, African bongo, blue sheep, striped hyena, giant anteater, marking deer, leopard, Asian elephant, tigers, golden jackal, and the rare and fierce one-horned rhinoceros. It's open between 7 p.m. and midnight. More than 90 percent of the animals are nocturnal and the best time to see them is at night when they are most active.

Another of Singapore's unusual attractions is Jurong Bird Park, home to one of the world's largest and most spectacular collections of exotic birds.

## **Occupation recalled**

The Japanese occupation of Singapore lasted from February, 1942 to August, 1945 and brought misery to soldiers and civilians alike. One source of comfort for the Allied prisoners of war was the Changi Prison Chapel located near the Changi Prison in the eastern part of Singapore.

The open-air wooden structure with a thatch roof was a symbol of faith and hope to the unfortunate POWs. Half a century after the war's end, the prison chapel and museum are moving reminders of the Battle of Singapore.

A visitor to Singapore may note the continuing influence of Sir Thomas Stamford Raffles,

who arrived in Singapore on the morning of January 29, 1819.

Modern Singapore was born when Raffles claimed what was little more than a fishing village as a regional base for the British East India Company. Strategically located at the southern tip of the Malay Peninsula, Singapore has for years been a lively crossroads of East and West. After the Japanese occupation ended in 1945 Singapore became a British Crown Colony, assuming self-government in 1959 and becoming a fully-independent republic in 1965.

Since 1896 the Raffles Hotel in downtown Singapore has been known as one of the most magnificent hotels in the Orient. When the Japanese invaded in December, 1941, the Chinese waiters took the silverware from the dining rooms and buried it in the Palm Court Garden where it remained hidden until the war ended.

It's here that the internationally known Singapore Sling was invented by the bartender Ngian Tong Boon in 1903. Rudyard Kipling, Charles Chaplin, Elizabeth Taylor, Somerset Maugham and James Michener

experienced the hospitality there.

Singapore is world famous for its devotion to law and order and its strict punishment of malfeasance. If you have the feeling that you have been ripped off in any purchases, call the Singapore Tourist Promotion Board and its staff will see that you receive a refund if you've been overcharged.

Although Singapore is small in area, its sports facilities include canoeing, cycling, flying, 15 golf courses, horse racing, horseback riding, scuba diving, water skiing, windsurfing and sailing.

Sentosa is Singapore's holiday resort island and can be reached by air, land or sea. Cable cars leave from Mount Faber for a sweeping view of Singapore Harbor.

The country can be reached via Singapore Airlines from Los Angeles. The toll-free number is (800) 742-3333. The Singapore Tourist Promotion Board has more information: (213) 852-1901.

Martin is a free-lance travel writer based in Riverside, Illinois.

## Mixing fact and fantasy, theme parks show practical city's whimsical side

Although Singapore is less than two centuries old, visitors can venture back some 1,400 years in history to the golden age of classical Chinese culture. This experience in time travel is available not on the narrow, picturesque streets of Singapore's Chinatown, but in Tang Dynasty City (65-261-1116), the country's largest theme park.



Haw Par Villa is an elaborate theme park inspired by stories from Chinese mythology.

Theme parks are a growth industry in the Lion City, adding a welcome touch of whimsy to this highly practical nation. Sprouting at the fringes of the modern metropolis of glass and steel, the parks take visitors to the distant past, exotic locales and realms of fantasy — without their having to sacrifice any of the comforts of the contemporary world.

Complete with an imitation of the Great Wall, Tang Dynasty City is in Jurong, on the west coast

of Singapore's main island. The facility accommodates groups as large as 400 for sit-down dinners in a single restaurant. Larger groups, up to 5,000, can take over all or part of the park, with attendees eating at food stalls and watching traditional performing artists and craftspeople demonstrate their skills.

Groups that want to absorb more than one culture in a single evening can head for Asian Village (65-275-0338) on the resort island of Sentosa, just south of the main island. This cultural theme park is divided into three distinct villages featuring East Asian, South Asian and Southeast Asian cultures. The largest single venue in the village is an amphitheater that seats 800. The entire park accommodates 10,000.

Underwater World Singapore (65-275-0030), another Sentosa attraction, gives visitors a view of the marine life off Asian shores from a see-through underwater tube. Sights include sharks, manta rays and a coral reef. A theater seats 150, and the entire park accommodates groups of 300.

For those who prefer the theme-park version of fantasy to the theme-park version of reality, Haw Par Villa (65-774-0300), off the road from downtown Singapore to Jurong, surrounds visitors with images from Chinese mythology. Formerly a garden adorned with gaudy statues, Haw Par Villa has been redeveloped and expanded into a full-scale theme park by the same designers responsible for Knott's Berry Farm in Southern California. It features laser shows, an artisans' village and boat rides through the world of Chinese spirits. Facilities include theaters with a capacity of 500 each.

Fantasy also plays a major role in Singapore's two newest theme parks, VolcanoLand and Fantasy Island, both on Sentosa. VolcanoLand (65-227-2738) is home to what is billed as the "World's Most Active Volcano," one of the few volcanoes on the planet that can be relied upon to erupt 30 feet into the air every 10 minutes. The park, which accommodates groups up to 4,000, also features a simulated journey to the center of the earth and an area that focuses on Mayan culture.

Fantasy Island (65-275-1088), which claims to be Asia's largest water theme park, offers many ways to get wet. It has 13 water rides and 32 water slides; altogether, the park contains 1.4 million gallons of water that are constantly in motion. Standing still are its eight themed restaurants, just waiting to host theme parties.

## WHAT'S NEW

- The Singapore International Convention & Exhibition Center officially opened on August 30. (The center's soft opening had been in March.) The center features nearly 1,000,000 square feet of meeting, convention and exhibition space.
- Within walking distance of the Little India neighborhood, the 136-room Albert Court Hotel opened in October. The hotel is part of a project in which two rows of pre-war shop-houses were restored as restaurants, shops, fast food outlets and an amusement center.
- The 543-room Traders Hotel, the third Shangri-La Hotels and Resorts property in Singapore, opened in May. The hotel has nine meeting rooms, the largest of which accommodates 190 theater-style. The hotel is adjacent to Tanglin Mall in Orchard Spring, a new retail center.
- The 406-room Inter-Continental Singapore opened in August at Bugis Junction. The hotel offers 83 period suites, decorated to evoke various eras in Singapore history. The property has eight meeting rooms, the largest of which holds 500 for a banquet.
- The 612-room Ritz-Carlton is scheduled to open later this year as part of the Millennia Singapore complex. Near the Suntec City complex, which contains SICEC, Millennia Singapore will also have a 41-story office tower, a mall and a second, 525-room hotel scheduled to open in 1996. A distinguishing feature of the Ritz-Carlton: All bathrooms will be positioned on outside walls and offer panoramic views of the downtown skyline or the sea.
- Also scheduled to open later this year is the 220-room Hotel Negara, the third member of the Singapore Mandarin International chain to open in the city. Near Orchard Road, Singapore's main shopping, entertainment and business district, the hotel will have four meeting rooms.
- On Orchard Road, the Dynasty

Hotel reemerged in April as the 378-room Singapore Marriott Hotel, following extensive renovations. The property offers 14,000 square feet of meeting space, including a 7,500-square-foot ballroom.

- On Sentosa Island, two pre-war buildings that once served as British military barracks are being converted into the 64-room Sijori Sentosa Resort. The property will have extensive facilities for day visitors to Sentosa.



### MEETING HOTELS

Four hotels on Marina Square are within walking distance of the Singapore International Convention & Exhibition Center: the 800-room Pan Pacific, 575-room Marina Mandarin, 518-room Oriental Singapore and newly opened 406-room Inter-Continental. Nearby are the 1,252-room Westin Stamford Singapore and 794-room Westin Plaza Singapore. Also in the vicinity, the 612-room Ritz-Carlton is scheduled to open in 1996. An additional 12,000 hotel rooms are within a 10-minute drive of SICEC. Many other hotels are located throughout the city and on Sentosa Island.



### CONVENTION CENTERS

Singapore International Convention & Exhibit Center (SICEC)  
Exhibit space: 379,987 sq. ft.  
No. of meeting rooms: 26  
(65) 295-2888

Changi International Exhibition & Convention Centre  
Exhibit space: 250,250 sq. ft.  
No. of meeting rooms: 2  
(65) 271-1013

World Trade Centre  
Exhibit Space: 371,355 sq. ft.  
No. of meeting rooms: 7  
(65) 321-2783

Singapore Indoor Stadium  
Exhibit space: 31,484 sq. ft.  
No. of meeting rooms: 4  
(65) 344-2600



### TRANSPORTATION

Changi International Airport, 12 miles from downtown. Transfer cost by taxi, \$10.



### CURRENCY

Singapore dollar (S\$). At press time, the exchange rate was about S\$1.44 to the U.S. dollar.



### ENTRY/EXIT REQUIREMENTS

Passports are required for all visitors; Americans and Canadians must obtain visas for visits longer than 14 days.

Departure tax is about \$10.42 (S\$15) for international flights. Those traveling by land to Malaysia pay a departure tax of \$3.47 (S\$5).



### LARGE GROUP VENUES

The Chinese Gardens in Jurong, in western Singapore, offer nearly 35 landscaped acres of miniature temples, pagodas and arched bridges that echo in part the style of the 11th-century Sung Dynasty and the 19th-century Summer Palace in Beijing. Evenings, the gardens can host Chinese theme events for up to 2,000. (65) 264-3455

Singapore, like many American cities, has recently rediscovered its riverfront and has sought to parlay it into a visitor attraction at Clarke Quay, a four-block assembly of shops, stalls and attractions housed in restored warehouses. Seventeen restaurants

## Destination Guide SINGAPORE

offer a wide range of local and international foods, and an adventure theme ride (designed with the help of people from Disney) traces the history of Singapore from its early 19th-century founding to the present. The largest restaurant holds 500; the entire development accommodates 1,000. (65) 337-3292



### SMALL GROUP VENUES

Bugis (pronounced boogie, as in boogie-woogie) Junction is a painstaking re-creation of one of Singapore's seamier and steamier attractions. The original Bugis Junction, torn down some years ago to make way for a subway station, was an outdoor eating place where, each night at 10, the city's transvestites would arrive to cavort well into the morning. The new Bugis Junction, located a few blocks away from the original site, does not feature a nightly transvestite parade, although one can be arranged for groups. Groups of up to 100 can combine an evening at Bugis Junction with a tour of Singapore's traditional ethnic neighborhoods (Arab Street, Little India) via trishaw (a three-wheeled bicycle with a sidecar). The World Marketing Group in Minneapolis, the U.S. representative for Pacific World, an Asian destination management company, can arrange for your attendees to boogie the night away. (612) 925-4432



### MUSEUMS AND GALLERIES

Pioneers of Singapore Museum on Sentosa Island is yet another place for visitors to learn about the history of Singapore, from the time of Sir Stamford Raffles up to — in this case — the end of the Second World War. It is also a fine place to watch the sun set over the city and enjoy a dinner under the stars. After dinner, your attendees

can walk to Sentosa's Musical Fountain to watch a show featuring its laser-illuminated waters. (65) 275-0388



### THEME PARTIES

Sitting above the city on Mount Faber, the Alkaif Mansion was built in the late 19th century by a wealthy Arab family who continued to use it well into the 1920s to host elaborate parties. Rediscovered by the Singapore Tourist Promotion Board in 1988, it has been restored and reopened as a restaurant/theme party venue. Events can take on either an Eastern motif (with entertainment featuring Malaysian, Indonesian or Chinese music) or a West-in-the-East theme, with music from the mansion's 1920s-style jazz band. The facility accommodates groups of all sizes, from 30 in the Verandah Bar to 1,630 for a reception that takes over the entire building and its grounds. (65) 20-5175



### GOLF

Two of the four 18-hole, par-71 courses at the Singapore Island Country Club are open to visitors. Clubhouse facilities and restaurants are available. (65) 459-2222.

Sembawang Country Club is a hilly, 18-hole, par-70 challenge. Club facilities include a lounge and a restaurant. (65) 257-0642.

Sentosa Golf Club, on the southeastern tip of the resort island of Sentosa, offers the 18-hole, par-71 Tanjong Course, with view of the South China Sea. A two-story clubhouse includes restaurant facilities. (65) 472-2722



### INCENTIVES

Take a day trip out of town — and out of the country. The Indonesian islands

of Batam and Tanjung Bintang are just a half-hour cruise from Singapore, and both offer palm-fringed tropical beaches that function as ideal natural relaxants. Make the trip on either the 350-seat *Bahera Princess* or the 280-seat *SuperCat*.

Smaller groups can go to smaller islands. Choose from 53 surrounding the main island of Singapore, many capable of hosting groups of about 30. You have your choice of how to get to your island: by Chinese junk, high-speed power boat, passenger ferry or bumboat (a type of small harbor vessel that sails around selling provisions to larger craft). You also have your choice of foods, from hot dogs to a deluxe buffet. The World Marketing Group in Minneapolis can plan your Singapore day trip, whether you go to Indonesia or to a Singaporean islet. (612) 925-4432



### CVB SERVICES

Singapore Tourist Promotion Board  
Raffles City Tower #32-01  
250 North Bridge Rd.  
Singapore 0617  
(65) 339-6622  
Fax: (65) 339-0697

Circle #181 on Free Information Card

Singapore Tourist Promotion Board  
180 N. Stetson, Ste. 1450  
Chicago, Ill. 60601  
(312) 938-1888  
Fax: (312) 938-0086

Circle #182 on Free Information Card

Singapore Tourist Promotion Board  
8484 Wilshire Blvd., Ste. 510  
Beverly Hills, Calif. 90211  
(213) 852-1901  
Fax: (213) 852-0129

Circle #183 on Free Information Card

Singapore Tourist Promotion Board  
590 Fifth Ave., 12th Floor  
New York, N.Y. 10036  
(212) 302-4861  
Fax: (212) 302-4801

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INTERNATIONAL

## THE LION'S SHARE

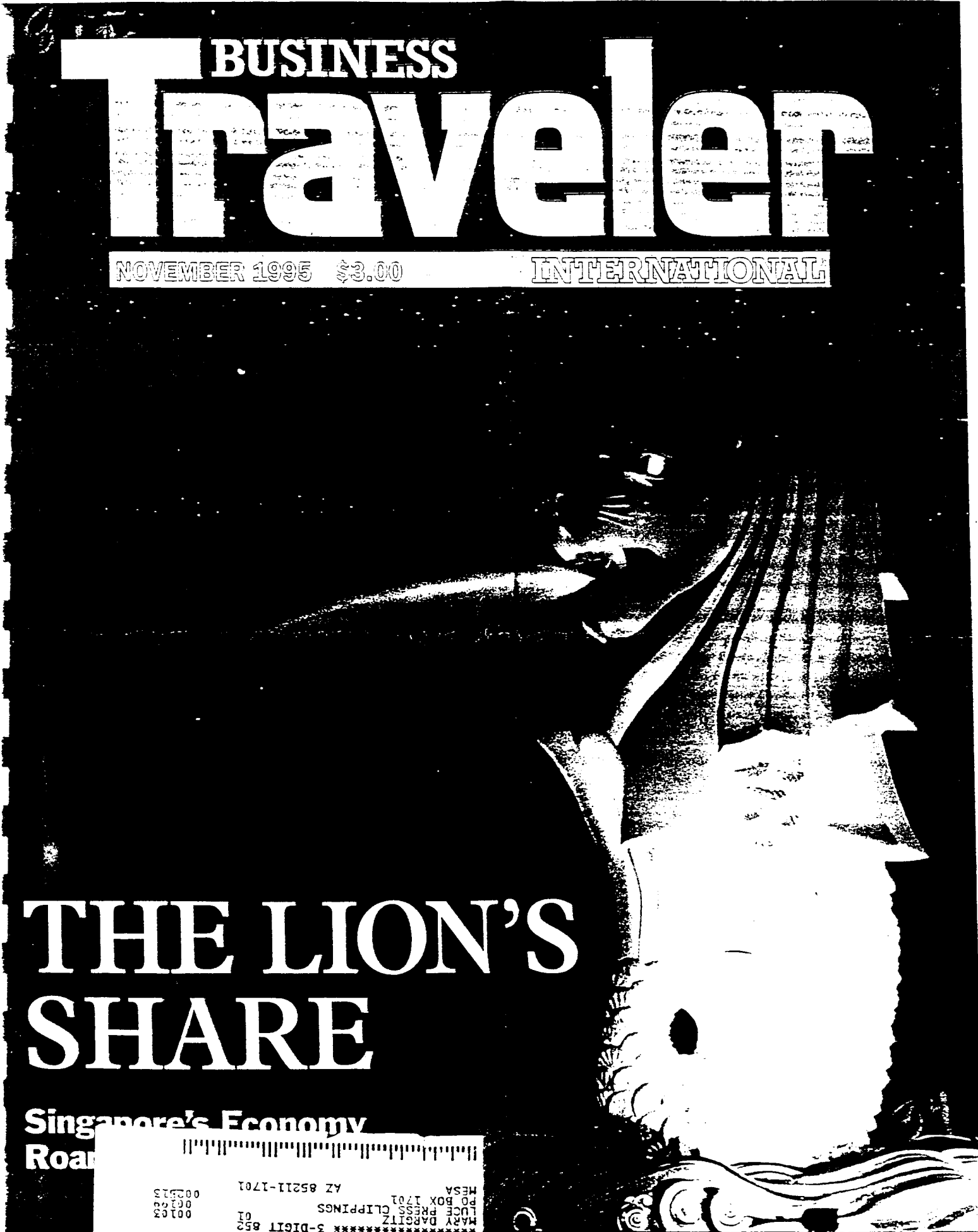
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# A Tiger And Its

*By Christine Hill*

*Singapore's booming economy may become the envy of a second-tier*

It's Friday night in Singapore and most up-and-coming executives are out for the evening in the ground-floor bars and restaurants of the restored two- and three-story shophouses along the banks of the Singapore River. Although it is still early, one of the trendy new Mediterranean restaurants has already run out of chairs and wine. A group that had made reservations a week in advance are turned away at the door. "The maitre d' doesn't need our business," explains one denied diner who heads off for a lonelier meal elsewhere along the river. It is just one of the many signs that these days, businesses in this island state can afford to be cavalier toward customers.

Singapore's booming economy has swelled by 8.1% annually over the past five years, and shows all of the signs of an economy near its peak. In order to cope with negative unemployment, the country has been forced to import labor to fill its surplus of jobs. It's so easy to find work, in fact, that many employees don't hesitate to jump from one company to the other. In his National Day rally speech last August, Prime Minister Goh Chok Tong confirmed a worker shortage at all skill levels within the economy. At the same time, he said, soaring operating costs threaten to undermine the ability of the country's manufacturing base to compete with its less developed and lower priced neighbors.

At the sequel to his New Year's address, Goh reiterated his concerns for the state's rapid growth. At that time, Singapore had lost on a bid for semi-conductor plants to Germany, the United States and the United Kingdom. Meanwhile, although Singapore is the world's largest producer of the less technologically sophisticated disk drive, it has been bypassed for Penang in neighboring Malaysia by manufacturers seeking lower operating costs. Singapore prices are fast approaching those of the developed world costs in almost everything but production workers, and it lacks skilled laborers. Only 10% of Singapore's work force is college educated, compared with 17% in Japan and 25% in the United States. A land shortage compounds the problem of spiraling costs.

This island city-state is heavily dependent on external conditions for its distribution and exportation industries. It also relies heavily on other countries for necessities. Although the global economy is chugging along, regional tensions have been mounting. The Singaporean government is particularly worried about threats to China's economic growth. The Asian behemoth has been pulling the rest of the region along for several years.

The Singaporean government has acted to

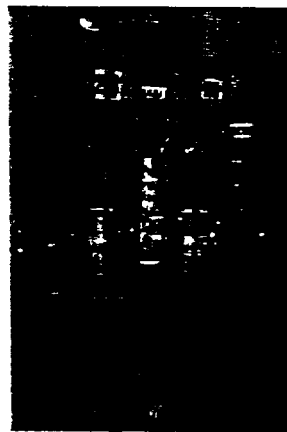
stop any incipient overheating in its own economy, and rein growth back to its sustainable rates of 5 to 7% per annum. To help control asset inflation, the government sold off some of its landbank to developers. In early 1995, the Monetary Authority of Singapore, the de facto central bank, imposed limits on the amount of credit consumers can access from local banks in order to slow domestic demand, and thus the economy. The policies have been successful, trimming growth to an annual 7.7% in the first half of 1995, a significant dip from the double-digit figures of 1994. "The easier pace is a good thing, and 7 to 8% annual growth is hardly slow," says Tom Inglis, research director of Peregrine Securities in Singapore.

Now one of the ten richest economies in the world in terms of per capita income, Singapore has finally decided to accept its status as a 'developed' country. But its leaders fear the distinction will encourage complacency among its residents. "We are developed only in per capita income terms, and not in other areas such as educational levels, skills, productivity, technological know-how and the strength of our companies," Goh says.

These concerns obscure Singapore's achievement as Southeast Asia's most successful economy, one of the Asian tigers. After fighting one's way through the bumper-to-bumper traffic, blankets of smog and often dirty streets found elsewhere in Asia, entering the gates of the clean and efficient Changi International Airport is like a return to civilization. The airport is the first product of Singapore's first-class infrastructure that includes traffic-free roads, ample international telephone lines, the world's busiest port and an uninterrupted power supply. It's this infrastructure that keeps Singapore competitive despite the rising costs of land and labor.

A few years ago, Singapore realized that in its rush toward development, it was losing its architectural heritage. The colorful Bugis Street has been razed and the state was developing a reputation for being squeaky clean and staid. However, a flurry of restoration projects ensued. Downtown the restored shophouses along the river and colonial Parliament house and courts provide a stark contrast to the financial district's towering skyscrapers.

The country is also rapidly gaining on Hong Kong as the financial capital of Southeast Asia. The beneficiaries of Singapore's boom are largely executives and skilled professionals. Most of the stock, bond and derivatives traders are foreigners from a wave of overseas firms that have

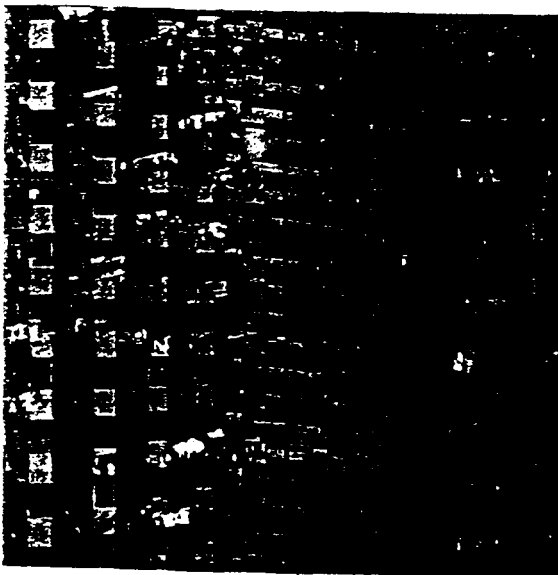


PHOTOGRAPHS BY GREG EVANS, JULIA HIGHT, TRAVEL INK AND JAMES DAVIS

Tale



Hotels and office buildings line the Marina Parade, one of the main districts in central Singapore City, above. Residents of one of the many suburban tower blocks hang out their clothes to dry, below. Sunbathers relax at a swimming lagoon on Sentosa Island, bottom



increased their presence in Singapore in the last three years, often at the expense of rival Hong Kong. The city-state's most notorious businessman, former Baring's Bank futures trader Nick Leeson, embarrassed the Singapore International Monetary Exchange (SIMEX) by bankrupting his firm after placing bad bets on Nikkei futures. The exchange emerged unscathed, but Leeson now sits in a German jail awaiting a likely extradition to Singapore for trial.

True to Singapore's history as an *entrepot* economy, its ports are among the busiest in the world. Port Authority of Singapore (PAS) computers process goods for re-export in a matter of minutes rather than hours or days, as is the case in other countries. Companies find it cheaper to ship from London to Madras, India, through Singapore rather than directly, says a PAS official. Neighboring Malaysia has been so incensed by Singapore's stranglehold on the shipping business that it has proposed building a land bridge from Penang, a Malaysian port, to the Gulf of Thailand to lure business to its own waters.

As a nation with a majority population of ethnic Chinese situated in an ethnically Malay region, Singaporean culture treads a delicate racial tightrope. While there have not been any recent flare-ups between the Chinese and the Malays, their historically tense relations remains in neighboring countries. "Just one race riot would cause a national disaster," Goh says.

For the businessperson visiting Singapore, cultural awareness,

especially of the minority Muslim Malay and Hindu Indian communities, is essential to establishing good relationships. The Muslim Malay population will not do anything forbidden by their religion or *halal*, such as eating pork and petting a dog. Many in the Hindu Indian community are vegetarians or do not eat beef. Other religious offenses include patting someone on the head and pointing the soles of your feet at someone. "People will accept you as long as you follow *adat* (traditional Malay customs)," says Ilsa Sharpe, a prominent local writer.

The People's Action Party (PAP) has governed Singapore since it was founded in 1965 with just two prime ministers. Goh took over from the long-serving Lee Kuan Yew five years ago, though Lee retains an influential cabinet role as senior minister. Although the current government does not need to call an election until April 1997, most expect a vote to be taken within the next year. The PAP is expected to win a strong majority of parliamentary seats.

The government has come under fire from other world powers for its harsh penal policies. Tensions between the U.S. and Singapore heightened last year after an American teenager living in Singapore was sentenced to flogging for vandalizing cars.

Tore recently, Singapore has faced a diplomatic crisis with the Philippines, one of its partners in the regional Association of Southeast Asian Nations (ASEAN). Several months ago, the Philippines erupted in protest when Singaporean officials hanged a Filipino maid, Fior Contemplacion, for the murder of another maid and a Singaporean boy. Although Contemplacion confessed and pleaded guilty to the murders, many Filipinos believe the woman was innocent and her confession forced. The government expressed concern that the case attracted so much negative publicity, particularly in *The New York Times*. In his August speech, Goh named a "hostile Western press" as the second most important challenge facing Singapore. "If we do not nail the lies and distortions, *The New York Times* will do Singapore grave harm through its misinformation and jaundiced reporting," Goh said.

All the rhetoric and critical international media exposure can sometimes obscure the island's otherwise strong relationship with Western governments and businesses.

In survey after survey, Singapore is consistently ranked as one of the best places to do business and as one of the world's least corrupt countries. For all the attention its criminal justice system has been attracting abroad, it isn't affecting Western relations and the system probably won't change anytime soon.

The exchange rate on September 18 was \$1 = S\$1.44. Local area code: 65. Public holidays Dec. 25, Jan. 1, Feb. 19-20.



## Hotels

Singapore is the regional business center for economically vibrant Southeast Asia, so hotels are often fully booked. Demand for hotel rooms usually runs high, and is reflected in the rates. A standard room at a good hotel will cost from S\$160 to S\$350, but corporate discounts of about 50% are typical. Whether business travelers stay in the Orchard Road shopping and entertainment district or around City Hall, they will usually be no more than 20 minutes from the heart of the city's activity. The hotels in Singapore rival the best in Hong Kong. All four- and five-star properties have standard in-room amenities (i.e. minibar, hair dryers and cable TV).

Raffles Hotel is the most well-



Raffles Hotel, above, possibly the most famous hotel in Singapore, has been in operation since 1887

known of Singapore's two great properties, and is conveniently located for business activities. All rooms are suites, and the pricier ones come with private balconies. The beds are huge and the service impeccable.

The turn-of-the-century Park is less internationally renowned than Raffles, but is more of an institution in Singapore, probably because it has had the same ownership for 32 years. Centrally located near Orchard

Road, the former Teutonic Club's design was inspired by the German castle on the Rhine. Many of the hotel's service staff members have been working for the company since the current owner took over in the Sixties. Their experience shows, and enhances the hotel's overall charm. Rooms are among the most spacious you'll find in Singapore. The hotel has an executive business center, 24-hour concierge and room service, CNN and a fitness center.

The Hyatt Regency Singapore, which is only a few yards down Scotts Road from the Goodwood, operates at a faster pace. The cool green marble lobby gives the immediate impression that this is a business hotel. Indeed, the business center is open 24 hours, and basic rooms have dual-line phones, voice messaging systems, computer hook-up capabilities and a desk. Room sizes compete with those at the Goodwood for space and are well-maintained. Staff members are very polite and remember the names of regular customers, but service at the downstairs coffee shop, the place for breakfast, can be slow.

If you want to enrich your business trip with some tropical-style relaxation, try the Shangri-La Hotel. About a quarter of a mile from Orchard Road, the Shangri-La's vast compound includes 15 acres of tropical gardens and 826 rooms. While rooms can be box-like, the hotel's public areas are spacious. Marble and two-story chandeliers put the finishing touch on a football-field sized lobby. Outside, palm trees surround a large kidney-shaped pool that sits beside the putting tee.

The Four Seasons considers itself a luxurious residential club, complete with an air conditioned tennis court, billiards room and golf simulator. The hotel's foyer exudes a homier, more subtle feel than the Shangri-La. A business center is open 24 hours and includes detailed services such as a Reuters newswire and stationery printing. Its sister hotel, the Regent Singapore, is further out of town but offers similar facilities.

Neighboring Raffles, the 60-

story Westin-Stamford Plaza is one train stop from the financial district and next door to Suntec, the largest convention center in Asia. The Westin claims to be the tallest hotel in the world. Businesspeople on long-term visits often prefer the hotel and its panoramic views, especially since it's within walking distance of nighttime entertainment at Boat Quay.

The Marina Mandarin Singapore overlooks the harbor and is situated next to the new Singapore International Convention and Exhibition Center. Rooms have VoiceMail, video-on-demand and in-room faxes. As at all Mandarin International hotels, members of the "Welcome Back" program get a guaranteed corporate room rate, extended checkout and discounts on the business center and laundry.

The Pan Pacific Hotel shares the harbor view of the neighboring Mandarin. A sky bridge links the hotel to the Singapore International Convention and Exhibition Center. Butler service is available on the executive floors, and there is a health club and outdoor swimming pool.

The Hilton International Singapore, on Orchard Road, is a convenient and respected business address. The 422-room hotel has an executive room and a rooftop pool and bar.

The Singapore Marriott Hotel is a Chinese-pagoda-turned-luxury-skyscraper, the entrance of which sits just 30 feet from Singapore's underground rail system. Rooms have outlets for a modem and fax.

Just outside the Orchard Road areas, the Trader's Hotel is the Shangri-La Group's answer to the budget-conscious business traveler. The hotel provides the usual facilities - a business center, in-room fax/modem interface and a no-charge fitness center and pool. Laundry and room service is available, but guests can also use the coin-operated washers and dryers located on each floor. Studio and family apartments have stand-up bars, full sized refrigerators, microwave convection ovens and toasters. A supermarket is conveniently located in the neighboring mail,

## Restaurants

Just a few years ago, visitors to Singapore often complained that there was no place to eat except outdoor hawker stalls and air-conditioned hotel restaurants. Fortunately, the government and business community took notice, and the city now boasts a wide range of international cuisine. Going local in multicultural Singapore means choosing between Indian (northern and southern), Chinese, Malaysian and Indonesian fare. European and American food is also very popular, along with the latest trend, Mediterranean. Arguments over

### Singapore Hotels

Lowest published rack rates in Singapore dollars

**Four Seasons Hotel Singapore**  
190 Orchard Blvd Single S\$395  
Tel. 734-1110 Double S\$435  
Fax 733-0682 Suite S\$500

**Goodwood Park Hotel**  
22 Scotts Road Single S\$355  
Tel. 737-7411 Double S\$400  
Fax 732-8558 Suite S\$495

**Hilton International Singapore**  
581 Orchard Road Single S\$220  
Tel. 737-2233 Double S\$240  
Fax 732-2917 Suite S\$580

**Hyatt Regency Singapore**  
1012 Scotts Road Single S\$410  
Tel. 738-1234 Double S\$410  
Fax 732-1678 Suite S\$480

**Marina Mandarin**  
6 Raffles Blvd Single S\$320  
Tel. 338-3388 Double S\$340  
Fax 339-4977 Suite S\$720

**Marriott**  
320 Orchard Road Single S\$355  
Tel. 735-5800 Double S\$355  
Fax 735-9800 Suite S\$605

**Pan Pacific Hotel Singapore**  
7 Raffles Blvd Single S\$260  
Tel. 336-8111 Double S\$300  
Fax 339-1861 Suite S\$500

**Raffles Hotel** (all suites)  
1 Beach Road Single S\$500  
Tel. 337-1886 Double S\$500  
Fax 334-4550 Grand Suite S\$4,000

**Regent Singapore**  
Cuscaden Road Single S\$340  
Tel. 733-8888 Double S\$340  
Fax 732-8838 Suite S\$475

**Shangri-La Hotel**  
22 Orange Grove Rd Single S\$345  
Tel. 737-3644 Double S\$345  
Fax 733-7220 Suite S\$550

**Traders Hotel**  
1A Cuscaden Road Single S\$230  
Tel. 738-2222 Double S\$260  
Fax 831-4314 Suite S\$460

**Westin Stamford - Plaza**  
2 Stamford Road Single S\$270  
Tel. 338-8585 Double S\$270  
Fax 338-2862 Suite S\$575

## Profile

**Robin Lau**  
**Chief Executive Officer**  
**Excel Machine Tools**

In 1986, Lau formed his own company, Excel Machine Tools. He says God inspired him to take the chance. "The Bible tells me that as long as my conscience is clear, I have nothing to be embarrassed about," says Lau.

In the entrepreneurial field, Lau's freedom from embarrassment gives him a big advantage over other Singaporeans. Although face is important throughout East Asia, Singaporeans take the concept a step further with *kiasu* or "K.S." Translated from Hokkien, *kiasu* means 'afraid to lose.' *Kiasu* behavior means the need to be first in everything from buffet lines to school placement. People need to show that they are more materially successful than their friends. The fear of losing also deters Singaporeans from ever taking a chance. But not Lau. "I never thought of failure," says Lau. **Kiasu had no part in Lau's career decision. He left his cozy senior management position at a multi-national corporation, gave up a company car, financial security and status to start Singapore's first machine tool company with just \$5150,000 in funding. Most of his friends thought he was crazy.**

Likewise, foreign business people who suggest new or risky ideas to their Singaporean counterparts should expect some resistance.

No matter how radical your business partner may seem at first, never forget that *kiasu* will always be lurking just around the corner. Take Lau. He's not afraid to take a chance, but he also likes to show his wealth in the usual Singaporean way. He drives a Mercedes, has six golf club memberships and several houses in Singapore and Australia. CH

who will pay the bill is a common Singaporean custom, so you may want to make private arrangements with the waiter to ensure you get the check. Reservations are recommended at all restaurants.

Visitors who want to make an impression would do well to reserve a table at the **Compass Rose** at the Westin Stamford (2 Stamford Road, tel. 333-8585, S\$200 for two), which is at the top of the Westin Stamford Hotel. The **Grill** at Raffles provides a formal dining setting (1 Beach Road, tel. 337-1886, S\$400 for two). The **Tiffin**

**Thanying** at the Amara hotel is widely regarded as the best Thai restaurant in Singapore (165 Tanjong Pagar Road, tel. 224-4488, S\$150 for two).

Mediterranean-style restaurants are the latest craze in Singapore. A favorite business lunch spot is **Prego's** at the Westin Plaza (2 Stamford Road, tel. 431-5156, S\$80 for two). The food is imaginative by Singaporean standards. Try the pumpkin ravioli with black truffles, butter and parmesan cheese for S\$13.80. For more atmosphere and equally good food, try the **Esmirada** on Emerald Hill



Cantonese cuisine is served at the Shang Palace, above

**Room**, also in Raffles, offers a buffet and a more casual atmosphere for informal conversation (1 Beach Road, tel. 337-1886, S\$100 for two). Enjoying a multi-course Chinese meal at a large, circular table is a long-standing tradition in Singapore, and is especially appropriate for parties of six or more. Most five-star hotels have excellent Chinese restaurants. The **Min Jiang Sichuan Restaurant** and the **Chang Jiang Shanghai Restaurant** at the Goodward (22 Scotts Road, tel. 737-7411, S\$100 for two) provide an alternative to the usual Cantonese fare. Serving traditional Cantonese dishes is the prestigious **Shang Palace** at Shangri-La (22 Orange Grove Road, tel. 737-3644, S\$120 for two). The **Jiang-Nan Chun** at the Four Seasons also serves good Cantonese food (190 Orchard Blvd., tel. 734-1110, S\$100 for two). Offering snicker lunches on the Chinese theme,

(tel. 735-3476, 180 Orchard Road, S\$150 for two). The Greek salad, with a generous helping of feta cheese and olives, is the best salad in town. Like most of the dishes, the salad is served in one large bowl that can be shared by two. The *paella espana* (S\$26.50), probably the best *paella* in Southeast Asia, rounds out the meal.

Less formal dining establishments can be found at the restored shop houses along the Singapore river in Boat Quay and Clarke Quay, both of which lie adjacent to the financial district. Customers can dine outside in nice weather. The **House of Sudanese**, which specializes in West Java's regional fare, emphasizes spice rather than heat (55 Boat Quay, tel. 534-3775, S\$100). **Kinara** serves up northern Indian delicacies and is usually packed during both lunch and dinner (57 Boat Quay, tel. 533-0412, S\$150 for two). For Western-style seafood, **Key Largo** at Clarke Quay delivers (01-08 Traders Market, Clarke Quay, tel. 334-4055, S\$100 for two).

**Escobar** is a Mediterranean bar-cum-restaurant that offers a unique combination of Italian food and Margaritas (37 Boat Quay, tel. 536-0692, S\$80 for two). For dessert and coffee, the outdoor terrace on the sixth floor of the **Coffee Club** brings the evening to a relaxing end (52 Boat Quay, tel. 533-0061, S\$20 for coffee and dessert for two).

## Entertainment

Contrary to its reputation for being staid and boring, Singapore has a bustling and fascinating night life. The city is full of Western expatriates working in the financial industry and various multinationals, and they have had a strong influence on life after sunset. The first stop on many an evening jaunt has been **Harry's Bar** (28 Boat Quay, tel. 533-3029, beer starts at S\$9 a bottle) where drinkers spill out of the building into the surrounding street and riverside. It was once a regular haunt of Nick Leeson, the futures trader whose ill-placed bet on Nikkei futures bankrupted the venerable Barings Bank. After the scandal broke, the BBC broadcast news on the crisis from the bar, which for several weeks was packed with international journalists tracking futures traders. Businesspeople looking for a less crowded, but equally lively place can try **Escobar** (see restaurants) just a few doors down the river. Another good bar strip is on Emerald Hill near **Esmirada**. The hill, also called Peranakan Place, is home to a series of waterholes in converted Peranakan shop houses. (The Peranakan were Chinese immigrants who married Malay wives.) With the help of *Time* magazine, Nick Leeson also put **Number 5 Emerald Hill** on the map of Singapore night spots. (5 Emerald Hill, tel. 732-0818; beer starts at S\$9). A huge display of international spirits, liquors and beer, including **Snake in a Glass**, line the wall behind the counter. The raw-wood floors are blanketed with peanut shells. Next door, **Que Pasa** (7 Emerald Hill, tel. 235-6626, house wine S\$8 per glass, tapas S\$5 to S\$15 each) is a

Spanish tapas bar whose design is inspired by a traditional Spanish provisions bar and wine cellar. Cigars and sherry are served in the upstairs salon, which features leather couches and Persian carpets.

Retro-themed Studebakers on the 12th floor of Pacific Place (9 Scotts Road, tel. 736-0006; Entrance fee S\$25, including the price of your first drink) has a bustling social atmosphere. If you've ever dared admit to being a closet *Saturday Night Fever* fan, this is the place for you. It has been updated for the Nineties, but the big dance floor, glittering mirror balls and table dancing all scream Travaolta. **Brannigans** in the basement of the Hyatt (10/12 Scotts Road, tel. 733-1234; beer starts at S\$10) attracts a similar crowd, but has a more bar-like atmosphere. You don't have to work very hard to find company at these establishments. The women will approach the men, but often there is a price involved.

### Shopping

Singapore has long been known as one of the world's great shopping cities. Many businesses are open every day of the



During New Year, traditional foods are sold on Temple Street, above, in Chinatown

year, including Chinese New Year and National Day, and malls and expensive boutiques line the famed Orchard Road. But Singapore's strong dollar

means shopping in the Lion City no longer offers the bargains it once did. Although it can no longer compete price-wise, Singapore has stayed in shoppers' good favor by offering some of Southeast Asia's best quality and variety in retail goods. Singapore does not have much indigenous art or souvenirs, but is a regional center for antique and handicraft retailing. If you have just arrived in Singapore and are looking for gifts for friends and family, **Provisions** at the Raffles Hotel is one of the city's only interesting souvenir shops. Raffles memorabilia, including mugs, old prints and glasses abound. A sure hit is a pair of Raffles Singapore Sling glasses for S\$19.90. The glasses come with a recipe for the hotel's famous gin drink. **Raffles Shopping Arcade** also sports several antique shops and art boutiques, but most are expensive. Much better buys can be found in the **Tanglin Shopping Center** at the upper end of Orchard Road. **Antiques of the Orient** (19 Tanglin Road, #02-04 Tanglin Shopping Center, tel. 733-9377) on the second floor sells antique maps, old prints, 19th century photographs and books, with an emphasis on Singapore and Southeast Asia. Reprints of antique Asian maps start at S\$30, with originals running into the thousands of dollars. You are more likely to get a bargain price on maps of other areas of the world. Upstairs, **Tatiana's** (19 Tanglin Road, #03-29, Tanglin Shopping Center, tel. 235-3560) has a wide collection of Indonesian primitive and tribal art, ethnic weaving and antique jewelry, with prices starting at about S\$25 for a small basket, and ranging upward again to thousands of dollars for pieces of gold antique baubles. **Mata-Hari Antiques** (#02-26 Tanglin Shopping Center, tel. 737-6068) sells lacquers, bronzes and wooden Buddhas from Burma, Thailand and Indochina.

Singapore is also a center for Asia's oriental carpet trade. **Hassan's Carpets** (#03-01/06, tel. 737-5626) is probably Singapore's most reputable carpet dealer. **Gate Art & Antiques**

(10 Muthuraman Chetty Road, tel. 735-6962) is a warehouse has Dutch colonial antique wood furniture from Indonesia, and countless reproductions.

Singapore is also one of Asia's best places to buy clothes, especially for tall Westerners. The **Giorgio Armani** boutique at the Hilton offers a full range of sizes for people taller than 5' 6". The **Chomel** outlet at Scotts Shopping Center (6 Scotts Road) is a good place to find women's casual and work clothes. Several outlets of the British chain **Marks & Spencer's** carry the store's St. Michael's range for men and women, although most of the women's stock is for people under 5' 6".

### Transport

Moderate traffic and an efficient public transportation system make Singapore the easiest city in Asia to navigate. Depending on where you are, you never have to schedule more than 30 minutes between appointments.

The government has dodged the massive traffic problems found elsewhere in Asia by limiting cars on the road. People must have a certificate-of-entitlement to purchase a car and only a limited number are auctioned off each month, sometimes for more than S\$200,000 each. As a result, only about 10% of Singaporean households own cars.

From the airport, it takes 20 to 30 minutes to get into the Central Business District and should cost no more than S\$15, depending on your destination and traffic. Some hotels run buses to and from the airport, but it's quicker and easier to take a taxi. There's never a line for more than three minutes.

Singapore's Mass Rapid Transit (MRT) and underground train are the backbone of the city's public transportation system. The train runs every five minutes and stops in the middle of the financial district, next to Raffles and the Westin, and on Orchard Road next to the Hyatt. Many times it's easier to take the train than a car or taxi. Fares start at 60 cents, and fare cards can also be used on buses. However, the bus system is more



Singapore's MRT, above, is the easiest way to get around the city

complicated and not advised for short-term visits. In the center, taxis are clean and efficient, but often in short supply.

Hiring cars is expensive and unnecessary. A mid-sized car from **Avis Rent a Car** (tel. 737-9477) costs more than S\$200 a day. Your hotel can arrange for a chauffeured car with rates starting at S\$50 an hour. ☺

### Getting There

**New York-Singapore round-trip fares:** First class \$7,070 (lower on Malaysian, China Air, Eva); Business class \$3,700 (lower on JAL, United, Northwest); Full-fare Economy \$2,450; 11-day midweek APEX \$1,225 (stay 0 to 180 days). **Singapore Air** offers daily one-stop service through Europe (code-sharing with Delta; United has nonstop-to-nonstop service through Narita; or connect to Singapore Air's nonstop out of Heathrow).

**Los Angeles-Singapore round-trip fares:** First class \$5,326; Business class \$3,466 (lower on Continental, Canadian International); Full-fare Economy \$2,580 (\$952 rrt on China Air); 7-day midweek APEX \$1,000 (stay 6 to 180 days). Most convenient service: Singapore Air has two one-stop flights daily; United has one. Other online nonstop-to-nonstop service is offered by, most notably, United, Japan Air, Northwest and Malaysian.

## CHANGE OF VENUE

By Brenda Fine

# Watching Pennies? Take the Bus; New Hotel, New Names Debut

### Singapore Also Has Big Bus Bargains

ANOTHER BUS, this one in Singapore, offers affordable transportation into the city from Changi Airport. This air-conditioned coach, called the Airbus, operates about every 20 minutes, daily from 6 a.m. to midnight. There are two routes: one to the main tourist hotels along Orchard Road, the other to the Marina Square area. The cost of this 12.5-mile journey is \$3.60; the same route by cab runs more than \$10.

If faced with a long layover in Singapore, traveling lawyers will be surprised at the number of diversions Changi Airport has to offer. For the truly jet-weary, there's an on-site transit hotel that offers the promise of quiet

sleep and a shower for about \$45 for six hours. The rooms are tiny and windowless—hardly luxurious, but well-suited to a dark, soundproofed snooze. For those who crave between-flight exercise rather than sleep, the airport health club is equipped with stationary bikes and a bevy of other machines. There are showers and changing rooms as well. And because Singapore is in the tropics, the airport's outdoor pool is always a popular option. Another crowd-pleaser, this one indoors, is the free movie theater.



MEDICAL MEETINGS  
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SPOTLIGHT

SINGAPORE

**SINGAPORE** is one of the world's important crossroads and has been recognized as the top convention city in Asia for the past 12 consecutive years. This year the city saw the opening in March of the state-of-the-art Singapore International Convention & Exhibition Centre (SICEC). The region's largest convention and meeting facility, SICEC is surrounded by five-star hotels, shopping, and restaurants near the \$2 billion Suntec City complex.

**Transportation**

Flight times to Changi International Airport vary, but plan an average 20 hours. The ride from the airport to city center takes 35 minutes from landing to check-in. Singapore now has San Francisco-style trolley cars making 20 stops at hotels and attractions.

**Attractions**

Sentosa Island and the Alkaff Mansion offer superb facilities for a party or a tour, and no attendee should miss a visit to Chinatown and its narrow streets lined with exotic shops.

**Major 1996 Healthcare Meetings**

The Hospice in Asia-Update '96 and the Asian Pacific Congress on Vascular Disease Prevention will meet in Singapore in March, followed by the Pacific Association of Paediatric Surgeons Annual Meeting in May, the 13th International Academy of Tumor Marker Oncology Conference in June, the 26th International Congress of the International Society of Haematology in August, the 11th Asian Colloquium in Nephrology in September, the 7th International Symposium on IGA Nephrology in October, the 9th Congress of the Federation of Asia and Oceania Perinatal Societies in November, and the 5th Western Pacific Congress on Chemotherapy & Infectious Diseases 1996 in December.

**For More Information**

Contact Kevin Leong, Director of Conventions, Singapore Convention Bureau, 250 North Bridge Rd., No. 37-00 Raffles City Tower, Singapore 0617; Tel: (65) 3300303; Fax: (65) 3399423.

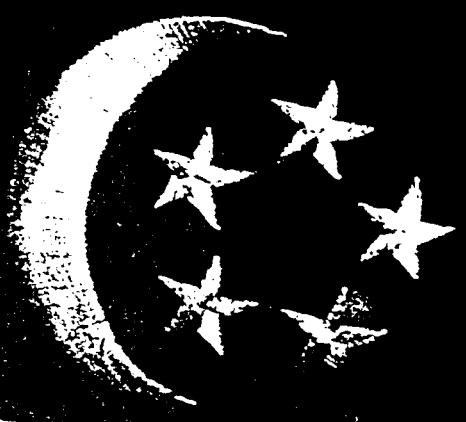


*Welcome to*

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City Maps  
Sightseeing  
Dining Out  
Recreation**

# SINGAPORE

1996



## Singapore is Now Romancing the Arts In Drive to Expand Cultural Tourism

By DIANE BRADY

Staff Reporter of THE WALL STREET JOURNAL

SINGAPORE — This city has grown wealthy by zealously courting big business. Now it hopes to enrich its cultural life by doing the same with the arts.

Singapore's government is spending millions of dollars in an attempt to transform the city-state into an arts hub of Asia. The goal isn't just to keep Singaporeans entertained; officials also hope to draw art lovers from other parts of the region.

"Recently, we have been looking at cultural tourism as a distinct industry," notes Tong Min Way, director of corporate affairs at the Ministry of Information and the Arts. Earlier this year, the Singapore Tourist Promotion Board and the National Arts Council joined forces to push arts attractions in the city. And the government is investing money to make that push pay off.

In addition to wooing big Broadway plays and expensive art attractions with financial support, authorities are investing more than \$1 billion Singapore dollars (US\$707.3 million) in two landmark projects to build the city's arts infrastructure. The Esplanade, a \$667 million complex of theaters, studios and a concert hall, is to open by 2001. The Singapore Art Museum is scheduled to open by early next year, with three more museums to follow.

For all of its drive, Singapore faces competition. "We regard ourselves as the events capital of Asia," says Peter Randall, a spokesman for the Hong Kong Tourist Association. Mr. Randall says that Hong Kong has long "promoted arts to the short-haul market, . . . attracting people specifically for that."

Yet in Singapore, which some visitors and locals label as safe but sanitized, the quest for culture appears especially strong. "The government is shouting, 'Bring in the Bolshoi, go get 'Cats,''" says Paddy Chew, entertainment director

of Singapore's Boom Boom Room, a cabaret club that opened its first franchise early this month in the Malaysian state of Penang.

Officials are plowing into the arts scene with the same zest that they've used to court other business — offering tax incentives, financial assistance and even permanent residence to carriers of culture. "Singapore hopes to do for the arts what it has done for banking, finance, manufacturing and culture, and help create new ideas, opportunities and wealth," says George Yeo, minister for Information and the Arts in a September 1995 booklet promoting Singapore as a "global city for the arts."

Results so far include successful runs for several big-name musicals and concerts, as well as sculpture by Colombian artist Fernando Botero, a mural by New York's Frank Stella and other art adorning Singapore's waterfront.

Tourism officials are betting that a vibrant arts community at home would excite interest abroad. "We're now looking at creativity from both the business and the tourism angle," says Tan Chin Nam, chief executive of the tourism promotion board.

An executive with the Singapore Economic Development Board says that "for every dollar spent on a theater ticket, six or seven more are spent on related services" such as meals, lodging and souvenirs.

But before bringing in the masses, officials say, Singapore must build more places for them to go. Cameron Mackintosh, a London-based producer who spent \$9.5 million staging the musical "Les Miserables" in Singapore last year, says the city needs a 2,000-seat auditorium with a 60-foot stage before he will even consider bringing in the musical "Miss Saigon."

"I can't do 'Miss Saigon' in a smaller

space," he complains, noting that the government has urged him to stage more productions. He will hold another five-week run of "Les Miserables" in February because "that seems to have hit the deepest emotional chord in Singapore."

As part of the Esplanade project, the government is building a 2,000-seat auditorium that will be large enough to stage Mr. Mackintosh's productions. Singapore is also expanding the National Museum and converting the historic Convent of the Holy Infant Jesus into a "total leisure, entertainment, dining and shopping destination," according to promotional material.

Indeed, critics are quick to point out that it will take more than cash to convert Singapore into a cultural magnet for the region. "You get known as an arts center by what you produce at home," more than what can be bought abroad, says Dick Lee, a well-known pop singer and composer. Government officials counter that almost \$13 million of public funds last year went to the arts council, which disburses some money to local groups and renovates buildings to house their work. At least \$1 million more went into other art-related projects.

Although drag cabarets and underground theater may not top the government's priority list, mainstream groups are proudly promoted. Chinese Theatre Circle, TheatreWorks, The Necessary Stage, Malay-language Teater Kami, and Indian theater troupe Agni Koothu are among the many dance, drama and arts groups promoted and patronized.

Among the most popular is 10-year-old TheatreWorks, the city's first professional theater company, which has produced "Mortal Sins" and "Beauty World," among dozens of plays. "The arts scene is really starting to pick up," says spokesman Leslie Lee.

Besides, some artists admit that Singapore might not be ready for alternative art. "You can't get it all overnight," says Ekachai Uekrongtham, producer of "Corporate Animals," which he describes as a musical about office politics. "If you ask Singaporeans to watch a really serious play or underground art, you might not get an audience at all."

**R**EESTABLISHING ITSELF AS YOUR FAVORITE world carrier this year, as it has been for all but one year in the history of the Readers' Choice poll. **Singapore Airlines** lands at No. 1. **Swissair**, last year's top-ranking carrier, places second, and **Qantas** takes sole possession of third place after sharing it last year with **Virgin Atlantic**. **Air New Zealand** rises to fourth, and **Thai Airways** reclaims a Top 10 spot. With its eleventh-place finish, **SAS** disappears from the list for the first time, but its ranking should be kept in perspective: Its score of 62.9 is still better than any U.S. airline's.

In each of the five component categories of the overall score, Singapore also appears at the top most often: 76.2 for Baggage Handling, in which Qantas ranks second at 72.4; another 76.2 for Scheduling; 80.0 for Food, well above Swissair's 71.3 and Qantas's 63.3; and the highest score of any airline in any individual category, 85.2 for Cabin Comfort/Service (Swissair and Qantas each score about ten points less). Only in the category of Punctuality does Singapore Airline's 81.2 meet its match with Swissair's 82.8—punctuality being, after all, a matter of national pride with the Swiss.

Among domestic carriers, small airlines have been the cream of the list for seven years, and this year **Midwest Express** ranks No. 1 for the first time, above both **Alaska** (a perennial top-finisher) and **Kiwi** (No. 1 last year). Midwest Express is, in fact, the only U.S. airline to exceed an approval rating of 60.0, leading in the category of Cabin Comfort/Service by almost ten points and in Food by almost twenty.

(It must be those fresh chocolate-chip cookies.) Alaska Airlines takes top scores in the other three categories:

Punctuality (72.6), Scheduling (69.9), and Baggage Handling (56.6). The rest of the list, from No. 3 through No. 9, is much the same as last year. In the No. 10 spot, however, **Reno Air** appears on the list for the first time, having overtaken Aloha by one-tenth of a point, claiming its highest score for Punctuality: 56.7.

## top 10 U.S. AIRLINES

1. **Midwest Express** 60.5
2. **Alaska Airlines** 59.2
3. **Kiwi** 49.8
4. **Delta** 45.0
5. **American** 43.8
6. **Southwest** 43.1
7. **United** 42.8
8. **Northwest** 39.9
9. **Hawaiian** 39.8
10. **Reno Air** 39.3

## top 20 AIRLINES

1. **Singapore** 79.3
2. **Swissair** 75.5
3. **Qantas** 72.4
4. **Air New Zealand** 66.9
5. **Cathay Pacific** 65.7
6. **Virgin Atlantic** 64.7
7. **Lufthansa** 64.6
8. **Thai Airways** 64.5
9. **JAL** 64.3
10. **KLM** 63.7
11. **British Airways** 62.9
11. **SAS** 62.9
13. **Finnair** 62.3
14. **South African Airways** 61.7
15. **Midwest Express** 60.5
16. **Ansett of Australia** 59.9
17. **Alaska Airlines** 59.2
18. **Air France** 54.2
19. **Aer Lingus** 53.5
20. **Austrian Airlines** 50.5

**L**AST YEAR, THE **RADISSON** Diamond line reached our Top 10 for the first time, and this year, having merged with the former **Seven Seas Cruise Line**, it ranks No. 1. With space- and crew-to-passenger ratios that are among the highest in the industry, the new composite cruise line of **Radisson Seven Seas** gains its highest marks for Ship Size (96.3) and Service (95.2) and also ranks first in the category of Food (92.9).

In the all-important category of Destinations Served, **Windstar's** 98.2 score is highest—obviously its trio of schooners in the Mediterranean, the Caribbean, and French Polynesia are a hit. But it isn't highest by much. **Radisson Seven Seas** places second for Destinations, with 97.6. And last year's top-ranked cruise line, **Seabourn**, which again ranks high in many individual categories, scored 96.3 for Destinations Served. Seabourn's other standard-setting scores? Cabins (95.7), Service (94.5), and Food (90.9).

Larger ships make their mark with subscribers in the category of Recreation/Entertainment. This year, **Crystal** scores highest by a comfortable margin: Its 84.5 is followed by **Cunard Royal Viking** at 76.8. Perhaps the most remarkable change in scores this year is that of the **Cunard Sea Goddess**, which suffers in the category of Service, dropping from 95.4 last year to 86.0.

## top 10 CAR-RENTAL COMPANIES

1. **Hertz** 65.1
2. **Avis** 60.8
2. **National** 60.8
4. **Europe by Car** 56.1
5. **Kemwel** 55.4
6. **Budget** 54.8
7. **Enterprise** 54.2
8. **Payless** 54.1
9. **Thrifty** 52.7
10. **Value** 52.1

**F**OR THE THIRD CONSECUTIVE year, **Hertz** scores highest overall (65.1). Its score is four points above that of **Avis** and **National**, which tie for second (60.8)—a tie that comes as no surprise: They have been leapfrogging over each other, from third place to second and back again, for several years.

Hertz compiles its score largely because of an 80.6 for Reliability of Fleet (which is composed mainly of Ford, Mazda, Nissan, and Toyota automobiles)—the highest score, by a substantial margin, in any car-rental category. The second-highest individual score is also Hertz's: 71.4 for Service/Courtesy. Interestingly, Hertz also receives the lowest individual score among the Top 10: In the critically important category of Rates, it has a subterranean showing of 39.2. Avis, at 41.0 for its Rates, is only slightly better. National's 48.3 is nearest the average score for Rates (49.3), with the highest scores gained by **Kemwel** (56.6) and **Enterprise** (55.2).

Circ: 500,000

UNITED AIRLINES

DECEMBER 1995

# HEMISPHERES



**H**ave you seen it yet?" "Did you catch the opening?"

In New York or London, these questions might refer to the first night of a theatrical performance; in Singapore, they can allude to one thing: the two-week grand opening of Takashimaya—another department store.

Shopping is a national pastime in Singapore. Books have been written about it; dates and family outings are planned around it (most stores are open 10 a.m.–9 p.m.); and there is something of an art to it, in knowing where to go and what to pay.

There are many special shopping niches on this tiny island offering exceptional and beautiful merchandise. And the cost is often up to you (to a certain extent); in most places—save large department stores—marginal bargaining (10 percent off) or aggressive bargaining (25 percent or more) is the rule of the day. Many shop employees are paid minimum wage and receive commission on whatever extra amount they can convince you an item costs. Said one salesman in an electronics shop: "If you're happy with the price we offer, you pay; if not, then you'd better bargain."

The Orchard Road area, noted often disdainfully as the "tourist belt," has over 20 multistory shopping centers, with every imaginable store. These places are pricey, and quality is sometimes questionable. Once, while trying to purchase a cordless phone, I was so busy haggling over price that I almost missed the fact that it wasn't a Panasonic, but a Panasoanic. Still, before brushing this often shark-infested area totally aside and heading for the outer regions, it is worth taking a look at a few precious niches. (Note: Unless otherwise stated, credit cards are accepted, bargaining is not unexpected.)

#### Inside the Loop

*Takashimaya et al.: Jewels, Watches, Carpets*

The fanfare over the opening of this building last year drew big crowds. The over 90 quality, fixed-price boutiques keep them returning (Giordano, Alfred Dunhill, Chanel,



Burberry's, etc.). Larry Jewelry (#01-17 Ngee Ann City; Tel: 235-5848), one of the more reputable jewelers in town, is located here. Larry has been in business for over 20 years, has a designer on the premises, and is the authorized dealer for Mikimoto pearls. He offers a company or international guarantee with each piece. House of Hung (#01-21/23 Far East Shopping Center; Tel: 235-2897), across the street, is another trustworthy jeweler. Talk to Alfred Wong.

Precious Time Pte. Ltd. (#01-24/25 Chinatown Point; Tel: 538-3008) specializes in brand-name and diving watches (Swatch, Guess, Raymond Weil, Gucci). Prices from S\$50 (US\$36). Ask for David Lau. Less expensive, good-quality watches can be found at Kwang Guan Watch & Pen Dealers (#01-37 Bras Basah Complex; Tel: 338-7744).

Persian carpets are as mesmerizing as the world's finest gemstones. And Singapore is the place to shop. Pazyryk Carpets (#03-06/07 Shaw Centre; Tel: 235-7477), which has been in business for five generations, has one of the finer collections of Persian carpets. It has mid-year and

end-of-the-year sales and will ship.

*Tanglin Shopping Centre and Environs: Silk, Fine Tailors, Antiques*

Tanglin is a fun place to shop for quality silk, tailor-made clothes, and antiques. China Silk House (#02-11/13), one of the finest Chinese silk outlets in the country (jacquards, crêpe de Chine, satin crepe, noil, pongee, spun silk, and patterns printed in China), has a branch here. It has an in-house designer. The first lady and the senior minister's wife shop here. No bargaining.

Next door to Tanglin is Jim Thompson Thai Silk (1 Tanglin Road). Mr. Thompson, who brought Thai silk to the rest of the world before he disappeared in the jungles of the Cameroon Highlands, Malaysia, is still remembered well through his beautiful silks. No bargaining.

Singapore remains one of the last bastions of great tailoring, and many seamstresses/tailors are located at Tanglin, or in the near vicinity. Mode O'Day (B1-15/17; Tel: 732-8448) →

You can listen  
to a conversation  
from 100 feet away-

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office 5 miles away-

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fax or telephone call-



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that to you.



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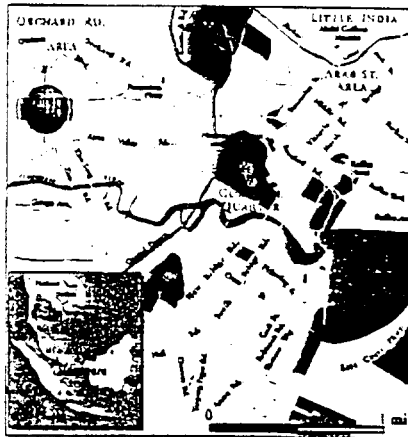
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## SAVVY SHOPPER

sews all kinds of women's clothing. "Just bring us a picture," Sally says. There's a great variety of fabric to choose from. Express work is available in two to three days, and Mode O'Day will ship if you can't wait. Prices from S\$500 (US\$355).

CYC Shirt Co. (B1-08; Tel: 737-7101) is the household name for shirts in Singapore, having been in the business since 1935. Customers include the president, the senior minister, and many diplomats. Prices range S\$75-S\$150 (US\$53-US\$106). Takes 4-10 days. Will ship.

Outside Tanglin, but of note: Heien Tan, co-owner of Melodies (Tel: 473-6100), has been a seamstress for 30



years. She can design from anything—picture, idea—and will take measurements at your hotel. Her work takes one week, and she'll ship. Prices vary, and she can provide fabric.

Akiko Silva, owner of Patch Magic (355 Bukit Timah Road, #07-01 Naga Court; Tel: 732-9082), is not a seamstress, but a designer with a magic touch. She sells stunning women's clothing, not to be found anywhere else, from rewoven Kimono fabric. Prices from S\$100 (US\$71). Call for appointment. Cash only.

Leong Tailor (B1-34/35 Hong Leong Building; Tel: 220-8802) is well respected in men's tailoring. Work generally takes 4-10 days, and they'll ship. Suits start at S\$700 (US\$496).

Aside from tailoring, Tanglin is a good place to shop for antiques. Renee Hoy Fine Arts Pte. Ltd. (#01-44;

Tel: 235-1596) specializes in wholesale Chinese country furniture, the finest Thai teak reproductions, Chinese and Japanese porcelain (used by many leading hotels as display pieces), and other knickknacks. Ask for Violet. Will ship.

### Outside the Loop

*Watten Rise: Antiques, Antiques, Antiques* Watten Rise is the place to shop for antiques. Red House Carved Furniture Co. (24 Watten Rise; Tel: 737-9803), in business since 1950, carries lovely antique Chinese furniture. They specialize in red lacquer and have a nice selection of chests and wedding baskets. Will ship.

Three Treasures (32 Watten Rise; Tel: 469-5425) imports beautiful antique country furniture from China. A warehouse with a wider selection is located at nearby Bukit Timah Industrial Complex. Shipping, but no bargaining.

*Holland Village Area: Artifacts, Chinese Paintings, Framemakers, Electronics, Flowers*

For things Asian—but not necessarily antique—stop at Holland Village. There are many gems in this four-block shopping area, and it is a favorite of long-term foreign residents.

Sin Huat Hing (No. 6 Lorong Mambong) has nice baskets and porcelain; Sin Seng Huat Arts & Crafts (16 Lorong Mambong) has beautiful bamboo birdcages, along with baskets and porcelain; and Holland Village Gallery (40 Lorong Mambong) has great artifacts: snuff bottles, old-style hand mirrors, pendants, statues, Buddha heads, wedding baskets, etc.

Lim's Arts & Crafts (#02-01 Holland Road Shopping Centre) is an old hand in the business of Asian imports, with carvings, baskets, porcelain, embroidery. Prices are higher than out on the street, but items are well packaged. Jessica Art n' Craft (#02-14) has lovely fans, reproduction chests, lotus blossom shoes, figurines. No bargaining. Simply Divine (#03-02) has a hodgepodge of interesting pieces from Southeast Asia and →

*Continued from Page 122*

Africa: rainsticks, prayer wheels, Buddhist statues, Ikat rugs. Prices are slightly negotiable, and they'll ship. The Asian Room is an Ikat-lover's clubhouse, filled with all kinds of items made from the unique tribal Indonesian cloth. Fixed prices. Another store with lovely Ikat clothes and other art pieces from Indonesia is Este'h Studio (#03-09). And Rasna Collections (#03-32) specializes in Indian hand-woven and

embroidered rugs, cushion covers, table mats, and dhurries.

For a taste of Chinese watercolors, try Inherited Arts & Crafts (#02-08). Owner, Margaret Heng, is a Chinese finger painter—an art form popular in the Qing Dynasty—and some of her work is in the shop. More of her work can be found at Chinatown Point #03-64. Also in Chinatown is Lin Lu Zai (Treasure Palace Pte Ltd, 20 Temple Street). His work—bamboo scenes, birds, flowers—is magnificent and

treasured in diplomatic halls around the world. Prices from S\$1,000 (US\$709). The real treasures are on the third floor!

Holland Village is the place for inexpensive and professional framing. Merlin Frame Maker (36 Lorong Mambong) frequently does framing for government officials, airline staff, and the expatriate community. Takes three to four days. Chong Hwa Arts & Frame Makers (34B Lorong Mambong), next door, is also good.

For cameras, stereos, televisions, and the like, Paris Silk (15-A Lorong Liput) is the place to stop—prices are

*From the comforts of the air-conditioned jewelry stores on Orchard Road to traipsing around the jungle looking at pots, Singapore offers an adventure in shopping pleasures. No wonder it's an activity that captivates the heart of this nation.*

good, the salespeople honest, and they'll ship. Here, you can't bargain too much.

Finally, for orchids to bring home (at half what they'd cost at the airport), stop by Teck Lee Flower Shop (241A Holland Avenue). They'll box your beauties for flight.

*Arab Street—Baskets, Batik, Silks*  
Arab Street is the place many locals shop for Asian items. The quality is good and the prices are as inexpensive as they'll get. Rahmath Trading Company, a family venture, has been in the business of selling baskets for over 30 years—from rattan laundry baskets made in Malaysia to spider-web-fine-woven wedding baskets from China. Prices are excellent, and you can bargain aggressively (cash only). Next door, Habib Handicrafts →

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**SAVVY SHOPPER**

*Continued from Page 124*

sells a lot of the same stuff, although he has a wide selection of handbags. The similarity is not mere coincidence: Habib used to work for Rahmath until he broke up the family and went off—but not too far—on his own.

Dotted along the road are several batik shops where you can purchase batik shirts, dresses, tablecloths, etc. Chop Yee Hong Seng (63 Arab Street) has a pretty good selection of shirts and is good about bargaining. There is

Hadjee Textiles (75 Arab Street), but the one-stop shop, as its name suggests when mispronounced, is Aljunied Brothers, House of Batik (91 Arab Street). They have all you need when it comes to batik. Instead of the usual pullover batik bag dress, Aljunied's dresses are well tailored; there's a wide selection of batik-patterned shirts, and the tablecloths are absolute works of art. Prices are also higher than other stores.

Aside from baskets and batik, Arab Street is often referred to as "Fabric

Street," as there are many great such shops. Poppy Fabric (111 Arab Street) has a wide variety of silk, the most popular item being "checks and stripes," a uniquely patterned Indian silk. Their merchandise is available by mail order, and they will ship.

Asner Fabrics (119 Arab Street) has a wide range of silks, velvet, lace, and crepe (cash only). Collezione (55 Arab Street) handles Italian silks.

*Far Out and About—Incense Figurines, Porcelain*

A unique industry in Singapore, in the industrial area to the north, is Tay Guan Heng (Blk. 4001, Ang Mo Kio Industrial Park 1, #01-25—off Ang Mo Kio Avenue 10). Mr. Tay creates delicate figurines out of Chinese incense. Most popular items are the water carrier, fisherman, princess, and mandolin player (S\$25–S\$50 apiece; US\$18–US\$36; cash only). They also arrange shipping.

Farther out, in "the jungle," is Thow Kwang Industry Pte. Ltd. (No. 85 Lorong Tuas), a huge yard filled with all kinds of porcelain and pottery imported from China, Thailand, the Philippines, and Malaysia. Talk to Mrs. Tan. Shipping is no problem, and they accept credit cards as well as U.S. currency.

From sipping Cokes in a jewelry store on Orchard Road to traipsing around the jungle looking at pots, Singapore is an adventure in shopping. No wonder it's an activity that captivates the heart of this nation.

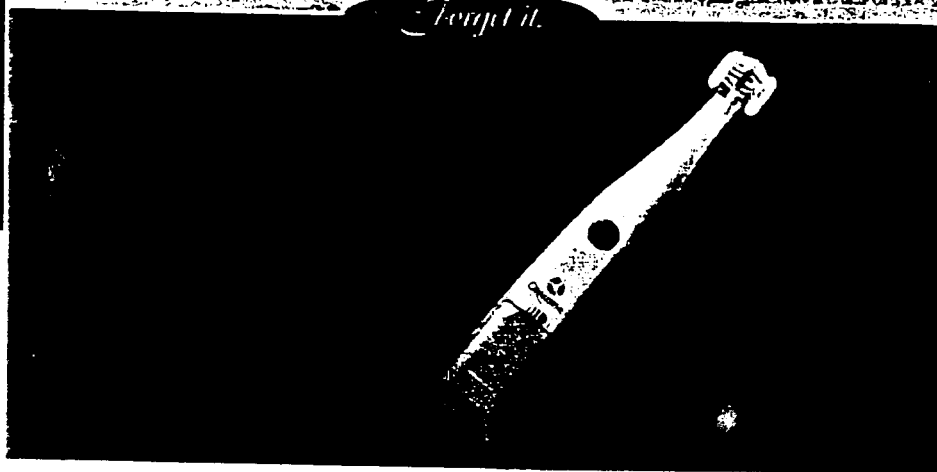
**Details, Details, Details**

Tips to keep in mind:

1. Check products carefully. Once a product is sold, returns are difficult if not impossible.
2. TIBS Taxis hires out on an hourly basis. Rates are S\$25/hour or S\$35/hour for London-style cabs (US\$18 or US\$25); Tel: 481-1211. ☎

*Jana McBurney-Lin is a freelance writer of travel and leisure articles, fairy tales, and cross-cultural stories. For the past four years, she has waded through the shark-infested waters and hiked the jungles of this shopping adventureland.*

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T O U R S & P A C K A G E S

# Stars Of the Show

*Destinations and attractions from near and far provide a busy lineup for the ASTA trade show*

► **PHILADELPHIA**—A look at the highlights of this year's ASTA Congress trade show can start right at the homesite. The location of this year's conference has caught the full attention of Philadelphia and many of its neighboring cities and states.

Singapore will have information about its new hotel developments and other projects, such as a new steam locomotive attraction called the Peninsula Line, which opens next year, according to Charles Leong, senior vice president for the Americas at the **Singapore Tourist Promotion Board**.

#### NEXT YEAR'S HOST

The **Tourism Authority of Thailand** (TAT) will take up six booths in Philadelphia, an indication of how important the kingdom sees its role in hosting next year's conference. The booths will be designed to represent a Thai pavilion and will have artisans from Thailand on hand performing different crafts as well as a former Miss Universe from Thailand, Pornip Nakhirunkanok.

According to the New York director of the **India Government Tourist Promotion Office**, Rom Chopra: "India will put a special emphasis this year on the grand triangle of conventions, adventure travel and culture. Culture has always been our strength and now we're stressing new dimensions also."

In the Mideast, new progress on coexistence among nations will be highlighted by Jordan and Israel, which are jointly hosting an ASTA breakfast on Wednesday, Nov. 8. Twenty-four months ago the event would have been unimaginable, but it is another example of the fast pace of the Mideast peace process. The two countries have been considered enemies at least since 1948 and were at war in 1967. But when a peace treaty was signed by the two nations, travel initiatives soon kicked in.

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## Singapore on-line with 'layers upon layers' of travel related information

The Singapore Tourist Promotion Board has swept onto the information highway with a comprehensive package that will let consumers and agents find out all they ever wanted to know about the destination.

The new Internet website introduced by the board's Canadian regional office in Toronto provides a huge pool of information for consumers and travel agents, says Min-Seng Chew, VP Canada for the STPB.

The website provides immediate access to the Singapore Online Guide in Singapore and also provides a wide range of other data that Chew himself has tailored specifically for a Canadian audience.

Users accessing the STPB Canada's home page can choose from 16 icons, each with a different theme.

Tourism Unlimited provides a full description of Singapore's vision of tourism of the future and how STPB can contribute to this.

STPB Canada describes the roles and objectives of STPB's regional office in Toronto.

Online Guide plugs the user into Singapore's interactive guide book.

FaxFacts describes the Canadian office's pioneering fax-on-demand system.

Other icons enable the user to discover what free brochures are available, which videos and TV commercials. Another, Snap Shots, accesses libraries of Singapore photographs. Twelve Singapore recipes are available via another icon and users can also find out which wholesalers package Singapore, which airlines serve the country, which cruise lines call there.

The hotels file links the system with websites of several Singapore hotels who are on the Internet.

Many of the files are inter-active. For example, the Online Guide can be used to tailor a specific itinerary for a consumer - it can be used by the consumer or by an agent.

The home page provides access to layers upon layers of information, everything you could possibly want to

# Ritz-Carlton Hotel Betting On Singapore

BY WENDY DETERMAN

ATLANTA — The Ritz-Carlton Hotel Co. is betting that Singapore will become the next Hong Kong in coming years, as the chain readies to open its first property in the city this January.

Located in Singapore's new \$1.6 billion business and commercial center, Marina Centre, the hotel will be the largest property Ritz-Carlton has ever managed and one the chain believes will further pave a path for Ritz-Carlton into the Asia market.

"It's really becoming a fact that you can't be a successful hotel product without Asian properties. We feel that Singapore is absolutely the must-be, 'in place' for a hotel chain right now," said Ritz-Carlton spokeswoman, Vivian Deutsch.

The Ritz-Carlton will offer guest rooms that are 25 percent larger than any other comparable hotel in Singapore, according to the chain, and Ritz-Carlton hopes to counter

the service problems that it said are now fairly widespread for hoteliers in Singapore.

"Our biggest challenge in Singapore is the overall decline in service in the city," said Deutsch. "The city used to be a very service-oriented economy, but now other industries are attracting good workers. So whereas at one time, a hotel staff employee would apologize if room service took more than 10 minutes, things now have declined quite a bit.

"With the size of the rooms we are addressing what we perceive to be the most common complaint in Singapore, that the rooms simply aren't big enough. We believe customers will respond to this," said Deutsch. Ritz-Carlton is promoting the hotel with double room rates of \$195 per night, valid through August 31, 1996.

Ritz-Carlton currently has properties in Hong Kong and Seoul, Korea. On the agenda is a property in Osaka, Japan to be opened in late 1997; and a resort in Bali to open in early 1997.

The Ritz-Carlton Hong Kong is promoting a "winter delight" package with reduced rates and added amenities. The package, available Dec. 1, 1995, through March 15, 1996, includes garden-view accommodations, complimentary buffet breakfast, welcome tea and fruit bowl on arrival, daily newspaper, a Ritz-Carlton farewell gift, complimentary use of the fitness center and a 10 percent discount on hotel gift shop items. The rate is \$240 per night, not including a 10 percent service charge and 5 percent government tax.

## BRIEFS

Suppliers serving Tahiti and **Tahiti Tourisme** have launched a travel agent awareness program on the West Coast and in New York. Representatives have set more than 1,500 one-on-one presentations to agents...**Corseair**, the French charter carrier, will continue its weekly flight to Tahiti from Oakland in 1996. It is the only service to Tahiti from the Bay Area...**Maui** was named "best island in the world" for the second year by readers of *Conde Nast Traveler*. Sydney, Australia took the "top city in the world" prize... **Shangri-La Hotels** is running a contest on its World Wide Web site: users answer questions to win a trip for two on **Cathay Pacific Airways** to Hong Kong and Bangkok... The **Shangri-La Hotel, Singapore** has redesigned the twenty-third floor of its Tower Wing as an exclusive area for its new Horizon Club.

### **Luxury in Singapore**

The Shangri-La Hotel, Singapore, has redesigned the entire 23rd floor of its Tower Wing as the exclusive retreat of a new Horizon Club. Concierge-style service is provided 24 hours a day and the rooms come with a long list of special amenities.

## **SIA orders 77 jets**

Demand for Boeing's 777s continues to grow with Singapore Airlines' recent \$12.7 billion order for as many as 77 of the new jets. The airline placed firm orders for 34 aircraft, to be delivered beginning in 1997 and continuing through 2001, and options for 43 more. European manufacturer Airbus Industrie had also made a bid for the Singapore account.

## THAT'S ENTERTAINMENT?

# Asians enliven weddings and traffic jams with dubious fare

"The time has come," the *Watus* said,  
"To talk of many things:  
Of shoes — and ships — and sealing wax"

— Lewis Carroll

Indeed, the time has come to talk about odd and unusual happenings across the globe, events that leave us wondering if we shall go to our reward laughing at all the absurdity.

Entertainment, intended to relieve us of boredom, has become part of many events on this blooming planet. This is especially true for the inhabitants of Asia.

You can't go to a wedding in Taiwan without taking in a show. It's customary during a wedding banquet, especially in rural areas, for a striptease to be included in the festivities.

The Taiwanese government is embarrassed by these nude spectacles and has been sponsoring seminars to promote "correct" weddings.

But in these tight financial times, some members of the Taiwan Provincial Assembly question why the government is spending money on such efforts, and a debate ensued recently among the legislators.

One legislator told the assembly that he was extremely embarrassed at one wedding banquet when a striptease show began as he was delivering a toast to the newweds.

Another legislator recalled how a woman suddenly danced up to his table and opened up her milk coat, which turned out to be the only thing she was wearing. "I was so embarrassed because there were children at the table," he said.

The government maintains that weddings with nude shows are on the decline.

But an official in charge of religion and culture in the assembly noted, "Changing old customs takes time. Many parents of newweds are willing to spend any amount of money just to make their guests happy."

### Lawrence Hall



In Asia, as in other parts of the world, government is trying hard to make people feel good.

Take the case of traffic policemen in Thailand, who are under orders to perform dance routines during the rush hours on Bangkok streets.

Dancing traffic cops are the harebrained idea of Lt. Col. Yodchai Phoosanti, a traffic inspector who sits atop a platform with a loudspeaker, choreographing his men.

"Traffic in our area during rush hour is always heavy, so we decided to find a way through which the traffic police could lessen commuter tension," he said recently. "This is another way to solve the traffic problem."

Phoosanti hopes his innovation will not only reduce tension among motorists but change the image of policemen.

A traffic cop said the dancing "is one of the things we can do to make drivers relax and be happy when they get stuck in traffic."

Singing and dancing seem to be catching on in other places in the Far East.

**Singapore**—for example, is engaged in a bit of vaudeville. Esso Singapore Pte Ltd. has hired 10 university students to sing and dance for customers while filling their tanks and washing their windows.

The company hired the singing petrol pumpers after realizing that motorists often looked down in the dumps while on their way to work each morning.

Prem Nair, a spokeswoman for Esso, said, "Singaporeans tend to be reserved. It takes a bit more to draw them out, and these people (the singing gas pumpers) have really been doing it." She added that the "customers are lapping it up. They like it."

If some Singaporeans aren't singing and dancing, there are bound to be a few willing to charm the daylight out of snakes. In fact, Mohd Yusof, a professional magician and snake charmer, is trying to raise money so he can spend two weeks in a cage with 300 poisonous snakes.

Yusof has ambitions to break the world record set by his uncle, who in 1987 spent 10 days with 200 snakes in a cage in a Kuala Lumpur zoo. So far, the snake charmer has five snakes and is looking for 295 more.

He recently made a national appeal for sponsors to help him raise money for additional snakes, which he plans to feature in a 10-foot-wide glass box at Singapore's World Trade Center. Yusof said he wants "to show that snakes are not so dangerous."

Yusof would have trouble convincing some folks in Malaysia.

Last month, a 23-foot-long python squeezed a rubber tapper to death and then partly swallowed him before being killed by police.

Naturally, workers are reluctant to go into the rubber plantations around Segamat, 95 miles south of Kuala Lumpur, because they fear that they too shall become dinner for the pythons.

Lottery tickets featuring the number 606, linked in Chinese numerology to the snake, were suddenly popular. Malaysians frequently play numbers associated with disasters and deaths, believing that an unlucky event must be followed by a lucky one.

Lawrence Hall is Star-Ledger columnist.

OCT 25, 1985

N4226

**LUCE** PRESS CLIPPINGS

## San Francisco overcame disadvantages to top list

NEW YORK (AP) — San Francisco overcame disadvantages such as high rents and earthquakes to leapfrog from eighth to the top of Fortune magazine's list of best U.S. cities for business.

The San Francisco Bay area bumped first-ranked New York, which finished in fourth place this year behind Atlanta and Denver, in the latest rankings released Tuesday in Fortune's Nov. 13 issue.

Fortune also called Singapore the top global city for business, extolling its virtues as a high-tech enclave with no corruption and an "affordable, worry-free tropical lifestyle."

Fortune gave San Francisco the top domestic ranking in its seventh annual list of the most attractive places for a business to call home, although the city's downtown rents are among the highest anywhere and the entire region remains susceptible to occasionally violent earth tremors.

The draws include access to the West Coast's biggest financial center, a slew of powerful banks, law firms, ports, a stock exchange and a gateway to the fast-growing Pacific Rim.

In Fortune's view, San Francisco includes the industrial base of Oakland, biotechnology birthplace of Emeryville and brain centers of Berkeley and Palo Alto, which help the region's array of technological innovators like Intel

and Genentech satisfy an "enormous appetite for nerds."

It also includes the epicenter of global computing, Silicon Valley, which alone accounts for \$25 billion worth of exports annually, more than most states.

Even San Francisco's famed windswept baseball stadium has acquired a techno tinge. A Silicon Valley computer-networking parts company called 3Com recently acquired the right to rename Candlestick Park to 3Com Park.

The ranking was based on research by the magazine and the Arthur Andersen consulting firm, which analyzed data ranging from unemployment rates to transit systems to recreation in 60 cities.

Fortune said it blended that research with its own interviews of executives and economic development experts to concoct the final list.

Globally, Singapore bumped Hong Kong as No. 1 this year, which Fortune called a reflection of the island nation's evolution from a cheap manufacturing center into a modern Asian commercial outpost that beckons businesses with tax breaks and a highly educated work force.

Hong Kong, which fell to No. 6 globally this year, remains a critical business entry point into China, but political uncertainties still shroud the British colony, which reverts to Chinese control in less than two years.

NOV 19, 1995

N1870

**LUCE** PRESS CLIPPINGS

## Expect Indonesian trip to be mostly hot and wet

COMPILED FROM WIRE REPORTS

**QUESTION:** I will be on a cruise from Singapore around the Indonesia area and Hong Kong in December. What will the local weather be like?

**ANSWER:** For most of the trip it will be simply hot and wet, finishing on a generally dry note.

In Singapore, maximum high temperatures will be a sticky 87 degrees with lows an equally sticky 74. Precipitation will be at its highest of the year: a soaking 10 inches.

Temperatures will be equally high in Djakarta and most other parts of Indonesia, a country where there are really only two types of weather: fine and sunny or cloudy and wet. Unfortunately you will be there for the latter, with average rainfall in Djakarta; one of the country's drier places, around 8 inches in December. (It could be worse: in January and February, precipitation gets to nearly 12 inches.)

Hong Kong will offer a little respite. Average high temperatures will be 68 degrees and lows 59. And precipitation will be at one of its lowest levels of the year: just more than 1 inch.

**Q:** I understand that the 1998 soccer World Cup will be held in France. Can you tell me which cities the games will be played in, and how I can get tickets?

**A:** The next World Cup will be held in June and July 1998, in nine cities and 10 venues in France, but the exact dates have not been determined.

The cities are Paris (Parc des Princes stadium and St-Denis, 5 miles northeast of the city), Bordeaux, Lens, Lyons, Marseilles, Montpellier, Nantes, St-Etienne and Toulouse.

again, details, including prices, are not yet known.

The French Government Tourist Office will be aware of new developments. Write to the tourist office at 444 Madison Ave., New York, N.Y. 10022, call (900) 990-0040 (at a charge of 50 cents a minute), or fax (212) 838-7855.

**Q:** I will be spending a week in Toronto in April. How can I obtain theater information for that time so I can buy tickets in advance?

**A:** There is no single published list of Toronto's 44 theaters, according to the Metropolitan Toronto Convention and Visitors Association, which adds that one of its travel counselors would be able to tell you about individual theaters over the phone.

Productions that are running now and are expected to be running next year include *The Phantom of the Opera* at Pantages Theater, (416) 872-2222; *Forever Plaid* at The New Yorker Theater, (416) 872-1111; and *Sunset Boulevard* at the Ford Center for the Performing Arts, (416) 872-2222.

By Feb. 1 a travel counselor will have information about April productions.

At this point they include *Three Tall Women*, by Edward Albee, due at the Royal Alexander Theater, from April 9 to May 18, (416) 872-1212; and *A Little Night Music*, by Stephen Sondheim, at the Canadian Stage Company, from April 8 to May 11, (416) 368-3110.

The visitor association, which is offering Value Plus Packages until April 30 that include accommodations and entertainment selections, including theaters, can be reached at 207 Queens Quay West, Box 126, Toronto, Ontario, Canada M5J 1A7; 1-800-363-1990.

The association purchases your tickets for you at regular prices.

**Q&A**

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**LUCE** PRESS CLIPPINGS

**ADEC '96**

ADEC '96, the second Asian Diver Exhibition and Conference, will be held **May 17 to 19** at the World Trade Centre (WTC), Singapore. ADEC '96 is a showcase of Asia Pacific dive travel and offers great exposure for dive equipment products and support services.

Seminars, workshops and social functions allow attendees extensive networking opportunities.

For information contact Rainer Sigel, Asian Diver Pte., Ltd., 19 Tanglin Road #05-15, Tanglin Shopping Centre, Singapore 1024 or call 65-7332551; fax 65-7332291.

**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 mega-mall.

"Singapore has some pretty stringent quality of life laws," a spokesperson 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?"

Uhh, 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. A wealthy young businessman 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 misbehaves.

"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.

Please see **SINGAPORE** on F2



## SINGAPORE

Population: 2.8 million  
Currency: Singapore dollar  
Economy: \$46.6 billion

Major export: Petroleum products  
Major import: Rice

Exports to U.S.: \$11.2 billion, mainly nuclear equipment, digital processing units, machinery  
Imports from U.S.: \$9 billion, mainly machinery, nuclear equipment, aircraft

Shopping centers fill the center of the city, though in Singapore they go up instead of sprawling sideways, American-style.

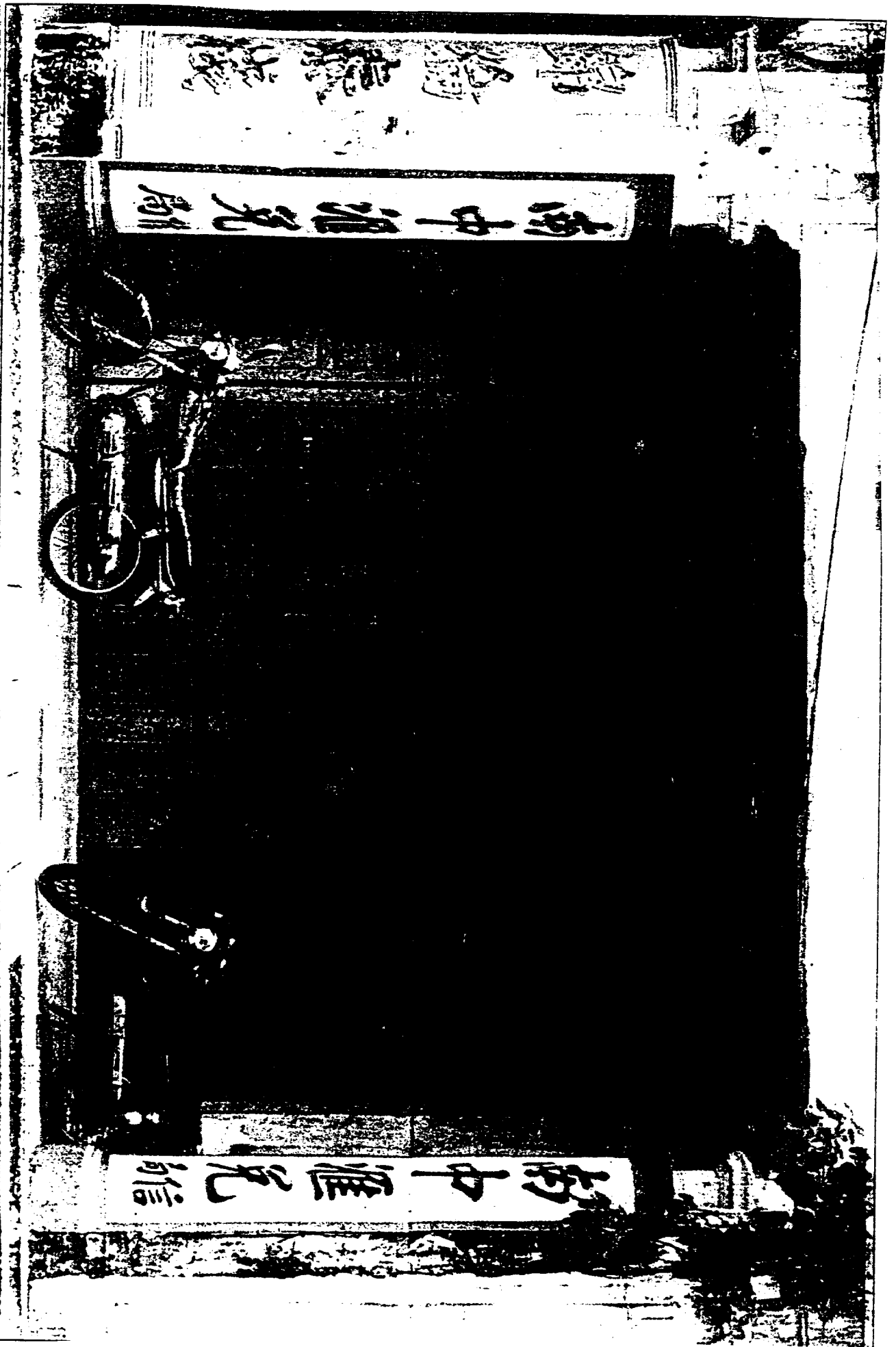


# SHANGHAI BORN

*A shopping mall with an attitude*

Teo Beng Kwang, a palm reader in central Singapore.

Glimpses of old Singapore — raw, original and unfixod — still can be found, usually in the most unexpected places.



# SINGAPORE

■ CONTINUED FROM F1

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.

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'd 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 lionlike 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.

## If You Go

### HOTELS

**WORLD'S BEST:** 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**. 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.

**WHAT YOU GET:** There are no rooms as such; all accommodations are one- or two-bedroom suites. 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 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

**TAKE YOUR PICK:** 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 of the city, though in Singapore they go up instead of sprawling sideways, American-style.

**BEST ADVICE:** Check prices on electronics, jewelry, watches and other desirables before you leave home.

### FOOD

**STRONG SUIT:** 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, *Feasts and Fun — a Guide to Food and Entertainment*.

### WHO TO CALL

Contact the Singapore Tourist Promotion Board in New York (212) 302-4861.

To attract merchants from around the region, Raffles drafted a city plan creating ethnic districts where the different groups could feel comfortable. And they came: The population jumped from a few hundred to 10,000 in two years. Now it's pushing 3 million, and the city-state is its own country, independent of Malaysia since 1965.

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

The city is spotlessly, sometimes irritatingly, clean. The transportation system is efficient. The people enjoy the highest stan-

dard 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 high-rise businesses and apartments.

But as the city washed its face after World War II, tourists began calling it bland.

When Singapore officially recognized that "old" could also be "good," 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 shophouses 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 "a heritage-inspired Disney-style adventure ride," according to literature from the Singapore Tourist Board.

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

On one side of the street, the houses stood as they were when

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

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

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

You can still catch glimpses of the older Singapore — raw, original, unfixated — in the most unexpected places, and they are satisfyingly rough and dirty on the edges. Around the corner from the newly refurbished Raffles Hotel, that white-frosted wedding-cake of colonial architecture, I stumbled, just about literally, over a sidewalk shoe repairman who fixed a broken lace one on of my loafers for me while I teetered on the other foot.

And one day in central Singapore, in a forest of high-rise apartment buildings, I encountered Mr. Teo Beng Kwang, the palm reader. He was an old man in yellow robes, a human island of ancient culture marooned in what looked like a set for Star Trek. He was conducting business outdoors, in front of a one-story red-and-yellow temple with a roof turned up at the corners.

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

When it was my turn, he drew his fingers along the criss-crossing lines of my palm, expressing unprompted but highly accurate concern about my husband's stomach trouble and my tenden-

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dies to brood, even when things are going well.

Then he gave a particularly long speech which I understood, correctly, to be the finale. What had he said? I turned to the daughter, expecting the kind of revelation that would change my

---

life — the kind of thing you'd journey to the other side of the globe to hear.

She shrugged: "He says, 'Don't worry, eh?'"

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

Utica, MI  
Starling Heights Source  
Detroit Met Area

Utica Source  
October 15, 1995  
Circ: 19,686

Sunday

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OCT 15, 1995

N51567

**LUCE**

PRESS CLIPPINGS



## Short trips

DEBBIE  
KOMAR

### Aloha...hhh

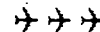
Honeymooners on the Big Island of Hawaii can pamper themselves at the Ritz-Carlton Mauna Lani's "Spa Without Walls" with an outdoor sunset massage accompanied by soothing tropical breezes, the sound of the surf and views of the Pacific. Aromatherapy oils created from the couple's wedding flowers, leis or other special occasion florals enhance the experience. "Massage Therapy for Couples" is a 75-minute simultaneous massage, morning or sunset, on the shore or in a private, white-curtained shelter facing the ocean. This treatment is \$230, excluding tax and gratuity. Or, for \$160, the couple can get two hours of hands-on instruction in shiatsu, Swedish, sports, reflexology or other varieties of massage. Call your travel professional for details.



### Speed it up

Increased security measures by the nation's airlines and at airports may cause additional congestion and delays for air travelers, warns AAA Michigan. Here are some tips from the company on how to avoid airport hassles: Reconfirm your flight 24 to 48 hours in advance

of departure; use public transportation or arrange to have someone drive you to the airport to avoid traffic and parking delays; plan to arrive at the airport at least one hour prior to departure for domestic flights, two hours for international travel. Also, be sure all luggage is tagged with your name (inside and out), hand luggage and checked bags; never leave luggage unattended or under the watch of a stranger; do not accept any item from a stranger or carry any package with unknown contents. Check your baggage claim stubs to be sure your luggage is checked through to your final destination; upon arrival, go immediately to the baggage claim area to pick up your bags, and have claim stubs ready; always carry a photo ID.



### Spicy Singapore

If you're intrigued by the Singapore stories on these travel pages, let me offer a word of caution about dining there. In a restaurant, think twice before ordering something called Indiana Pizza. While attending a convention in Singapore, we were overwhelmed at each lunch and dinner by hosts trying to impress us with traditional foods. After five days of dishes difficult to recognize, we often would pick at our food then come back to the hotel and hit the pizza restaurant there. Hungry for a dish from home (we'd been on the road more than two weeks visiting Korea and Hong Kong, too), my friend ordered "Indiana Pizza." How much closer to home can one get than Indiana? (Or so we thought.) Unfortunately, Indiana didn't mean the state, it referred to the country, so the pizza was topped with hot spicy curry. We still laugh about that and have wonderful memories of our time in Singapore.

Utica, MI  
Starling Heights Source  
Detroit Met Area

Utica Source  
October 15, 1995  
Circ: 19,686

Sunday W 25.329

OCT 15, 1995

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**LUCR** PRESS CLIPPINGS

# What to know before you go to 'Singa Pura'

## 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 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 \$2,830 to \$4,320. If you can't afford to stay overnight, at least drop by for a restful lunch or an afternoon pick-me-up in the bar where legend says the Singapore Sling was invented.

## SHOPPING

Orchard Road is famous for its stores and shops, as well as food and entertainment. There is also a plethora of shopping centers in the center city; though in Singapore they go up instead of sprawling sideways, American-style. Most stores are open from 10 a.m. to 9 or 10 p.m. daily.

Best advice: Check prices on electronics, jewelry, watches and other desirables before you leave home, so you can spot what is and isn't a good deal in Singapore.

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

## FOOD

Given the mix of its cultures, this is Singapore's strong suit. Food is so justly famous here that the city's tourism promotion board publishes a fat, beautifully done guidebook to it. (See address below and 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 centres" — clusters of tiny food shops that derive from street stalls. You can cruise from hawker to hawker, nibbling, and pay bargain prices for the experience.

## HEALTH AND SAFETY

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

## FOR INFORMATION:

Contact the Singapore Tourist Promotion Board in New York (212) 302-4861, Los Angeles (213) 852-1901 or Chicago (312) 938-1888.

American passport holders don't need entry visas.

## IN THE REGION

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

BLOOD-HORSE  
Lexington, KY

WEEKLY

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PRESS CLIPPINGS

• Asia's first international horse racing exhibition, **Racing Asia '95**, will be held Nov. 30-Dec. 2 at Singapore's World Trade Center. The exhibition is expected to attract participants from around the world and highlight the industry's rapid growth in the Far East. For more information, contact Interport Ltd., 510-G 31st Street, Newport Beach, Calif. 92663, or call (714) 673-3596, or fax (714) 673-1007.

- NAPS -

NORTH AMERICAN CLIPPING BUREAU  
North American Precis Synd., Inc

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### *Discount Card Saves Singapore Shoppers Plenty*

(NAPS)—One of the best places in the world for shopping bargains just got a bit better.

The surprising tropical island and fascinating city of Singapore has been called a shopper's paradise. From the glittering malls of Orchard Road to the exotic bazaars of Little India and from Chinatown "shop houses" to suburban shopping centers, visitors are dazzled by what's in store. The island is a vast emporium offering quality items from East and West at very reasonable prices.

For even bigger bargains, Singapore now offers travelers The Singapore Plus Card. With the card, visitors can enjoy exclusive offers at over 250 stores, restaurants and sites.

All the retail shops are members of Singapore's Good Retailers Scheme and take special pride in providing courteous, reliable and honest service. They generally have the distinctive Singapore Plus '95 sticker in their windows.

In addition to its shopping opportunities, Singapore is considered the travel gateway to southeast Asia, with its world-renowned Changi Airport and international cruise center. Also known for its multi-cultural cuisine, Singapore offers a wide selection of international food including French, Indonesian, Italian, Mexican, Malaysian and Chinese specialties.

The Singapore Plus Card can be used at several of Singapore's many attractions including museums, spectacular botanical gardens, the famous Singapore Zoo with the



**A card like this can get its bearer great bargains on just about everything from diamonds to duty-free goods, silks to seafood, in that shopper's paradise, Singapore.**

world's first Night Safari and the long renowned and recently restored Raffles hotel.

#### **Free Discount Card**

The card is valid through December 31, 1995 as long as supplies last. Fax or mail requests and proof of travel to Singapore Tourist Promotion Board, 8484 Wilshire Boulevard, Suite 510, Beverly Hills, CA 90211, fax (213) 852-0129.

The NAPS "Singapore Plus Card" release was picked up by the following publications:

LEISURE SECTION

November 8, 1995

Circ: 28,000

RIVERSIDE COUNTY RECORD

October 19, 1995

Circ: 14,500

EASTCHESTER RECORD

October 19, 1995

Circ: 8,950

CHICKASHA EXPRESS

November 3, 1995

Circ: 6,500

OELWAIN REGISTER

November 4, 1995

Circ: 6,300

COLLIERVILLE HERALD

November 2, 1995

Circ: 5,900

RYE CHRONICLE

October 19, 1995

Circ: 5,750

WATERFRONT OF MISSAUKEE COUNTY

November 6, 1995

Circ: 4,500

CHRONICLE JOURNAL

October 12, 1995

Circ: 4,440

PELHAM SUN

October 19, 1995

Circ: 3,606

JAMESTOWN NEWS

November 8, 1995

Circ: 2,500

OCILLA STAR  
October 18, 1995  
Circ: 2.500

MADISON ENTERPRISE-RECORDER  
October 20, 1995  
Circ: 2.475

BLACKSBURG TIMES  
November 1, 1995  
Circ: 2.289

WYANDOTTE ECHO  
October 18, 1995  
Circ: 1.840

HURRICANE BREEZE  
September 28, 1995  
Circ: 1.675

CHESNEE TRIBUNE  
November 1, 1995  
Circ: 1.500

COWPENS/PACOLET TRIBUNE  
November 1, 1995  
Circ: 1.265

11/26/95

SINGAPORE TOURIST PROMOTION  
SUMMARY OF LISTINGS

PAGE: 1

DESCRIPTION	# OF ARTICLES	TOTAL CIRCULATION	EQUIVALENT AD COST
CONVENTION & MEETING NEWS			
MAGAZINES	1	17,786	\$1,006
TRADE PUBLICATIONS	6	460,224	\$35,175
CATEGORY TOTALS:	7	478,010	\$36,181
GENERAL TOURISM			
WESTERN NEWSPAPERS	12	2,907,999	\$1,898
EASTERN NEWSPAPERS	25	2,193,229	\$8,878
CENTRAL NEWSPAPERS	25	897,113	\$11,867
MAGAZINES	3	44,381	\$327
TRADE PUBLICATIONS	6	793,687	\$5,182
CATEGORY TOTALS:	71	6,836,409	\$28,152
GRAND TOTALS:	78	7,314,419	\$64,333

11/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 1

CONVENTION & MEETING NEWS

MAGAZINES

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT ADCOST
11/01/95	MEDICAL MEETINGS	10	17,786	\$1,006
TOTALS FOR THIS SUBCATEGORY		<u>10</u>	<u>17,786</u>	<u>\$1,006</u>

11/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 2

CONVENTION & MEETING NEWS

TRADE PUBLICATIONS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
10/01/95	SUCCESSFUL MEETINGS	90	84,806	\$30,270
0/09/95	TRAVEL AGENT	2	59,018	\$600
10/09/95	TRAVELAGE EAST	20	31,276	\$1,635
10/09/95	TRAVELAGE MIDAMERICA	15	21,081	\$325
0/09/95	TRAVELAGE WEST	15	35,328	\$1,265
11/01/95	SKIN DIVER	2	228,715	\$580
TOTALS FOR THIS SUBCATEGORY		<u>144</u>	<u>460,224</u>	<u>\$35,175</u>
TOTALS FOR CONVENTION & MEETING NEWS		154	478,010	\$36,181

## GENERAL TOURISM

## WESTERN NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT ADCOST
10/04/95	LOS ANGELES, CA., NEWS-VENTURA	1	2,900	\$51
0/05/95	NORTHRIDGE, CA., AMERICAN EAGLE NEWS	1	5,000	\$4
10/15/95	LOS ANGELES, CA., NEWS-ANTELOPE VALLEY	2	20,293	\$102
10/15/95	LOS ANGELES, CA., NEWS-CONEJO VALLEY	2	9,463	\$102
10/15/95	LOS ANGELES, CA., NEWS-SANTA CLARITA	2	16,046	\$102
10/15/95	LOS ANGELES, CA., NEWS-SIMI VALLEY	2	11,961	\$102
10/15/95	LOS ANGELES, CA., NEWS-VALLEY	2	129,525	\$102
10/19/95	RUBIDOUX, CA., RECORD NEWS	1	14,500	\$6
10/22/95	LOS ANGELES, CA., TIMES	2	1,576,425	\$965
10/22/95	LOS ANGELES, CA., TIMES-ORANGE COUNTY	2	220,356	\$163
10/22/95	LOS ANGELES, CA., TIMES-SAN FERNANDO	2	830,118	\$160
10/22/95	SALT LAKE CITY, UT., DESERET NEWS	1	71,412	\$39
TOTALS FOR THIS SUBCATEGORY		20	2,907,999	\$1,898

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SINGAPORE TOURIST PROMOTION

PAGE: 4

## GENERAL TOURISM

## EASTERN NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
10/04/95	CHESNEE, SC., TRIBUNE	1	1,500	\$1
10/04/95	COWPENS, SC., TRIBUNE	1	1,100	\$1
10/04/95	SOUTH BOSTON, VA., GAZETTE VIRGINIAN	1	11,000	\$6
10/04/95	SPARTANBURG, SC., TRIBUNE	1	2,000	\$1
10/08/95	ENGLEWOOD, FL., SUN HERALD	1	13,000	\$12
10/08/95	FRAMINGHAM, MA., MIDDLESEX NEWS	63	42,279	\$1,953
10/08/95	FT. LAUDERDALE, FL., SUN SENTINEL	6	390,206	\$1,416
10/17/95	BLOOMSBURG, PA., PRESS ENTERPRISE	10	21,785	\$135
10/18/95	OCILLA, GA., STAR	1	2,500	\$2
10/19/95	ARMONK, NY., NORTH CASTLE NEWS	1	3,300	\$10
10/19/95	PELHAM, NY., SUN	1	2,360	\$10
10/19/95	RYE, NY., CHRONICLE	1	5,000	\$10
10/19/95	RYE, NY., CHRONICLE	1	5,000	\$10
10/19/95	TUCKAHOE, NY., EASTCHESTER RECORD	1	4,058	\$10
10/20/95	MADISON, FL., ENTERPRISE RECORDER	1	2,475	\$5
10/22/95	FT. LAUDERDALE, FL., SUN SENTINEL	4	39,206	\$943
10/24/95	WASHINGTON, DC., POST	8	840,232	\$2,991
10/25/95	AMERICUS, GA., TIMES RECORDER	1	7,382	\$10
10/25/95	BRUNSWICK, GA., NEWS	2	16,148	\$14
10/25/95	NEWARK, NJ., STAR LEDGER	4	450,316	\$896

## GENERAL TOURISM

## EASTERN NEWSPAPERS

(CONT)

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT ADDCOST
10/25/95	WILLIAMSPORT, PA., SUN GAZETTE	1	33,575	\$29
10/25/95	PELHAM, NY., SUN	1	2,360	\$10
10/25/95	RYE, NY., CHRONICLE	1	5,000	\$10
10/26/95	THOMASVILLE, GA., TIMES ENTERPRISE	1	10,343	\$11
1/06/95	ORLANDO, FL., SENTINEL	2	281,104	\$382
TOTALS FOR THIS SUBCATEGORY		<u>116</u>	<u>2,193,229</u>	<u>\$8,878</u>

11/26/95

## SINGAPORE TOURIST PROMOTION

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## GENERAL TOURISM

## CENTRAL NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
10/03/95	LA GRANGE, TX., FAYETTE CO. RECORD	1	5,824	\$5
0/04/95	BARTONVILLE, IL., LIMESTONE INDEPENDENT	1	2,500	\$8
10/04/95	MEDFORD, OK., PATRIOT STAR & JOURNAL	1	2,060	\$2
0/04/95	SISSETON, SD., COURIER	1	3,821	\$4
10/05/95	GEORGIANA, AL., NEWS	1	2,200	\$3
10/08/95	CHATTANOOGA, TN., NEWS FREE PRESS	2	114,611	\$59
0/08/95	FT. SMITH, AR., SOUTHWEST TIMES RECORD	2	46,566	\$62
10/11/95	SOMERVILLE, TN., FAYETTE COUNTY REVIEW	1	3,000	\$2
0/12/95	FLORESVILLE, TX., CHRONICLE JOURNAL	1	4,440	\$4
10/15/95	MT. CLEMENS, MI., MACOMB DAILY	3	53,466	\$117
10/15/95	MT. CLEMENS, MI., MACOMB DAILY	78	53,466	\$3,060
0/15/95	ROYAL OAK, MI., TRIBUNE	3	25,424	\$106
10/15/95	ROYAL OAK, MI., TRIBUNE	102	25,424	\$3,633
0/15/95	UTICA, MI., STERLING HTS. SOURCE	4	26,826	\$80
10/15/95	UTICA, MI., STERLING HTS. SOURCE	3	26,826	\$59
0/15/95	UTICA, MI., STERLING HTS. SOURCE	75	26,826	\$1,500
0/15/95	UTICA, MI., THE SOURCE	3	19,686	\$59
10/15/95	UTICA, MI., THE SOURCE	3	19,686	\$59
0/15/95	UTICA, MI., THE SOURCE	75	19,686	\$1,500
10/17/95	GRAND RAPIDS, MI., PRESS	27	147,175	\$1,276

## GENERAL TOURISM

## CENTRAL NEWSPAPERS

(CONT)

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
10/18/95	KANSAS CITY, KS., WYANDOTTE ECHO	16	1,600	\$154
10/25/95	CIRCLEVILLE, OH., HERALD	1	7,600	\$7
10/25/95	TUPELO, MS., JOURNAL	1	38,204	\$18
10/25/95	WILLOUGHBY, OH., NEWS HERALD	1	56,388	\$39
10/29/95	MADISON, WI., WISCONSIN STATE JOURNAL	1	163,808	\$51
TOTALS FOR THIS SUBCATEGORY		<u>407</u>	<u>897,113</u>	<u>\$11,867</u>

11/26/95

SINGAPORE TOURIST PROMOTION

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GENERAL TOURISM

MAGAZINES

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
10/01/95	FACILITIES	5	22,347	\$254
0/10/95	USAE	1	2,000	\$32
10/21/95	BLOOD-HORSE	1	20,034	\$41
TOTALS FOR THIS SUBCATEGORY		<u>7</u>	<u>44,381</u>	<u>\$327</u>

## GENERAL TOURISM

## TRADE PUBLICATIONS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
10/01/95	RECOMMEND	4	58,814	\$703
10/01/95	TRAVEL HOLIDAY	4	563,385	\$3,090
10/02/95	TRAVELAGE MIDAMERICA	3	21,081	\$165
10/06/95	ASSOCIATION TRENDS	2	7,700	\$111
10/09/95	MEETING NEWS	2	80,788	\$341
10/16/95	TOUR & TRAVEL NEWS/TTG NORTH AMERICA	3	61,919	\$772
TOTALS FOR THIS SUBCATEGORY		18	793,687	\$5,182
TOTALS FOR GENERAL TOURISM		568	6,836,409	\$28,152

Adam  
- Aaron

public relations  
sales promotion  
marketing



aaron d. cushman and associates, inc. 52 north michigan, suite 2000, chicago, illinois 60611

(212) 856-0100  
fax (212) 856-0426

DATE: January 10, 1995  
TO: Charles Leong, SVPA. STPB/LA  
CC: VIA FAX  
Michael Lim, ADCC, STPB/HQ  
Margaret Teo, MCC, STPB/HQ  
David Brain, BBS/HQ  
Siew-Kheng Tan, Ag VP Western USA, STPB/LA  
Dale Shieh, MCMA USA, STPB/LA  
Tony Soh, VP Eastern USA, STPB/NY  
Masud Moiz, VP Central USA, STPB/CHI  
FROM: Aaron D. Cushman and Assoc.

RE: December 1995 Activity Report

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

Publicity - ADC Generated

- An excellent eight-page feature story on Singapore appeared in the January *Northwest Airlines World Traveler Magazine* (circulation 350,000). The agency arranged the media educational for freelancer Everett Potter, having pitched the idea to him several months ago. An appropriate itinerary was prepared for him and the agency followed up with him upon his return.
- The January issue of *Travel & Leisure* (circulation 900,000) also featured a comprehensive article on Singapore, highlighting this "food lover's paradise." The agency extensively fact-checked the article and provided the addresses for restaurants and hawker centers mentioned.
- The agency wrote this editorial piece for the *Diamond Anniversary of Business Travel* (circulation 50,000) and provided the slide of Singapore's new convention center. The article provides excellent coverage of Singapore's meetings and conventions industry, discussing MeetingNet Asia and PATA Travel Mart having chosen Singapore as its permanent home.

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SECTION  
REGISTRATION UNIT

- Within two weeks, two articles on Singapore appeared in the travel section of *The Washington Post* (circulation 1,153,822). On December 10, the article discussed the train ride from Singapore to Malaysia, starting at the historic Keppel Road railway station. The agency provided extensive fact-checking and ensured inclusion of STPB-NY's address and phone number for contact information. On December 17, an additionally excellent food article by freelancer Mark Jenkins, a strong agency contact, ran. Agency also fact-checked this article and provided photography with an STPB photo credit to accompany the story.

Publicity - Not ADC Generated

- A "Letter to the Editor" in the December 24 *New York Times* (circulation 1,770,504) cast more favorable light on an already favorable article about Sentosa Island which ran on November 12.
- News of Singapore's seven millionth visitor was picked up by the United Press International news wire service on December 19. Low See Peng, spokeswoman for STPB, was quoted in the article.
- Raffles Hotel is featured nicely in a travel column in the *Salt Lake City Tribune* (circulation 154,079) on December 24.
- *The Asian Wall Street Journal* (circulation 5,663) featured the new Bintan Resort in its travel column on November 20, citing it as a spot expected to be frequented by Singaporeans.

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

- Singapore's commemorative "Meet in Singapore" stamps were pictured in the December *Meetings & Conventions* (circulation 88,671), a result of their inclusion in the meetings and incentives press kit created by the agency for the MIS luncheons.
- The December 4 issue of *Travel Agent Magazine* (circulation 59,018) featured a story on Singapore's booming hotel industry, a result of having received the agency-issued new hotels release.
- In the December 11 issue of *Business Travel News* (circulation 59,000), an article appeared reporting on the various business travel policies of companies in Asia. Among countries included in the study was Singapore, which showed average spending at companies comparatively and a commitment to structured business travel policies.

- Two very positive articles on travel to Singapore appeared in the December issue of *International Travel News* (circulation 34,469). Many of Singapore's key attractions are mentioned including the Singapore Zoo and Jurong Bird Park as well as Raffles Hotel, Alkaff Mansion and Orchard Street.
3. Analysis of other issues that may affect Singapore's tourism industry.
- Gary Warner's article on his least favorite places to visit, appearing in the December 2 edition of the Orange County Register, included Singapore among the list. While the article is negative, the overall effect on tourism is minimal. The article is simply an account of this journalist's personal opinions on many desirable destinations. (see national publicity below)
  - The November/December issue of *OnTheInternet* magazine which reaches just 5,500 readers contains an article about Singapore's struggle to censor information on the internet. Not a wholly negative piece, rather the article attempts to demonstrate a dilemma facing many nations: how do you maximize the potential of the internet while minimizing the negative effects of the new technology?
4. Evaluation of media educationals.

Agency is currently following up with writers who visited Singapore in the last quarter of 1995.

5. Activities carried out to meet objectives.

See below.

## **DECEMBER 1995 ACTIVITIES**

### **PLANNING/LIAISON/ADMINISTRATION**

- Liaison with STPB/LA, STPB/NY, STPB/Chicago, STPB/HQ.
- Submitted November monthly activity report.
- Clip analysis & selection.
- Monitored Straits Times.
- Sent updated media indexes to headquarters. Mailed articles that were rated six and above to HQ per their request.
- Sent a supply of 10 press kits to STPB LA per their request.
- Wrote a thank you letter to the Tourism Authority of Thailand for its efforts in the New York ASEAN media luncheon.
- Sent a copy of the *Hemispheres* placement to STPB LA.
- Ordered press paper and press kit cover supplies through MCM upon her suggestion.
- Followed up with The James Beard Foundation to ensure all requirements for promotion

were met.

- Two agency representatives attended the Dec. 11 monthly meeting.
- Received release on Raffles and building design award. Filed for reference.
- Received release on seventh million visitor.

### **News Bureau and Publicity**

- Worked with *Travel World News* to complete a piece on ASEAN. The editor, Sara Southworth attended the ASEAN media event in New York and wanted to do a comprehensive story. The agency worked on quotes for SVPA and helped the writer get a hold of the appropriate ASEAN representatives.
- Continued to work with headquarters regarding the Discovery Channel's filming of Thaipusam. The crew is planning their trip in December 1996 and a contact has been located to help with the shoot. The agency will proceed accordingly.
- Sent personalized thank you letters to more than 20 writers who attended the New York ASEAN luncheon.
- Conducted detailed fact checking for a large food piece that appeared in the *Washington Post*.
- Handled statistic requests from Fodor's guide for their 1996 edition.
- Requested information on the flight deal "Circle ASEAN" for *Travel Agent* to run the story. Worked with HQ on getting details.
- Completed detailed fact checking for a *Modern Bride* article to appear in May.
- Fulfilled a request from Conde Nast Online to detail events happening in Singapore in December. The agency worked with HQ to forward information to outlet.
- Researched new meeting news from Singapore to send to *Meeting News* magazine and followed up with writer.
- Set up a photo shoot of Thomas Pang for distribution to trade publications.
- Compiled details and tips on how to do business in Singapore for a publishing house working on a report for business people visiting Singapore.
- Handled fact checking for a large feature in *Travel & Leisure*.
- Alerted STPB of a new Internet travel service.
- Worked with the Ritz-Carlton (U.S) to devise a media itinerary in Singapore during an upcoming press trip. The trip is planned for early in the year and STPB will be heavily

involved.

- Assessed a story written by Gary Warner of the *Orange County Register*. The piece was very negative about Singapore despite the fact that this travel editor is on the agency's media list. To clarify his opinion the agency called this contact and was told that his negative impression of Singapore stems purely from his dislike of Singapore's political situation. It seems the writer was a political reporter prior to covering travel and his ideologies have moved with him. However, the agency managed to get the writer to concede that Singapore is a safe and appealing destination for Americans and agreed to meet with SVPA in the new year. The agency will follow up.
- Developed a media list for STPB's use for a Holiday mailing. The list was conveniently issued to STPB on labels.
- Sent slides to *Greenwich Magazine* to accompany upcoming story.
- Developed a "New Year" letter to editors and writers to accompany STPB planners and calendars. The agency researched the "Year of The Rat" information to add some cultural focus and attract attention. STPB disliked the letter and the agency re-wrote a more uniform letter from SVPA.
- Followed up on a media request fulfilled by MCM to the *Los Angeles Times*. The writer was seeking information on culinary schools and the agency ensured all details had been sent.
- Worked with RCCL's public relations representative to help detail official ceremonies for the ship. The agency researched the "Dotting of the Eyes" ceremony.
- Pitched *Business Traveler International* on coverage of Changi Airport. A customized document was sent detailing the amenities and plans for Terminal 3.

### **Media Educationals**

- Finalized plans for Vera Vida's January trip, the travel writer for the *Patriot Ledger* newspapers in the Boston area.
- Handled a renewed request for information from Joseph Garber and passed on the details to HQ. In conjunction with HQ the agency will work with him on his story.

### **Other**

#### Western Region Public Relations Program

Upon VPWUSA's request the agency produced a comprehensive public relations program to supplement the STPB's national focus with a concentrated West Coast focus. Several major

special event ideas were proposed and the plan was submitted to the client. It seems the project of a separate west coast plan is on hold.

#### Zoo Exchange

The agency pitched new British Airways contacts to donate cargo space for the exchange. The airline tentatively agreed to the opportunity if they can promote their efforts for helping endangered species. The agency sent a faxed proposal and will follow up accordingly.

#### Rockefeller Center

Work on this project continued as details were finally received from the botanic garden concerning the shipment size and the specific plants. The agency finalized plans with Rockefeller Centre, wrote copy for the display plaques and fine-tuned publicity efforts. A release was written and sent out and individual pitches were sent to top New York print and TV outlets.

#### NAPS Releases

Agency requested final report from this distribution service and will send it on to client as soon as it is received (probably late January).

#### Golf Outreach

Agency contacted key golf publications to follow up on golf pitch. Many of the writers/editors expressed an interest in visiting Singapore and the agency looks forward to further discussing the opportunity of a golf press trip.

#### Art Display

Met with the New York gallery owner planning this Spring art show. STPB NY and the agency will work together to plan East Coast publicity opportunities when details are in place. In addition, the agency is researching the possibility of other galleries around the country (in Chicago and Los Angeles) participating if the show could tour. The agency will submit research documents in January and will work with STPB NY on the details.

#### James Beard Auction

This promotional opportunity may turn out to provide additional publicity angles as the auction winner is the Frugal Gourmet - Jeff Smith. Mr. Smith has his own television program on cable television and although he has literally purchased his trip to Singapore, the agency and STPB will have the chance to work with the media personality on the ground to ensure he has a great culinary experience. The agency has been in contact with the winner and will be following up to get possible dates to start work with HQ.

#### RCCL Press Trip

Agency continues to work with these PR contacts. It seems the main press trip planned will not be happening due to lack of air availability. The agency will continue to work with them on individual media trips they plan.

#### Airline Outreach

After the completion of the recent press trip, the agency is strategically re-contacting all airlines approached for the trip to possibly secure partners for 1996. An appointment has been made to meet directly with Cathay Pacific while an agency representative is in Los Angeles in December.

# # #

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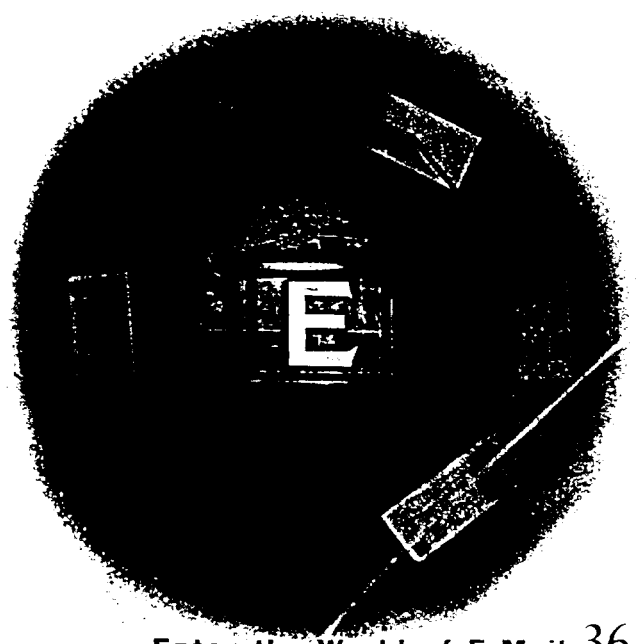
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# IN SIZZLES

ating is an adventure in Singapore, where an ice-cream sandwich involves bread, carrot cake—containing no carrots—is an entrée rather than a dessert and scorpions are imported from China to add zest to your asparagus. Check out the exotic fruits and foot-long tiger prawns at a wet market and sample the native cuisine at a hawker center. With its fetish for food, Singapore is one of Asia's safest places to take a chance and really savor the local flavor.

In Singapore, no one says "Good morning." They inquire, "Good morning, have you *makan*?" Which means, "Have you eaten?"

Food is at the heart of this Southeast Asian city-state, where all taxi drivers can direct you to their favorite food stalls serving Hainanese chicken rice, one of Singapore's best-loved dishes. It's a city where dozens of food vendors, called hawkers, sell Indian, Malay, and Chinese cuisine side by side in vast food halls known as hawker centers. A metropolis with hundreds of ethnically varied restaurants, Singapore even boasts an eatery where a Chinese herbalist assesses your yin and yang before suggesting what you should order.



By Everett Potter • Photography by Robert McLeod



Singapore's unofficial religion is food. This obsession has led one Singaporean woman, Violet Oon, into the role of the country's Martha Stewart as a food spokesperson, publisher of the quarterly *Food Paper* and owner of a string of restaurants bearing her name.

Food permeates the nation, from sidewalks where vendors sell Singapore-style ice-cream sandwiches—bread folded around the frozen treat—to residential neighborhoods where small gardens overflow with sugarcane stalks and passion fruit and mango trees. In this otherwise quiet and orderly country, you can get something fantastic and fresh to eat 24 hours a day should hunger—or jet lag—make your stomach growl.

Singapore's food insinuates itself into even the most unobservant visitor's consciousness. The most corporate of corporate travelers will remark on what odd things they saw in their hotel room fruit bowl—likely a crimson mangosteen or a rambutan, which resembles a dry-docked sea urchin. Or they'll discover dragon fruit, a white-fleshed fruit with black seeds, at their business breakfast at The Regent. The inquisitive will beckon the waiter to return with the uncut fruit and behold a pale pink lopsided softball adorned with green-tipped leaves. It looks like a wild creature from the South China Sea and tastes like a mild kiwi. Juicy and refreshing, dragon fruit provides a perfect foil for the unrelenting tropical climate.

#### GUSTATORY SAFARI

Some travelers to Southeast Asia are afraid to venture from their hotel's restaurants, but Singapore deserves more daring because its range of culinary opportunities is impossible to duplicate. Singapore serves up Indian food in the bustling bazaar of a neighborhood called Little India, Malay food in hawker centers and Peranakan food in a handful of restaurants that still go through the laborious process of preparing and serving this synthesis of Chinese and Malay food, the cuisine of the local Nonya people.

As for Chinese fare, it's like none you've eaten

outside of China. Fueled by intense demand, a variety of Singapore's Chinese food is waster and more unusual than what's available even in New York's or San Francisco's Chinatown. Cantonese is everywhere, as are Teochew, Hokkien, Hainanese and the uncommon Hakkha. You also can find Peking, Sichuan and Chinese-herbal cuisines. While hawker centers offer easy access to much Chinese cuisine, some you'll find



*Above: After importing cultured scorpions from China, the Imperial Herbal Restaurant marinates them in wine and salt. The deep-fried arachnids adorn asparagus.*

*Opposite: A Malay woman lunches at Geylang Serai hawker center.*

only in simple specialty restaurants called coffee shops.

Because the city is modern, eating in Singapore is a safe adventure. Still, most visitors with long-term memories bemoan the radical redevelopment and razing of many old parts of the city in favor of modern high-rises and parks that seem more typical of southern Florida than Southeast Asia.

Modernization does offer a plus—a vigilant health department monitors food vendors in Singapore more closely than anywhere else in Asia outside of Japan.

That means you can sample street fare without playing footsie with gastronomic mayhem. You can eat deliciously and cheaply without fear of encountering an ailment that will be your unwanted companion for six months.



## SINGAPORE SIZZLES

### GET YOUR FEET WET

Here's another secret. Old Singapore lingers in the hawker centers. There you'll encounter Tamil women with glistening gold bracelets jangling on their wrists, world-weary Chinese grandmothers eating duck rice and Indonesian men sipping *kopi*—coffee sweetened with condensed milk. With Hindus, Taoists and Muslims under the same roof, hawker centers serve as Asia's cultural crossroads.

Before your first business meeting, stop at the Chinatown Complex Food Centre. A nondescript concrete office building houses a cacophonous morning market where fruit, fish and vegetable sellers converge in a "wet market," so called because the floors always are wet. Wear casual shoes.

If you haven't seen a mangosteen, the market provides a chance to observe them, as well as star fruit, Chinese pears and mangoes. The green grapefruit are known as pomelos while a local fruit called chiku looks like a potato but tastes sweet. The much loved and hated durian can make a neophyte feel nauseous with its pungent smell and taste.

You'll find chicken eggs, duck eggs and quail eggs, fish that bear little resemblance to those found off U.S. shores and the largest tiger prawns you've ever seen, keeping company with plump frogs, eels and sea cucumbers. Other interesting items to look for include brinjal (a pink eggplant), chili padi (a tiny, 9-alarm chili pepper), multiple varieties of bok choy and local specialties like bitter melon stuffed with fish paste. The crowded, hot, noisy and altogether welcoming wet market offers a great introduction to what you'll eat at the adjacent hawker stalls.

The Chinatown Centre has about 100 hawker stalls

*Birds of a feather flock together at Sen's Poh Coffee Shop on Sunday mornings when Chinese men take a break from their traditional constitucionals accompanied by their caged songbirds.*

with colorful names like Ming Fa Fish Ball and Sui Chook Rice. Menus come in English with prices ranging between the stalls lies a sea of plastic chairs and tables.

Here's the etiquette. Meander among the stalls until you see what you like. Order from as many stalls as you wish. Point to where you intend to sit, and the food will be brought to you after it's been cooked to order, usually in a couple of minutes. You'll receive forks, spoons and chopsticks but no napkins, so take along something to wipe your hands.

At the Chinatown Food Centre, try one of Singapore's beloved Chinese dishes, carrot cake. You won't find a single carrot in the delicious concoction of scrambled eggs, radishes and prawns. Accompany it with an order of beer noodles—wide rice noodles containing beef, bean sprouts and scallions—and a mug of sugar cane juice flavored with lime. The repast—enough to amply fill two diners—costs about \$6.50. At these prices, the trick is to eat a little and sample a lot.

Try Hainanese chicken rice to taste another delicacy. This popular native dish consists of poultry steeped in hot liquid then doused with sesame oil and soy sauce and served with rice bursting with ginger, jasmine, garlic, chilies and shallots.

### A LEMON OF A HAWKER CENTER

For a radically different hawker center experience, venture to Geylang Serai, Malay for lemon grass. At this Muslim market you'll smell lemon grass along with cempedek, a fruit that makes durian smell like a rose. Geylang Serai is both a wet market and a hawker's center, so you get to see the produce and fish before you eat. In the morning, it's jammed with shoppers. As with most Singaporean markets, aesthetics are secondary—the roof is corrugated iron and the floor concrete. Whirring fans don't do much but move the 95-degree air around a bit. With merchants singing the praises of their long beans and loudspeakers blaring indecipherable rock 'n' roll, the noise level puts a rock concert to shame. Add to the

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### SINGAPORE SIZZLES

Continued from page 48

cacophony: the smells of dozens of different dishes grilling, frying and simmering, and this unique Asian experience assails your senses.

Vendors display piles of the mildly narcotic betel nut, as well as tumeric root, tamarind pods and freshly roasted *kopi*—coffee beans from Indonesia and Malaysia. Food stalls serve chicken, beef and mutton *satays* barbecued over charcoal fires for about 10 cents each. Some stalls sell *chapatis*, whole wheat bread, while others specialize in *biryanis*, rice with spiced meat or chicken.

Be sure to taste *roti prata*, unofficially known as Singapore's crepe. Dip the freshly made Indian pancake into a mutton curry sauce. Another must is *nasi goreng*, a fried-rice concoction that can include mutton, peas, eggs, cucumbers, tomatoes and chilies. A huge plate of nasi goreng that will sate two diners costs about \$1. Like other dishes, it differs from one stall to the next because of a variation in spices or ingredients.

The intense competition goes beyond pride. Hawkers pay dearly for the right to sell their food. *The Straits Times*, Singapore's English-language newspaper, reported in October that hawker Simon Chow paid about \$298,000 to buy his tiny 10-by-10-foot stall. Selling his chicken clay pot rice at \$1 a dish, Chow manages to cover his expenses and make a small profit. That's a lot of chicken and rice, so it had better be extraordinary.

As you leave Geylang Serai, grab a rambutan. Peel back the rough skin to reveal the soot, pear-like flesh that makes a sweet finish to an unusual breakfast.

*To master what language you speak about at the Geylang Complex Food Centre is easy. Choose the dishes that appeal to you from as many of the hawker stalls as you want. Point to where you plan to sit, and the food will be delivered.*

### CHEEP THRILLS

If you're in Singapore on a Sunday morning, berrn your day melodiously at Tiong Bahru. Although this neighborhood market and hawker center runs daily, on Sundays dozens of Chinese men gather at the nearby Seng Poh Coffee Shop totting their caged songbirds. Sip some java while you listen to the birds in their decorative wooden cages, then walk a block to the Tiong Bahru market.

At this vast wet market and clothing market, Chinese fortune-tellers do a brisk business on the sidewalk. Food stalls contain such Cantonese specialties as duck congee, a porridge-like dish that is an acquired taste. There's also *yusheng*, a Cantonese version of sashimi. Considering that the market usually is as hot as a Finnish sauna, eating raw fish isn't a good idea. But everything else is fair game, including fish ball noodles served with chili, scallions and soy sauce. Or try Singapore's national dish, *Hokkien mee*—thick egg noodles cooked with pork, cuttlefish and vegetables.

If hunger pangs strike in the evening, they can be eased at the alfresco Newton Circus, where huge spiny lobsters, crabs and tiger prawns nearly a foot long vie for your attention. The signature dish to try is an oyster omelette, washed down with a cold Tiger Beer.

### SOME LIKE IT YANG

Singapore contains restaurants galore. You probably won't be in town long enough to come close to trying them all, but several beg to be sampled for their extraordinary quality and unique food. Start with a visit to Mrs. Wang-Lee Te Eng's Imperial Herbal Restaurant. The charming eatery has a Chinese pharmacy counter at one end where white-coated Dr. Li Lian Xing presides over rows of wooden drawers containing herbs. Dr. Li, a *sinsheh* or Chinese herbalist, will at your request come to your table with an interpreter and assess your yin and

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## SINGAPORE SIZZLES

Dr. Li asks you to trust one's pulse on a soft-padded table. He places three fingers on your pulse. Then he tells you to hold out your tongue and may ask questions like, "Do you feel well?" "Do you exercise?" "Do you tire easily?"

Most Westerners are more yang, or hot, than yin, cool. Depending on Dr. Li's diagnosis, he'll recommend dishes from the menu containing appropriate herbs. You'll learn that in China food and medicine intertwine and that food can be used as a tonic to reduce the risk of certain diseases. Dr. Li says herbs are ranked according to their powers. They start at superior, meaning you can eat them all the time, and range to poisonous, which should be used sparingly as medicine. But you don't come to Dr. Li for a cure. You come to experience how good herbs can make you feel.

Dr. Li might start you with *sheng yu*, a freshwater fish soup with American ginseng, used to restore the body's vital energy. Next might come quick-fried egg whites with scallops, polygonatum and Lady Bell root, good for the complexion and promoting production of bodily fluids. Sautéed chili prawns with walnuts nourishes the brain, while fried venison with Chinese wolfberry increases vitality and improves vision. The food is remarkably light, unbelievably fragrant and extremely tasty.

As exotic as this menu sounds, parts of it may be old hat to some Bostonians. Mrs. Wang and Dr. Li recently went to Beantown to create a special herbal seafood menu for the famed Legal Seafoods restaurant chain.

A visit to the Imperial Herbal Restaurant (65-337-0491) will set you back about \$40 for two, although it can be much more expensive if you're an aficionado of such Chinese ingredients as sharks fin or abalone. Order Buddha Jumps over the Wall, and you'll cough up about \$26 a portion for the soup containing cordyceps, a white worm grass that nourishes the lungs.

The Chinese believe in the balance of yin and yang in food and medicine.

At the Chinese Imperial Herbal

Restaurant, Dr. Li

Lian Xing diagnoses

diners' yin and yang

so he can recommend

items from the menu.

A wall of drawers

contains the herbs

Dr. Li uses.

## CHINESE MED-HANDED

Food is not any place, plant or animal. The Chinese believe in the balance of yin and yang in food and medicine. At the Chinese Imperial Herbal Restaurant, Dr. Li Lian Xing diagnoses diners' yin and yang so he can recommend items from the menu. A wall of drawers contains the herbs Dr. Li uses. Chinese medicine is a complex system of Little India, largely populated by Tamils from southern India. The task worshippers of the deity Venkateswalar Annam, one of the city's most important Hindu temples, at the Banana Leaf food restaurant for fish-head curry. Hand-liners hang overhead, waiters scurry about dispensing papadams, crackers from large carts, Tamil families bring their cassettes, the music ranges from Tamil love songs to Z.Z. Top and dinner for two costs about \$35.

Thick green banana leaves serve as plates. Papadams, rice, long beans, okra and stewed eggplant come in quick succession. The fish-head curry is an entire fish head, often a red snapper, in a spicy sauce. You might order a dish like *sambal prawns* as a counterpoint. While the timid can call for knives and forks, bolder diners pick away at the sweet fish with their fingertips, which will be dyed red until at least the next day. 65/293-8632.

## GOING NATIVE

For a special lunch or dinner, head for The Blue Ginger, which opened last March to the raves of businesspeople, society women and Peranakan food devotees. The Blue Ginger is one of only a few restaurants that goes through the laborious process of preparing Peranakan, the native food of Singapore. Peranakan relies on ingredients not readily available in the West—lemon grass, lime leaf,umeric leaf, Indonesian black nut, candlenut and *bung kansun*, the long, hard flower from the ginger plant.

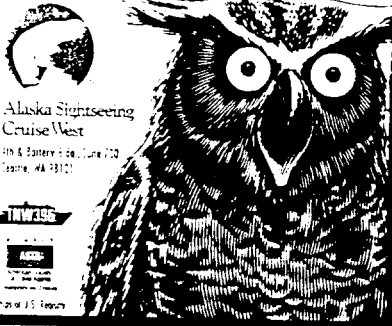
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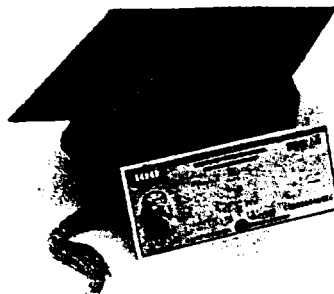
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## SINGAPORE SIZZLES

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Start with a glass of calamansi juice, made from small native limes and one of the tropics' most seductive cool drinks. Order *hokkian apeling*, spring rolls of mixed pork and crab dipped in *sambal belacan*, a prawn paste sauce. Next try *stak anak*, fish cakes made with turmeric and lime leaves, chilies, candlenuts and shrimp paste wrapped in banana leaves. Beef *rendang* are beef cubes in coconut milk spiced with ginger, lemon grass, lime leaves and curry. *Sambal tempay* uses what Singaporeans call Lady Fingers and we term okra.

The classic Peranakan dish is *ayam buah keluak*, braised chicken flavored with nutmeg, lemon grass and galangal. The accompanying black nuts possess a black center scraped out like marrow with a tiny spoon. Lunch or dinner runs a modest \$30 for two. 65/222-3928.

The Plum Village Restaurant (65/458-9005) serves authentic Hakka dishes such as salted chicken. For spicy Tandoori cooking, go to Kinara (65/333-0412) along the picturesque Boat Quay. Violet Con's restaurants (65/339-8002) serve the fast-food version of Peranakan cuisine. To learn to make some of this food, enroll in a day course at the new Raffles Cuiinary Academy (65/331-1742) at the famed Raffles Hotel.

Consider yourself lucky if business takes you to Singapore frequently; it requires numerous visits to grasp the array of food. If you're hungry going to the airport, stop at Stamford Food House. The small hawker center on Stamford Road features a handful of stalls, the usual fluorescent glare and tinny rock 'n' roll. But Stamford remains open 24 hours, and you never know when you'll next taste Hokkien mee or nasi goreng.

Singapore Tourist Promotion Board: U.S.: 212/302-4861. Singapore: 65/736-6622. On line: <http://www.travel.com.sg/sog>. ■

Everett Potter, who writes a nationally syndicated travel column for *The New York Times* Syndicate, is a devotee of fish-head curry.

Northwest Airlines features one-stop service to Singapore from its U.S. gateways. Planes connect in Tokyo, which offers daily flights to Singapore.