

7 APR 1996

For Six Month Period Ending _____
(Insert date)

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Registration No.: 2572

Business Address of Registrant:
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I—REGISTRANT

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(a) If an individual:

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

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- (1) Name Yes No
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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
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tle and the page number you found it on. Please complete the entry form by finding at least 10 symbols (there are more than 10 symbols in the magazine). One has been filled in on the entry form already. You need only nine more symbols.

2. Place 32 cents U.S. postage or international equivalent on the card and mail. Be sure to include your full name and address and a daytime phone number for prize notification. Only one entry per person. Entries must be received by March 31, 1996, and the winner will be notified by April 15, 1996. See Official Rules at right for all of the details.

OFFICIAL RULES

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Travel
January
Circ: 100,000



the flavors of
Singapore



you can't go wrong in this food

lover's paradise by pa

ographer by ge

Mr. B... head chef of the
Imperial Hotel Restaurant
OPPOSITE: Tokyo
twilight at central Boar

Retrochic traditional shophouses remodeled into luxury residences.



Singapore's culture is founded upon the history of Chinese immigration. Some 400 years ago merchants from the China coast began sailing to the Straits of Malacca to take advantage of the many trade routes converging there. Eventually some of them married local women. According to custom, they would send their sons to China for schooling, while the daughters were left behind forbidden to marry the native Malay men.

Within a very few generations there were large populations of Chinese-Malay women in each of the principal Straits ports. They interbred with new immigrants from China and began to speak a patois that mixed Malay with Chinese. Up until the 19th century, local Chinese families took a keen interest in the arrival of junks from China, for they contained not only goods, but supplies of sons-in-law.

By the time the British arrived in the late 19th century, these locally born Chinese had, as one observer wrote, "lost touch with China in every respect, except that they continued to uphold Chinese customs, and to practice, in variously modified forms, the social and religious practices of their forefathers." Collectively called *peranakans* by the Malays, the men and women were known respectively as *babas* and *nonyas*. Not surprisingly, they developed their own cuisine, a mixture of Chinese and Malay.

It had two characteristics. First, because the *peranakans* were rich, their cuisine was ostentatious. A good deal of care was taken, for example, to see that each cube of meat or vegetable was cut precisely the same size as all the others in the dish—a labor-intensive way of preparing food. Second, many *nonya* recipes were slow-cooked and thus lavish in their use of fuel. This was in contrast to much mainland Chinese cooking, as was the *peranakans'* use of both spices and herbs.

Nonya food was mostly home-cooked, because it was fussy as well as opulent, but a few of these dishes are now available in restaurants. *Laksa* is a mixture of noodles, bean sprouts, prawns, and sometimes cockles in a fiery soupy sauce tamed by coconut milk. The salad called *rojak* is prepared with pineapple, cucumber, crunchy sweet turnip, fried bean curd, and a deeply sweet, brown, soy-flavored sauce. *Satay* are wood-skewered, charcoal-grilled kabobs of chicken or beef marinated and served with chili-laden peanut sauce (sometimes made with the pork forbidden to the Malays, whose dish it originally was). *Popiah*, the *nonya* variety of spring roll, can be enjoyed as an appetizer or side dish.

One Singapore dish has given rise to an infamous urban myth. You may well come across a table with a hole in the

NOBODY COOKS AT HOME in Singapore anymore. The civic consequences of this fact are enormous, for we're talking about a 250-square-mile island with nearly 3 million increasingly prosperous people. When Plato, in his *Republic*, sang the praises of the ideal city-state, he never imagined one that would need so many restaurants.

Many, maybe most, Singaporeans never set foot in a supermarket, except to buy beer or toilet paper. While they're there, though, they undoubtedly avail themselves of the chance to have a bite to eat; all supermarkets are well endowed with food stalls selling everything from snacks to one-bowl meals.

The comparison with Plato's ideal state is not so far-fetched, at least from the standpoint of Singapore's political leaders, who seem to regard themselves as philosopher kings embarked on a utopian adventure. There are laws covering nearly every aspect of social life, though the penalty for breaking them rarely amounts to more than a fine.

Violet Oon's laksa blends noodles, sprouts, and prawns in a fiery sauce.





Imperial Herbal remedy: egg white with scallops.



A Arabmonger sorts his wares.



A colonnade in a Chinatown market.



Yellowfin tuna in a Chinatown market.

center. It is for "steambot," a sort of Mongolian hot-pot affair: a woklike saucepan nestles into the hole while a flame heats it from beneath the table. Diners use chopsticks to cook their own meat, shellfish, and vegetables in the simmering liquid, then finish by drinking the resulting broth.

In the 1950's, a group of journalists used such a table to play a hoax on an obnoxious British colleague, who then wrote an article saying that the table was the equipment for a live-monkey-brain feast. The hoaxers couldn't reveal that they'd tricked him, since his story resulted in a successful libel action by a Singapore Chinese businessman. The culprits, of course, did not wish to be implicated, and because of their silence the monkey-brain story spread. Scenes depicting such a meal have been staged at least twice for movie crews in Hong Kong—where the setting of the horrible tale has now migrated.

YOU MAY WANT TO BEGIN exploring Singapore's food by tasting some nonya dishes in a good, nonthreatening restaurant that doesn't plunge you head-first into the local street life.

Violet Oon's Kitchen occupies a renovated shophouse in Chinatown, with a few tables set up on the sidewalk. The very welcoming café is frequented by an artsy crowd. The look is simple, with burnished hardwood floors, track lighting, and Western art prints on the walls. Violet is the island's best-known restaurateur and food critic. Her nonya *laksa* could be the most delicious in Singapore—very fresh prawns, bean sprouts, and noodles with a sprinkling of shredded herbs. The creamy coconut milk just cuts the chili. Here *popiah*, the Straits spring roll, is garnished with prawn and crab, and all the soups are *lemak*—tasty. Even if you're feeling timid, don't miss the fabulous *bo-bo cha-cha*, a dessert of palm-sugar sauce over crushed ice mixed with bits of yam and other sweet morsels.

As in most Far Eastern cities, a lot of Singapore's finest restaurants are in hotels. You can get extraordinarily good dim sum at the Empress Room in the fabled Raffles Hotel. The restaurant is done up to look like the 19th-century ancestral home of a wealthy Chinese merchant, with teak beams and red polished tiles. Five Hong Kong cooks turn out such superb Chinese grub that it can be hard to get a table—be sure to book. The lunch dim sum menu changes regularly; my selections included huge, thick steamed turnip cake, *char siew* (pastry puffs


stuffed with barbecued pork), and deep-fried scallops that looked like spiders, trailing wisps of salty pastry and enclosing minced shellfish.

I strongly recommend the Cherry Garden in the Oriental Hotel, which serves serious Szechuan and Hunan food. As it was lunar New Year when I visited, I had the peculiar *yu shen*—thinly sliced raw salmon with shredded carrot, turnip, candied citrus peels, and crunchy fried bean curd chips, dressed with plum sauce, spices, and oil. Ferociously expensive, it is eaten only in Singapore, for most Chinese still shun raw fish. Then we got down to more ordinary, but not everyday, food. Double-boiled superior shark's fin soup with bamboo pith came served in a lidded bamboo tube, and the nutty aroma was to die for.

I was fortunate to have along Margaret Chan, Singapore's other best-loved food writer, for my introduction to the insider's Singapore—a dinner excursion to the new, designed-to-look-old coffee shop of Loy Kee. The restaurant is run by James Loy, a beneficent, smiling Hainanese.



Trendy yet cozy Violet Oon's Kitchen draws a crowd of architects and models.



Loy Kee's Hainanes
sliced in meltingly ten

...the house specialty is Hainanese
...find everywhere in Singapore
...In the boiled-chicken version, a
...to the boil and left to cook as
...version, the chicken is deep-fried
...two-inch-long, meltingly ten-
...with a rich, fragrant broth (usually
...bean curd) and a bowl of rice flavo-
...with rendered chicken fat. You also receive three
...condiments: grated ginger, thick soy
...and a chili sauce made from fresh chilies pounded
...chicken fat, and fresh lime juice.
...traditionally comes with a vegetable; here
...bok choy. Quite sensational, as was the
...shaved ice with rose-flavored syrup, red adzuki
...corn kernels, and palm nuts.

The surroundings are fine, with a beautiful tiled floor
and air, marble-topped tables, and wooden chairs, all new
but made to recall the way Straits coffee shops used to look.
The coffee, by the way, is odd and wonderful. Indonesian
beans are roasted with sugar and margarine until they are
caramelized. The ground coffee is then infused in hot wa-

ter for a long time in a big filter sock. It's in-
triguingly sweet even without added sugar.

TO EXPERIENCE SINGAPORE the way
Singaporeans do, you have to
spend at least one evening trying
hawker food. It's a great joy to while
away the time sampling this dish or
that from a noisy, convivial group of
food-stall proprietors. You need com-
panions to explore hawker food properly. The
variety is alarming, and to get the best out of the
experience, you have to try as many dishes as
you can. You'll never have to worry about spend-
ing too much money, and my advice to those
traveling alone or in couples is: make friends.

Singapore is the only place in the world I
know where it is completely safe to eat on the
street. All purveyors of food are subjected
to government regulation and inspection. As is
the case everywhere, the best, most interesting
and typical dishes are to be found in the least
prepossessing places: the difference is that, in
Singapore, you can eat anything, anywhere, in
the certainty that it is wholesome.

A good way to start is to wander into the
new food court at Marina Square beneath the
Oriental Hotel. At the Loy Kee (stall number
7) I tasted congee, a robust bowl of rice por-
ridge with slivers of chicken, toasted shallots,
green-onion tops, soy, and (optional but very
good) sliced red chili. At another stall I had

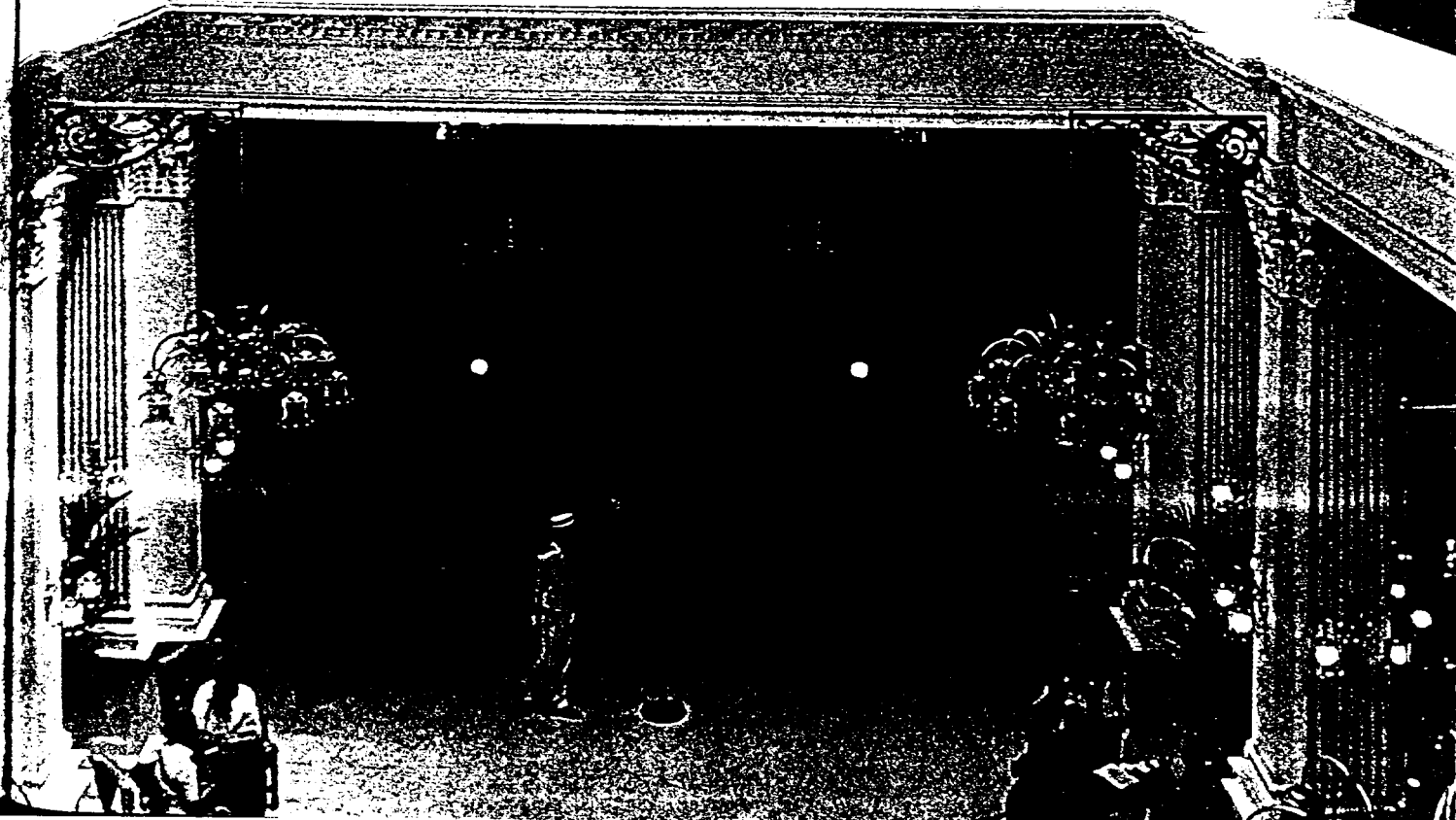
something new to me, fried carrot cake with oysters. If you
like the pungent taste of the tiny oysters, you'll find the
dish appealing. Interestingly, the cake wasn't orange—
presumably it's made from some root other than carrot,
most likely sweet turnip, and bound with egg, which
makes its edges deliciously crisp.

After a struggle for a taxi (these can be difficult to find,
especially when it rains), we reached the traditional, fan-
cooled Long House Food Garden. Here I recommend the
Long House Teppan Yaki's *ikan bakar*, or "burnt fish."
We chose a very fresh pomfret, which was barbecued in
banana leaf smeared with a sour, acid chili sauce flavored
by garlic and ginger. There's also a dipping sauce of *chin
cah*, pounded shrimp with minced shallot and vinegar.

Nearby you can find very good prawn *mee* at a stall that
calls itself just that. Succulent prawns are cooked in light
broth with thick noodles and fried shallots. At a neigh-
boring stall they make an excellent Chinese-style *rojak*:
in it you'll taste the *blachan*, or fermented shrimp paste,
which flavors many local dishes.

It's only a short walk over to Lavender Food Square, a
covered hall (continued on page 100; see page 106 for The Facts)

Grand lobby of the Raffles Hotel: since 1837. Singapore's most famous address.



SINGAPORE

(continued from page 32) with a pleasant atmosphere. Try Kok Kee Wan Tan for *tan tan mee*—wonderful juicy wonton served with a plate of thin wheat noodles and slivers of roast pork, plus a bowl of clear soup. Poi Yum Hing Kong Dim Sum has a good selection of dim sum, served all day (which is unusual here). After you choose the bamboo basket containing what you fancy, they run it over a giant steamer and bring it to your table very hot. I liked the spareribs with black bean and chili, and a wonderful, fluffy *char lew bao*, the floury dumpling with a meat-pork center.

The Lagoon Food Centre is located near a beach where you can surf and sail during the day. But it's on weekend evenings that the place really comes alive. By Friday at 6 P.M. all the stalls are open. It's clean, bright, and not touristy. As at all such food courts, you find your table first, note its number, and stake your claim by leaving behind either a member of your party or some

item of little value. You then wander around, ordering from the stalls, and pay when your food is brought to your table. Since the place is quite large, there are notices saying NO TABLE NUMBER, NO DELIVERY. Indeed, the first stall we went to refused to take our order until I walked the length of the court to discover our table number.

The nicest tables have a view over the water. Once seated, you can watch people at charcoal grills making satay. The small wood-skewered portions of marinated meat or prawns come with a bowl of spicy peanut sauce.

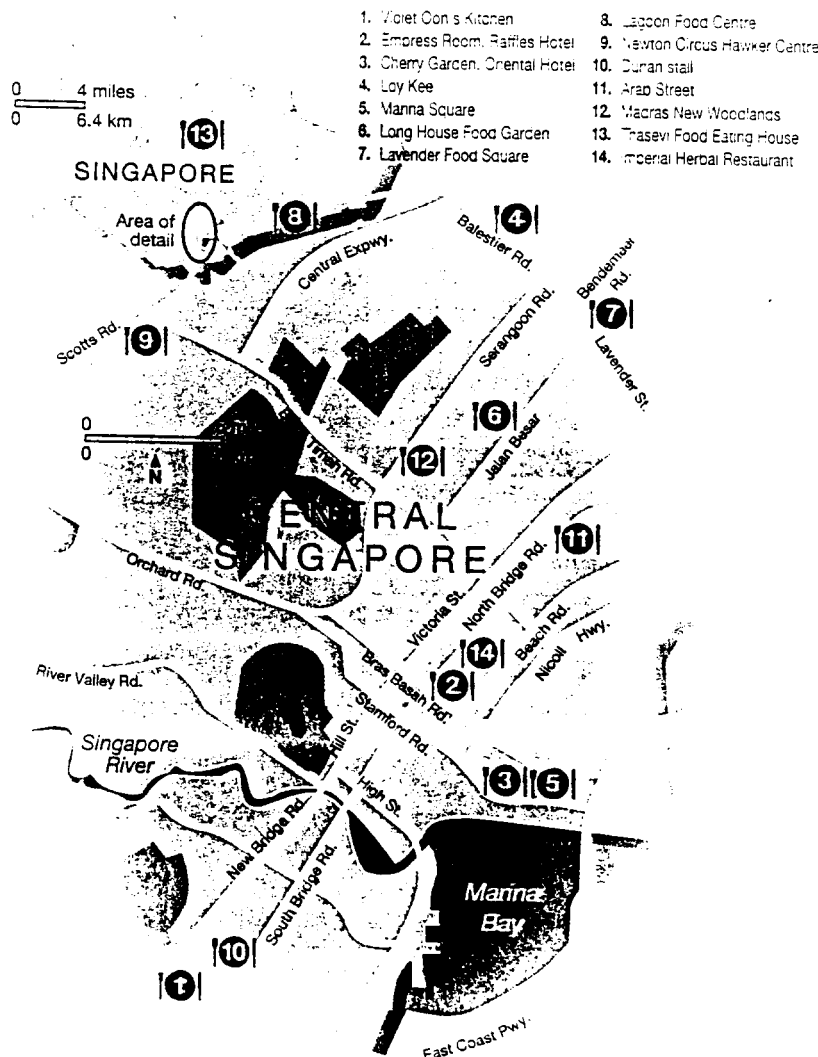
At Noor Farida, stall 31, a Malay food vendor around the corner, we ordered first-rate *mee rebus*—thick yellow noodles with a sauce of spices, crushed peanuts, and a hard-boiled egg—and fabulous *tahu goreng*, fried bean curd (*tahu* is Malay for "tofu") in a rich peanut sauce. Each of these dishes is a meal in itself, and the only reason we could try so many was that there were five of us.

Newton Circus Hawker Centre is among the oldest and most comprehensive of all the hawkers' centers; sadly, it has only two years to go before it's torn down. Thanks to heavy patronage by the Japanese and their passion for food that swims, there are 17 seafood stalls here, all expensive. I greatly liked number 41, Chew Kee Grilled Seafood, which may have the best and freshest seafood in town. The selection is superb, with two sorts of oysters and even more expensive giant prawns. We had an absolutely wonderful, marinated "sungray" (most of us imagine it was actually one of the standard edible species of ray), moistly cooked on banana leaf with mild chili sauce. Another favorite was the great succulent barbecued crab, priced by live weight. You choose the crustacean and tell them how to cook it—pretty much any way except boiled.

For an exotic taste of Southeast Asia, there's no beating the durian, the world's most controversial fruit. Its smell is so pungent that it is prohibited in most public places, such as hotels or public transport. The British author Anthony Burgess describes a durian party in *The Long Day Wanes: A Malayan Trilogy*. His hero, Nabby Adams, compares the experience to eating pink raspberry blancmange in the bathroom. If you're willing to try durian, you can probably find it; new strains have been bred that make the fruit available most of the year. One of the best places to sample it is at 54 Smith Street, a stall in Chinatown. Strain d24 has hardly any smell at all. When perfectly ripe, its pale yellow flesh is creamy in texture.

Once you negotiate the price of your fruit based on the weight, the durian expert, wearing a protective glove, slices it open to expose the fruit-pod segments. You eat the flesh with your fingers, throw the seed and spiky husk into a nearby bin, and wash your hands in a bucket to remove the smell. I liked it very much, but I have to admit that I could taste something sulfurous and raw-onion-like for hours.

Arab Street, just near the Sultan Mosque, is the place for buying fabrics and textiles and for eating Muslim spe-



SINGAPORE

cialties. North Bridge Road, which runs at a right angle to Arab Street, has several good restaurants grouped together.

Islamic Restaurant is old by Singapore standards: it was founded in 1921. You choose from a cafeteria-style display, and an Indian waiter brings you your selections. Though it's more a café than a restaurant, it provides an unintimidating glimpse into real Singapore life.

We lunched on spicy sweet beef *rendang*—a dish of chewy, dry-cooked beef—along with turmeric-scented rice, spicy boiled eggs, okra, and eggplant. For side dishes we had cucumber pickles and salad (dressed with ketchup!) and nice fried bread they call *mariyam*. Nothing here to frighten the horses or upset the stomach.

Down the street are three places selling my favorite Singaporean specialty, *murtaba*. Two have air-conditioned rooms upstairs. Victory, at number 701, claims to have been around since 1910. The fast-talking Mr. Musthafa at Zam Zam, next door at number 699, would be a very good person to explain the art of *murtaba* for you while the cook makes it on a griddle nearby, wrapping paper-thin dough around egg and minced mutton.

Singaporeans love Indian food, and in the district called Little India it is basic and cheap. The food of southern India is the most common, and *dosai*, *iddli*, and other delicious vegetarian specialties abound. Violet Oon is particularly partial to the vegetarian food at Madras New Woodlands Restaurant. The place is pretty basic, though air-conditioned and clean, and all the lovely Indian pastries, paper-thin *masala dosa*, *vada*, *poori*, and *iddli*, are made-to-order and fresh. There is even tomato *rasam*, the spicy thin broth of the south. Four of us spent \$11 for all we could eat and drink.

The in place for Sunday brunch is 10 miles away (a 15-minute ride from the city center) at the somewhat-redundantly named Thasevi Food Eating House. If you are as passionate about *murtaba* as I am, you'll think

the inconvenience of the journey (and of the primitive bathroom, though it is sparkling clean) worthwhile.

Also wonderful is the unctuous *biryani*, fragrant with turmeric and rosewater and cooked correctly with layers of meat (in our case, chicken). The place is strictly Muslim: no alcohol is permitted, and the doors close for prayers every Friday from noon to 2:30 P.M.



Sign of the times: a bellhop at the Oriental Hotel.

For the seriously adventurous, there is one culinary experience in Singapore that must not be missed. Before you place your order at the Imperial Herbal Restaurant you can consult the resident herbal "doctor," who will diagnose what ails you and prescribe your lunch or dinner. It was my bad luck that when I visited he happened to be in China for the lunar New Year, but the head waitress seemed to have no trouble assessing my case. When I indicated that I was hoping to alleviate my chronic arthritis, she recommended a mini-portion of "Buddha Jumps over the Wall" with *Cordyceps* (for the not very mini price of \$27). *Cordyceps*, used in Chi-

nese medicine, is a fungus that grows on a desiccated caterpillar. It doesn't sound very appealing, but it has an attractively crunchy texture and a savory taste. It enhanced the flavor of the soup, already thick with abalone, fish maw, black mushroom, dried scallops, and shark's fin. For my arthritic spine I also had deep-fried scorpions with minced prawns on toast. The poisonous creature's culinary vehicle was delicious, and the scorpion itself tasted like a tiny crustacean. Also good were crisp black ants on shredded potato.

The Imperial Herbal Restaurant had several more orthodox, carefully cooked, and ravishingly good choices, such as sautéed diced chicken with spicy sauce and walnuts. One not-so-successful dish was a stir-fry of over-tenderized beef with wolfberries. The berries, I found out, were to improve my eyes, though it beats me how the waitress knew my glasses are trifocals. For the same condition I was given a glass of sweet Chinese wine with more wolfberries, garnished with a whole dried sea horse. The meal wasn't cheap at \$165 for five, but was worth more for the sheer novelty.

Indeed, eating out is the most vivid and exciting experience you can have in Singapore. The island's cooking pots blend ideas and cultures from around the world, while its schools, theaters, and voting booths have been far less open. At heart the ruling party seems to have an Eisenhower-administration view of the world, hoping that its young people will remain as innocent as the characters in Doris Day movies and Archie comic strips. Despite the government's occasional showcase elections, it's clear that, for the foreseeable future, the old men will remain in charge.

Though tedious for Singaporean culture, the effects have been positive in the kitchen. At the moment, it seems that all Singapore's artistry and innovation have been sublimated into cooking. For that, food lovers can be grateful. (see page 106 for *The Facts*)

T H E F A C T S S I N G A P O R E

Restaurants

Violet Oon's Kitchen 11 Bukit Pason Rd., Chinatown; 65/226-3225; dinner for two \$25.

Empress Room Raffles Hotel, 1-3 Beach Rd.; 65/331-1738; dim sum for two \$56.

Cherry Garden Oriental Hotel, Marina Square, 5 Raffles Ave.; 65/338-0066; dinner for two \$70.

Loy Kee 342 Balestier Rd.; 65/252-2318; lunch for two \$15.

Marina Square Food Court 5 Raffles Ave.

Long House Food Garden Jalan Besar and Tyrwhitt Rd.

Lavender Food Square Lavender St. and Bendemeer Rd.

Lagoon Food Centre 1210 East Coast Pkwy.

Newton Circus Hawker Centre Scotts Rd. at Clemenceau Rd. near Newton MRT station.

Durian stall 54 Smith St., Chinatown.

Islamic Restaurant 791-797 N. Bridge Rd.; 65/298-7553; lunch for two \$12.

Victory 701 N. Bridge Rd.; 65/298-6955; lunch for two \$12.

Zam Zam 699 N. Bridge Rd.; no phone; lunch for two \$12.

Madras New Woodlands Restaurant 12-14 Upper Dickson Rd.; 65/297-1594; dinner for two \$6.

Thasevi Food Eating House 237-239 Jalan Kaya; 65/481-1537; brunch for two \$15.

Imperial Herbal Restaurant Metropole Hotel, 41 Sean St., third floor; 65/337-0491; dinner for two \$70.

Communicating in Singapore

For a people with reputed good manners, Singaporeans can be disarmingly frank, even bawdy. Women tell risqué stories to men, using the normal, blunt English words—and write them, too. Restaurant critic Margaret Chan uses language that would be considered nice in New York but doesn't cause a blush here.

While Chinese, Malay, Tamil, and English are all official languages, most people speak Chinese: Mandarin is officially encouraged, but many use a dialect at home. Lots of hotel receptionists, restaurant waiters, and taxi drivers really don't speak much English, so the waitress is probably not being as rude as she seems—she simply doesn't understand you. Speak slowly, don't raise your voice, and you might be understood better. On the other hand, there is always somebody around whose English is perfect.

Unfortunately, people a bit down the pecking order generally refuse to show any initiative. As a result, it can be difficult to get quite simple things done. When the junior person lets you down, it is not always easy to speak to the person in charge. Secretaries will often refuse to relay your request to their boss or find some excuse for not doing so—or they will simply not do it but say they did. Beware!

—P.L.

Best Books

Singapore City Guide by Peter Turner (*Lonely Planet Publications*)—A sharply focused guide filled with a wide range of practical information. Its convenient pocket-size format is a plus.

Insight Guide: Singapore (*Houghton Mifflin*)—A colorful, lively volume that includes a fascinating history of the city-state, essays on its culture and customs, and a tour of all the important sights. Illustrated with scores of color photographs and historical prints.

West Malaysia and Singapore by Wendy Moore (*Passport Books*)—Your perfect companion for a trip to the region outside the city, with insights into the character and heritage of the people and hard-to-find advice on hotels and restaurants.

The Singapore Grip by J.G. Farrell (*Carroll & Graf*)—This novel mixes real and imaginary figures in a brilliant depiction of the last days of British rule in Singapore.

—MARTIN RAPP

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Singapore

"The Lion City" packs quite the roar when it comes to conventions.

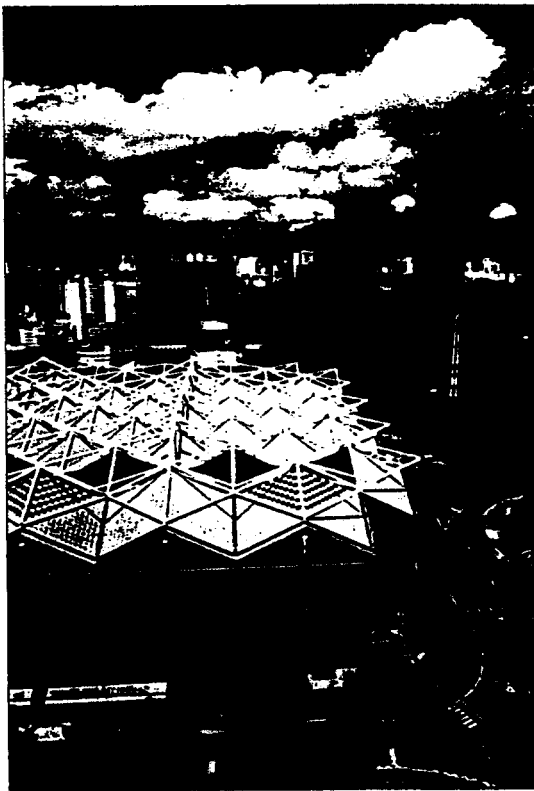
Fast becoming the place to meet meet in Southeast Asia, Singapore hosted two key industry meetings in late 1995.

The first was a business and education forum to address the issues facing Asia's meetings, incentives, conventions and exhibitions industry, called "MeetingNet Asia '95: Forum for the Future." Later, the first Asia Travel Market took place. Modeled after the World Travel Market, ATM was the largest intra-regional travel exhibition ever held in Singapore, providing a vast array of destinations and products from the Asia/Pacific region.

Both meetings are destined to become Asia's premier industry events and were held at the newly opened Singapore International Convention and Exhibition Center, the largest convention facility in Asia. The center offers 1 million square feet of convention and exhibition space and it has the largest column-free convention hall in Singapore, capable of seating up to 12,000 delegates, theater-style.

Organized by the Asian Association of Convention and Visitor Bureaus, in conjunction with Reed Meetings Group, publishers of Meetings & Conventions Asia/Pacific, MeetingNet Asia provided a dynamic environment for the interactive sharing of key insights. Approximately 300 delegates took part in the two-day event. The AACVB includes members from China, Hong Kong, Indonesia, Japan, South Korea, Macau, Malaysia, the Philippines, Singapore and Thailand. In addition to general sessions, the program included several workshops and seminars on how to manage

conventions, incentives and exhibitions. Topics included the prospects for convention growth in Asia; the number of world-class facilities needed to sustain the growth of the industry; new techniques in marketing and bringing future exhibitions and conferences to Asia; and motivation programs and productivity in Asia.



Singapore's new convention center.

Asia Travel Market offered a first to the industry of travel trade shows – a combination format of pre-scheduled appointments as well as an open trade day. Buyers and sellers attending ATM were able to register their interest to participate through Asia Online, the region's first commercial World Wide Web service on the Internet. ATM was the first Asian travel industry event to focus entirely on intra-regional business. Attendees of this premier event came together in recognition of the growth potential of the region.

Singapore's highly successful "Meet in Singapore" campaign, which was launched in August 1992 and culminated in 1995, was designed by the Singapore Convention Bureau, a division of the Singapore Tourist Promotion Board, to showcase Singapore's advantages as an outstanding international meeting and convention destination. Singapore continues to build on the accomplishments of this key global marketing effort: Maintaining its position as the No.1 convention city in Southeast Asia for the 12th consecutive year, Singapore also has moved up a notch to sixth place on the meetings and conventions world rankings ladder.

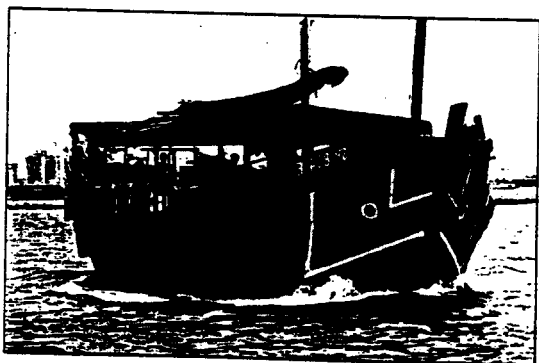
In the 21st anniversary year of the SCB, the Lion City

looked like a winner beginning with the opening of the 1 million-square-foot Singapore International Convention and Exhibition Center, Southeast Asia's largest meeting facility. One of a handful of facilities in the world which can seat 12,000 delegates in its 130,000-square-foot, column-free convention hall – almost the size of two football fields – the ICEC boasts nearly 300 advance bookings through 1996.

Many international organizations have chosen Singapore as an upcoming host city, including PATA Travel Mart, the premier travel exhibition for the Pacific Asia travel industry, which has declared Singapore its permanent home, and the Rotary International Meet in 1999, one of the world's largest conferences. Overall, Singapore will have hosted an estimated 85,110 meeting and convention attendees in 1995, with projections for the coming years just as positive.

With Singapore now a real contender for big convention business, hotel companies have expanded to meet the demand for more rooms and meeting space. Opened in 1994, the Four Seasons Hotel Singapore boasts 13,000 square feet of meeting space, while the Singapore Marriott offers a 7,500-square-foot ballroom. The Traders Hotel, a Shangri-La property, has a divisible meeting room for up to 425 delegates, and the recently opened Inter-Continental Hotel features three large ballrooms as well as meeting rooms. Late 1995 has brought the Ritz-Carlton, with a grand ballroom for up to 1,200 delegates, and the deluxe Hotel Negara, a Mandarin property, with four meeting rooms.

Modern Singapore was founded in 1819 by Sir Stamford Raffles as a British trading station. Singapore means "Lion City" in Sanskrit. The country's symbol is the Merlion creature, which is half-lion and half-fish.



Little is known of its early history, though references to the island in Chinese and Javanese accounts go back as early

as the second century. In the seventh century, it was a trading center of Sumatra's Srivijaya Empire; and in the 14th century it was destroyed in the struggle for regional dominance by the empires of Java and Siam. In 1511, about 100 Malays led by a local chief settled at the mouth of the Singapore River; eight years later, Sir Raffles arrived.

One of a handful of facilities in the world which can seat 12,000 delegates, the Singapore International Convention Center boasts nearly 300 bookings through 1996.

Enjoying a deep, well-sheltered harbor and a strategic position at the heart of Southeast Asia, it quickly blossomed into a major commercial center of the region – a role it has carried into the present – earning the moniker today as one of the "Economic Dragons" of Asia. Since independence in 1965, Singapore has enjoyed a high level of political stability and socio-economic development.

Singapore is a republic governed by a parliamentary system. All citizens 21 years of age and over are eligible to vote in elections held every three years. The current Prime Minister is Goh Chok Tong. Prime Minister Goh succeeded Lee Kuan Yew, who held office from 1965 to 1990. It was Prime Minister Lee who led the country to independence. The People's Action Party, the ruling party, has been in power since 1959.

Singapore's approximately 208 million people are largely descendants of immigrants from the Malay Peninsula, China, the Indian subcontinent and Sri Lanka. About 76 percent are Chinese, 15 percent Malay, 7 percent Indian and 2 percent other.

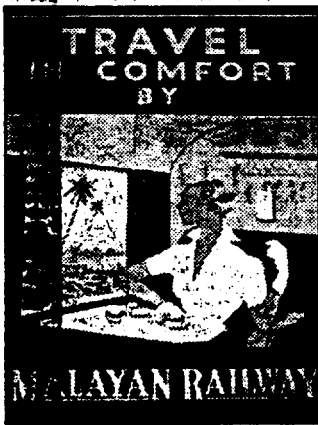
Total land area is 240 square miles, including the main island of Singapore (about 25 miles long by 15 miles wide) and 57 smaller islands.

The official languages are Mandarin, Malay, Tamil and English. Malay is the national language and English the language of administration. The English literacy rate is nearly 90 percent; some 40 percent are literate in two or more official languages.

The Washington Post

Travel

Malaysia in Motion On the Tracks of the Jungle Line



By Tina M. Kanagaratnam
Special to The Washington Post

It started with a poster in a Singapore antiques store. Within the cheerful yellow border sat a thoroughly modern miss, circa 1930, holding her lighted cigarette aloft as she gazed from her train carriage onto an idyllic village scene. "Travel in Comfort by Malayan Railway," read the slogan.

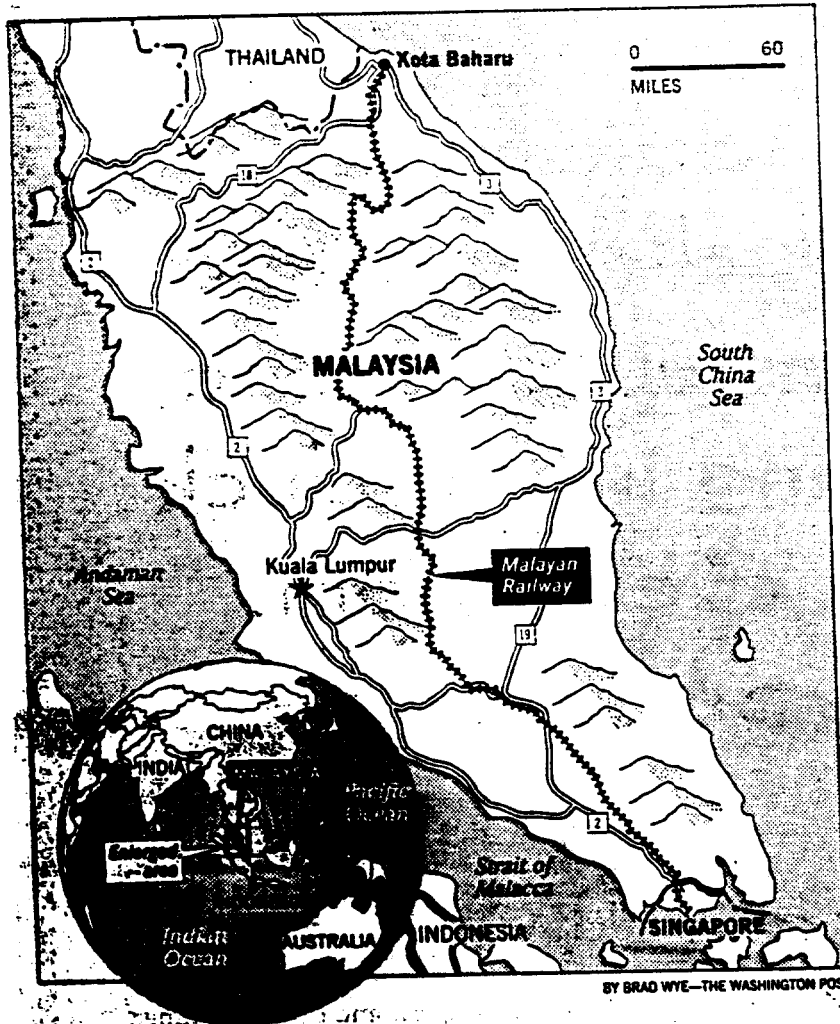
Enraptured by an age when the method of travel was as enjoyable as the destination, we bought the poster.

And before we knew it, the romance of rail had woven its spell.

"Let's take the train all the way up the Malaysian East Coast," suggested my husband, undoubtedly dreaming of idyllic village scenes. This sounded like a bit of a long haul to me. Actually, as a native Singaporean familiar with Malaysian travel, what really worried me was the bathroom situation. Would there be one? And what state would it be in? But not wanting to seem unadventurous, I agreed to

See MALAYSIA, E8, Col. 1

Malaysia



MALAYSIA, From El

visit Singapore's majestic domed railway station and inquire about tickets.

The cavernous Keppel Road station, built in 1932, was renovated five years ago. At the busy ticket counter, we bought third-class tickets, meaning unreserved seats and no air conditioning; I didn't dare ask about the bathrooms. Still, for the princely sum of

\$17, we could travel overnight—16 hours—up through the center of Peninsular Malaysia to Kota Bharu on the northeast coast and the pristine white sands of its Beach of Passionate Love.

By now, the charm of the old railway station and the romance of rail had worked its way into our bones. We bought two tickets.

The train departed at 8 p.m., and by 7:15 p.m. the line had already formed.

As I stood amid the mass of pushing, shoving humanity, I noted sadly that the days of thoroughly modern misses traveling with matching luggage were over—or at least they weren't traveling third-class to Kota Bharu.

Like the railway station, the train had seen better days: The windows were smudged, and stuffing poked out from some of the vinyl seats. But the carriage was abuzz as people moved about with a mission. Getting seats for the journey is crucial because in third-class, seats are neither reserved nor guaranteed. Decidedly non-idyllic visions of standing for most of the day on a jolting train quickly made me aggressive, pushy—and seated.

Secure in our seats, we assessed our carriage mates: young holiday-makers, Malaysians returning home for the weekend, Singaporeans visiting families. And much like Malaysia itself, they were a multiracial group. An Indian matriarch, her birdlike body lost in the folds of a jewel-colored sari, sat behind us. Across the aisle, a wispy Chinese beauty tittered as she fended off the affections of two ardent suitors. And leaning against our headrest stood a young Malay man traveling to visit his in-laws. We watched, fascinated, as he and his family settled into long-haul train travel as if they were spending an evening at home. His veiled wife (who hid her face from the world but exposed her breast as she nursed their 8-month-old baby) had attached a hook-and-sarong cradle to the luggage rack, which lulled their little boy to sleep.

Eventually, the rhythm of the rail car rocked me to sleep too—until a conductor demanded tickets at 1 a.m. Soon afterward we stopped at a small town, and a wizened, agile old man leaped on board, announcing snacks for sale. Assorted munchies hung off every available body space, and he managed to deftly release one, take money and give change, all in one practiced move. Another man followed him, dangling plastic bags filled with coffee and tea. Even at 1 a.m., they did a roaring trade.

At dawn, we stretched our cramped bodies. The moment of truth had arrived: bathroom time. The toilet was



BY TINA M. KANAGARATHNAM

Travelers at the Kota Baharu railway station, on Malaysia's northeast coast.

fashioned just like an Asian squat toilet, except that the "bowl" was actually a hole in the floor.

Later, the train stopped for an extended period next to a mosque so that the faithful could attend to morning prayer. We chose to fulfill less spiritual needs and went looking for breakfast. The meal car was just as basic as the carriages, with men only squeezed into its booths, silently staring straight ahead and eating with a vengeance. It was an assembly-line business: You ate, got up and let the next person sit down—no lingering here.

We eschewed the meal car's booths for its lone counter, which faced the mosque in the fields. It was only after we had ordered our meal that we heard the wok sizzle, and just a few minutes later, we collected enormous plates of rice and noodles, laced with

fresh chicken and green vegetables and topped with a fried egg—all for 40 cents. The morning air was refreshingly cool, and as we watched, the sun began to rise over the mosque, painting its minarets pink and gold.

The train lurched off again, and we moved reluctantly back to our seats. People had begun waking up, stretching and creaking with the morning light. Men brought back breakfast for the women (there seemed to be some unwritten rule precluding women from eating in the meal car itself) and, still bleary-eyed, slurped their coffee.

At daybreak, we saw for the first time the quaint, small-town railway stations built by the British in the 1930s. These tiny, open-room stations are airy, embellished with intricate latticework. Shiny red fire buckets hung outside, like sentinels on guard.

Near the tracks, chickens flapped, and not far off stood rural houses, made modern with television antennas. Brightly colored sarongs billowed like low-flying kites on clotheslines. Children, their shirts falling off their shoulders, ran alongside the train, waving madly, as mothers with babies on their hips looked on. We were rolling through towns where the arrival of the train was still news.

As the train snaked through Malaysia's dark, dense East Coast jungle, we listened to the sounds of calling birds and wildlife and wondered if this was what Malaysia looked and sounded like centuries ago, before the tracks of the "jungle line" were cut through this monumental growth. An old Indian man, hearing our exclamations at the wildness, told us of an inscription along the tracks paying tribute to a wild elephant who charged and derailed a train in defense of his herd. Seeing my look of terror, he reassured me that this had happened during the last century, and that we probably weren't in danger. Still, I kept a safe distance from the window after that story.

At noon, we came to a stop. Sixteen hours from the time we'd boarded in Singapore, we stepped from the train into Wakaf Baharu, Kota Baharu's tiny railway station. Our trip had left us tired but exhilarated.

Traveling third-class on the jungle line is not the Orient Express, but it is a rich, varied experience. We traveled with the real people of Malaysia, in time-honored style, through rural parts of the country that have lain unchanged for centuries. It was not always comfortable—or even clean—but what our voyage lacked in luxury, it made up for in color and character. Things may have become a little gullied, a little frayed around the edges since our thoroughly modern miss took her train ride, but there is still a great deal of romance to be had by rail.

Tina M. Kanagaratnam is a freelance writer based in Philadelphia.

Ways & Means, Page E9

The train to Kota Baharu departs Singapore's Keppel Road station three times a week. Fares on the regular train for the 16-hour journey are \$44 (first-class), \$19 (second) and \$11 (third).

The train is hot, even at night and with the windows down, so dress accordingly. Restrooms are usually devoid of toilet paper; take your own. It's also a good idea to take insect repellent (part of the journey goes through thick jungle) and a portable, battery-operated reading light.

GETTING THERE: Most major airlines fly into Singapore's Changi International Airport, including United, TWA, Delta, Northwest and Singapore airlines. Delta is quoting a round-trip fare from Washington to Singapore of \$978, with restrictions; Northwest's fare is \$1,110.

WHERE TO STAY: A wide variety of accommodations is available in Singapore. The historic Raffles Hotel (1 Beach Rd.) was recently renovated and is now an all-suite hotel, swapping some of the original charm for 21st-century comfort and efficiency. It's still an outstanding hotel, and definitely worth a night's stay if you can afford it; double occupancy rates start at \$650 per

not all) stops during the journey. It's wise to take your own water and snacks in case the train's fare does not appeal.

Outside the station, a wide array of restaurants and food stalls attests to the Singaporean claim that eating is the national pastime. Food here crisscrosses the globe, and the spectrum: There's formal and informal, but it's all good. Get a copy of *The Food Paper*, available at local bookshops, for restaurant and food stall reviews and listings. Be sure to try Singapore's unique Peranakan cuisine, a Chinese-Malay culinary mix rarely found outside of Singapore and Malaysia.

In Kota Baharu, the heavily bejeweled women at the Central Market offer delicious examples of local cuisine. Rice and fish, or rice and chicken, are cooked in spices and garnished with condiments. Sweets here are particularly tasty; I'm especially fond of the orange coconut candy called *gelombang buaya*. While the hawker food here is not quite as clean as Singapore's, it's still safe.

WHEN TO GO: Singapore is hot year-round, but it is hottest from May to July. The only respite from the heat is the rain—pouring monsoon rains that can continue unabated for days. Serious flooding in east Malaysia is not uncommon. It's best to avoid

night. The Amara Hotel (165 Tanjong Pagar Rd.) in Chinatown has a terrific lunch buffet and is close to the railway station. A room for two starts at about \$190 per night. Hotel Grand Central (22 Cavenagh Rd.) is an unassuming, mid-range hotel with a great location off Orchard Road (Singapore's Fifth Avenue). Double occupancy room rates start at about \$137.

In Kota Baharu, the best place to stay is outside of town, on the Beach of Passionate Love. The Perdana Resort (P.O. Box 121, Jalan Kuala Pa'amat, Pantai Cahaya Bulan, Kota Baharu, 15710, Kelantan) is an upscale hotel with an English-speaking, well-trained staff and heart-stopping ocean views. Double rooms start at \$48. In town, Temmenggong Hotel (Jalan Tok Hakim, Kota Baharu, 15000, Kelantan) is clean and comfortable, although not luxurious, and within walking distance of the Kota Baharu Central Market and museums. Doubles start at \$32.

WHERE TO EAT: The Keppel Road train station in Singapore has several well-attended food stalls serving mostly Malay and Indian food. There's a limited but very tasty menu aboard the train, and itinerant snack salesmen ply their trade at certain (but

monsoon season: late November to early February in Singapore, October to February in Kota Baharu. Holiday times like Chinese New Year and Hari Raya (the end of the Muslim fasting month) are interesting times to visit, but trains will be crowded.

RECOMMENDED READING: *Insight Guides*—which is headquartered in Singapore—has particularly thorough guides to both Singapore and Malaysia; its *"Pocket Guide to Singapore"* is especially useful for the short-term visitor. Lonely Planet's *"City Guide to Singapore"* is also good.

Somerset Maugham's short stories and Paul Theroux's *"Said Jack"* are some of the insightful impressions of foreigners into Singapore and Malaysia. For local insights, Singaporean authors Philip Jeyaratnam (*"Raffles Place Ragtime"*) and Catherine Lim (*"Little Ironies"*) are especially good.

INFORMATION:

■ Malaysian Tourist Promotion Board, 595 Madison Ave., Suite 1800, New York, N.Y. 10022, 212-754-1113.
■ Singapore Tourist Promotion Board, 990 Fifth Avenue, 12th Floor, New York, N.Y. 10036, 212-302-4861.

—Tina M. Kanagaratnam

Singapore for Your Supper

A Three-Day Tour of the City, Meal by Meal

By Mark Jenkins

Special to The Washington Post

Eating is serious business in Singapore. In fact, it is the main form of social interaction in the tiny, multiethnic city-state. So for food lovers, this may be the most exciting travel destination on Earth.

Admittedly, I'm biased—I was born, raised and fattened up on that Southeast Asian island. But mine is a reasonable conclusion if you correlate Singaporean food's high quality, great variety, low cost, profusion of food outlets and strict hygiene standards (draconian laws ensure you can feel safe eating in the most ramshackle food stall).

With the idea of cooking up a fantasy restaurant tour encompassing Singapore's most distinctive cuisines, I lunched at the Raffles Hotel with Juliet David, one of Singapore's best-known professional gourmands and founder of the city's Wine and Dine magazine.

We limited our time frame to 3.3 days, the average stint of visitors to Singapore. This restriction almost precipitated a food fight as we squabbled over whose favorite back-alley stall would or wouldn't make the cut, but we eventually emerged from the venerable Raffles eatery with what we felt was an exciting introduction to local food and restaurants.

Day 1

For breakfast, head to the Little India neighborhood, where a motley crew of locals and budget travelers packs Komala Vilas (76 Serangoon Rd.) every morning for a traditional Southern Indian vegetarian breakfast of *dosai* (rice flour pancakes). Choose among several types of *dosai*, each of which is displayed in photographs on the wall. All three types are served with tart yogurt, dal (mashed lentils), minced onion dip or grated coconut dip. Wash it down with a *lassie* (yogurt milkshake). Cost: \$1. Dress: casual. (If you're feeling adventurous, the corner coffee shop downstairs serves *dosai* for 30 cents, about half the cost of an hour's city parking.)

For lunch, Swee Kee (51 Middle Rd.), two blocks from the Raffles Hotel, serves Singapore's finest "chicken rice." This Hainanese Chinese meal is an exercise in simplicity. It consists simply of rice steamed in chicken broth so it's perfectly moist, poached chicken that melts in your mouth, small portions of ginger and chili sauce and a large bowl of clear soup. Sublime. A traditional Hainanese cafe atmosphere completes the experience. Cost: \$3. Dress: Hint—your waiter will be wearing thongs, shorts and an undershirt. (I rate Swee Kee's the highest, but you can find places all over the island serving chicken rice. Just look for the poached chickens hanging on hooks at the front of the cafe.)

For the legendary Dutch/Indonesian *rijstafel* (rice table) for dinner, there's no more spectacular a venue than the Alkaff Mansion (10 Telok

Blangah Green). This meticulously restored 1920s mansion is perched on one of Singapore's highest points, Telok Blangah Hill, overlooking a dense canopy of tropical vegetation and, in the distance, the twinkling lights of Singapore Harbor. *Rijstafel* is a multi-dish meal served at the Alkaff by a caravan of 10 women wearing *sarong kebaya* (traditional Malay

A choice of three landmark restaurants serving completely different regional Chinese breakfast dishes—each as famous in its own right as croissants or bacon and eggs—in the space of a few square yards. That's Singapore for you.



BY BARBARA RADIN FOX

Singapore for your supper: A three-day tour, meal by meal.

5

dress). These dishes may include *so-to sayuran* (vegetable soup), *rendang ayam* (chicken curry) and *ikan kurau gula assam* (local fish in a tamarind sauce). As the ceiling fans slowly turn, you feel as if Mata Hari might walk in at any moment. Cost: \$35. Dress: tropical chic.

Day 2

Liang Heng (3 Mosque St.) is one of the best places in Chinatown for a classic Reochev breakfast of *muay*. This silken-smooth savory porridge can be eaten alone or with an array of side dishes, such as *ter thau chang* (pig's head jelly), *ter khar* (pig's trotters) and *bah ee* (fish and meat cake). If you can't wait till Liang Heng opens at 10 a.m., a couple of doors down is **Seng Hua**, a Cantonese breakfast joint dishing up a delectable selection of tofu snacks stuffed with different meat and vegetables. For something a little less daring, directly across the street is a tiny dim sum restaurant called **Tai Tong Hoi Kee**. This humble establishment serves a variety of steamed dumplings, buns and pastries beginning at 4 a.m., perfect if you're suffering from jet lag and wake with a start long before dawn. A choice of three landmark restaurants serving completely different regional Chinese breakfast dishes—each as famous in its own right as croissants or bacon and eggs—in the space of a few square yards. That's Singapore for you. Cost: all three less than \$5, how much below depends on how much you eat. Dress: in between a cabbie and a millionaire banker, both of whom frequent these establishments.

Like the culture itself, Peranakan cuisine is a blend of Chinese and Ma-

lay ingredients and cooking styles (it originated centuries ago when Chinese settlers—bidden by law to bring women from China—married Malay women). Peranakans have always prided themselves on their home cooking. At **Nonya & Baba Restaurant** (262-264 River Valley Rd.), which we recommend for lunch, the kitchen is run by "Auntie" Dolly and the floor by her husband, Johnny Yeo. You truly feel you're eating in someone's home. To assist the uninitiated, the menu contains photographs of the various dishes. Peranakan specialties here include *ayam nuah keluak* (chicken cooked with black nuts), *otak otak* (spicy barbecued fish paste) and *chap chye* (stir fried vegetables). Cost: \$8 to \$12. Dress: casual.

It's the thing to do for locals, Singapore and expatriate alike: Head to the island's east coast and, underneath the stars, while the breeze rustles the palm fronds and the waves lap at the beach, chow down on mountains of seafood. Singapore is justly famous for its range of seafood, and for dinner there's no better place to sample the variety than at the **East Coast Seafood Center** (East Coast Parkway). Eight virtually identical restaurants proffer almost identical dishes which in turn are identical in their delectability. Whichever restaurant you choose, try to sample local favorites like shark's fin soup, steamed garoupa with ginger, barbecued sea bass, deep fried calamari and the legendary chili crab. Go in a big group, if possible, so you can order a large selection of dishes and everyone can share the food. Cost: \$10. Dress: Some customers will be heading to a nightclub, others will have just stepped off a sailboat.

Day 3

Start your third day with *bak kut teh* served al fresco at stall No. 77 at **Newton Circus** (Scotts Road), one of Singapore's best-known "hawker centers" (a conglomeration of food stalls). The literal translation of this stick-to-your-ribs breakfast is "pork bone tea." It allegedly originated with rickshaw pullers who believed the hearty meal gave them strength through the day. You'll be served a bowl of pork rib soup, Chinese crullers, pickled vegetables known as *kiam chai*, steamed rice and a pot of tea and tiny cups. The ribs and soup you eat with chopsticks and spoon, occasionally dunking the crullers. Eat the vegetables with the rice, also using chopsticks (though don't be afraid to ask for a fork and spoon). On a stand next to your table will be a kettle of boiling water. Use it to fill the pot stuffed with tea leaves, then pour into the cups. Drink plenty of tea to cut the richness of this meal. Cost: \$8 (for two). Dress: something slurp-proof.

One of the most unusual lunches you'll ever eat is a curry served on a banana leaf at **Muthu's** (78 Race Course Rd.) or **Banana Leaf Apolo** (incorrectly spelled because a soothsayer warned the proprietor to spell it with only one "L") (56 Race

See SINGAPORE, E6, Col. 1

Singapore

SINGAPORE, From ES

Course Rd.). These two neighboring South Indian restaurants, owned by brothers, are hugely popular among locals and expats alike. On Sundays they heave with the sunburned boating crowd. The specialty here is fish head curry. You'll have to trust me on this one—it's delicious. Just sit down at the communal style Formica tables, and *dhoti*-clad waiters will materialize and slap down a banana leaf "plate" in front of you, then load it with rice, your choice of curries (chicken, prawn, mutton, fish) and vegetables. You have to make your decision quickly—these guys don't like to linger. Fish head curry is served separately, and you'll need at least two people to tackle it. Use a fork and spoon or wade in with your fingers (using your right hand only). Beware, the food's pretty spicy. Wash it down with lime juice or an ice cold bottle of the excellent local beer. Cost: \$5 to \$10 will get you stuffed to the gills. Dress: something you don't mind getting curry spilled on.

For dinner, my dears, the Raffles (1 Beach Rd., Singapore 0718) is the only place one should take "tiffin." After all, they've been dishing it up in their "tiffin rooms" since the 19th century. Tiffin curry refers to mostly Malay and Indian dishes that were adapted to suit the early colonials' palates. Instead of an identity being lost, though, a new one was created. In a quintessentially 1920s ambience—leak tables, "parlor back"

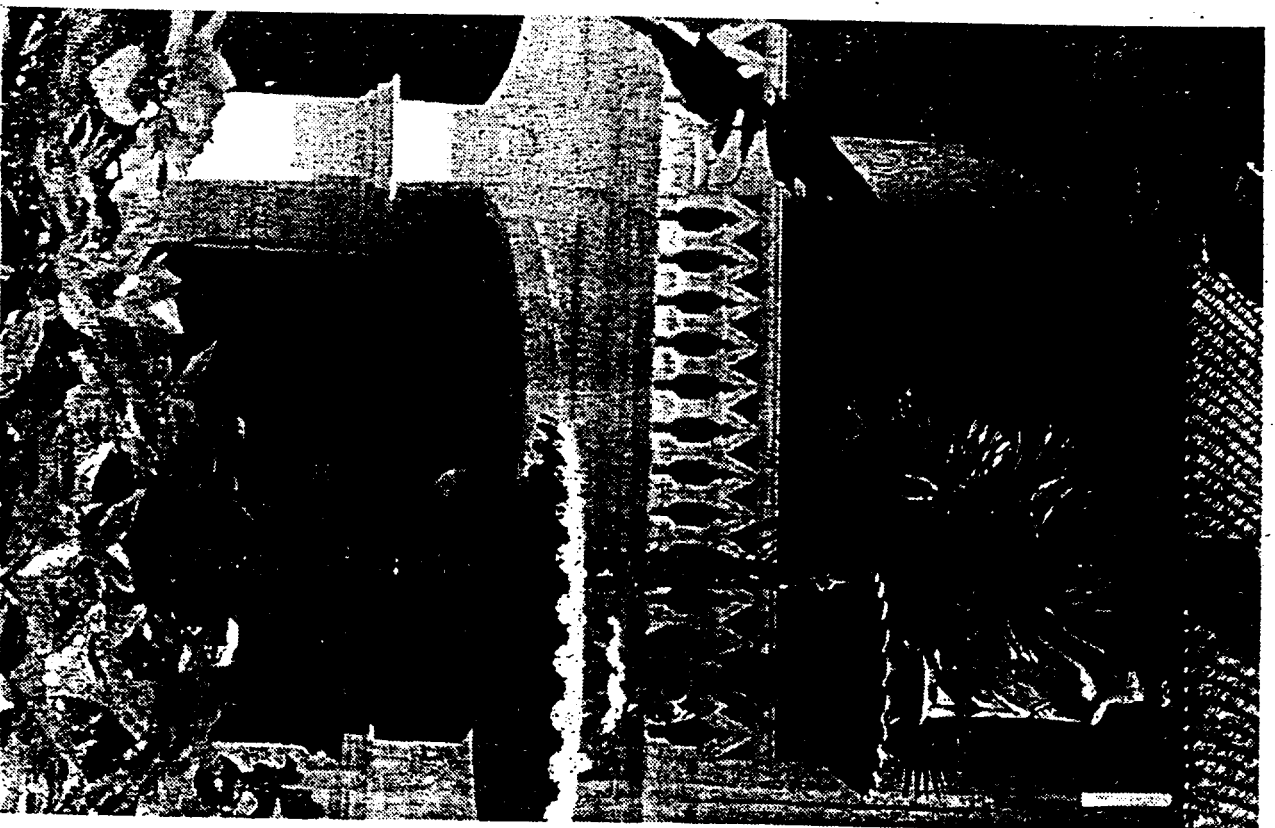
bentwood chairs, white linen and silver flower vases—feast on a buffet of dishes and a galaxy of condiments too numerous to list. The buffet is presided over by one Chef Goh, whose association with the Raffles Hotel dates back to the 1930s. Cost: \$25. Dress: If you have to ask, you simply don't belong.

Day 4

For breakfast, have *nasi lemak* at the venerable Shangri La Hotel's coffee shop (22 Orange Grove Rd., 1025). This Malay favorite has as its centerpiece a mound of coconut milk-cooked rice, with which you receive a choice of beef or prawn curry, fish barbecued in banana leaf fronds, dried crispy anchovies and, on top of the rice, a fried egg. The beauty of this dish is it lets you sample several distinctive Malay flavors. Cost: \$6. Dress: casual. (This *nasi lemak* is a delicious but upscale version; more modest versions of the dish can be found at many Muslim food stalls in hawkker centers.)

"Feasts and Fun," an excellent guide to eating and carousing in Singapore (including simple maps), is available free from the Singapore Tourist Promotion Board, 590 Fifth Ave., 12th Floor, New York, N.Y. 10036, 212-302-4861.

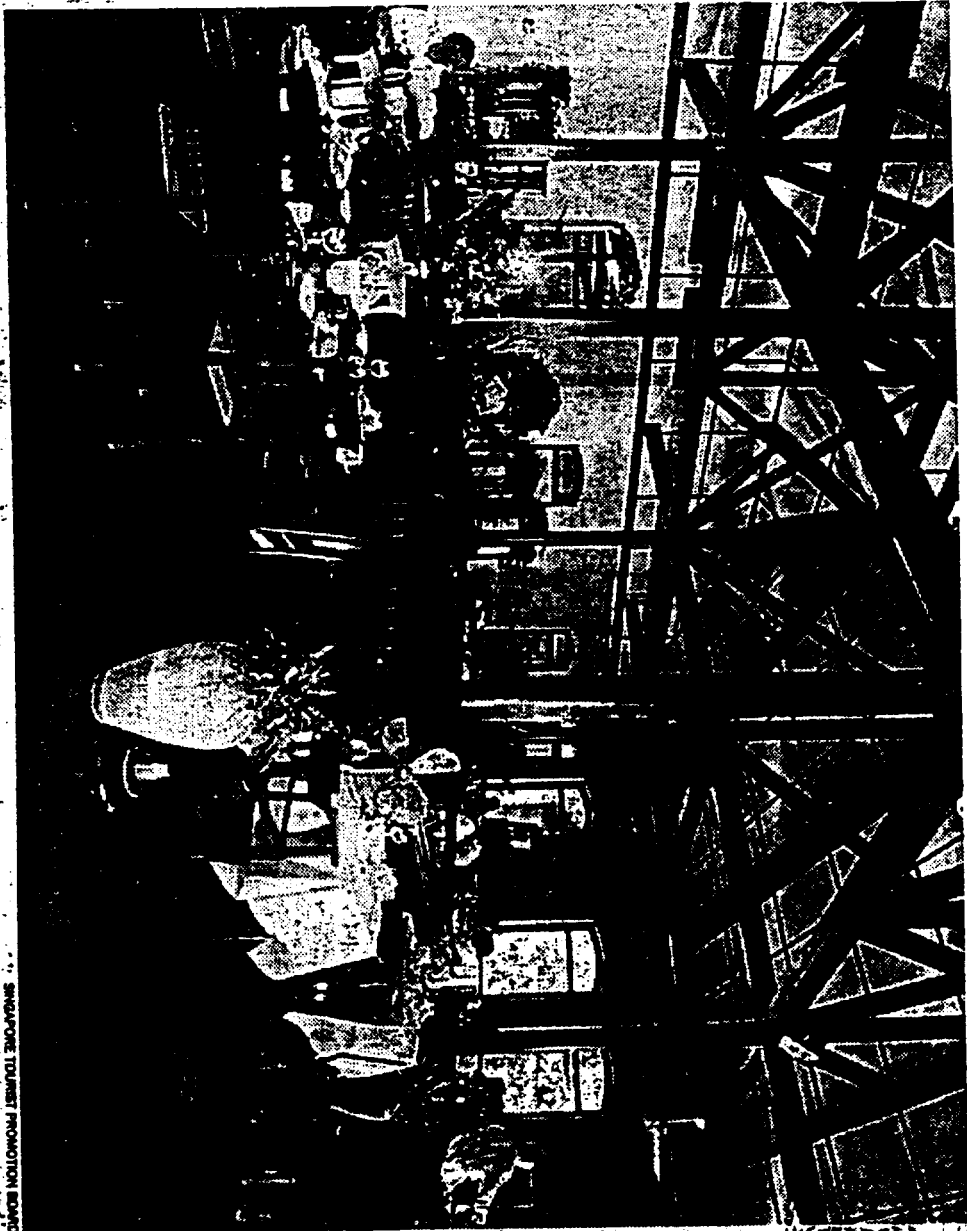
Mark Jenkins is a writer living in Singapore.



The Palm Garden Fountain at Singapore's Raffles Hotel.

SINGAPORE TOURIST PROMOTION BOARD

The dining room at Singapore's Alkaff Mansion.



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Sentosa Island

To the Editor: My husband and I were in Singapore when Jennifer Farley's article "Singapore's Get-away" appeared on Nov. 12. Having just visited Sentosa Island, I enjoyed comparing the author's experiences with my own. Fortunately for us, there were no long lines and no waiting on any of the various modes of transportation nor at any of the attractions.

I would like to offer one addition to the article. Fort Siloso, on the south-westerly tip of the island, is most interesting. Built more than 100 years ago to protect Keppel Harbor, it now contains life-size wax figures, military artifacts, furniture, equipment and artillery. Two audio-visual presentations trace the fort's history from 1885 to 1942 when the British surrendered Singapore and the fort to the Japanese. The barracks, cookhouse, guardhouse and military fortifications are enhanced by audio presentations. Video war games and an assault course for climbing are provided for children.

BARBARA WILLIAMS PRABHU
Arlington, Tex.

DEC 19, 1995

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Singapore tourism

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Singapore welcomes 7 millionth visitor

SINGAPORE, Dec. 19 (UPI) — Park Yongyoung of South Korea likely never received as warm a welcome as she did Tuesday afternoon when she was greeted by Singapore tourist officials as the year's 7 millionth visitor.

The 27-year-old securities analyst from Seoul was awarded nearly \$10,000 in prizes when she arrived at Singapore's Changi Airport at 2:30 p. m., marking the first time the city-state received 7 million tourists in a single year.

"This is another major milestone achieved by the Singapore tourism industry," Low See Peng, a spokeswoman for the Singapore Tourist Promotion Board, said. "Reaching the 7-millionth mark is a remarkable endorsement of Singapore's allure and sophistication." Singapore, a tiny island nation with few natural resources, is heavily dependent on its tourism industry.

Since more than 75 percent of visitors to Singapore travel to the country by air, tourism officials decided to greet the country's 7 millionth visitor at Changi airport, the spokeswoman said.

Low said Singapore authorities began distributing 2,000 cards at around 2 p.m. to tourists arriving at the airport.

"Whoever gets the number 7 million will be determined the symbolic 7 millionth visitor," Low said.

Park won a holiday trip for two to Singapore and a six-day cruise, among other prizes. The other 1,999 tourists received free T-shirts.

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TOM McCARTHEY



SINGAPORE SLING

Singapore is a city of skyscrapers, tree-lined boulevards, immense shopping centers and Raffles Hotel. Located on Beach Road, the Raffles is an institution, an architectural landmark and integral part of the city's cultural heritage.

Opened in 1887 by the Sarsfield brothers, Raffles remains the place to go to relax, converse or enjoy a drink. Raffles is the home of the Singapore Sling, concocted back in 1915 by Ngiam Tong Boon.

But when you sidle up to the Long Bar and order the cocktail, bring plenty of money. Singapore Slings go for \$15 a pop. It is best to savor every swallow.

The hotel's heyday began at the turn of the century, when it was considered among the world's most luxurious hostleries. Somerset Maugham and Joseph Conrad featured Raffles in their novels. After an extensive renovation, the hotel reopened in 1991. It remains a top hotel, though its old-fashioned atmosphere has been tempered in the name of marketing.

NOV 20, 1995

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LUCE PRESS CLIPPINGS

Bintan Resort Offers Guests A Close-to-Home Getaway

TRACKING TRAVEL

By DIANE BRADY

BINTAN RESORT, an ambitious Indonesian development 28 miles south of Singapore, is trying to drum up guests. Its first hotel — the Mayang Sari Beach Resort — is open, with two more hotels set to open next month.

While Bintan can boast that it's beautiful, clean and close to Singapore, its immediate appeal may be largely limited to those passing through or living in the Lion City.

There's no shortage of activities, from water sports on a pay-per-use basis at Mana Mana Beach Club to scuba diving, hiking and golf. And the beaches, while narrow, are certainly clean and safe. The problem, as one executive of the Banyan Tree Bintan hotel privately points out, is what lies beyond the hotels. The development was built by a Singaporean-Indonesian consortium on a 56,810-acre stretch of Bintan Island with few people or other places to see. "In Bali, you get a very strong culture," says the executive. "Here, you really come for the hotel."

With 40 luxury villas overlooking the sea, that may not cause concern for the Banyan Tree when it opens next month. The hotel expects most of its visitors to come from Singapore for romantic weekends, brief getaways or as a side excursion during business trips. Bintan Lagoon Golf & Beach Resort, which includes the 416-room Sedona Hotel and three golf courses, will also start taking in guests next month. The Bandar Bentan Telani Ferry Terminal and the Panorama Kelong Seafood Restaurant, which sits at the end of a 660-foot pier, are also in operation.

Dawn Lim, assistant director of marketing at Bintan Resort Management, says future attractions will include a wildlife sanctuary, a health spa, an amusement park, a marina, an entertainment center and an orchard where people can pick fruit.

THE CONSORTIUM expects 20,000 visitors this year, rising to 1.5 million annually by the year 2000. Ms. Lim sees the sparse local population as a plus, allowing hoteliers to create their ideal resorts from

scratch, rather than build around existing structures. As more attractions and activities are added to Bintan, she adds, "this could be one of the world's favorite Asian resort destinations."

For Mary Zirakparvar, a Singapore resident who recently stayed at Mayang Sari Beach with her husband and two children, the resort's cleanliness and proximity are enough to bring her back. In her view, the nearby Indonesian island of "Batam is nice, but the water is dirty." While she wouldn't credit Mayang Sari Beach with five-star elegance, she does see it as a welcome oasis from Singapore.

"You expect luxury, but it feels more like going to camp — simple and not a lot to do," she says. "If it's only 45 minutes away and halfway decent, though, we'll probably end up here a lot."

After all, says Stephen Halsey of the World Travel and Tourism Council, many people prefer convenience to culture on vacation. "There's a lot of room in the world for someone to find a beach and lie down," says Mr. Halsey, who was a consultant to the Bintan project. "Not everyone wants to get off an airplane and jolt for two hours through the jungle just to relax."

PASSENGERS WHO FLEW Qantas Airways on Thursday were served birthday cake and sparkling wine, even in economy class. The Australian carrier celebrated its 75th anniversary of operations with a series of special souvenirs and lavish dinner parties in 40 cities worldwide. But international travelers were spared one part of the celebration: Qantas passed out Vegemite, a salty spread that's popular in Australia, only to passengers on domestic routes.

THE HONG KONG Tourist Association launched a "Wonder Net" site on the Internet's World Wide Web last week. Users can create a personal itinerary by answering a series of questions about their interests and hobbies. To augment its new web site, the association also has put out a CD-ROM for use on home computers and another series of six CD-ROMS dubbed The Image Bank, which gives users access to 50,000 color images of Hong Kong. Internet users can reach the new site by typing <http://www.hkta.org>.

A S E A N

Southeast Asia's Room Boom

The countries that make up ASEAN are reveling in the growth of their respective hotel industries

BY JAMES RUGGIA

► **NEW YORK**—Hotel development has been one of the best measures of Southeast Asian growth in recent years. When they're not building new properties, hoteliers are renovating existing ones.

Though regional competition may resemble a poker game in which every raise is met with a call, there is no deck large enough to deal in all the players. Companies large and small, famous and lesser known, local and international, are all at the table. From Aerowisata to Zenith, the list is long and distinguished.

The following catalogs the hotel news recently reported from Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. These countries, along with Brunei, make up the Association of Southeast Asian Nations (ASEAN).

SINGAPORE

What will 7 million visitors do for a country? In 1994, Singaporean hoteliers reported 87 percent occupancy rates.

Currently, there are more than 50 four- and five-star properties among Singapore's 150 hotels. The people who brought them in, the Singapore Tourist Promotion Board, have new headquarters at Orchard Spring and are responsible for a new 547-room Traders Hotel, which opened in June, and Tanglin Mall, a shopping center.

The folks in Singapore believe that their new convention palace, Suntec City, and its

Continued on page 100

Southeast Asia Rooms

Continued from page 98

five office towers (the first of which is open and 90 percent rented) will bring in even more visitors. With a well-established inventory, the Lion City is now developing niche and boutique properties.

Last year saw the opening of a 406-room Inter-Continental property at Bugis Junction, which has a facade made of 18 historic shophouses. (Shophouses are traditional two-story structures that were built near the turn of the century to accommodate family businesses.)

The new 136-room Albert Court Hotel, located within walking distance of Little India, opened in a complex of shophouses that have been renovated into restaurants and modern shops. Another hotel comprised of shophouses is the 79-room Royal Peacock Hotel in Chinatown.

Clients who have more traditional, deluxe tastes will find the city's largest rooms in the 612-room Ritz-Carlton, which is slated to open in January in Marina Center alongside a 41-story office tower and



Raffles offers a new Culinary Academy.

a 525-room deluxe hotel (the brand of which has not yet been determined), which is scheduled to open in March.

Taking a page out of the Bangkok Oriental's success story, Raffles has opened a Culinary Academy. The hotel promises

that the academy will be "the region's premier school of gastronomy." The school will feature the ethnic cuisine of Singapore, which blends Chinese, Malay, Indian and Anglo-Western influences.

Forty of Singapore's hotels are now part of the new 24-hour Tourism News Network (TNN). TNN is updated quarterly and provides news on Singapore's attractions, shopping, and businesses.

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	<p>Seal of approval: Singapore validated the meetings industry earlier this year when it issued four commemorative "Meet in Singapore 1995" stamps. Each stamp features a graphic view of the new Singapore International Convention & Exhibition Centre at Suntec City, which opened its doors this summer.</p>	
		

BUSINESS TRAVEL ASIA

Amer Express Releases First Study On Corporate Travel In Asia

American Express has produced the first comprehensive report of corporate travel spending policies in Asia.

What makes the study interesting, aside from being Amer's first report on travel management in East Asia, is that T&E spending has become a factor in the region only within the past 12 to 18 months. This new awareness has been driven by companies in the travel industry itself—multinational companies that have recognized the relevance of systematic travel planning for corporations, and have moved to take that message to Asian clients.

As in the United States, factors that have induced firms in this region to take more control of travel management, observers say, included the worldwide economic slowdown starting in 1991 and the changing negotiating environment as a result of last year's airline commission caps and the change to a fee-based structure.

American Express commissioned research firm SRG International to conduct 50 interviews in seven regional centers—Hong Kong, Indonesia, Singapore, Malaysia, the Philippines, Taiwan and Thailand.

Of the companies surveyed, T&E spending in their most recent fiscal year was generally around \$100,000 for international travel, and about \$75,000 for domestic. In most centers, spending on T&E represents roughly 12 percent of a company's total expenditures (and it is higher in some markets).

The share of travel spending compared with total company spend varies from a low of 4 percent in Taiwan to a high of 21 percent in Thailand. The study indicated that while these figures are extremes, the

norm hovers around 10 percent. In terms of individual countries' trends in spending budgets, Hong Kong and Singapore stand out from other centers in the

region. (See chart on Page 25.) In these two countries, between 46 and 54 percent reported that either their travel budget had declined when compared with the previ-

PROFILE OF TRAVEL POLICY IN ASIA Corporate Patterns By Country

HONG KONG	
A Written T&E Policy	83%
Passed On By Word Of Mouth To Employees	17%
INDONESIA	
A Written T&E Policy	94%
Passed On By Word Of Mouth To Employees	4%
No Formal Policy On T&E	2%
MALAYSIA	
A Written T&E Policy	87%
Passed On By Word Of Mouth To Employees	11%
A Set Policy But Staff Are Briefed On Unwritten Policy	2%
PHILIPPINES	
A Written T&E Policy	92%
Passed On By Word Of Mouth To Employees	8%
SINGAPORE	
A Written T&E Policy	76%
Passed On By Word Of Mouth To Employees	24%
TAIWAN	
A Written T&E Policy	98%
Passed On By Word Of Mouth To Employees	2%
THAILAND	
A Written T&E Policy	49%
Passed On By Word Of Mouth To Employees	37%
No Formal T&E Policy	14%

Source: American Express

ous year, or there had been no change.

But perhaps more remarkable is the increase in spending in some countries. In Hong Kong, 26 percent of the companies are spending at least 10 percent more on travel; in Indonesia, 44 percent; Malaysia, 51 percent; Philippines, 40 percent; Singapore, 26 percent; Taiwan, 20 percent, and Thailand, 43 percent.

In assessing travel costs in Asia, it is important to see where travel ranks alongside other controllable expenses such as salaries. In fact, salaries are considered the highest expense in all seven centers, and T&E is generally in the middle of the other categories—data processing, taxes and advertising. The countries with the highest ranking for T&E were Singapore and Thailand, and the lowest was Indonesia.

One of the most interesting aspects of the study is the state of corporate travel policy in each country. (See adjacent chart.) The research shows that in the more mature international business environments, such as Hong Kong and Singapore, companies are less likely to have a formal T&E policy. The likely reason for this is that in a mature business environment, the need for travel policy flexibility becomes more important. Almost by definition, a flexible policy is difficult to define and administer, because that would then become no policy at all.

Still, most of the companies interviewed do have a travel policy, varying from a low of 49 percent of companies in Thailand to a high of 98 percent in Taiwan.

The study also covered the use of travel agencies. Most companies were found to use more than one travel agency. The most loyal center appears to be Singapore,

with 42 percent of those surveyed working through just one travel agency. The other extreme is in Thailand, where more than 60 percent have no designated travel agency. For companies that allow cash advances, the Philippines scored the highest with 90 percent; Singapore came in last with 52 percent, but ranked the highest in the use of corporate cards.

One of the more controlled aspects of travel management in Asia is air travel. Rules on airline choice are quite strict in three centers. In Thailand, 40 percent of the respondents said their traveling executives

Continued on Page 25

BUSINESS TRAVEL ASIA

AMEX: CORPORATE TRAVEL IN ASIA

Continued from Page 20

were expected to use company-chosen airlines. The percentages were even higher in Indonesia (42 percent) and Singapore (50 percent). The survey also showed that companies place a great deal of trust in travel agencies to enforce these policies, with percentages generally up to 70 percent.

Frequent-flyer programs here, just as in the United States, have become a sensitive matter between companies and their employees. Most of the companies still shy away from any moves to better control trip activity. However, Indonesia, the Philippines, Taiwan and Thailand claim a high percentage of companies that do require awards to be returned to the company.

The least controlled part of T&E is the entertainment segment, according to the survey. In the mature travel centers of Hong Kong and Singapore, a quarter or fewer of the companies have a per diem, but in other centers this figure is higher. Also in Hong Kong and Singapore, about one-third have no controls on entertainment spending. With the cost of food and beverage likely to be as much as 80 percent of the cost of accommodations, this is a large chunk of control that is left open.

Hotel rates are controlled, too, but somewhat less so than entertainment. Not surprisingly, travelers in most of the seven countries are generally required to stay in hotels where rates have been negotiated. But the share of companies with this man-

date drops below 50 percent in Hong Kong, the Philippines and Taiwan. A smaller share of companies—except in Indonesia—vary the type of hotel in accordance with the traveler's position in the company. It would seem that this percentage should be in the

an even lower percentage of travelers are required to work through designated agencies. This was 32 percent in Hong Kong, similar to most of the other seven countries. But in Singapore, it was 44 percent (and even higher in Indonesia)—thus consistent with a stricter travel policy. When companies were asked what they

EXPENSE REPORT
T&E Spending Last Fiscal Year (USD 000)

	HONG KONG	INDONESIA	MALAYSIA	PHILIPPINES
Domestic/National	34.56	128.7	80.3	432
International	76.1	107.9	146.5	1,248
Total T&E As A Percentage Of Total Expense	9.7%	13%	16%	13%

	SINGAPORE	TAIWAN	THAILAND
Domestic/National	81	127	37.7
International	138	160.7	50.1
Total T&E As A Percentage Of Total Expense	10%	4%	21%

Source: American Express

75 percent range before it can be assumed that there is strong T&E management.

The higher share of companies that do not have a policy on which hotel to use are those in Taiwan, with 33 percent, followed by Hong Kong with 26 percent. Only 9 percent of companies in Indonesia lack a policy. In addition, the survey indicated that

are doing to control travel costs and what they might decide to do in the future, many of the answers pointed to small, tactical adjustments, rather than strategic changes. Respondents said that they have tried many methods of control, but prominent are the high scores given to certain administrative controls, rather than changing actual policy

or travel transactions. So far, firms have been working to "more strictly enforce" policies and to "tighten receipt requirements." In Hong Kong, the top three moves have been to tighten receipt requirements, to automate expense reporting and to negotiate for the lowest airfare. In Singapore, the top three policy moves have been to tighten receipt requirements, to more strictly enforce T&E policies and to get the lowest airfare.

Companies also were questioned about the role of meetings in their travel budgets. About one-third of the T&E spend is in connection with group meetings. However, the figures are a bit higher than average in Malaysia, and slightly lower in Singapore and Taiwan. In addition, respondents were asked about the number of meetings held by the company in the same city, the same country and in other countries. The most internationally active were companies in Thailand, which hold an average of 10 corporate meetings in another country each year. Least mobile were companies in Singapore, with three annually.

The survey's conclusion: In this time of rapid growth in Asia, there has been little time for companies to develop a structure for their spending on business travel—even if they might be more strict in other departments of corporate spending.

In addition, the results indicate that there are vastly different business travel practices in the region, as expected, and that there is a clear need for many companies to address the issue of travel policy.

Singapore & Malaysia

— longboats and longhouses

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We timed our trip to Singapore and Malaysia from June 1 to June 16, 1995, to allow us to include the famous dragon boat races held on Singapore's Sentosa Island. Our other destinations were Melaka, Kuala Lumpur, Cameron Highlands, Penang and — what turned out to be the highlight of the trip — Sarawak, on Borneo.

Getting there

Our arrangements were made through World Travel Consultants, Inc. (also known as African Travel) 1100 East Broadway, Glendale, CA 91205; phone 800/421-8907 or, in California, 800/252-0493.

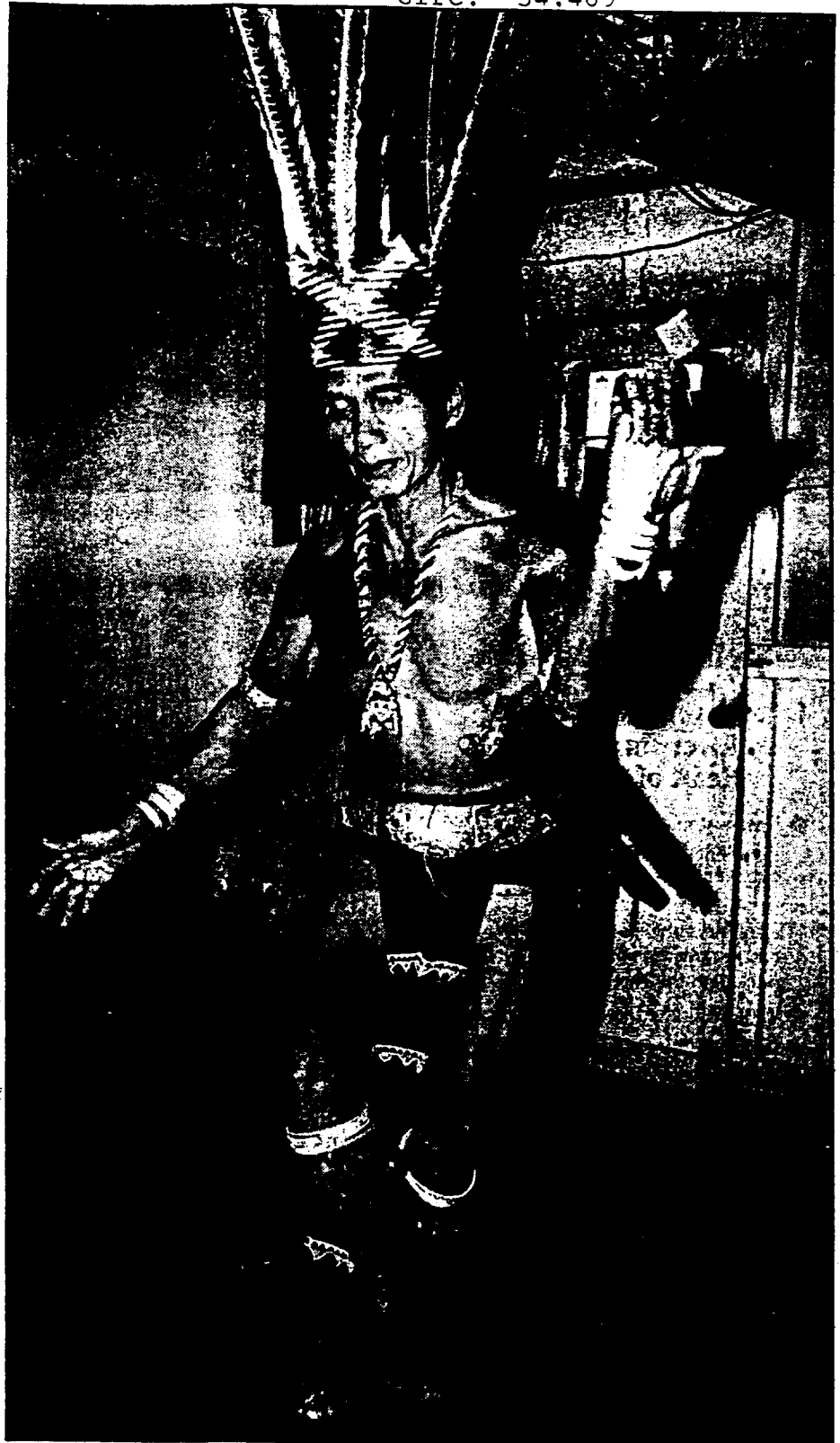
I did not book with them directly but through my travel agent. Once again, I arranged an itinerary that suited me, based upon tours offered.

My daughter traveled with me, and our tour — including daily breakfast, two lunches and one dinner, all airport transfers, all in-country air flights, all ground transportation in Malaysia and all hotel accommodations throughout the 15 nights — cost \$2,100 per person.

We each took a courier flight (she arrived a day later) from Los Angeles. My flight was \$589 round trip and hers was \$525.

Super Singapore

I highly recommend the medium-range Peninsula Hotel in Singapore for its great location. We were a short walk away from the main MRT (Mass Rapid Transit) underground station and could walk to the famous Raffles Hotel, surrounding shopping malls, the fabulous eating places of all price ranges on the Singapore Riverwalk (where you can board a bumboat for a city



Iban warrior performs the welcome dance — Sarawak.

tour on the river) and Chinatown. Just one MRT stop away was Arab Street and the Little India area.

Singapore is so clean, so safe, so reasonably priced, so easy to explore and so friendly that we had a wonderful time. However, two things should be noted: 1) one of the

official languages of Singapore is English but many speak only Mandarin, and 2) local residents weren't able to help us with directions at all. Rely on guidebooks and maps and then it's easy; also, the tour desk in the hotel lobby always had correct information.

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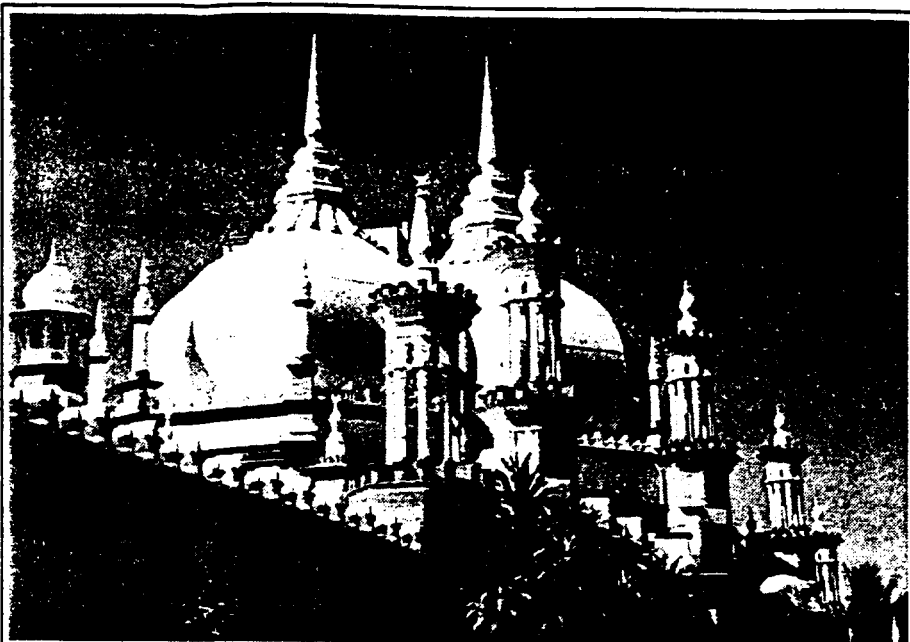
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Array of attractions

We had traveled in June in order to be there for the dragon boat races held on Sentosa Island every year.

Racing crews — both men and women — were there from Indonesia, Germany, Australia, New Zealand and many other countries competing in crews of six to 22 in

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longboats with dragon heads and tails.

Sentosa Island has many other attractions of interest, including a

Racing crews — both men and women — were there (Sentosa Island) from Indonesia, Germany, Australia, New Zealand and many other countries competing in crews of six to 22 in longboats with dragon heads and tails.

museum of Singapore history, Fort Siloso, fountain gardens and a free monorail around the island.

We also went to the beautiful Jurong Bird Park, which has a really exciting "birds of prey" show at 10 a.m. and 4 p.m. The afternoon show, only, ends with the spectacular soaring of the American bald eagle. All birds are "glove" trained and fly free around you.

Another excursion took us to the lovely zoo, where some beautiful small monkeys roam freely and can be photographed, but try not to miss having breakfast or afternoon tea with an orangutan! (There are far fewer people at tea time.)

The newly opened night safari at the Singapore Zoo is well worth the visit and currently is the only one of its kind in the world. We ate dinner at the zoo restaurant just before the safari started (do not expect great food).

For dinner and ambience that are really fine, splurge one night and eat at the elegant *Alkaff Mansion*. The former home of a wealthy Arab family, it is situated on a hillside near Sentosa Island.

The U.S. dollar does not buy what it used to in Singapore, but I still found batik and Thai silk priced very well. For custom-tailored clothes, we found the best prices by far at the Malay Silk Store on lower Orchard Street. (We had my daughter's wedding gown custom made of



Sarawak River — Kuching.

silk and lace for under \$500.) Don't forget to bargain!

KL and about

After five days, we left for a 5-day driving trip up the west coast of Malaysia, where the dollar buys much more. Much to our surprise, and delight, our guide for this trip picked us up at our hotel in a white Mercedes.

After a very interesting tour and lunch in Melaka (Malacca), we arrived at the *Hotel Istana* in Kuala Lumpur for two nights. It's sup-

posed to be a 5-star hotel — we gave it a 6 with its gorgeous rooms, fabulous Cantonese restaurant, flowing fountains, live music in the lobby lounge and great buffet breakfast.

The city was *very* hot and humid, more than any other city we visited, but had some interesting architectural sights, which we saw on a half-day city tour.

A short way north of KL are the enormous Batu Caves with a Hindu shrine within. These should not be missed.

If you like good pewter pieces, the

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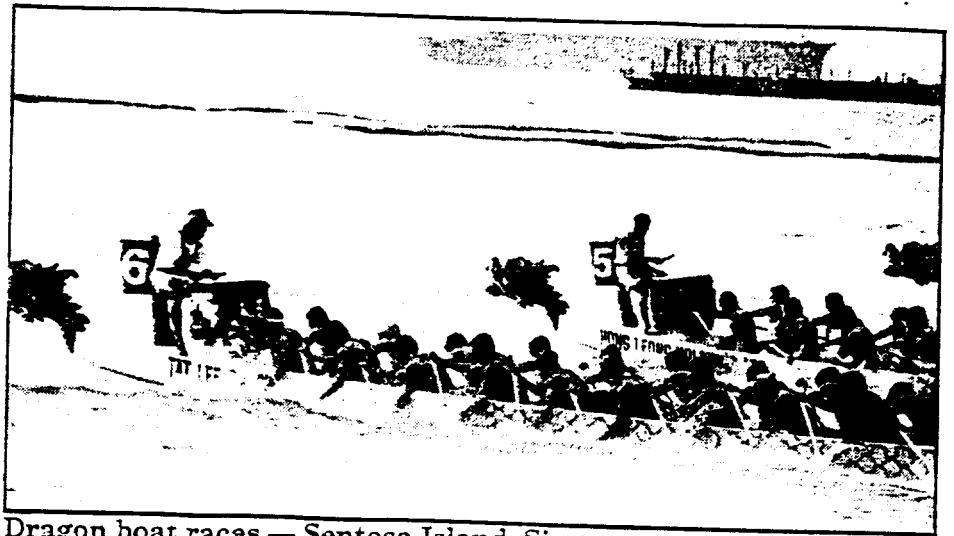
famous Royal Selangor pewter factory near KL has the best prices by far for their beautiful work.

Cooling off

As a relief from the heat of the KL area we headed for the very-British Cameron Highlands up in the mountains.

We stayed at the very nice Strawberry Park Resort (spacious rooms, each having a balcony), which previously was a strawberry plantation.

We visited a nearby tea planta-



Dragon boat races — Sentosa Island, Singapore.

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tion, which was quite beautiful in addition to being educational.

Heading toward the island of Penang, we stopped to visit with Orang Asli natives in their village, shopped for pottery at the cool waterfall "Lata Ishkandar" and visited a beautiful mosque as well as a Buddhist cave temple (very unlike the Batu Caves) with an open natural atrium.

Penang

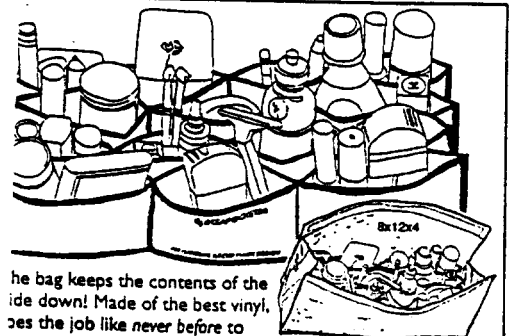
Later in the afternoon we arrived for a 2-night stay at the luxury **Rasa Sayang Beach Resort** in Penang, looking out to the Indian Ocean. (The ocean is to be approached with caution for swimming due to undertows and hot temperatures — the reason most people were in the elaborate swimming pools.) Seafood there is a must — excellent.

The next day's tour included visits to a fishing village, the Butterfly Farm, a batik factory, temples and the Khoo clan house. I can recommend all except the butterflies; the humidity for the butterflies was almost unbelievable.

We declined the afternoon tour to a mountaintop and temple; instead, we opted for an afternoon of swimming and horseback riding (which is available right on the beach at the hotel), since we had to arise at 5 a.m. to catch our plane to Kuching, Sarawak, the next morning.

Longboats and longhouses

The excursion to Sarawak was the highlight of our trip! The capital city of Kuching (which means "cat") is absolutely charming. Our sixth-floor room at the **Hilton Hotel** had a stunning view of the Sarawak River and distant mountains plus



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An Iban warrior (with tattoos from neck to feet depicting brave deeds of his past) took us for an hour-long jungle walk which included a blowgun demonstration.

Fort Margherita across the river. The climate is comparable to Singapore's, so we were thankful to

make the 120-mile trip by cool van into the jungle to the Lemanek River. There we were met by two longboats which took us upriver to the Iban tribe longhouse for an overnight stay.

We slept on thin mattresses under mosquito netting in a guest longhouse that could accommodate about 40. There were no amenities, but everything was very clean and the Iban were eager to please.

We visited with an Iban family to get acquainted before dinner. (Some guests opted to eat at the guest house, but we wanted to join in with the Ibans as much as possible.)

All the inside travel info that you would only learn by word of mouth — here in *ITN*.



A gold tamarind at the Singapore Zoo.



Chief Budit, head of the Iban tribe we visited in Sarawak.

After meeting "our" family and touring the longhouse, we went for a cooling swim in the clean river water. In keeping with custom, we sat on the floor for dinner and ate with our fingers, though we could have had forks if we had asked. The food was very good, and it was great fun chatting — mostly through our guide/interpreter.

After dinner we were presented with a show of traditional dancing and the opportunity to purchase

one of their famous wood carvings that are not for sale in shops.

Sleeping in the longhouse (sans air-conditioning) was no problem. It was quite comfortable.

After breakfast the next morning,

an Iban warrior (with tattoos from neck to feet depicting brave deeds of his past) took us for an hour-long jungle walk which included a blowgun demonstration.

The brother of the chief came to bid us good-bye, and we took to the boats once again for our return to Kuching. We had had a truly memorable experience.

Some recommendations

I would strongly recommend taking some time to explore Kuching. Unfortunately, we had no time to see more of that very interesting city and caught our plane the next morning to Singapore for our last three days' stay at the Peninsula.

We did a lot but never rushed, taking some afternoons off just to relax and stay cool. One must pace oneself to avoid exhaustion and nausea in the hot, humid climate.

The local guides in Malaysia all were provided by Asian Overland, a company also recommended in Fodor's "Exploring Singapore and Malaysia," one of the books in his new "Exploring. . ." series, which I really like. ITN



Singapore

(First of two parts)

This is the first of a series of articles on a trip through the Orient in March and April 1995. I am starting with one of my favorite cities: Singapore.

I remember how, in February 1993, my going to Singapore after spending five weeks in India accentuated the qualities of this unusual city. (Believe me, India is one of my favorite places, but I don't like a lot of things there.)

Arriving at the airport took my breath away — Singapore must have the most beautiful functional airport in the world!

Plethora of cultures

The city of Singapore is really on an

In shops that post a green sticker in the window, you can haggle over the price. If the sticker is yellow, it means the price is fixed. Merchants who decline to post either sticker cannot display the tourist promotion board's seal of approval.

island, with one of the highest population densities in the world: 27,000,000.

At the very end of the Malay Peninsula and separated from it by the Strait of Johor, this small island includes over 68 islands at a strategic position between the South China Sea and the Indian Ocean. The city of Singapore is actually increasing in area because of dynamic land-reclamation projects.

One of the most fascinating facets is, of course, the colorful mix of races with their various religions living side by side. 78% of the population is Chinese (60% profess to be Buddhist or Taoist), 15% is Malay (Muslims) and 5% is Indian (of whom about 13% are Christian and 4% are Hindus; the rest are Muslims, etc.). The Malays have a minority complex and feel alienated in their own country.

There are four official languages: Chinese, English, Malay and Tamil. English is sometimes called "Senglish" and is used for business and administration. Almost 50% of the population speak two languages.

Singapore is the world's busiest port and third-largest oil-refining center, as well as the clearing house for the region's wealth dealing in jute, coffee, tin, spices, oil rubber, timber, rice and coconuts. It also is one of the great banking centers of the Orient.

Singapore and Rio de Janeiro are the only cities that have genuine tropi-

cal rainforests. I learned that, strangely, at least 75% of Singapore's carefully planted landscape is imported from other countries. I had always thought that the "traveler's palm" was native there, but it's from Madagascar and related to the banana tree.

The purple-and-white orchid called Vanda Miss Joaquim was chosen for Singapore's national flower.

Founding Singapore

The city's 13th-century name was derived from *singa* (lion) and *pura* (city).

Sir Thomas Stamford Raffles, an Englishman who once was the governor of Java, wrote a very fascinating history of Java, published in 1817. Later, after having acquired permission from the Malay sultan, he set up a trading post and became the "founding father" of Singapore.

Raffles was smart in allowing unrestricted free trade and immigration. In 1823 he laid the foundation stone of the institution which became the leading college for the next 50 years.

The next-most prominent man was the first Prime Minister, Leekuan Yew, who was educated at this very college (the Raffles Institution). He was Prime Minister from 1959 to 1990 and still serves on the cabinet.

Following World War II, which changed everything, determination to gain independence from Britain was achieved in 1959. In 1963 Singapore joined the Federation of Malaysia, but in 1965 Singapore was forced out of the federation and became an independent state.

Now, throughout the year, there is a succession of festivals and events.

I mixed with the crowds at the Hari Raya Puasa festival, a major Muslim festival that marks the end of the fasting month of Ramadan. Eating during daylight hours is forbidden then and it is a time of strict observance by Muslim families, whose children, I observed, were all so well behaved and clean.

As the great day approaches, strings of colored lights decorate the door-

ways of Muslim families as part of the countdown.

The Geylang Serai area is where the festivities sparkle in a fairyland of lights and decorations, with streamers, banners and *bunga manggar* (a Malay-style floral decoration). Everybody is eating, happy and friendly and welcomes you.

Result of strict laws

Following visits to India and Burma, one of the things I liked best about



Having "tea with an orangutan" at the Singapore Zoo. — Photos Krashin

Singapore was its cleanliness. After being so many weeks where people were chewing betel nuts and subsequently spitting out red saliva (which I found highly offensive), I welcomed the strict laws of this state.

Perhaps not everyone feels this way, but I found the cleanliness beautiful. When I sat on the immaculate subway there, I recalled the ghastly sights I'd seen on the subway in New York, where I live. In the city of Singapore, I felt secure walking any place day or night.

Likewise, in Singapore I was so amazed that I was not being cheated at every turn — above all, by the taxi drivers — and there were no hawkers pestering me.

In shops that post a green sticker in the window, you can haggle over the price. If the sticker is yellow, it means the price is fixed. Merchants who decline to post either sticker cannot

display the tourist promotion board's seal of approval.

The laws are so punitive that I was never afraid. Still, there are a lot of pros and cons about the strict policing regulations.

Since I do not live there but was mainly a tourist enjoying myself, I don't want to get into the politics of the country, but in my short stays of never more than a week there I had only admiration for the order, hygiene, honesty and seeming prosperity — in contrast to the more fascinating countries of Burma, Indonesia, India, China and Pakistan.

I do know that in Singapore, citizens cannot criticize the government on issues with which they do not agree. There are certainly difficulties with human rights and individual freedom there; however, where in Asia are there not (and much worse!)?

This should not be any problem to a tourist — on the contrary!

In my hotel, I met a German group on a dental tour. Speaking to some of the group, I discovered that none of them were dentists but had joined a special tour just to have their teeth fixed!

Each week another "dental tour"

arrives, because the Germans claim one can find there the most modern dental facilities in Southeast Asia. They are served by scores of dentists and physicians who were trained by Germans, but the services there cost less than half of what they would be in their homeland!

Shopping areas

Orchard Road is what Fifth Avenue is to New Yorkers: the ultimate shopping experience. (By the way, on one end of Orchard Road is a very fine YMCA worth looking into.)

If you have a little time on your

SECRET CORNERS (cont.)

hands, you can sit on one of the sidewalk's stone benches and observe life around you. Also, I found that you can buy many things in the pharmacy for which you would need a prescription in the United States.

Everywhere I found fruit sellers weighing the favorite fruit, the durian, which has an overpowering scent. It is about the size of a coconut and has a thick green shell covered with spines. It usually contains about a dozen seeds the size of a walnut which, when roasted, taste like chestnuts. It makes delicious ice cream and cake.

Then you must go to Arab Street, where you will see batik from Indonesian handicraft centers — you'll be overwhelmed by huge selections of fabrics.

I would heartily recommend looking around in Basharahil Brothers as well as the Singapore Handicraft Center. I was surprised to find such beautiful silk materials from Thailand and I hadn't realized they would be cheaper in Singapore than in Bangkok.



Rhinos at Singapore Zoo.

"Must-see" sights

If I had only two days to spend in this city, what would I recommend? I would walk from one end of Orchard Street to the other and then cruise on the Singapore River. I would take the longest cruise offered, from Raffles Landing.

I would visit Chinatown. In years gone by there were all kinds of stands in the streets, which I loved. These all have been cleaned up and put into one huge Chinese food center of many stories. They are called "hawker centers."

Is this good or bad? Of course, much of the local atmosphere has suffered; on the other hand, many other fascinating new developments have taken place. In other Asian countries you can see the hustle and bustle of colorful food vendors — but not in Singapore, so that makes it different.

You easily can spend a whole morning at the food market going from one little restaurant to another. Take your food and sit down at any one of the many tables provided for the public. There are public toilets everywhere and, as you can imagine, they are immaculate.

Don't fail to take the bus and sub-

way to the zoo. There is twice-daily bus service called "Zoo Express" from all hotels.

This is definitely one of the world's finest zoos. Natural barriers replace bars, giving visitors the opportunity to see animals in the most natural environment possible.

You may sign up and pay for a special ticket to have, with a real live orangutan, either breakfast at 9 a.m. daily or "high tea" at 4 p.m. daily (except Sunday).

I found this delightful. I held a small orangutan in my arms and also was embraced by a larger one. We spent a good half hour with them and actually had tea and fed them. My orangutan wasn't blasé at all and gave me a big Platonic kiss, as he was fascinated by my left ear.

A very different place to visit is the Jurong Bird Park, which is both unique and outstanding in a beautifully landscaped park. This is a bird-lover's paradise. Ornate bird cages are strung up on high poles, and some of the cages themselves are works of art.

At various times, innovative bird shows are offered. And should you be in Singapore on a Sunday at 8 a.m., go to Tinog Bahru (a short subway ride) to attend a competition that decides who has trained the most melodious bird.

Finally, you should visit Sento Sa Island. It has a great stone museum, possibly the only one of its kind in the world.

Linked to the Singapore mainland by a causeway, you can actually go to the island by cable car; there are many tours from the hotels as well. And don't fail to spend a morning or afternoon at one of the most beautiful orchid gardens imaginable.

Coming up: In next month's column, Ivan will talk about some of his favorite eating places as well as the historic Raffles Hotel. — Editor

Censorship and the Internet



In 1991 Singapore's National Computer Board, a quasi-government body that examines computer use, began a study on how information technology could be harnessed to create new economic opportunities and improve the quality of life in Singapore.

That same year, the Ministry of Information and the Arts began its once-a-decade review of censorship laws and standards across all media. The completed reports confirmed the obvious: Singapore's desires both to advance the use of technology and to maintain censorship are not mutually exclusive. On one hand, some of Singapore's censorship laws could negatively impact the diffusion of computer technology. On the other hand, new forms of media are making it difficult to maintain the desired level of censorship. The question then becomes, How does a country like Singapore, whose government and people openly support censor-

ship, harness new technologies for development and distribution? In the words of Bill Gates following a meeting with top Singaporean officials, "They are going to try to have their cake and eat it too."

The widespread adoption of Internet technology has served only to heighten Singapore's technology and censorship dilemma. At present, the Internet is available to select institutions in Singapore through a service called TechNet and to home and business subscribers through Singapore Telecom's Singnet, the only commercial service provider in the country (the Telecommunications Authority of Singapore, or TAS, has plans to allow the entry of a second commercial Internet service provider in the near future). American companies, such as IBM, Apple Computer, and Microsoft, are expressing interest in providing Internet access for Singaporeans. A recent estimate by Minister for Information and

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the Arts George Yeo suggests that roughly 26,000 Singaporeans have Internet connectivity, and that number is expected to grow by more than a thousand a month.²

How, then, does Singapore minimize the perceived negative effects of the new technology while maximizing the technology's potential benefits?

Basis of Censorship in Singapore

For an understanding of Singapore's concern over the influence of new technology on its society, it is important to first understand Singapore's belief in the censorship system. From a Western, especially American, perspective, censorship is difficult if not impossible to defend. But the position of the government of Singapore and indeed even the citizenry is that there are good reasons for censorship.

Singaporeans have long held

the position that media reports can and have caused riots and unrest. Therefore, in order to maintain a secure society, such reporting must be controlled.

Censorship survives in Singapore mainly due to the widespread support of Singaporeans, as a recent survey by the author (Ang) found. On a censorship scale of 1-7, the three areas where Singaporeans expressed support for censorship included materials directed to the young, news that could lead to racial conflicts, and racially offensive public expression—in that order.¹

Thus, both the government and the people believe that censorship in Singapore is justified on historical as well as sociopolitical grounds—a position that has been systematically articulated by the government and accepted by the people as one of the boundaries within which Singaporean society must function.

Principles of Censorship in Singapore

Administration of censorship in Singapore has been performed in a typically methodical manner, adhering to specified guidelines.⁴ First, materials sent to the home are more heavily censored than those distributed in the corporate arena. Singapore's authorities have drawn a distinction between information for business uses, which should be as free-flowing as possible, and information for nonbusiness uses. Information for the home is regarded as less critical in nature, so censorship of such information is believed to have a less deleterious effect.

Second, materials intended for Singaporean youth are more heavily censored than those intended for adult consumption. This is an admittedly paternalistic principle based on protecting the weaker members of society from possible harm.



Regardless of the level of censorship, Singaporeans understand that those who are determined to do so will get their hands on censored materials. Hence, private consumption can be policed only to a limited degree.

Third, materials for public consumption are more heavily censored than those for private consumption. This is a corollary of the second principle, as it is assumed that the public includes those who are "weaker." However, regardless of the level of censorship, Singaporeans understand that those who are determined to do so will get their hands on censored materials. Hence, private consumption can be policed only to a limited degree. Further, the government maintains that it is more efficient to police materials meant for public rather than private consumption. It should be noted, though, that private consumption of censored materials is still policed, in that individuals in possession of censored materials are subject to conviction in court.

Finally, materials deemed to have artistic and educational merit are less heavily censored. This position was only recently articulated, and it applies to movies that now carry an R(A), or Restricted (Artistic), rating.

In sum, censorship in Singapore has an element of differentiation: home versus business, children versus adults, and public versus private consumption. Further, materials that can be shown to have some tangible and wider benefit—such as for business, art, or education—are censored with a much lighter hand. On the other hand, materials deemed to have less tangible benefit—such as "pure entertainment"—are censored more heavily.

To be sure, many of these principles come into conflict in the administration of censorship, as in the case of artistic materials. In the case of the Internet, the conflict is magnified.

Problems in Censorship of the Internet

The Internet defies censorship. As the millions of Internet users worldwide know, information on the Internet can be distributed

explosively to thousands and perhaps millions of users. In Singapore, the number of censors has not kept pace with the explosive growth in censorable materials.

Censorship in Singapore is undertaken by the Censorship Section of the Ministry of Information and the Arts. Figures from the Censorship Section show that the number of censors has increased by almost 80 percent in 10 years: from nine in 1983 to 16 in 1993. The sheer volume of materials that the Censorship Section has had to vet, however, has increased almost 400 percent over the same period: from 102,352 in 1983 to 408,863 in 1993. On a per-person basis, the workload has increased almost five-fold: from about 5,500 in 1978 to more than 25,000 in 1993.⁵

Employing more censors is, at best, a short-term solution and, in a tight labor market, an expensive one as well. The situation is further complicated because the section has only recently begun to obtain the equipment necessary to vet electronic publications. Vetting, already selective even in the 1980s, has to be even more so in the 1990s, because the number of people who want to be censors is unlikely to be the equal of the amount of information being generated.

The Internet is both a mass medium and a specialized medium. On one hand, Usenet groups and Web sites, for example, cater to a specialized audience.⁶ Information posted on those newsgroups and Web sites tends to be customized, and the distribution points are multiple. Such decentralization suggests that censorship could technically follow the Censorship Review Committee's principle of differentiation by targeted audience, such as homes versus businesses and the young versus adults.

On the other hand, the nature of the Internet is that it has the potential to become a mass medium. This poses a problem for Sin-

gapore's censors because the greater reach of material calls for a heavier degree of censorship. The Internet therefore presents a problem for the censorship guidelines, because it conflates the distinctions between public and private consumption.

The Internet is well recognized as a convergent medium: it has a mail function, a news-reading function, and a computing-software function. Convergence poses additional problems for censorship because of the difficulty inherent in classifying the new medium and in deciding who regulates it and how. Singapore's current censorship administration assumes that the media are distinct and separate from one another.

Another problem lies in deciding who will regulate the Internet: It could be classified as a telecommunications service because of its electronic mail function. It could be classified as a computer service because one needs a computer to access the Internet. And yet the ability of the Internet to reach a wide audience electronically could qualify it as a broadcasting service.

Singapore settled on the third option: to treat the Internet as a broadcast service. As such, the Internet is to be regulated under the recently passed Singapore Broadcasting Authority (SBA) Act, which defines broadcasting broadly to include program transmission to all or part of the public regardless of the means used. The act could require computer networks to be registered as "licensable broadcasting services," but that possibility has been excluded for now.⁷ Regulation in Singapore is such that there is no censorship of mail, minimal censorship of computing for pornographic software, and heavy censorship of news. The Internet therefore falls between the cracks of regulation.

Finally, censorship does not sit well with the mainstream computer

culture, whose maximum (and often anarchistic) freedom is celebrated. Cyberspace culture values free speech and the free flow of ideas as a route to social and intellectual progress. For example, the U.S. Senate Commerce Committee's proposal to ban obscene material in cyberspace faces strong opposition from Internet users in the United States and skepticism from critics that the collection of networks can at all be controlled.⁸

Apart from a council that sets technical standards, there is no central controlling body for the Internet. As a result, any of its services can carry undesirable content, be it text, sound, or image. System administrators at individual sites may censor by restricting the materials that users may access, but this does not prevent users from bypassing local service providers and accessing such restricted materials directly from overseas service providers. Thus the Internet is inherently resistant to censorship both in its operating philosophy and in its technical setup. Any attempt at censorship is interpreted by the Internet system as "damage," and the system will attempt to correct it. Dynamic rerouting ensures that if one communication link is broken, the traffic can be redirected through other, existing links. The Internet, after all, was designed for military use, and the design criteria were fault tolerance and reliability even after a nuclear attack.⁹

Internet technology brings to light another major problem: what legal standard applies? Legally, anything is allowed on the Internet as long as it does not violate the laws of the country where the originator resides. But even if the law of the land is broken, it is nearly impossible to enforce criminal laws outside one's own country. For example, it would be difficult to pinpoint just who is responsible for the distribution of pornography when the

pornography has entered through an interconnected network. Furthermore, controlling the flow of information into the receiving country also means controlling the flow of information out of the originating country. Even if the laws were in place in the receiving country, there would still need to be corresponding enforcement and perhaps extradition arrangements in the originating country as well.

The trend toward global interconnectivity means that any attempt at censorship has to consider the international dimensions. The Internet not only throws up the question of what standard of censorship should be adopted but also suggests that local standards have to be worked out in mutual juxtaposition with global standards.

Finally, legislation and case law tend to proceed piecemeal and nearly always lag behind changes in technology. The current regulatory framework was developed in the context of the traditional print media and the relatively newer media of radio and television broadcasting, telecommunications, films, and videotapes. If censorship is to be enforced on a concordant basis, then the trend of convergence requires that the present laws be updated.

For example, Singapore's penal code provision for distribution of pornography is lacking in the following aspects.

1. It does not explicitly cover materials that are not visibly obscene. Two rather old cases interpreting the obscenity provisions have held that the obscene object must be obviously obscene. Thus a pornographic videotape would not be confiscated, because without mechanical aid, it looks just like any other videotape.¹⁰

2. It does not cover the distribution of obscene materials from one computer to another, as frequently occurs on the Internet.

3. The requirement of knowl-

Censorship does not sit well with the mainstream computer culture, whose maximum (and often anarchistic) freedom is celebrated. Cyberspace culture values free speech and the free flow of ideas as a route to social and intellectual progress.

edge of content is not spelled out in the act. It is not clear if someone charged with the offense of possession of an obscene object can be acquitted if the suspect was genuinely unaware that the contents were obscene. This is a critical issue in the context of information explosion, because it means that those network administrators who may not know that the materials on their site are pornographic or that such materials are being transmitted through their site may be subject to penalty under the current law.

Clearly, Singapore's process of censorship in the age of new technologies is problematic. The new laws tend to be inadequate modifications of the old laws, which applied to even older technology.

Censorship Measures

The obvious difficulties in censoring the Internet notwithstanding, Singapore is exploring ways to put controls in place. One way is to use technology itself as a control mechanism. The National University of Singapore, for example, has different servers for staff and students, the idea being that staff will obtain less-censored materials than students will.

The lesson from the West, however, appears to be that censorship using technology does not work well. For example, Northeastern Ohio University College of Medicine's Richard DePew developed a program called ARMM (Automated Retroactive Minimal Moderation) to delete anonymous messages to Usenet groups. The program failed at first. When it succeeded, it affected the workings of other connected computers.¹¹

Others have tried less sophisticated methods of censorship, such as using algorithms to search for censored words. These methods, however, are often bypassed by using encryption or counter-technology.¹²

Recently, as a result of the mis-

understanding of a high-level official request, the public Internet accounts of a Singaporean company were scanned for GIF (Graphics Interchange Format) files. Of the 80,000 files scanned, five were found to be pornographic by Singapore standards and the users were issued warnings.¹³ Speaking to us later, a few irate users said they would consider renaming all their files with a GIF extension, just to make life a little more difficult for the censors. Of more concern to the service provider, many users expressed grave reservations about security and privacy on the system.¹⁴

A somewhat more refined approach that is being considered is to patrol the Internet. Technically, anyone at any connected site in the network can monitor it. The Internet lends itself to traffic analysis when content may not be known but the source and destination can suggest certain interests. For example, traffic to a particular overseas site known to contain pornographic material may be more closely monitored. The sheer amount of information and noise, however, makes that method highly inefficient and impractical.

It is possible, at a cost of \$70,000 a year, to create a separate server to censor, within limits, Usenet groups. In that way, some users will have access to materials that others do not. This will prevent all but the most determined users from accessing those censored groups. But it is costly to manage the system, especially with the labor shortage in Singapore. Further, it is possible to access other servers that offer access to Usenet. Therefore, such controls are neither technically nor economically feasible.

At this time, Usenet groups in Singapore are censored using guidelines issued by the Ministry of Information and the Arts, the government body in charge of media censorship. For example, Usenet groups accessed through the local

telecommunications provider, Singapore Telecom, are more heavily censored than those accessed through the local universities. The UNIX shell used by Singapore Telecom has been deliberately crippled to remove some functions. Subscribers must use the menu to access the Internet services.¹⁵

Some censorship is also implicit in the fact that Usenet groups enter Singapore through Technet before reaching the local universities, where system administrators decide whether certain groups should be deleted. The system administrators can also set conditions for usage, revoke certain services from users' accounts (such as electronic mail, Usenet access, file transfer capabilities, and remote communications), or deny login access totally. Unfortunately, those rules tend to be both haphazard and crisis oriented. There are no widespread, uniform guidelines or procedures for restricting use of any Internet services, and local administrators have to make arbitrary decisions on access.

Apart from a regulation that addresses the criminal misuse of computers, Singapore has little computer network regulation and looks set to continue that way at least for the near future. Control over pornography is through the existing laws. There is talk of an amendment to the Films Act to cover both moving and still images—which would include pornographic pictures on the computer. But that amendment is still being studied for its wider implications.¹⁶

Conclusion

The government of Singapore is well aware that it cannot do much to censor the Internet. In fact, as we've discussed, censorship can impact the workings of the Internet and the faith of users on the system. But, as the minister for information and the arts has said,

Singapore's government will not give up without a fight.¹⁷

Nowadays, as political debates are increasingly tossed around in cyberspace, the issue has shifted from one of censorship of pornographic material to censorship of "misinformation." For example, issues discussed on the newsgroup soc.culture.singapore have ranged from American Michael Fay's caning and the hanging of Dutch drug trafficker Johannes Van Damme to the recent case of Flor Contemplacion, the Filipino maid convicted of double murder.¹⁸

As a result of such discussions, an administrative committee has been formed to provide information (and rebut what the members believe to be misinformation) about Singapore on the Internet through what it calls Singapore Infomap.¹⁹ The group includes members of the Economic Development Board, National Computer Board, and Ministry of Information and the Arts, as well as Internet access providers Technet and Singnet. The youth wing of the ruling party, Young PAP, has also set up a division for the purpose of stating the government's views.²⁰ It appears that Singapore's response to the problem of control over the Internet has been to stake out a place for itself in the cyberspace neighborhood, as the minister has put it.

Singapore is committed both to controlling information and to reaping the benefits of the information age. Current thinking suggests it is difficult if not impossible to achieve both. But Singapore is trying nevertheless. @

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Condé Nast Readers' Fave Raves

More Than 30,000 Respond to Annual 'Traveler' Survey

The results of the glossy's eighth annual Readers' Choice poll are based on responses earlier this year from 30,051 subscribers.

Readers were asked to judge industry suppliers as "excellent," "very good," "good," "fair," or "poor" in the categories that are noted below each industry segment.

Top Five Airlines



1. Singapore
2. Swissair
3. Qantas
4. Air New Zealand
5. Cathay Pacific

Airlines were ranked on scheduling, punctuality, cabin comfort and service, food, and baggage handling. Only one U.S. airline — Midwest Express — made it into the Top 20.

Top Five Cruise Lines



1. Radisson Seven Seas
2. Seabourn
3. Windstar
4. Crystal
5. Cunard Royal Viking

Cruise lines were ranked on destinations, ships' sizes, service, cabin accommodations, food, and recreation and entertainment.

Top Five Car Rental Companies



1. Hertz
2. Avis
3. National
4. Europe by Car
5. Kemwel

Car rental companies were ranked on service and courtesy, reliability of fleet, speed of check-in and checkout, and rates.

Singapore once more voted world's No.1 carrier; orders 77 of Boeing's new 777

Once again the readers of a popular consumer travel magazine, Conde Nast Traveler, have voted Singapore Airlines the world's best airline.

"It's an honour we have now won 7 times in the last 8 years," says Les Kovacs, sales manager for eastern Canada.

Fresh on the heels of an announcement that the carrier had recorded a net profit of US\$334.2 million in the first 6 months of its current financial year came news that it has placed an order for 77 of the new twin-engine Boeing 777s.

Of those, 34 are on firm order, 43 on option, in total an order worth US\$12.7 billion. Six of the firm orders and 10 options are for Singapore Aircraft Leasing Enterprise, the carrier's leasing associate.

SIA expects to finance the purchase largely from cash flow and deliveries are scheduled for the period 1997-2004.

The B777-200B, basic unit of the 777 family, will have around 300 seats. Of interest to the airline is the B777-300 stretched version with 350 seats and the super long-range B777-100 with a range of 8,500 miles, which would permit it to operate non-stop Singapore-Los Angeles.

Singapore launches Canada web site

The Singapore Tourist Promotion Board's Canadian office is now live on the Internet.

The head office in Singapore launched the Singapore Online Guide (SOG) last year, but STPB Canada felt that additional regional home pages would better address the needs of specific markets. The new site carries the latest version of SOG as well as a variety of information of specific interest to Canada.

To access the site, key in:

<http://www.inforamp.net/stpbyyz/toronto.html>

Travelweek Bulletin
December 7, 1995
Circ: 9,000

NEWS CHANGES

Singapore Airlines' Toronto sales office has moved to 70 York St., Suite 1660, Toronto, ON, M5J 1S9, phone (416) 860-0197, fax (416) 860-0864. The reservations number for all of Eastern Canada remains 1-800-387-0038.

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Asian tourism offices

For information on travel to these Asian and Pacific Rim countries, contact their government tourist offices:

AUSTRALIA - Australian Tourist Commission, 2121 Avenue of the Stars, Suite 1200, Los Angeles, CA 90067. Phone (800) 333-0199 or (310) 552-1988.

CHINA - China National Tourist Office, 33 West Broadway, Suite 201, Glendale, CA 91204. Phone (818) 545-7505.

HONG KONG - Hong Kong Tourist Association, Suite 1220, 10940 Wilshire Blvd, Los Angeles, CA 90024. Phone (800) 282-4582 or (310) 208-4582.

INDIA - Indian Government Tourist Office, 3550 Wilshire Blvd., Suite 204, Los Angeles, CA 90010. Phone (213) 380-8855.

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

JAPAN - Japan National Tourist Organization, 360 Post St., Suite 601, San Francisco, CA 94108. Phone (415) 989-7140.

KOREA. Korea National Tourism Corporation, 3435 Wilshire Blvd., Suite 1110, Los Angeles, CA 90010. (213) 382-3435.

MALAYSIA - Tourism Malaysia, 818 West 7th St., Los Angeles, CA 90017. Phone (213) 689-9702.

NEPAL - Embassy of Nepal, 2131 Leroy Pl. NW, Washington, D.C. 20008. Phone (202) 667-4550.

NEW ZEALAND - New Zealand Tourism Board, 501 Santa Monica Blvd., Suite 300, Santa Monica, CA 90401. Phone (800) 388-5494.

PHILIPPINES - Philippine Tourist Office, 3660 Wilshire Blvd., Suite 825, Los Angeles, CA 90010. Phone (213) 487-4525.

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

TAIWAN - Taipei Economic and Cultural Office, Suite 2410, Westin Building, 2001 6th Ave., Seattle, WA 98121. Phone 441-4586.

THAILAND - Tourism Authority of Thailand, 3440 Wilshire Blvd., Suite 1100, Los Angeles, CA 90010. Phone (213) 382-2353.

LUCIE
PRESS CLIPPINGS

To Singapore, Malaysia and (best of all) Phuket

Betty Jean Adams, a 63-year-old Metairie resident, is traveling around the world by herself. This is another in a series of her reports on her trip.

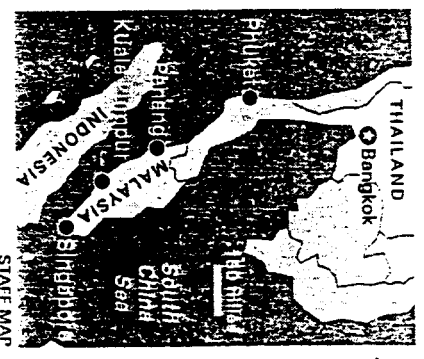
BY BETTY JEAN ADAMS
Contributing writer

When you write a letter to Singapore the address is just plain Singapore. The city is an independent island-state devoted to trade. It has its own money. Motorcyclists have their own roads, and because of their reckless habits are known as "transient citizens." Autos and buses drive on the left.

Singapore's Marco Polo Hotel is a five-star hotel with marble tubs and terry robes and slippers. I was back in the land of bellmen and tips and \$10 beer at the bar. Fortunately, the Tanglin Mall across the street sold beer for \$3. Much better.

I ate my first century egg. It's a duck egg preserved in aspic and eaten with slices of ginger. It tastes like a musty old blanket. I won't do it again.

Singapore is divided into into four parts in terms of population: Chinese, Anglo, Indian and Malay. They all know which side their bread is buttered on (trade and tourism), so they get along well, considering they all think they speak English. Road signs are in English, and the climate is damp and hot. I felt at home, es-



STAFF MAP

pecially when I found the Kmart on the fourth floor of Lucky Plaza on Orchard Road!

I hated to give up my exit visa though. It was stamped "The penalty for drugs in Singapore is death." Geeze.

Ship ahoy

Cruise embarkation was thrilling. I boarded the Marco Polo ship in Singapore, and all of the passengers more or less met (or collided) as we desperately tried to a) find our cabins and b) find our lifeboat stations. The lifeboat drill certainly was an ice breaker, as some of us accidentally got touchy-feely trying to figure out how the life jacket straps connected. Talk about Get Acquainted Quick!

The trying thing about a cruise

is that shore stops tend to be a little pushed. Buses wait like greyhounds at the pier, and you do your stop-shop thing fast. Ships are not sympathetic to late arrivals.

Kuala Lumpur boring

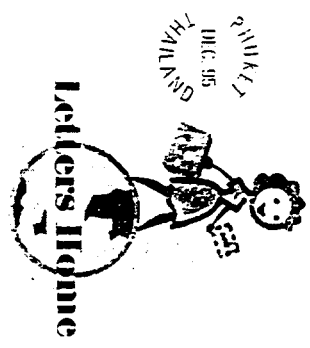
I'm ashamed to admit it, but I found Kuala Lumpur, Malaysia, dull. Perhaps it was the limited time, but two closed mosques and a closed palace with a third-rate museum thrown in for an 8 1/2-hour tour was a bit much. Kuala Lumpur sounds exotic, but the place is prosaic. Sidell is better.

A tri-slaw ride was included in Penang, Malaysia, and we tourists looked like the circus coming to town, jammed in, two to a tri-slaw that is supposed to hold one. We saw a temple with a reclining Buddha and big dragons out front, which made for a good photo-op. I felt a tad less foolish when the tri-slaws went away.

We also visited the House of Koo, which has some remarkable granite columns. It is a clan meeting house, which is like a permanent family reunion spot. It has burial urns with pictures of plaques commemorating university graduates and whatever else reflects honor on the House of Koo. Neat idea for genealogy and family brag sessions.

Phuket a winner

Phuket, Thailand, finally bit



the mark for "exotic ports." Since it was Sunday, one of the villages on the island put on a cultural show just for us. In one hour, they showed us a boxing match, sword fight, wedding ceremony and traditional dances that ranged from Bali-influenced to "The King and I."

(Costumes were gorgeous, and adorable tiny-tot participants gave the presentation a special appeal. One toddler bounced enthusiastically on boxing ropes, and another little doll opened the prop wedding presents.

The grand finale was an elephant show outside. Four elephants gave a demonstration of leg pulling, soccer ball kicking, delicate stepping and dancing.

I bought a small bunch of bananas for four baht (Thai money) and became the target of all elephant eyes. The largest elephant did her entire act with her trunk pointed at the remaining bananas at my feet, and was so disgusted with my idea of distribution that she gave me a special spray of water at the end. We kissed and made up, however. I bought a bunch just for her. After all, what's a couple of baht among friends?

Next stop: India.

NEWSPAPER PLACEMENTS TO DATE

North American Precis Syndicate, Inc. 201 East 42nd Street, New York, NY 10017 Phone: (212) 867-9000 Fax: (212) 983-0970

RELEASE: TIPS ON TRIPS

PR EXECUTIVE: **KYLIE ROBERTSON**
AARON D. CUSHMAN & ASSOCIATES
 52 VANDERBILT AVENUE -SUITE 1000
 NEW YORK NY 10017

RESULTS: This release has generated 164 newspaper articles in 8 different states with a readership of 10,637,088 based on the fact that when placements are reported 75% of the WRITE-INS come from places from which there are no clippings in hand.

SUMMARY: 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.

LEAD WORDS: ONE OF THE BEST PLAC

CLIPPINGS RECEIVED AND INPUT BY: 12/15/95

NAPS REP: JIM WICHT

SERVICE COORDINATOR: MICHAEL NEELMAN

RANK	MARKET	STATE	CITY	NEWSPAPER	DATE	CIRCULATION	READERS
1	NEW YORK, NY	NY	ELMSFORD	CITY ISLAND PENNYSAV	10/07/95	402,500	1,610,000
				<i>Residential community for professionals with offices in New York City. Corporate headquarters include Fuji Photo Film USA, Inc., KLM Royal Dutch Airlines. \$3.4 billion in annual county retail sales.</i>			
1	NEW YORK, NY	NY	YONKERS	EASTCHESTER RECORD	10/19/95	8,050	32,200
				<i>Yearly retail sales in county total \$1.3 billion. Located on the Hudson River. Many professionals commute from here to Manhattan and Long Island. Produces wire and cable, garments, chemicals, plastics, as well as jewelry.</i>			
				NORTH CASTLE NEWS	10/19/95	6,900	27,600
				PELHAM SUN	10/19/95	3,606	14,424
				RYE CHRONICLE	10/19/95	5,750	23,000
13	MINNEAPOLIS, MN	MN	COTTONWOOD	TRI-COUNTY NEWS*	10/25/95	2,500	10,000
				<i>Commuters to Sioux Falls, SD. \$224 million in annual county retail sales.</i>			
13	MINNEAPOLIS, MN	MN	MARSHALL	INDEPENDENT*	10/25/95	9,000	36,000
				<i>County seat. Southwest State University. Major dairy producer. Primary retail and industrial center in southwestern Minnesota. \$224 million in annual county retail sales.</i>			
28	MILWAUKEE, WI	WI	BURLINGTON	BURLINGTON STANDARD*	11/08/95	15,720	62,880
				<i>\$1.47 billion in annual county retail sales. Manufactures plastic, glass containers, tools, textiles, pumps, medical supplies.</i>			
28	MILWAUKEE, WI	WI	DELAVAN	DELAVAN ENTERPRISE*	11/08/95	5,175	20,700
				<i>\$581 million in county retail sales annually. Affluent residential community. Automobile clocks, candy. Summer resort.</i>			
				LEISURE SECTION*	11/08/95	28,000	112,000

—MORE—

* **NOTE: Why you don't have a clipping for every listing** - There are a growing number of newspaper chains with each paper having a different masthead and page one, and with the inside sections (where your release would appear) being exactly the same. Therefore, where indicated, if a story appears in one newspaper, it has also appeared in the others of that chain, though you may not have clipping in hand for each newspaper in the chain. These are different newspapers.

QUALITY NOTE: Because newspapers are published mainly where people have enough money to buy from advertisers, many of these placements are from the wealthy suburbs of major markets--the richest parts of America's richest markets. The top-earning 20% of American families have 48% of the income, the top 40% have 70% of the income, and the great majority of America's 10,000 newspapers are read mainly in the homes of the top 40%. The higher a family's income, wealth and education, the more likely the family is to read more than one newspaper.

PPINGS RECEIVED AND INPUT BY: 12/15/95

PAGE. 2

RANK	MARKET	STATE	CITY	NEWSPAPER	DATE	CIRCULATION	READERS
				PEACH SECTION*	11/08/95	34,500	138,000
28	MILWAUKEE, WI	WI	EAST TROY	EAST TROY NEWS*	11/08/95	3,070	12,280
28	MILWAUKEE, WI	WI	ELKHORN	ELKHORN INDEPENDENT*	11/08/95	6,000	24,000
				<i>Over \$575 million in annual county retail sales. Commuters to Milwaukee. Manufacturing includes TV tuners, musical instruments.</i>			
28	MILWAUKEE, WI	WI	LAKE GENEVA	LAKE GENEVA REGIONAL*	11/08/95	8,050	32,200
				<i>\$581 million in annual county retail sales. Located on Lake Geneva, with many large homes and resorts. Tourism. Yerkes Observatory.</i>			
28	MILWAUKEE, WI	WI	PALMYRA	PALMYRA ENTERPRISE*	11/08/95	1,179	4,716
28	MILWAUKEE, WI	WI	WALWORTH	TIMES*	11/08/95	3,842	15,368
				<i>\$581 million in annual county retail sales. Known for the manufacture of precision machine parts. Popular lake resort.</i>			
28	MILWAUKEE, WI	WI	WHITEWATER	WHITEWATER REGISTER*	11/08/95	10,120	40,480
				<i>\$275 million in annual county retail sales. Commuters to Milwaukee. Rainwear, fences, plastics, hardware.</i>			
28	MILWAUKEE, WI	WI	WILLIAMS BAY	BAY TIMES*	11/08/95	10,000	40,000
29	KANSAS CITY, MO	KS	KANSAS CITY	WYANDOTTE ECHO	10/18/95	1,840	7,360
				<i>County seat. School of Medicine of University of Kansas. Chemicals. Factories producing cars. Oil refinery. Steel mills. Commuters to Topeka. \$15.5 billion in annual retail sales in metro region. Many corporate headquarters.</i>			
31	CHARLOTTE, NC	SC	BLACKSBURG	BLACKSBURG TIMES	11/01/95	2,289	9,156
				<i>Residential. \$302 million in county retail sales annually.</i>			
35	GREENVILLE, SC	SC	COWPENS	COWPENS/PACOLET TRIB	11/01/95	1,265	5,060
				<i>\$2 billion in annual county retail sales. Tourism. Historic Cowpens National Battlefield.</i>			
48	CHARLESTON, WV	WV	HURRICANE	HURRICANE BREEZE	09/28/95	1,926	7,704
90	MADISON, WI	WI	SHARON	SHARON REPORTER*	11/08/95	1,035	4,140
				<i>Over \$275 million in annual county retail sales. Pumps.</i>			
100	SIoux FALLS, SD	MN	ADRIAN	NOBLES COUNTY REVIEW*	10/25/95	1,500	6,000
				<i>Sizeable homes of well-to-do commuters to Sioux Falls, SD. Cement, plastics. \$150 million in annual retail sales for county.</i>			
100	SIoux FALLS, SD	MN	BALATON	PRESS-TRIBUNE*	10/25/95	1,000	4,000
				<i>Homes of wealthy professionals with offices in Sioux Falls, SD. \$224 million in annual county retail sales.</i>			
100	SIoux FALLS, SD	MN	FULDA	FULDA FREE PRESS*	10/25/95	1,500	6,000
				<i>Professionals with offices in Sioux Falls, SD raise their families here.</i>			

—MORE—

CLIPPINGS RECEIVED AND INPUT BY: 12/15/95

PAGE: 3

RANK	MARKET	STATE	CITY	NEWSPAPER	DATE	CIRCULATION	READERS	
100	SIoux FALLS, SD	MN	HENDRICKS	LINCOLN CO PIONEER* <i>Professionals with offices in Sioux Falls, SD raise their families here.</i>	10/25/95	1,955	7,820	
100	SIoux FALLS, SD	MN	HERON LAKE	TRI-COUNTY NEWS* <i>Residential community. Professionals with offices in Sioux Falls, SD make their home here.</i>	10/25/95	2,343	9,372	
100	SIoux FALLS, SD	MN	IVANHOE	IVANHOE TIMES* <i>Professionals with offices in Sioux Falls, SD reside here.</i>	10/25/95	2,244	8,976	
100	SIoux FALLS, SD	MN	LAKE BENTON	LINCOLN COUNTY VALLE* <i>Residential community for professionals with offices in Sioux Falls. Lake and national monument attract visitors.</i>	10/25/95	2,358	9,432	
100	SIoux FALLS, SD	MN	LAMBERTON	LAMBERTON NEWS* <i>Residential community for professionals with offices in Mankato.</i>	10/25/95	2,041	8,164	
100	SIoux FALLS, SD	MN	PIPESTONE	PIPESTONE COUNTY STA* <i>County seat. Large homes of professionals with offices in Sioux Falls, SD. State park and national monument attract tourists.</i>	10/25/95	4,830	19,320	
100	SIoux FALLS, SD	MN	RUTHTON	BUFFALO RIDGE GAZETT* <i>Lavish homes of professionals with offices in Sioux Falls, SD. Tourists come to see the nearby national monument and state park.</i>	10/25/95	759	3,036	
100	SIoux FALLS, SD	MN	SLAYTON	MURRAY COUNTY NEWS* <i>County seat. Spacious homes of professionals with offices in Sioux Falls.</i>	10/25/95	1,500	6,000	
				MURRAY COUNTY WHEEL/*	10/25/95	7,200	28,800	
				SOUTHWESTERN PEACH*	10/25/95	33,350	133,400	
100	SIoux FALLS, SD	MN	TRACY	TRACY HEADLIGHT-HERA* <i>Major beverage producer. Commuters to Sioux Falls, SD. \$224 million in annual county retail sales.</i>	10/25/95	2,967	11,868	
100	SIoux FALLS, SD	MN	TYLER	TYLER TRIBUTE* <i>Factories producing tile, cement, feed. Sioux Falls, SD professionals have their homes here.</i>	10/25/95	1,946	7,784	
100	SIoux FALLS, SD	MN	WESTBROOK	SENTINEL & TRIBUNE* <i>Residential community for professionals with offices in Sioux Falls, SD.</i>	10/25/95	2,300	9,200	
136	ROCKFORD, IL	IL	ROCKFORD	SUNDOWN PUBLICATIONS <i>Second-largest city in state. College community. Major manufacturer of machine tools, plastics, car and airplane part. Largest manufacturer of screws and fasteners in the U.S. \$2.8 billion in annual retail sales in metro region. Corporate</i>	09/25/95	15,000	60,000	
175	PALM SPRINGS, CA	CA	TEMECULA	VALLEY SHOPPER <i>Heart of the Southern California wine region, located between San Diego and Los Angeles. Camp Pendleton Marine Corps Base. Cleveland National Forest. Vineyards and wineries. Annual county retail sales: \$18.6 million.</i>	10/11/95	7,708	30,832	
TOTALS:						41 CLIPS SO FAR	664,818	2,659,272

This release has generated 164 newspaper articles in 8 different states with a readership of 10,637,088 based on the fact that when placements are reported 75% of the WRITE-INS come from places from which there are no clippings in hand.

Based only on clippings listed above, this release has appeared in 7 of the top 50 markets, 9 of the top 100 markets, and 11 of the top 300 markets. There are 88 placements from the top 50 markets, 156 placements from the top 100 markets, and 164 from the top 300 markets. Listed above are clips sent to you and placements known to exist because when a story appears in one newspaper, it automatically appears in one or more others in that group.

The cost of buying this space would have been \$34547.40.

* * *

Please note: In instances where the current circulation is not available, the computer uses the average circulation for all other clippings.

12/26/95

SINGAPORE TOURIST PROMOTION
SUMMARY OF LISTINGS

PAGE: 1

DESCRIPTION	# OF ARTICLES	TOTAL CIRCULATION	EQUIVALENT AD COST
CONVENTION & MEETING NEWS			
MAGAZINES	3	160,527	\$35,038
CATEGORY TOTALS:	3	160,527	\$35,038
GENERAL TOURISM			
WESTERN NEWSPAPERS	1	502,619	\$184
EASTERN NEWSPAPERS	14	2,383,030	\$54,763
CENTRAL NEWSPAPERS	9	457,222	\$1,346
MAGAZINES	5	209,096	\$48,916
CATEGORY TOTALS:	29	3,551,967	\$105,209
GRAND TOTALS:	32	3,712,494	\$140,247

12/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 1

CONVENTION & MEETING NEWS

MAGAZINES

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
9/01/95	CORPORATE & INCENTIVE TRAVEL	4	61,016	\$824
11/01/95	MEETING MANAGER	2	10,840	\$179
11/01/95	MEETINGS & CONVENTIONS	90	88,671	\$34,035
TOTALS FOR THIS SUBCATEGORY		<u>96</u>	<u>160,527</u>	<u>\$35,038</u>
TOTALS FOR CONVENTION & MEETING NEWS		96	160,527	\$35,038

12/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 2

GENERAL TOURISM

WESTERN NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
12/10/95	SEATTLE, WA., TIMES POST INTELLIGENCER	1	502,619	\$184
TOTALS FOR THIS SUBCATEGORY		<u>1</u>	<u>502,619</u>	<u>\$184</u>

GENERAL TOURISM

EASTERN NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT AD COST
11/01/95	BLACKSBURG, SC., TIMES	15	1,990	\$57
.1/01/95	CHESNEE, SC., TRIBUNE	15	1,500	\$22
11/01/95	COWPENS, SC., TRIBUNE	15	1,100	\$22
.1/05/95	STUART, FL., NEWS	147	43,024	\$4,975
11/08/95	JAMESTOWN, NC., NEWS	1	2,500	\$8
11/12/95	NEW YORK, NY., TIMES-NATIONAL	88	340,061	\$42,151
.1/15/95	STROUDSBURG, PA., POCONO RECORD	35	21,832	\$452
11/19/95	HARRISBURG, PA., PATRIOT NEWS	2	176,205	\$101
.1/19/95	HARRISBURG, PA., PATRIOT NEWS	3	176,205	\$152
11/19/95	ORLANDO, FL., SENTINEL	2	401,058	\$382
12/01/95	WALL STREET JOURNAL-CHARLOTTE	6	82,144	\$537
12/01/95	WALL STREET JOURNAL-LA GRANGE	6	68,805	\$907
12/01/95	WALL STREET JOURNAL-NEW YORK	3	761,735	\$624
12/01/95	WALL STREET JOURNAL-PRINCETON	21	304,871	\$4,373
TOTALS FOR THIS SUBCATEGORY		359	2,383,030	\$54,763

12/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 4

GENERAL TOURISM

CENTRAL NEWSPAPERS

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT ADCOST
11/02/95	COLLIERVILLE, TN., HERALD	1	5,900	\$5
11/02/95	FARMERVILLE, LA., GAZETTE	4	4,200	\$17
11/03/95	CHICKASHA, OK., EXPRESS	1	6,500	\$6
11/04/95	OELWEIN, IA., REGISTER	1	6,300	\$9
11/06/95	LAKE CITY, MI., WATERFRONT	1	4,500	\$4
11/08/95	DELL RAPIDS, SD., CHALLENGER	1	4,000	\$4
11/23/95	BUTLER, AL., CHOCTAW ADVOCATE	1	4,400	\$3
12/01/95	WALL STREET JOURNAL-DALLAS	6	94,475	\$413
12/03/95	NEW ORLEANS, LA., TIMES PICAYUNE	8	326,947	\$885
TOTALS FOR THIS SUBCATEGORY		<u>24</u>	<u>457,222</u>	<u>\$1,346</u>

12/26/95

SINGAPORE TOURIST PROMOTION

PAGE: 5

GENERAL TOURISM

MAGAZINES

CLIP DATE	PUBLICATION	COLUMN INCHES	CIRCULATION	EQUIVALENT ADDCOST
10/30/95	TRAVEL AGENT	1	59,018	\$300
1/01/95	BUSINESS TRAVELER INTERNATIONAL	210	45,772	\$48,230
11/20/95	TRAVELAGE WEST	2	35,328	\$168
12/01/95	INTERNATIONAL TRAVEL NEWS	2	34,489	\$62
12/01/95	INTERNATIONAL TRAVEL NEWS	5	34,489	\$156
TOTALS FOR THIS SUBCATEGORY		<u>220</u>	<u>209,096</u>	<u>\$48,916</u>
TOTALS FOR GENERAL TOURISM		604	3,551,967	\$105,209

Dom
Aaron

public relations
sales promotion
marketing



aaron d. cushman and associates, inc. 52 randerbilt avenue, suite 1000 new york, new york 10017 (212) 856-0100
fax: (212) 856-9426

DATE: February 13, 1996
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: January 1996 Activity Report

INTERNAL SECURITY
SECTION
REGISTRATION UNIT
96 JUL 19 P 3:20
RECEIVED
DEPT. OF JUSTICE
CRIMINAL DIVISION

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

Publicity - ADC Generated

- The Rockefeller Center orchid display was announced in the "Around Town" section of *Time Out* (circulation 50,000), a New York City magazine guide, a result of the agency-issued media alert about the display.
- The agency-issued release on the Raffles Culinary Academy received coverage in the January 7 *Los Angeles Times* as well as two regional editions (circulation 1,576,425).
- The January 14 *New York Daily News* (circulation 974,034) included the opening of the new Tanah Merah Ferry Terminal in its travel briefs section. This coverage results from the agency-issued pitch letter that accompanies the mailing of Singapore Travel News.
- The agency provided information and fact-checking to *Woman's Day Beautiful Brides* (circulation 350,000) for their December 1995 article on Singapore's Shangri-La Hotel.
- Beverly Nelson's article on Singapore appeared in the November/December 1995 *The Very Special Traveler* (circulation 300). Her article is a result of the media educational arranged in October.

Publicity - Not ADC Generated

- The results of *Business Traveler Magazine*'s annual readers' poll were announced in the January 21 *Memphis Commercial Appeal* (circulation 280,317). The story, which is running on the Scripps Howard News Service, names Singapore Airlines, voted best airline and Changi Airport, voted best airport.
 - Mark Jenkins, the freelancer with whom the agency has worked closely on several previous Singapore stories, wrote another article for the December 31 *Long Island Newsday* (circulation 255,330). The feature story on durians also ran in the *Newsday-Queens Edition* (circulation 107,727).
 - Singapore's new tagline and marketing campaign are featured in the January 12 *Wall Street Journal Washington DC edition* (circulation 147,055).
 - An *Associated Press* story about Singapore's "politeness campaign" ran in the January 2 *Binghamton Press & Sun-Bulletin* (circulation 69,983).
 - A positive feature story on Sentosa Island ran in the January 2 *Hanover Sun* (circulation 20,820).
 - Singapore's efforts to make its cultural life more enriching were featured in a December 4 article in the *Asian Wall Street Journal* (circulation 5,663). Included in this story is an announcement of the opening of the Singapore Art Museum.
2. Analysis of travel trade media coverage during the month of January 1996.
- Announcement of Thomas Pang's appointment appeared with a photo in the February 5 *Travel Agent* (circulation 59,018), a result of the agency photo/release mailing.
 - S.K. Tan's promotion continues to receive coverage as a result of agency-issued release, this time in the December 11 *Meeting News* (circulation 80,788).
 - The December issue of *Corporate & Incentive Travel* (circulation 61,016) ran the photo of Singapore representatives at IT&ME that was distributed by the agency. Included in the caption was news of Singapore being named by *Fortune* magazine the "Top Global City" for business.
 - The agency provided the editor of *Travel World News* (circulation 38,683) with tourism information for the January 1996 article on Asean countries. A quote from Charles Leong was also provided for the article which includes Singapore in its roundup of popular tourism regions in Southeast Asia.

- An article about Singapore's rating in *Fortune* magazine appeared in the January 1996 issue of *Travel World News* (circulation 38,683), a result of the agency-issued press release. Charles Leong is quoted in the article which also lists phone and fax numbers for the three US STPB offices.
 - A feature story on the Peninsular Line appeared in the January 22 issue of *Travel Agent* (circulation 59,018). The agency pitched this story during follow-up with the editor.
 - The December 1995 issue of *Association Trends* (circulation 24,667) featured SICEC and some of Singapore's new hotel developments in an article accompanied by a photo of SICEC.
 - The second part of a two-story series on Singapore appeared in the January 1996 issue of *International Travel News* (circulation 34,489) (the first part appeared last month). The writer gives a very favorable account of Singapore, recommending it to travelers.
 - The opening of SICEC, along with a listing of already scheduled events, was featured in the January 8 *Tradeshow Week* (circulation N/A).
3. Analysis of other issues that may affect Singapore's tourism industry.
- The January 2 *Salt Lake City Deseret News* (circulation 63,067) ran a Reuter News Service article about the school textbook giveaway in Singapore at which many parents tried to obtain books meant for poor children. This situation was frowned upon by most Singaporeans and is looked at as a one-time occurrence, not a scenario indicative of life in Singapore.
4. Evaluation of media educationals.
- Beverly Nelson's October media educational resulted in a Singapore feature story in the November/December *The Very Special Traveler*, a newsletter distributed to the disabled.
 - Dana Hammond's article for Copley News Service, a result of the October press trip, has been submitted to the service and should be sent out next month.
 - Carol McCabe, another October press trip participant, has ordered slides for her article in the *Providence Journal*. The agency is still following up with the writer to determine the exact date the article should appear.
 - Sent slides to Elizabeth Wright of the *San Antonio Express News*, an October press trip participant, to accompany her pending story.
5. Activities carried out to meet objectives.

See below.

JANUARY 1996 ACTIVITIES

PLANNING/LIAISON/ADMINISTRATION

- Liaison with STPB/LA, STPB/NY, STPB/Chicago, STPB/HQ.
- Submitted December monthly activity report.
- Clip analysis and selection.
- Monitored *Straits Times*.
- Sent December media index to headquarters and mailed articles with a six rating or lower, as per HQ's revised instructions.
- Received a shipment of release paper and brochures on the National Orchid Gardens.
- Sent a supply of release paper to STPB/LA per their request.
- An agency representative attended the January 16 monthly meeting.
- Received announcement of Singapore's new tagline and branding and have begun incorporating new campaign into our materials.
- Provided STPB/HQ with a list of CNN bureaus in Asia per their request.
- Requested information from STPB/HQ on some of Singapore's golf customs as well as names of Singapore's top three golfers for *Golf Tips* magazine.
- Suggested to SVPA the possibility of STPB helping rescue Cousteau's *Calypso* which sank in Singapore. Later submitted the idea to STPB/HQ for review.
- Submitted final report on the NAPS release, "Discount Card Saves Singapore Shoppers Plenty," to STPB/LA.
- Received visitor arrival figures for Singapore for internal use.
- Received list of convention and incentive programs for 1996-97 and filed for reference.
- Received Peninsular Line schedule.
- Received press release, "Singapore Honours Outstanding Tourism Hosts."
- Submitted a report on the breakdown of all out-of-pocket expenses at the request of SVPA.
- Received information from STPB/NY on Bill Ali's Orient Tour.
- Received press releases on the Lunar New Year and Hari Raya Light-ups.
- Received press release, "A Year of Continued Growth."
- Discussed arrangements for agency representative to attend STPB Regional Meeting in March.
- Requested approval from STPB/LA for photography duping to replenish agency slide library.
- Agency continues to work on updating the Singapore press kit.

News Bureau and Publicity

- Sent to *Meetings & Conventions* the press release on Singapore's ranking in *Fortune* magazine.
- Provided Chris Barnett of Copley News Service with information on hotels in Singapore for his "Business Traveler" column.
- Sent December/January Singapore Travel News with a pitch letter to select media.

- Submitted third and final draft of “New Year” letter for approval to accompany mailing of 1996 calendars and planners. Mailing was distributed to select media.
- Sent information on Sentosa Island’s development to the *Honolulu Advertiser*.
- Faxed a media alert about the orchid display to local newspapers and news wire services.
- Provided *Hemispheres* magazine with the web address of the Singapore Online Guide for inclusion in their March issue.
- Provided *Successful Meetings* magazine with information on Singapore’s meetings/conventions industry as well as a sample incentive itinerary and slides of general attractions and SICEC.
- Sent pitch letter to *Bride’s Magazine* about Changi Airport for their June article on airport amenities and followed up with writer.
- Sent slides to *Aviation International News* to accompany a story upon the writer’s return from the Asian Air Show.
- Sent various press releases to the writer of *Singapore Link*, a newsletter distributed to Singapore Club members in the Washington area.
- Sent hotel slides to McGraw-Hill for inclusion in an upcoming book, Retailing: Domestic and Global Perspectives for the 21st Century.
- Evaluated a request from Molly Ryan, a freelance radio journalist, for a radio contact in Singapore. She is interested in submitting her story on race relations for consideration. With the help of STPB/LA, agency accommodated this request.
- Sent information and slides to a freelancer writing for *Frequent Flyer* magazine.
- Offered assistance to photographer Walter Babikow who requested a guide while in Singapore.
- Contacted a writer at *Fodor’s Worldview* regarding his upcoming trip to Singapore. Agency offered assistance with a guide and a tour, pending more details about his flight arrangements.
- Amended agency media list to reflect staff changes at *Incentive* magazine.
- Sent press kit to freelancer Sandy Katz, a writer for various newspapers in South Carolina.
- Sent slides to the *Modesto Bee* for inclusion in their special Sunday section.

- Provided *Food Arts* magazine with information on the Food Festival and Raffles Culinary Academy as well as slides from the November food event.
- Distributed release on Raffles Culinary Academy to consumer travel magazines and top market newspapers.
- Sent a press kit to *Diversion* magazine and followed-up with writer to conduct fact-checking.
- Per MCM's request, evaluated information from *View & Travel Magazine* that reaches travel agents nationwide. Sent a press kit to their editor and will follow up accordingly.
- Evaluated request from freelance writers Laura Ann Kamm and David Novick for a trip to Singapore. Agency declined their request due to lack of air but assured them of assistance should they secure their own airfare.

Media Educationals

- Confirmed Vera Vida's visit to Singapore January 23-26. Sent a press kit to this travel writer for the *Patriot Ledger* newspapers in the Boston area.
- Sent information to STPB/HQ about Joe Garber. This writer, who is working on a novel set in Singapore, has postponed his trip scheduled for an earlier date until February. Agency is liaising with STPB/HQ to arrange meetings and interviews for his research.
- Submitted a media educational form for Herb Malsman of Visions Production, which produces audio travelogues for the blind and visually impaired.
- Submitted a media educational form for freelancer Mark Jenkins, on assignment for the *Los Angeles Times*. STPB/LA approved his full request for airfare and accommodations. An agency FOC ticket will be used for this writer's trip, scheduled tentatively for March.
- Contacted writers Larry and Valere Althouse of *Park Cities News* in Dallas and offered agency's assistance with a tour when they visit Singapore in March.
- Agency negotiated with Singapore Airlines to secure airfare for Jamie James, a freelance writer on assignment for *Travel Agent* magazine. This writer will travel to Singapore February 15-22 to research a feature story on the airline. Other possible outlets include *Natural History* and *The New Yorker*.
- Completed a media educational form for Philip Sousa, on assignment for Copley News Service and *San Diego Magazine*. He will be in Singapore for two days after disembarking from a Crystal Cruise. Accommodations and an itinerary will be provided. Agency is liaising with writer before his March trip.

- Arranged a media educational for Ronald Lusk, a writer for *Porthole* magazine, the publication distributed to cruise lines. A press rate and a half-day tour will be provided to this writer in March after he complete his *Royal Sun Viking* cruise around Asia.
- Submitted a media educational form for Mark Chesnut, on assignment for *TravelAge* and *Travel Weekly* - Reed Travel Features. He will be in Singapore in February and has been provided with accommodations and a tour.
- Completed a media educational form for Arkie Gonzalez, SATW President. He plans to visit Singapore in April to scout it out as a possible post-SATW meeting destination.

Other

Rockefeller Center Orchid Display

The orchid display officially went up on January 23, 1996. An agency representative negotiated with officials at US Customs and the US Department of Agriculture to expedite the release of the flowers from cargo on January 10. However, due to inclement weather and problems setting up the greenhouse, the opening of the display was postponed, which in turn affected some publicity opportunities. However, to date, the display has received coverage in *The New York Times* and *Time Out Magazine* (see attached clip). Photos were taken and sent to STPB/HQ.

Art Display

The agency established art museum and gallery contacts in Los Angeles and Chicago and will continue to work with STPB/NY on receiving further details.

Chingay Broadcast

Received initial request from STPB/HQ to evaluate the interest of US television stations in carrying the Chingay event which will be broadcast live in Singapore. Agency requested more information be provided, i.e. what time the broadcast will start and finish, satellite coordinates, etc. Contact has been made with various stations, interest has been expressed and footage of last year's broadcast will be made available to continue pitching the event.

RCCL Press Trip

Last month, the agency was informed of an RCCL Far East press trip which was having difficulty securing airfare. Due to the lack of air availability, the press trip was reduced to an individual trip for Valerie Tamis, on assignment for *venues* and the *Washington Times*. Approached initially for airfare, agency had to decline any involvement due to our lack of SIA tickets. However, her airfare was eventually secured and agency worked on a last-minute request for accommodations for this writer which were provided by Hotel Inter-Continental.

Orient Lines Press Trip

STPB/NY submitted a proposal for review from Orient Lines. They have requested assistance with a half-day tour for the group when they arrive in Singapore in April. The agency is in the process of contacting their PR representative.

Incentive Isle Singapore 1996

Agency coordinated with STPB/Chicago to invite one media person to attend IIS '96 in Singapore at the end of February. Agency created the invitation and pitched the program to *Incentive* magazine, per STPB's request.

Georgie Yam/Master Award

Received information from STPB/HQ regarding the winner of the World Master Award, Georgie Yam, for his hairdressing expertise. The agency is in the process of evaluating the publicity potential of the awards ceremony which is to be held in New York.

Public Relations Program

Upon client's request, the agency developed a comprehensive bi-monthly PR plan for review.

BOOKED to COOK

By S. IRENE VIRBILA
TIMES STAFF WRITER

SINGAPORE

The Raffles Culinary Academy

The historic Raffles Hotel has been remodeled into an upscale, boutique-lined hostelry. But if it's lost its colonial charm, it's also added something new: cooking classes. The brand new Raffles Culinary Academy teaches the cuisines of Singapore's leading ethnic groups—Chinese, Indian, Malay and Peranakan. A complex and distinctive blend of Malay and Chinese cooking styles, Peranakan food is found only in Singapore and Malaysia. Each cuisine is covered in a morning class that concludes with lunch. Participants study the origins of the food, the local ingredients required and how to prepare a variety of dishes. The classes can be taken individually or as a package of five. Each day features a different cuisine, and the final class on Friday covers the signature dishes of the Raffles Hotel.

Contact: Raffles Hotel, 1 Beach Road, Singapore 189673; tel. 011-65-337-1886, fax 011-65-339-7650. Cost: About \$107 for a single class, or \$464 for the five-day program.

And eat! For those who love food, a cooking school vacation or food tour is a trip to savor

Los Angeles Times
January 7, 1996
Circ: 1,576,425

San Fernando Valley Ed.
January 7, 1996
Circ: 820,116

Orange County Edition
January 7, 1996
Circ: 220,356

New York, NY
Daily News
New York City Met Area

Sunday

SUN 974.034

JAN 14, 1995

44062

LUCE PRESS CLIPPINGS

ON THE ROAD AGAIN

for business travelers

■ **24-HOUR BUTLER SERVICE** has been launched in the Buckingham Wing at London's Charing Cross Hotel (near Trafalgar Square and Covent Garden). A personal butler, dressed in tails, is assigned to each guest and is responsible for room service, laundry, theater tickets, etc. Fourteen-channel TV includes Sky, CNN and Japanese, Spanish and German stations and six radio channels. Early spring will see the addition of executive checkout and a leisure club. Thistle Hotels/Mount Charlotte Hotels: 1-800-868-7285.

■ **GOOD DEAL:** Computer and computer-related vendors sell products at discount prices Jan. 28, 10 a.m.-4 p.m., at the Market Pro Computer Show in the Mid-Hudson Civic Center, Civic Center Plaza, Poughkeepsie, (914) 454-5800.

■ **GREAT DEAL:** The Leading Hotels of the World Ltd.'s 1996 Great Affordables program has specially tailored weekend and holiday offerings that can be taken as extensions to business trips. Covers 160 hotels in 117 locations. For reservations, info and a free copy of The Great Affordables Directory, call (212) 838-3110 or 1-800-223-6800.

■ **THAI AIRWAYS** International has become a travel partner with Marriott Hotels, where Royal Orchid Plus members can earn 500 miles per stay. To launch the deal, Marriott guests get an additional 500 miles until March 31.

■ **P.S.:** TWA President and CEO Jeffrey H. Erickson has been named Airlines Person of the Year for 1995 by Travel Agent Magazine. . . . In Singapore, getting to Indonesia and Malaysia is now easier with the new Tanah Merah Ferry Terminal. . . . In Las Vegas, construction to double the size of The Forum Shops at Caesars is starting. Completion expected in spring 1997. — Gunna Bitee Dickson

TASTE OF THE TROPICS

When it comes to romance, I see beauty in simplicity. Ask me to describe nirvana and I'll tell you it's being on a pristine beach under a starry sky with the man of my dreams by my side. What destinations could possibly improve upon that idyllic experience by adding their once-in-a-lifetime appeal? For me, the answer is easy: the exotic culture, sights and sounds of Singapore and Bali.

First Stop: Exciting Singapore

Everything you may have heard about the appeal of Singapore is true—and then some. It is the cleanest, safest and most orderly city you could ever imagine visiting. Virtually everyone in Singapore speaks English, so communicating is no problem. The Shangri-La Hotel, named after the legendary paradise on a Tibetan mountainside, is a perfect refuge in this fast-paced port city. It's conveniently located, yet away from the city's hustle and bustle.

The Shangri-La lives up to its evoca-

green leaves and flame-colored blooms. Half of the rooms in the hotel's nine-story Garden Wing have a view of a three-story atrium, lushly filled with ferns, flowers and plants usually found in cooler climates. Ask the concierge to arrange a private dinner within the atrium for a memorable and ultra-romantic experience. The rest of the rooms look out on the pool, 15 acres of landscaped gardens and a three-hole pitch and putt golf course. A tour of the gardens—home to more than 133,000 tropical shrubs, trees and flowers and several water-filled ponds—provides an interesting background on the area's

native flora and fauna. Four flood-lit tennis courts, a five-kilometer jogging path, squash courts and an impressive health club (with more than just the usual array of tread-

mills and stair climbers) offer fitness buffs a variety of workout options.

When dining at the hotel, you can choose from Japanese, Chinese, French and Continental menus. Afternoon tea is

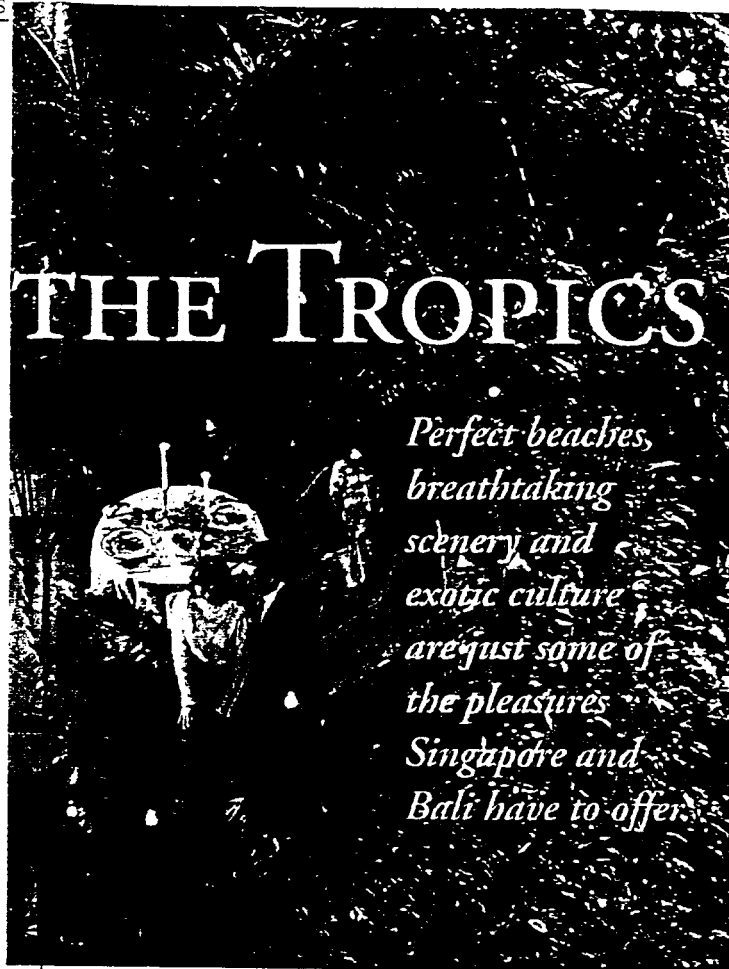
The atrium at the Shangri-La Hotel is a perfect place for a romantic dinner for two.

also available in the lounge. The convenient Coffee Garden, a 24-hour soup and sandwich restaurant, is the perfect stop for a late-night snack after sampling Singapore's nightlife.

The Shangri-La's own disco, Xanadu, heats up after 9 P.M. And no trip to Singapore would be complete without a visit to a karaoke bar. Our favorite was J.J. Mahoney's in Tanjung Pagar near Chinatown. Leave your inhibitions at the door! Be sure to visit the Long Bar at the legendary Raffles Hotel, where the Singapore Sling is said to have been born. Stroll through the lobby and around the grounds and you'll be transported to another day and age, the colonial eras when writers Rudyard Kipling and Somerset Maugham were creating their famous works.

Discovering Bali: Paradise Found

Referred to as "the morning of the world" by former Prime Minister of India Jawaharlal Nehru, the Indonesian island of Bali is magical and seductive. Exquisite



Perfect beaches, breathtaking scenery and exotic culture are just some of the pleasures Singapore and Bali have to offer.



Enjoy swaying palms and the rays of the equatorial sun around the Shangri-La pool.

tive name with verdant and gorgeous grounds. Bougainvillea spills over balcony railings, creating a patchwork of



The Very Special Traveler

Disabled, but not handicapped because of lack of knowledge

Beverly Nelson, Editor/Publisher Nov/Dec 1995 ISSN 1072-8813

"Disabled Tags" For Rental Cars and Vans

Bottom Line: Bring your own!

Rental car companies do not provide either disabled license plates or windshield placards for their vehicles — even if you have reserved a hand-controlled car. So, if your travel plans include renting a car be sure to bring along your personal disabled windshield placard. If you forget to bring your own placard, the recourse is a visit to the nearest Motor Vehicle Administration (MVA) office to request a temporary one. However, unless you encounter an exceptionally friendly and sympathetic MVA official, you'll need to produce a doctor's letter certifying that you are disabled. In fact, it's a good idea to carry such a letter, regardless.

Also, rental car companies do not have available vans with power ramps for wheelchairs. These you can rent through either Wheelers Accessible Vans (1-800-456-1371) or Wheelchair Getaways (1-800-642-2042). Both have nationwide locations. As with the rental cars, these accessible vans do not come with disabled plates. Wheelchair Getaways says "bring your own personal windshield placard" while Wheelers Accessible Vans states they "provide a placard as part of the rental package." Still, it's best to bring your own!



SEASON'S GREETINGS

Post Office Box 756, New Windsor, Maryland 21776-9016 (410) 635-2881

TVST TRAVEL LOG: Singapore Revisted

The event took place the day before we arrived, and in a way it captured the essence of Singapore. The event was the finals for Singapore's Miss Tourism. The winner was beautiful 23-year-old Miss Robbie Lee Sabnani, a microbiology honors graduate who speaks five languages and plans to pursue a medical degree! She is the personification of Singapore — an attractive country in a constant state of renewal. A place where modernization and traditions exist side by side.

Singapore, to me, has been a convenient gateway to South East Asia. Here, before going on, I could always recoup my strength and recover from jet lag in a lovely, clean and well-ordered location. While Singapore remains my favorite gateway, it is rapidly becoming a pleasing travel destination for its own sake, and a place that is making great strides in becoming "disability" friendly.

Getting to Singapore from the U.S. East Coast is no easy task — figure on more than 20-hours in airplanes, plus additional time doing airport transfers. I remain thankful to the people of United Airlines, whether in the air or on the ground, for their professionalism and many personal courtesies. From the handling of my wheelchair to assisting me onboard, my entire United Airlines experience on this long and tiring trip was without a single complaint.

It was shortly before midnight that we at long last deplaned at Singapore's Changi Airport. This is a remarkably efficient facility and with the ready assistance of a United Airlines representative we easily completed the customs, immigration and baggage process. Fine taxis are readily available, but we had arranged for transportation through the hotel. I wanted the driver to be aware, in advance, that I would be using a wheelchair.

Singapore offers a wondrous variety of accommodations. However, this time we had decided to stay on the verdant island of Sentosa, which is only 15 minutes from downtown Singapore. Our accommodations were at Shangri-La's Rasa Sentosa Resort, Singapore's first and only beachfront hotel. The staff quickly

handled our registration and at about 3:00 a.m. we gratefully “hit the pillows” in our accessible room.

Our room offered all the necessary conveniences but it was the bathroom that provided a real touch of luxury. Certainly I appreciated the extra-wide door, the non-slip tile, the raised toilet and the roll-under sink, but the most marvelous feature was the fully accessible shower! Indeed, the shower, which occupied one large corner of the bathroom, was completely open — no sill, no side panels, no curtains. Yes, there were grab bars, but with this arrangement I could just sit in my wheelchair and savor the moment. The only shortcoming was the fixed shower head. I would have preferred a hand-held unit, something I noted to the hotel’s management.

With one exception, all the public facilities of the Rasa Sentosa Resort are wheelchair accessible, including the walkways around the grounds and pool. The one exception is the Lobby Lounge. Here, afternoon tea and pastries are served but the three steps represent an obstacle. There are four different stairways to the Lobby Lounge, and one could easily be ramped — again, something I stressed to the hotel’s management. All-in-all, we enjoyed our stay at this fine resort.

Singapore is continuing to make significant advances in terms of accessibility, although the subway system, unfortunately, still remains off-limits. Curb cuts are almost routine, ramps are a standard item for new construction buildings, and under-the-street passageways now make crossing Orchard Road a zero hazardous experience. Underscoring this commitment, is the **Handicaps Welfare Association (HWA)**. This organization was founded to encourage and foster the ideals of self-help and mutual assistance among the disabled. The HWA provides a wide range of services, including transportation. It operates two vans and six buses, each able to accommodate at least one wheelchair and six wheelchairs, respectively. All the vehicles have a wheelchair lift. For the three days we were in Singapore, the HWA provided me with a van and driver, and, together with our guide, we used it extensively. Among the places we visited was **Jurong BirdPark**. Fully accessible, including the monorail, it is a real paradise for bird lovers. It

has the world's largest walk-in aviary with a spectacular waterfall. And, if you want to start the morning with nature's music, make reservations for "Breakfast with the Birds." Enjoy a delightful buffet spread while listening to the serenade of exotic songbirds.

Ever wonder what animals do when the sun goes down? We found out when we went on the Night Safari! The world's first Night Safari park opened in Singapore last year and it is an amazing show. You take a 45-minute, slow moving, open tram ride through one of Singapore's last expansive stands of tropical jungle. Here some 1,000 wild animals move freely about their natural habitats under subtle artificial lighting. The tram guide points out elephants, Indian rhinoceros, blue sheep, fish-eating crocodile, bearded pigs, Thomson's gazelle, striped hyenas, Asian lions, water buffalo, and much, much more. The tram and walking paths are accessible, as is the on-site restaurant where we enjoyed a pleasant buffet dinner.

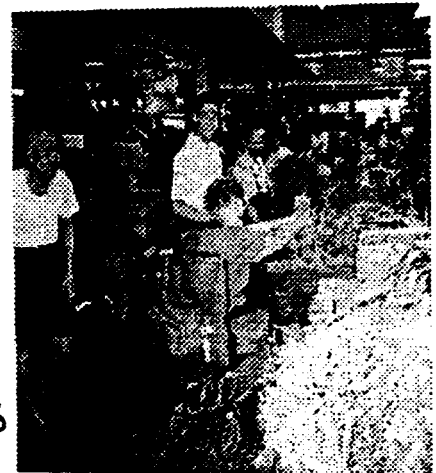
By the way, if you start to develop American hamburger withdrawal symptoms there is a Burger King at both Jurong BirdPark and the Night Safari!

Our touring also included Clarke Quay, a former warehouse district now being transformed into a colorful festival village with shops, restaurants, pubs, discos, street entertainment and adventure rides. We also wandered through the China Town Shopping Complex or, more popularly, the "Wet Market." Since Singapore imports almost all of its foodstuff, the market offers a profusion of stalls with all manner of offerings — fruits, vegetables, herbs, meat, fish, and such "exotics" as live pigeons, turtles, eels, and snakes. The market occupies three floors but its complete with ramps and elevators. A short distance away was the Maxwell Road Hawker Center with an overwhelming variety of local "fast" food. Included in our itinerary were quick walking tours of Little India, Arab Street, and China Town. Of course, a visit to Singapore is not complete without a Singapore Sling at the famous Raffles Hotel. As part of the recent multi-million dollar renovation, the Long Bar was moved up to the second floor, but there is an elevator.

Our final day in Singapore, we took a short stroll down the hill from the Rasa Sentosa Resort and paid a visit to Underwater World, Asia's largest tropical oceanarium. This is a wonderful attraction and easily accessible. The grand feature is the acrylic tunnel that you travel through on a gently moving walkway. It's like being inside a giant fish tank — which, in fact, you are. There are more than 5,000 fish, including sharks, rays, and moray eels. You can't help but share in the excitement of the many children going through the tunnel.

We left Singapore knowing that in the near future we would be returning. Now, it was off to our next destination — Indonesia. For more information about Singapore and the Handicaps Welfare Association contact the following:

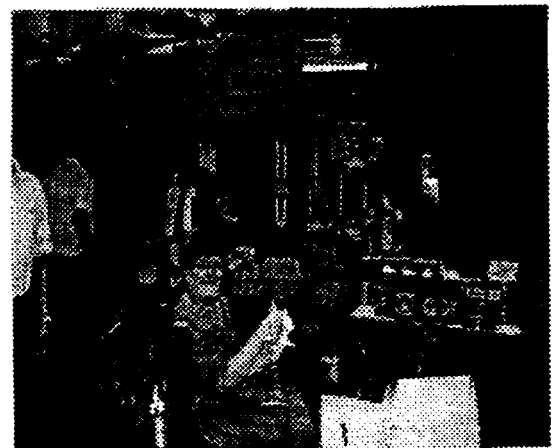
- Singapore Tourist Promotion Board
590 Fifth Avenue
NY, NY 10036
Telephone: (212) 302-4861
- Handicaps Welfare Association
Attention: Chua Choon Chay, Exec. Dir.
Whampoa Drive (Behind Block 102)
Singapore 1232 Telephone: 2543006



At the "Wet Market"



Boarding the HWA Van



"Little India" Flower Stall

JAN 21, 1996

N5070

LUCE PRESS CLIPPINGS

Business travelers give ratings of facilities

By Mim Swartz
Scripps Howard News Service

The travelers who respond to Business Traveler magazine's annual poll aren't exactly in my league, or, should I say, I'm not in theirs — average household income \$144,000; mostly men (88 percent); in management (83 percent), with 53 percent in top management or own their company; and last year took an average of 29 round trips, of which six were international.

Nonetheless, I always enjoy reading their picks of best airlines, best hotels and more in the magazine's survey, which is in its seventh year. Some 2,000 subscribers of the magazine were selected at random for the poll. Here's what they had to say, in order of preference:

Best airline — Singapore Airlines (for the seventh straight year), Delta, British Airways, American and United.

International business class — Singapore Airlines, British Airways, American, TWA and United.

Economy class — Delta, TWA, American, United and British Airways.

Domestic flights — American, Delta, United, TWA and USAir.

Transpacific — Singapore Airlines, United, Northwest, Cathay and Delta.

Transatlantic — British Airways, American and Delta (tied), Swissair, United and TWA.

South America/Latin America — American, United, Varig, Delta and Continental.

Australia — Qantas, United, Air New Zealand, Singapore Airlines and Cathay Pacific.

Best cruise line — Royal Caribbean, Cunard, Sea Bourne, Holland America and Norwegian.

Best airport (in the world) — Singapore/Changi, Amsterdam/Schiphol, London/Heathrow, Frankfurt, and Atlanta and Chicago/O'Hare (tied).

Best airport (in North America) — Atlanta and O'Hare (tied), Pittsburgh, Dallas/Fort Worth, Tampa and Denver.

Favorite city for business — London, San Francisco, Paris, Hong Kong and Chicago.

Best business hotel — Regent, Hong Kong; Oriental, Bangkok; Peninsula, Hong Kong, and Island Shangri-La, Hong Kong, tied; Ritz, Paris, and Shangri-La, Bangkok, tied; and Hilton, London, Grand Hyatt, Hong Kong, and Sheraton Towers, Singapore, tied.

Best hotel in North America — Plaza, New York; Mansion on Turtle Creek, Dallas; Four Seasons Hotel New York and Ritz-Carlton, Chicago, (tied); Hyatt O'Hare, Chicago, Marriott Marquis New York and Ritz-Carlton, Atlanta, tied; Waldorf-Astoria, New York; Peninsula New York, Fairmont, San Francisco, Four Seasons Hotel Chicago and Four Seasons Olympic, Seattle, (tied).

Best international hotel chain — Hilton International, Hyatt, Marriott, Sheraton and Inter-Continental.

Best domestic hotel chain — Marriott, Hyatt, Hilton USA, Sheraton and Ritz-Carlton.

Best resort — Walt Disney World, Florida; Greenbrier, West Virginia; Four Seasons Bali and Hyatt, Kauai, (tied); Princeville Kauai and Kapalua, Maui (tied); Amanpuri, Phuket, Thailand, Grand Wailea Hotel, Wailea, Hawaii, Mauna Kea, Hawaii, and Grand Hyatt, Bali, (tied).

Best car rental — Hertz, Avis, National, Budget and Alamo.

Mim Swartz is travel editor of the Rocky Mountain News in Denver.

Sunday SUN 107,727

DEC 31, 1995

N69567

LUCE PRESS CLIPPINGS

TRAVEL

Heavenly Fruit Smells Like Hell

By Mark Jenkins

IT IS THE DURIAN season in Singapore. I can tell because even as our taxi hurtles down the Pan-Island Expressway toward the city, a powerful and quite appalling smell has begun seeping through the vehicle's air conditioning system, much to the consternation of my traveling companion.

My suspicions are confirmed when we reach our destination — Singapore's Old Chinatown. There, in the shadow of the financial district, thousands of Singaporeans throng the makeshift stalls selling durians. The durian fruit has inspired an awesome body of legend and lore, and its seasonal appearance twice a year sparks a human feeding frenzy.

Indeed, after a three-year absence from the island of my birth and upbringing, it's only when I'm squatting on a dusty Singapore sidewalk sucking on the pungent flesh of southeast Asia's "King of Fruit" that I feel like I'm finally home.

Meanwhile, hanky pressed to her delicate Occidental nostrils, my friend has fled to the climate-controlled sanctuary of our hotel room, from which the odoriferous durian is banned.

The durian is grown only in southeast Asia, where it fruits twice a year, in June/July and November/December. Soccer-ball-sized, the average fruit weighs in at around five pounds and is covered with a thick, spiky skin. When hacked open with a razor-sharp *parang* (a large Malay machete), the durian reveals the source of all the fuss — a treasure trove of sticky, gooey, yellow flesh pods.

Before getting acquainted with the durian's taste, it is first necessary to come to terms with the smell. The botanical name of the fruit, *Durio zibethinus*, means "strong-smelling" or "musky."

Just consider the reaction of Sir Thomas Stamford Raffles, the founder of Singapore as a British maritime base, when he was approached by a man hoping to sell him six durians: "As soon as Mr. Raffles caught the smell of the durian, he held his nose and ran upstairs." wrote a Malay historian in 1819.

A single durian, however well wrapped, will stink up a building. For that reason, durians are banned not only from Southeast Asia's hotels, but also from Singapore's subway system, taxis and airlines that service the region.

But for durian aficionados like the fellows squatting beside me beneath Chinatown's flapping laundry, the durian's smell is insignificant compared to its flavor. It is a flavor, we unanimously conclude, that can only be described as . . . indescribable.

The famed 19th-Century naturalist, Alfred Russell Wallace, a durian devotee, made a valiant attempt more than a century ago. "A rich butter-like custard highly flavored with almonds gives the best idea of it, but intermingled with it come wafts of flavor that call to mind cream cheese, onion sauce, brown sherry and other incongruities," he wrote.

The only other *gweilo* (foreign devil) in our sidewalk enclave — a backpacking Aussie in ragged shorts and a beard — volunteered a less rhapsodical description. "It's like eating strawberries in a public toilet," he said between giant mouthfuls. Next to him, a meticulously dressed Singaporean lawyer on his lunch break repeated the durian mantra for the Australian's benefit: "It tastes like heaven, but smells like hell."

In this Chinatown market, as in the tens of thousands of open-air markets all over southeast Asia, we are surrounded by a mob engaged in the complicated — and often comical — range of techniques involved in selecting a durian for purchase.

The initial maneuver is universal. The buyers saunter around a particular stall, casually eyeing the fruit on display. Depending upon which school of thought they adhere to, they select a small, medium or large durian.

To get a good whiff of a durian, an expert balances the fruit on the fingertips of one hand, makes a funnel with the other hand and places it against the surface of the fruit, bends to place the nose against the funnel and then inhales deeply. Now is the time for serious contemplation of the heavens, during which time it should be decided whether the fruit "smells too green," a sure sign that it is not yet ripe.

Once chosen, the fruit often is opened on the spot, and the ecstasy on the durian lover's face does more to describe the durian's flavor than can mere words.

Overeating is *de rigueur* among those who wait months — in my case, years — for a taste of their beloved durian. But I am reminded when my face begins to flush in the 95-degree heat and matching humidity that the fruit's high levels of protein play havoc with the human constitution. This uncomfortable glowing feeling — which Singaporeans describe as "heatiness" — can be avoided by quaffing copious amounts of water.

It has been said that Southeast Asia's obsession with the durian isn't confined to the human species. Tigers, wild boars, monkeys, anteaters and rhinoceroses all crave the fruit, and during the durian season, the sounds of these wild animals ripping open durian husks and noisily devouring the contents echo through the jungle.

Of all the myths, folklore and legends associated with the durian, the most famous concern the durian's aphrodisiac properties. There is a Malay saying that translates roughly as "When the durians come down, the sarongs go up." What a load of bunk.

But hold on a second. I am feeling kind of amorous when I arrive back at the hotel to reunite with my traveling companion for our long-awaited romantic first night in the "mysterious Orient."

Mark Jenkins is an author, travel writer and television producer who was raised in Southeast Asia.

JAN 12, 1996

M18040

LUCE PRESS CLIPPINGS

*Singapore Recasts
Itself as 'Dynamism'
Of a Flourishing Asia*

* * *

New Campaign Woos Tourists
Of Neighbors by Touting
Region's Collective Appeal

By DIANE BRADY

Staff Reporter of THE WALL STREET JOURNAL
SINGAPORE—After 11 years of casting
itself as "Surprising Singapore," this city
has launched a campaign to become known
as the symbol of New Asia.

Tan Chin Nam, chief executive of the
Singapore Tourist Promotion Board, un-
veiled a new marketing logo Tuesday
at the Asean Tourism Forum in Surabaya,
Indonesia. The logo features the words
"New Asia-Singapore" with the tagline
"So easy to enjoy, so hard to forget." It
marks the latest effort by the govern-
ment to exploit tourism growth in neigh-
boring countries by casting Singapore as
the perfect pit stop on an Asian tour.

The campaign comes at a time when
countries in the Association of Southeast
Asian Nations are stepping up efforts to
woo tourists with new advertising cam-
paigns.

While the growing prosperity of neigh-
boring countries may mean more regional
travel to Singapore, the resulting growth in
nearby international airports and direct
flights poses the threat that many trav-
elers can now avoid Singapore altogether
as a stop on their Asian trip.

"We're adopting a collective attractive-
ness strategy," said Mr. Tan. While the
average length of stay in Singapore has
been slowly decreasing to the current 3.4
days per visitor, he said, the frequency of
Singapore stops may increase as travel
picks up in the region. If the tourism head
has his way, "this will be the place to start
and end an integrated Asian trip."

Mr. Tan said the government will try to
boost awareness of the new identity by
spending as much as 20 million Singapore
dollars (US\$14 million) more on tourism
advertising in 1996, raising the budget 40%
to about S\$70 million. The goal, he ex-
plained, is to make both business and
leisure travelers see Singapore as "an
expression of the modern Asian dynamism
that marks the entire region . . . [and]
conveys the innovative, enterprising and
confident city-state that is Singapore to-
day."

In Mr. Tan's view, the key for Singa-
pore and its neighbors is to market the
region as a single destination with several
stops along the way. A large part of the
campaign will also be aimed at Asians.
While the New Asia banner will remain
fixed, officials may alter the "So easy to
enjoy, so hard to forget" tagline by trans-
lating it into different Southeast Asian lan-
guages.

JUCE PRESS CLIPPINGS

Singapore's 1996 message: Be gentle

PM strives to polish its image

SINGAPORE (AP)—Flogging, fines and publicly humiliating criminals haven't worked, says Singapore's prime minister — the country has a long way to go before it's a polite, gentle society.

In a New Year's message Sunday night, Prime Minister Goh Chok Tong, whose government holds annual "be polite" campaigns, criticized his countrymen for failing to stamp out boorishness.

"We must change attitudes, break old habits," Goh said. "The best way is through education. ... But fines, disincentives and negative publicity are also necessary."

This tightly regulated Southeast Asian city-state, with almost no unemployment and an average income of \$22,300 a year, already is one of the world's most crime-free societies.

On New Year's Day, it officially joined the United States, Japan and Western Europe on the list of developed countries compiled by the Organization for Economic Cooperation and Development.

But the country's leaders, who pride themselves on running a multiracial society of Chinese, Malays and Indians, publicly bemoan its failure to match its economic achievements by stamping out lit-

tering, public spitting and rudeness.

Despite famously severe penalties highlighted by the flogging of teen-age American vandal Michael Fay in 1994, petty crimes are frequent. Library books are defaced. Buses and alleyways are filled with trash.

"Some Singaporeans still behave as if they were in the Stone Age," Goh said. "They make life unpleasant for others, and give visitors the impression that Singaporeans are crude and uncouth."

Politeness campaigns also have been less than a complete success. Clerks in shopping centers are rude. Subway passengers push their way aboard without letting others get off.

Just weeks ago, Singaporeans were shocked when hundreds of people, many of them driving Mercedes Benzes, stormed a school to grab free textbooks meant for poor students.

A prominent activist from Goh's ruling party, who abused and shouted at a schoolboy attendant, justified the stampede by saying he deserved freebies for all the hard work he puts in for the country.

Goh said Singapore should invest more effort in its cultural and spiritual development, referring to its image as a cold, money-obsessed nation with no time for theater, opera, art or music.

Singaporeans still chuckle at this joke:

Q: What is the difference between Singapore and yogurt?

A: Yogurt has a live culture.

Hanover, PA
Sun
York Met Area

Tuesday 0 20,820

JAN 2, 1996

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LUCE PRESS CLIPPINGS



Evening Sun Photo by Beth Fowler

This dragon welcomes visitors at Sentosa Island, Singapore. One of the smallest countries in the world, and the most densely populated, nearly three million people live in Singapore's 240 square miles.

Sentosa Island, Singapore

Tiny country is big on soul

By BETH FOWLER
Special to the Sun

Some folks say Singapore has no soul. All I know is that we could get around easily and safely and ate the best Italian meal for two for U.S. \$55. Taxis ran their meters. The streets were absolutely spotless. All the buildings looked new. Public transportation was on time and convenient. There was a U.S. \$150 fine for not flushing the toilet and a significantly steeper one for chewing gum.

We spent one whole day on Sentosa Island, a little dot below Singapore which is itself a little dot, one-fifth the size of Rhode Island, below Malaysia. It rained bugs and frogs, but not to worry — there was plenty to do inside and buses and a monorail ran from point A to point Z on the tourist island.

The Surrender Chambers uses rare audio and film archives to recreate the people and events in troubled Singapore from 1942 to 1945. In February 1942 British and Australian troops surrendered Singapore to the Japanese, only to recapture it in September 1945. Sentosa means peace, for this is where General Itagaki surrendered for the Japanese to Lord Mountbatten, Supreme Allied Commander for South East Asia.

The displays trace the Japanese desire to control the seas, so they attacked when Britain, which had colonized several areas of South East Asia, was preoccupied with fighting Germany. Then the U.S. and allies pushed the Japanese back, island by island, until the big bomb.

From as early as the third century Indian and Chinese seafaring traders established trading settlements throughout Singapore. The name Singa Pur (Sanskrit for "city of the lion") was given by Sumatran settlers in the 13th century. By the end of the 19th century Singapore had become one of the busiest ports in the world.

Today almost 3 million people live on Singapore's 240 square miles, the world's highest population density. Under Lee Kuan Yew's firm leadership Singapore was determined to become an attractive, viable trading center, undisturbed by military coups or civil strife. And that's what it is. A trading area. For what native products could the tiny island offer the world?

The Pioneers of Singapore museum on Sentosa Island recreates typical, realistically detailed Singaporean scenes from the 1830s to the 1930s. Lifelike Chinese coolies, Malaysian rubber traders, Indian rickshaw pullers, Brit Stamford Raffles, dockworkers and amahs (nannies) are shown adding their cultural stamp to this international

crossroads.

About 14 percent of the Singaporean population is Malaysian and Malay is the national tongue. English is also an official language and spoken by everyone we needed to talk to. We ate ais kacang (ice beans) a favorite Malay treat of chipped ice, red beans, sweet syrup and gelatin. Singapore was federated with Malaysia from 1963 to 1965, but seceded due to alleged discrimination against Chinese. Most people think of the Orient when they think of Singapore, and rightly so. About 78 percent of Singapore's population is Chinese.

Reminders that Singapore is ethnically diverse are found everywhere. For instance a sign warning "Danger No Trespassing" was written in English, Tamil, Malay and Chinese. The Rare Stone Museum houses a "collection of 4,000 stones and rocks sculpted by the hand of Nature." The idea of gazing at inert rocks might sound boring, but it wasn't. Rocks with unusual markings have been assembled to show the entire English alphabet, Chinese characters, Roman numerals and Arabic numerals. Other rocks resembled lions and dragons, others appeared to be miniature, rugged Chinese landscapes and yet others looked like smooth, oval dinosaur eggs.

Underwater World bills itself as Asia's largest tropical oceanarium. Some tanks were open and low to the ground. Visitors were encouraged to touch the wet creatures lurking among coral and seaweed.

During a pummeling tropical downpour we boarded the Sentosa Riverboat. The boat is permanently moored to a jetty, but because of its "wedding cake" design it looked like it would have been at home on the Mississippi River. Inside, American music and Western fast food were available.

The hard equatorial rain subsided and a few maverick drops plopped from towering Norfolk pines onto bright pink bougainvillea — just in time for the water show. The Fountain Gardens featured moving water fountains synchronized to music and lights.

Sentosa Island also offers a golf, a Coralarium, Butterfly Park and Insect Kingdom, beaches, Fort Siloso, Maritime Museum, a nature walk, Asian Village, Lost Civilization, a 459-room beach resort hotel and of course gift shops.

As for Singapore having no soul... that's as ridiculous as saying someone has no personality. Perhaps it is a case of seeing what we believe we are.

American visitors to Singapore must have passports and onward or return tickets. Visas are not required for stays of up to two weeks. Write or call Singapore Tourist Promotion Board, Raffles City Tower, 250 N. Bridge Road, Singapore City, Republic of Singapore, 339-6622. Tourists can travel from Singapore to Sentosa via private car, taxi, cable car, bus or ferry.

ASIAN WALL STREET
JOURNAL WEEKLY
New York, NY

WEEKLY

5.663

DEC 4, 1995

M42931

LUCE PRESS CLIPPINGS

Singapore Spends Millions to Nurture Its Hopes of Becoming a Culture Hub

By DIANE BRADY

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," says Tong Min Way, director of corporate affairs at the Ministry of Information and the Arts. The Singapore Tourist Promotion Board and the National Arts Council have 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 pricey art attractions with financial support, local authorities are investing more than 1 billion Singapore dollars (\$708.5 million) in two landmark projects to build up the city's arts infrastructure. The Esplanade, a \$667 million complex of theaters, studios and

a concert hall, is due to open by 2001. The Singapore Art Museum is set to open by early next year, with three more new museums to follow.

Competing With Hong Kong

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 Hong Kong has long "promoted arts to the short-haul market, . . . attracting people specifically for that."

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 risqué local cabaret club that opened its first franchise last 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 perma-

Continued on Page 11

^

Singapore Aims to Become Major Center for the Arts

Continued from Page 1

ment residence to artists and performers. "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 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

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 also is 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. The restored chapel will be a backdrop for musicals and plays, while the adjoining Caldwell House will feature art galleries.

Big-name productions are all very well, says the Boom Boom Room's Mr. Chew, but he adds, "There's a lot of local talent here that could use some support as well."

Financing Fun

Singapore's incentives for artists include:

- **Double Tax Deduction Scheme** for donations to the National Heritage Board of artifacts worth at least S\$1 million. Straight income-tax deduction for donations under S\$1 million.
- **Permanent Residence Scheme** for foreign talent, including professionals, artisans, critics, restorers and others affiliated with the arts industry. A separate residence scheme is aimed at art collectors who donate or loan artifacts to the National Heritage Board.
- **Concessionary Tax Rate of 10%** to approved art and antique dealers.
- **Grants of up to 50%** of direct development costs in projects with 30% or more local share holding.

Frank Stella and other art adorning Singapore's waterfront.

Tourism officials are betting 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. "If we can bring in big productions, we can build new travel packages to bring in the people."

Multiplier Effect

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. So far, she says, it's too early to track whether the arts push is paying off.

But before bringing in the masses, officials acknowledge, Singapore must build more places for them to go. Cameron Mackintosh, a London-based producer who spent S\$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, adding 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."

Nurturing Local Talent

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 by what can be bought abroad, says Dick Lee, a well known local pop singer and composer.

Government officials counter that almost S\$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 S\$1 million more went into other arts-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 in the government push.

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, adding that "we now get a lot of government support."

Besides, even 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

AROUND THE TRAVEL WORLD

On the Move



▲ Meyer



▲ Quiroz



▲ Pang

In hotel reports, **Annadru Lampbert** has been named as a consultant to the **Fechin Inn** in Taos, N.M., and for the **Inn on the Alameda** in Santa Fe. She'll help develop sales and marketing strategies, generate business, and hire and train sales and reservations staff...**Paul Pennicook** has been named executive vice president at **Unique Vacations**, the Miami-based marketing and sales representatives for **Sandals Resorts**...At **Hyatt Hotels** in Chicago, **Jennifer Wesselman** was promoted to manager of resort marketing. She had been a coordinator in the resort marketing department...**Joseph Pollard** is on the job as director of tour and travel sales for the **Bismarck Hotel** in Chicago's financial district. Pollard spent 22 years working in sales and marketing for **Amtrak** in the Midwest...**Westin Hotels & Resorts** reports that **Mark Lukens** has been appointed director of development. He had been senior vice president at **Hospitality Valuation Services** in San Francisco...**Steven Whiteside**, hotel manager at the **Grand Casino Resort**, has been elected president of the **Greater Atlantic City Hotel/Motel Association**...In other news, **Sherri Meyer** and **Delia Quiroz** have joined the **Tampa/Hillsborough Convention and Visitors Association** as national and international sales managers, respectively. Meyer comes aboard from **Oakwood Corporate Suites** in San Jose, Calif., where she had been director of government sales and marketing. Most recently, Quiroz directed

sales and marketing for the **Holiday Inn Ashley Plaza** in Tampa, Fla... **Thomas Pang** is now vice president for the central U.S. at the **Singapore Tourist Promotion Board's** Chicago office. Pang had been with the **Singapore Economic Development Board**...**Nancy Klinski** has been named tourism sales manager at the **Anchorage Convention & Visitors Bureau**. She replaces **Carolyn Bettes**, who has taken a post with **Alaska Village Initiatives**, where she promotes rural tourism. Klinski had been in airline sales for a number of years... And, lastly, two industry and World War II veterans, **Henry Davis** and **Stanley Markusen**, have authored new books. Davis, the founder of the **Henry Davis Trade Shows** which serve the travel industry, focuses on his military experience in a book called **K-Rations, Kilroy, KP, and Kaput**. Markusen, who, with his late wife, Grace, operated **Grace Markusen's Travel Adventures**, a successful New York tour company, specializing in Latin America, writes about **Merchants of Happiness—the Life and Loves of a Public Relations Man**.

Newsmaker

His name has been prominent with airlines for 20 years, but now **Peter McHugh's** involvement in the industry is different. The former CEO of **Pan Am** and vice president of **TWA** marketing services has been appointed executive vice president at **Holland America Line-Westours**.



McHugh

Initially, McHugh's role is assisting company president **Kirk Anterman** before taking responsibility for key parts of the organization.

For the last four years of **Pan Am's** life, McHugh managed the carrier's orderly liquidation. Before that, CEO, he was the manager of corporate travel services for the airline.

At **TWA**, he was responsible for the carrier's ground operations and marketing.

Quote of the Week

“ There's no price in the cruise business. Why can't they stabilize rates? You can just give so much away before you get hurt.”

—ASTA Treasurer **Richard Copland** on cruise discounting



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MEETING NEWS
New York, NY

MONTHLY

60,798

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PRESS CLIPPINGS

SIEW-KHENG TAN has been promoted to vice president, Western USA of the Singapore Tourist Promotion Board. Tan was marketing communications manager Americas at the STPB's Los Angeles office.

CORPORATE & INCENTIVE
TRAVEL
New York, NY

MONTHLY 61 016

DEC 1995

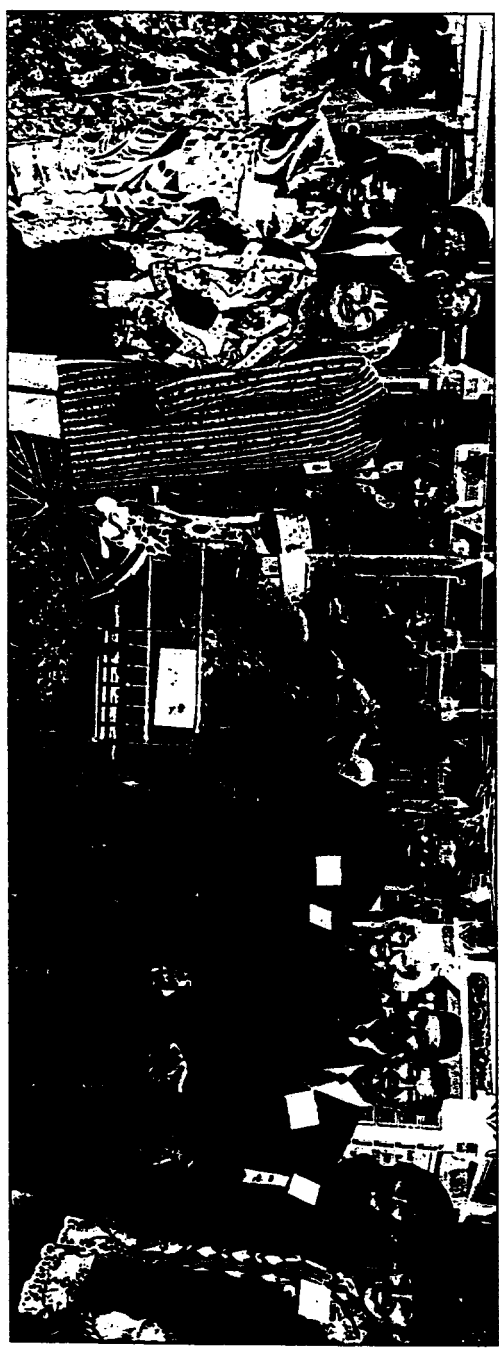
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UP

F R O N T

Singapore Ranked As 'Top Global City' For Business



Singapore's representatives gather at the recent *IT&ME Show* in Chicago. The destination was recently named by *Fortune* magazine as the "Top Global City" on its annual list of Best Cities for Business, and the sixth most popular place in the world to hold a meeting by the *Union des Associations Internationales (UAI)*.

ASEAN

Lands of culture, charm & curiosities

For American clients, Southeast Asia is a region whose tourism time has come.

By all statistical reckonings, it is one of the fastest growing destinations for U.S. leisure travelers, whether they are in search of ancient and exotic traditions, rugged adventure, ultrasophisticated cities, nature tours, or simply relaxation in gorgeous tropical paradises.

The multiplicity of cultures, and gracious and friendly people make vacations there resonate with specialness

By SARA T. SOUTHWORTH
S even countries — Brunei, Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam — understand the value of marketing to the travel trade, both on their own and in concert with each other. Through the combined promotional efforts of the U.S.-based NTOs of the Association of South East Asian Nations (ASEAN), member countries have made themselves known as superb vacation spots that American travel agents can confidently sell to clients.

Established in 1967 during the height of the Vietnam war by six governments, ASEAN's primary objectives have always been to foster greater cooperation in the social, cultural and economic sectors, and to withstand the spread of Communism. As such, ASEAN has evolved into a strong regional economic bloc affecting many industries — a bloc that looks to its neighbors for support rather than accept undue outside geopolitical influence. Its leadership is working on becoming a free trade area by 2003. And, on July 28, 1995, Vietnam, with its push towards a market economy, also became a member. Cambodia, Laos and Myanmar (Burma) are often included as guests in meetings, as well.

In North America, one ASEAN interest is to promote tourism. Its U.S. tourism arm, **The ASEAN Promotional Chapter for Tourism North America**, is based on the West Coast. It is headed on a rotating basis by the NTO director of one of the member countries. Currently, the ASEAN chair-man is **Sethapon Chindanon**, also the *director North America, West Coast for the Tourism Authority of Thailand*.

The association's budget, derived from headquarters and from membership fees for each country, focuses on the travel trade. Every year, ASEAN



CHARLES LEONG

sponsors seminars, trade shows, special events, and fam trips. Door prizes often include trips to the region. In addition, ASEAN also co-sponsors events with the **Pacific Asia Travel Association (PATA)**, or a group of tour operators. Over the years, ASEAN has been instrumental in getting tour operators both to add member countries to their tour brochures, as well as expand their existing offerings. Individual member countries also have their own fams. For example, Thailand cooperates with such Asian airlines as **China Airline**, **ANA** and **Thai Airways** to develop fams in the off season.

In general, the national airlines — **Garuda Indonesia**, **Thai Airways**, **Malaysia Air**, **Philippine Air**, and **Singapore Air** — strongly support the efforts of the association.

Value of membership

Each country, of course, necessarily has its own unique agenda for tourism promotion. However, through long experience, they also work together.

"The **Singapore Tourism Promotion Board** has always taken a re-



EMMA RUTH YULO

gional approach to tourism," says **Charles Leong**, *senior vice president Americas* of the STPB based in Beverly Hill, CA. "As a member of ASEAN, we have the opportunity to continue with this mission through joint trade show participation and shared goals."

Adds **Emma Ruth Yulo**, *regional director North America* of the **Philippine Department of Tourism** based in New York City, "We like working with the ASEAN bloc because together we are stronger. ASEAN is now the fastest growing region in the world, particularly when it comes to tourism promotions. We are able to attract a larger crowd when we do joint projects."

And **Azzizah Aziz**, *vice president Eastern U.S.A. of Tourism Malaysia*, comments, "One of the many articles of the ASEAN Declaration states that ASEAN represents the collective will of the nations of Southeast Asia to bind themselves together in friendship and cooperation and, through joint efforts and sacrifices, secure for their people and for their posterity the blessings of peace, freedom and prosperity."

(continued on page 61)

ASEAN (from 60)

The newest member, Vietnam, concurs. Viet Tran Van, first secretary of the Vietnam Mission to the UN, says, "With our new policies, we want to become a friend of all the countries in the world. Since Vietnam is located in Southeast Asia, it is appropriate that we join ASEAN. We want to learn from the experiences of the other ASEAN countries, and we want to help build peacefulness and stability in the region. A good way to do this is tourism."

Concludes Suraphon Svetsareni, director, North American East Coast, of the Tourism Authority of Thailand based in New York, "Whatever else you can say about ASEAN, we make an effort to use our resources to help each other. Often we will provide information about other ASEAN countries as part of our services."

Regional promotions

Seasoned travelers can visit the ASEAN countries time and time again. While outlined below are a few examples of what the individual countries are doing in 1996 to promote tourism to their respective countries, there is also a continual effort to create regional tourism products. It is understood that, for Americans, the region is considered a long-haul destination. Many people will want to combine more than one country. The various tourism entities, both public and private, have become very sophisticated in designing not only the popular must-see first-time trips, but also whitewater rafting, bird watching and mountain climbing are examples. A wide range of sporting events, from sky diving to yacht racing, is also offered. Americans typically stay 14.5 days if Indonesia is the only country. many beguiling and unusual group-



SURYA DHARMA



AZZIZAH AZIZ

ings of countries and unfamiliar regions combined with special interests such as food or sport or culture. One such example is to combine Singapore with Indonesia's resort island, Bintan, a short boat ride away.

Each country has its own signature attractions and its own unique pattern of high-season travel from North America. For Thailand, high season is November to the end of February because of weather. Malaysia's high season is June to August; low season, November; and shoulder, December to March. Singapore, however, records a steady flow of North American visitors throughout the year. Due to the year-round warm, sunny weather there are no high or low seasons.

A World All Its Own

Indonesia is the world's largest archipelago, consisting of 17,508 islands, of which 6,000 are populated. The largest and best known islands are Sumatra, Java, Irian Jaya, Kalimantan (formerly Borneo), Sulawesi and Bali. Indonesia is located between the continents of Asia and Australia, the Indian and Pacific oceans.

According to Surya Dharma, director of the Indonesia Tourist Promotion Office for North America, based in Los Angeles: "On August 17, 1995, Indonesia celebrated its 50th year of Independence, as well as its successful growth in tourism. Tourism is expected to become the country's largest foreign exchange earner by 2000, surpassing forestry and textiles, which now ranked first and second before tourism, in non-oil/gas revenues."

Indonesia continues with its push to build and expand airport in main tourism gates, including development of new airports near Medan, North Sumatra and Central Lombok. Numerous international hotel management chains have entered Indonesia's



SURAPHON SVETSARENI

hotel industry by signing contracts to operate medium to luxury hotels.

Popular vacations can have an eco-tourism angle. Special interest tours to orangutan rehabilitation centers, river journeys into the rainforest,

**Malaysia:
Fascinating Destinations**

Malaysia is situated in the central
(continued on page 62)

ASEAN (from 61)

part of Southeast Asia. It borders Thailand on the north, Singapore and Indonesia on the south, and the Philippines on the east.

In 1994, 94,403 Americans visited Malaysia compared to 85,881 in 1993. This is a positive increase of 9.9 percent. To support its expanding tourism industry, Malaysia has embarked on a major program to expand and upgrade its airport. The Kuala Lumpur International Airport Terminal 3 is anticipated to handle 10.75 million passengers by 1998 compared to the 4.4 million at Terminal 2. A wide variety of accommodation is available throughout Malaysia.

Hardly a day passes without the celebration of an auspicious event or festival. A very few examples: February 4, Thaipusam — celebrated by Hindus to mark the victory of Lord Ubramaniam over the demons and symbolic of the triumph of good over evil; February 19 and 20, Chinese New Year — the most important event in the Chinese festive calendar; Hari Raya Puasa, February 20 and 21 — the festival marks the end of the fast-

ing month of Ramadan; Gawai Festival, June 1 and 2 — the Iban harvest festival; and Deepavali, Festival of Lights, an important Hindu festival.

In addition, Malaysia has planned some special tourism promotions for this year: Flora Fest '96, July 7-14 — inspired by the Pasadena Tournament of Roses, it attracts participants and tourists from all over the world; Malaysia Fest '96, September — tourists can come and savour the best of Malaysia, a myriad of handicraft, food, cultural and sporting extravaganzas; and Shopping Carnival, October — shoppers will enjoy "fantastically reduced prices" on exotic tribal arts, classic contemporary works and age-old artifacts.

Finally, as a marketing strategy, Malaysia will promote the Eight Destinations for 1996: Kuala Lumpur, Kinabalu, Langkawi, Malacca, Pangkor, Penang, Sarawak and Taman Negara. Average stay for visiting Malaysia is 6.2 nights; average stay for multicountry visit: 2.5 nights. Typical first-time itinerary would include Kuala Lumpur, Penang, Sabah, Sarawak. Typical second- or third-time tours are for leisure and adventure: Langkawi, East Coast of Peninsular Malaysia, Taman Negara, Sabah and Sarawak.

Mabouhay! Welcome to the Philippines

"It Is So Nice to be Among Friends," concludes this country's slogan. The Philippines are located in the Pacific Ocean off the southeast coast of Asia, between Taiwan on the north and Borneo on the south. The largest islands are Luzon (where Manila is located), the Visayas and Mindanao in the far south.

"The North American market is the most important market for the Philippines. It produces the highest number of arrivals in the Philippines. The Philippines expects close to 400,000 arrivals from North America in 1995," explains Emma Ruth Yulo. "Another important arrival component is overseas Filipinos. Over 60 percent come from North America. We expect over 80,000 from North America. Altogether, the Philippines expects close to half a million visitors from North America, making over 26 percent of total arrival share."

Ms. Yulo doesn't find this surprising. "After all, the Philippines has been one of the U.S.'s staunchest allies since 1898. It is the third largest American (English)-speaking country in the world. The history of the Philippines and the U.S. are very much linked."

Americans who visit the Philippines stay an average of 13.42 nights and 60 percent are repeat visitors. Overseas Filipinos stay an average of 23.91 nights. Over 80 percent of visitors belong to the FIT category. Only six percent come with a tour package. Almost 74 percent come for holiday while 13.2 come for business. Average daily expenditure of an American visitor is \$106.34. Tourism earnings are higher than other Asian countries.

The Philippines had a successful Veterans Program which started with the 50th Anniversary of World War II in 1994. The commemoration of Leyte Landing was celebrated on October 20, 1995. This was the day when General Douglas MacArthur landed on Leyte Beach, which commenced the liberation of the Philippines.

Several tour packages have been put together for veterans and their families wishing to visit the Philippines. Veterans are received by the Armed Forces Chief of Staff and awarded a Medal of Honor.

"It is known for a fact that Filipinos are the most musically inclined people of Asia," continues Ms. Yulo. Tour packages are being arranged so that Americans can witness a musical tour involving tribal music of the mountaintops, as well as gong *kulintang* music from the Muslim south.

The Philippines celebrates its freedom centennial in 1998. Several activities and events are scheduled from 1996 leading up to 1998. Work on a new airport to replace the Ninoy Aquino International Airport has begun. It is expected to be ready by 1998. The Philippines will host both the PATA Congress and Conference in 1998.

Discover the Treasures of the Kingdom

Thailand is located in the middle of Southeast Asia, equidistant between China and India, bordering Myanmar to west and north, Laos to the north-east, Cambodia to the east, and Malaysia to the south.

Explains Suraphon Svetsareni, "Visitors for the U.S. are about five percent of total arrivals. However, the importance of Americans as a long-haul market is prime. Tourists from here are high-end travelers, in general. We still see this market is far from saturation."

He adds, "It's a slow growing trend in the upward direction. Increase has been about four percent for the last five years. We can live with this. However, in 1987, arrivals jumped 24 percent. It could happen again," he

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says, smiling. "We rule nothing out."

Thailand is full of special international trade events for 1996. PATA, UFTAA, SKAL and ASTA are all having international conferences there. And the 50th Anniversary of the King of Thailand's reign, the Golden Jubilee, is being celebrated.

Comments Mr. Svetsareni, "Thailand is a country with lots of festivals all year-round. And the main attractions for American, I think, are cultural." The typical first-time trip is often to Bangkok and Chiang Mai. Average length of stay is seven days. For a second- or third-time trip, it is seven to 14 days. Repeat visitors explore the country further to the south, as well as the north. The northeast, for example, has many archeological sites to explore.

Surprising Singapore

Singapore is at the southern tip of the Malay Peninsula, linked to Malaysia by causeway; and, to the south are the

Indonesian Islands.

North America is in the top five key markets for travel to Singapore. Says Charles Leong, "Singapore is proud to have an evolving tourism industry — the country is continuously adding five-star hotels, providing new attractions and colorful cultural festivals. Celebrations abound." Americans visit Singapore for an average of three and one-half days. Most visit as part of a multicountry tour. Singapore is usually sold with Indonesia and Malaysia.

A first-time itinerary includes most of Singapore's major attractions — Botanical Gardens, world-famous Zoological Gardens, ethnic enclaves, including Chinatown and Little India, Sentosa Island with its sugar-white beaches and the renovated riverside night spot of Boat Quay.

Second-time visitors return to Singapore to investigate further the myriad cultures. Many indulge in a variety of favorite Indian, Chinese and Peranakan (a mix between Malay and Chinese) restaurants, shop for Southeast Asian souvenirs like leather and wood crafts, rare spices and spe-

(continued on page 71)

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ASEAN (from 70)

cial trinkets, and visit impressive Chinese temples, mosques and churches.

Concludes Ris Azehari, *special promotions director* to the Indonesia Consulate General in New York City, and an active participant in ASEAN, "I think we're like a family, as well as a team of professionals. We care for each other very much. And, the arrival statistics for each country have certainly increased."

For more information, contact: INDONESIA TOURIST PROMOTION

OFFICE FOR NORTH AMERICA, 213/387-2078, FAX 213/380-4876; MALAYSIAN TOURISM PROMOTION BOARD, 212/754-1113, FAX 212/754-1116 and 213/689-9702, FAX 213/689-1530; THE PHILIPPINE DEPARTMENT OF TOURISM, 212/432-0433, FAX 212/912-0920; SINGAPORE TOURIST PROMOTION BOARD, 212/302-4561, FAX 212/302-4801; and 213/852-1901, FAX 213/852-0129; TOURISM AUTHORITY OF THAILAND, 212/432-0433, FAX 212/912-0920; 213/382-2353, FAX 213/ 389-7544; GARUDA INDONESIA, 212/370-0707, 800/3-GARUDA; MALAYSIAN AIRLINES, 212/697-8994, 800/421-8641; SINGAPORE AIRLINES, 800/742-3333; THAI AIRWAYS INTERNATIONAL, 212/265-6021, 800/426-5204. □

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LUCE PRESS CLIPPINGS

SINGAPORE: Earns Top Global City Fortune magazine rating

Fortune magazine has ranked Singapore the Top Global City on its annual list of Best Cities for Business in the November 13, 1995 issue.

Singapore maintains its steady climb in business rankings, having recently been named the sixth most popular place in the world to hold a meeting by the **Union des Associations Internationales (UAI)**.

"Following our recent move up the meetings and conventions world ranking ladder," said **Charles Leong**, *senior vice president Americas* of the **Singapore Tourist Promotion Board (STPB)**, "we are delighted by this complimentary rating which designates Singapore as the number one international business city."

For more information, contact: SINGAPORE TOURIST PROMOTION BOARD, L.A.: 213/852-1901; FAX 213/852-0129; Chicago: 312/938-1888; FAX 312/938-0086; NYC: 212/302-4861; FAX 212/302-4801. □

PACIFIC/ASIA

All Aboard Peninsular

*A new rail option will connect Singapore
and historic Melaka*

BY JAMES PUGGIA

► **SAN FRANCISCO**—Come February there'll be a new kid on the block selling train tours in Peninsular Malaysia and competing with the E&O Orient Express. The two-day rail excursions offered by the Peninsular Line (PL) will use local hotels since the train doesn't offer a sleeper car. "Our approach is destination intensive," says Leslie Choudhury, PL's general manager. The package, originating in Singapore, includes a five-hour deluxe jaunt to Melaka, elegant onboard meals, accommodations and meals in Melaka, a tour and all transfers.

According to Choudhury: "We traveled on many of the different deluxe tourism trains in the world and we came up with this product mix. Inevitably, the complaints we heard centered on the sleeping arrangements. The sheer space limitations make trains very difficult environments for deluxe sleeping quarters.

"Food, on the other hand, works well and so that's where we're putting our energy. We want our passengers to be awake when they are on our train. Awake and enjoying a terrific meal as a wonderful landscape rolls by,

They can do their sleeping in a fine hotel."

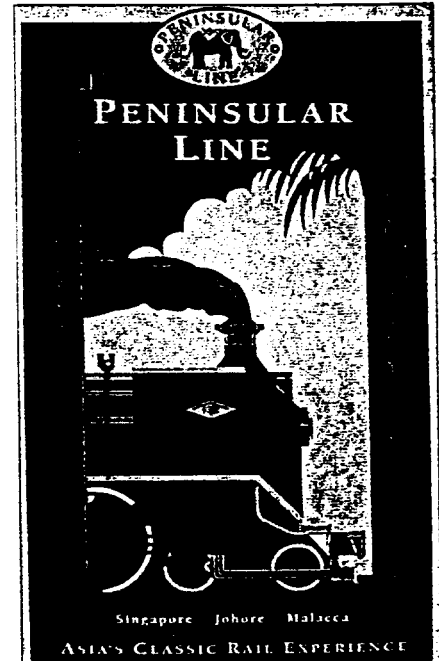
Historic chords are struck throughout the experience. The train is pulled by the last fully operational steam locomotive in Malaysia. The train's 126 seats are spread across three coaches with separate cafe and bar carriages. The interiors are designed to set a British club flavor, employing motifs



Peninsular Line is emphasizing historic details in an elegant atmosphere, as noted in the fine dining car (left) and in its marketing and promotional literature (right).

such as timber-slatted blinds and high-backed chairs.

The historic and gourmet elements meet in the table settings, where silverware and fine bone china are laid out on linen. And though the train is small, it does offer a superb wine cellar. The train features two



classes of comfort. Some 84 seats are offered with face-to-face seating and large tables. Another 42 seats are offered in compartment cars, giving greater privacy.

H.S. Leong, the president of San Francisco-based VacationLand, a Malaysia specialist, sees the new service as "something that really complements the country's product variety. This is a two-day modular that

FASTFACTS

PENINSULAR LINE SERVICES

Headquarters: Kuala Lumpur, Malaysia.
Hardware: One 126-seat train; (84 open seats, six 7-seat compartments) consisting of two saloon cars, compartment car, bar car and cafe lounge car.

Packages: A la carte roundtrip from Singapore is \$455 per person double. A seven-day/six-night package includes accommodations, limousine transfers, sightseeing, daily breakfast, lunch on the train and dinner in Melaka for \$775 per person double.

U.S. contact: VacationLand, San Francisco, 800-245-0050 or 415-788-0503.

PACIFIC / ASIA

agents can use to add a deluxe element to a focused Malaysian itinerary or a general Southeast Asian tour."

A FIVE-HOUR JAUNT

The train departs Singapore's Keppel Station at 8:30 a.m. for the five-hour jaunt past rubber plantations, rice paddies and villages. In the early afternoon, passengers arrive at Tampin Station for a short ride on an air-conditioned motorcoach to Melaka.

"For us," says Azizah Aziza, New York-based vice president of the Malaysian Tourist Promotion Board, "we're delighted to see Melaka get the attention it richly deserves. It's one of Asia's most historic cities, and this puts it more in the mainstream."

This city was founded almost 600 years ago on a site overlooking the Straits of Melaka, a body of water made famous by Renaissance traders seeking spices. In 1405 a Chinese fleet expelled an invading Siamese host. Then the Portuguese came and were subsequently put out in 1641 by the Dutch, who were subsequently pushed out by the British in 1795.

Passengers can choose their hotels according to their interests. For those who

want to be in city center, the Renaissance Hotel is the choice. Golfers can opt for the Melaka Village Paradise Resort.

After a night and day in Melaka, passengers reboard the train for Singapore or choose other options, such as a coach ride to Kuala Lumpur or a flight back to

Singapore. Peninsular Line has access to the entire Peninsular Malaysia rail network and can charter trips to destinations such as the Cameron Highlands, Penang or Kuala Lumpur. Incentive planners can also create events from safari themes to murder mystery parties. **TA**

Melaka: Main Port of the Spice Trade

During the 16th century, Melaka was a household word in Europe as the chief overseas port in the spice trade. That legacy and several others are on display in a modern Melaka, which has found itself on a slower track in subsequent centuries. A living museum of Southeast Asia's multiethnic heritage with Muslim, Chinese, Hindu and European influences, Melaka presides over the Straits of Melaka.

Melaka's Old Town is hemmed in on three sides by the Melaka River. The tottering walls of St. Paul's Church overlook the town along with the forbidding Porto de Santiago, once the main gate of the Portuguese fortress. The Dutch colonial buildings include the 17th-century Town Hall, Clock Tower and Christ Church at Stadhuys Square.

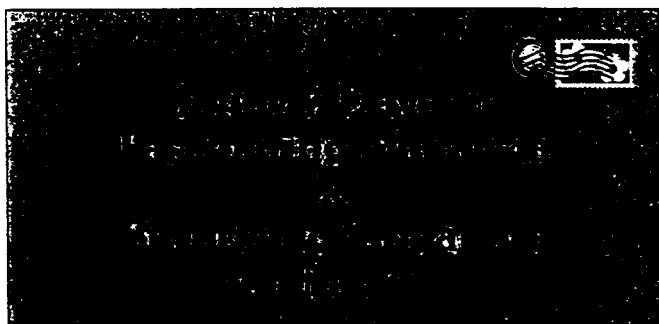
The temples, traditional shops and antique stores lining the two parallel streets of Jalan Tokong Emas and Jalan Hang Jebat, form the frenetic heart of Old Town. The Kampong Kling Mosque blends Sumatran and Western Islamic architectural styles. A few steps away the Sri Poyatha Venayagar Moorthi Temple adds a Hindu presence.

Melaka is located midway between Singapore and Kuala Lumpur, on Peninsular Malaysia's west coast. By highway Melaka is about two and a half hours from Kuala Lumpur and four hours from Singapore.

For more information contact the Malaysian Tourist Promotion Board in Los Angeles at 213-689-9702 or in New York at 212-754-1113.

HAVE YOU HEARD?

You can...



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Vacationland: 800-245-0050

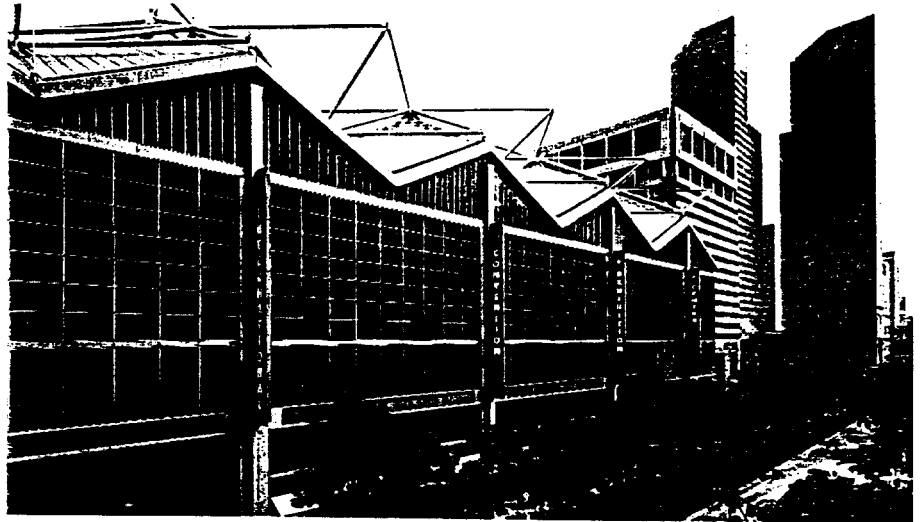
FASCINATING MALAYSIA
SURPRISING SINGAPORE
2 great countries 1 great holiday!

* Rate is per person based on double occupancy and includes the following: roundtrip airfare from Los Angeles International Airport on designated carrier, hotel accommodation, American breakfast, roundtrip foreign airport/hotel transfers, overland tour from Singapore to Malacca and Malacca to Kuala Lumpur, and half day sightseeing. Prices do not include the following charges: US international departure tax, custom users fees or passenger facility charges of up to \$22.95 per person, per person airport departure taxes of Singapore \$515, Ringgit Malaysia RM 5 (domestic) and RM 20 (international) which are paid at time of departure from each city. Package is valid till June 30, 1996, add high season surcharge of \$123 for the months of December 1995 and June 1996. Cancellation fees and other restrictions may apply.

ASIA

The **Singapore International Convention & Exhibition Center (SICEC)** at Suntec City, which formally opened in August, has announced that it will organize and launch six of its own trade shows and events for its 1996 calendar, including an international hospital and medical equipment show. The \$1.5 bil-

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The Singapore International Convention & Exposition Center, which formally opened in August, will launch six of its own trade shows and events in 1996.

lion Suntec City includes the convention center, five high-rise office towers, a three-level shopping and entertainment mall, and extensive open space. It is within walking distance of 5,000 deluxe hotel rooms. In the annual survey conducted by the Union des Associations Internationales, Singapore ranked as the sixth most popular place in the world to hold international meetings.

The **Shangra-La Hotel, Singapore** has redesigned the 23rd floor of the Tower Wing to become its Horizon Club, providing private concierge service, priority check-in, and other amenities.

Singapore's **Westin Stamford and Westin Plaza** have completed a four-year renovation program of all 2,045 of their guest rooms. Additionally, the Westin Stamford will complete 29 new suites in January 1996.

Ritz-Carlton Hotels will be adding two new properties in Asia within the next two years. The 611-room **Ritz-Carlton, Millenia Singapore** will open in January, and the 248-room **Ritz-Carlton, Kuala Lumpur** will open in Malaysia in 1997, joining the company's other Asian properties in Seoul, Korea, and in Hong Kong. The Millenia Singapore is 15 minutes from the Changi International Airport and five minutes from Orchard Road and Raffles Place. It will feature a 16,420-square-foot ballroom.

Tourist arrivals to **Malaysia** increased 10.7 percent in 1994 compared to 1993, according to the Malaysia Tourism Promotion Board, and tourism receipts

increased some 63 percent.

A new 215,300-square-foot convention center is being built in Bangkok and will open in September 1997. The **Bangkok International Trade and Exhibition Centre (BITEC)** will have a main exhibit hall and two outdoor exhibition areas.

"Producing Profitable Events for Non-Profit Organizations" is the title of one of the main sessions at Asia Pacific Incentives and Meetings Expo '96 (AIME '96), to be held February 27 and 28 at the **World Congress Centre in Melbourne, Australia**. The panel of presenters includes Judy Webber, CEO of the Australian Institute of Mining and Metallurgy and Barbara Fry, administration officer of the Australian Association of Clinical Biochemists. For information about attending AIME '96, call Travel Trade Marketing at (800) 732-6338.



SECRET CORNERS

IVAN KRASKIN
Contributing Editor

Singapore

(Second of two parts)

Last month, Ivan introduced Singapore and talked about its "must-see" sights. He continues now with his take on this unique island city state. — Editor

Dining specialities

If you like seafood and Oriental dishes, Singapore is the right place — and then some!

My favorite eating places are the elegant *Alkoff Mansion*. It's best to get there at sunset and then have dinner — beautiful with the home and terraces overlooking the gardens.

This was the very home of a mogul

who had a sugar and spice trading empire. You will enjoy spending the whole evening there, and they serve European-American as well as curried dishes and Indonesian food.

For seafood, the East Coast Parkway Marina Sea Foods Center is the best place to go for lunch. Sit out by the sea. A special local treat is fried baby squid, cooked in a sweet black sauce — it is slightly crunchy.

At night, I absolutely love the Hawkers' Centers, where you have stall after stall of local foods and really get to mingle with the people of this island.

I like Newton Circus — touristy but fun.

Adam Road has the best Indian food.

For delicious Chinese food (with great views), I like *Prima Tower Revolving Restaurant*.

A real "must" is the big patio restaurant of Raffles City Complex, which, in addition to food, is a shopper's heaven. It also has the world's tallest hotel, the Westin Stamford. This complex was designed by the famous American-Chinese architect I.M. Pei. (A delicious drink there is called "Mango-Tharang," made from mango juice, honey and ginger. Try it!)

From those heady days before government fines for littering, chewing gum and graffiti, one of the most famous streets in the 1950s and '60s was Bugis. If you want to conjure up the image of "old Singapore," they now have recreated this symbol of the city's raucous past with a \$10 million project that opened just a few years ago.

This is a new tourist venue in search of tourists. As usual, in recreating something, you cannot recapture the past.

Where to stay

Now, about accommodations, the number of hotels is overwhelming.

Without any doubt, one of the very best is the *Shangri-la*, which is very expensive, but you can find hotels in all price ranges. At the airport there is a special hotel counter that lists (at no charge to you) all the hotels and their prices. They are very well organized and accommodating.

The Raffles, naturally

My first visits to Singapore in the late 1960s were while guiding tours for the tour company Travcoa. Since they always stayed at the best hotels, the logical place to stay, without a doubt, was the famous *Raffles Hotel*. I probably stayed there about a dozen times a year, and it was one of my favorite hotels in all the world.

I remember in March 1989 visiting "The Grand Old Dame" again. The same office manager who knew me greeted me and told me the hotel would be closing in a week, because they were restoring it, so they were accepting no more guests.

"I begged him to let me stay and he finally agreed. For memory's sake, he gave me the same huge suite I had always occupied when I had my four groups."

"I loved every moment of my stay and couldn't help feeling sad that they were going to redo the hotel. Would they be able to retain the same charm? All the people I knew who had worked there for 25 years or more told me they were going to other hotels."

"The *Raffles* is where the Singapore sling was created, at the long bar in 1915 by barman Giam Tong Boon. I never thought it was that good, but I had to drink it for tradition."

"The contents of the 'sling' are Beef-eater gin; Peter Heering liquor; drops of Benedictine and Cointreau; orange, pineapple and lime juices, and Angostura Bitter. It's decorated with pineapple and cherry and topped with a little secret."

Historic hotel

It was said, "You had not seen Singa-