



CHAN BROTHERS GROUP OF COMPANIES



**FOR IMMEDIATE RELEASE**

**Singapore - 21 September 2015**

## **Illuminating this Little Red Dot on the Global Stage at Chan Brothers Celebrate 50 Holiday Fiesta**

Chan Brothers Travel is keeping the golden jubilee party rolling by celebrating 50 years of everyday holidays at the upcoming Chan Brothers Celebrate 50 Holiday Fiesta, the grand finale of travel main events for 2015. The culmination of a year-long celebration reaches its climax come Saturday, 3 October at Suntec Singapore Level 4 Hall 403.

Golden jubilee deals taking main stage include additional \$500 off for any selected Japan, Korea & Taiwan package tour; 2nd traveller cruises for \$50 for any selected Southeast Asia cruise holiday; 50 percent off 2nd traveller for any selected sailing for 12D Alaska and Canadian Rockies cruise tour & long haul Free & Easy+ holidays; \$500 choice China package tours; additional \$50 off travellers born in 1965 for any selected long haul package tour and additional \$50 off kids for any selected Australia package tour.

Those who pay with their Citibank cards get additional up to \$50 off for selected package tours and a limited edition 24" trolley luggage with \$3,500 charge. Customers get exclusive discount and gift with selected AIG insurance purchase. Early birds enjoy a chance to win branded cookware in the early-bird hourly draw from 10am - 1pm with any booking. Other bonuses with any booking include free goody bag, chance to win cruise holiday, handheld steam cleaner, premium bottled honey and more in the instant, sure win "Click, Spin and Win".

Heralding the upcoming event is Chan Brothers Travel's latest addition to its award mantel. The travel agency has been successfully awarded the Singapore Service Class Certification by SPRING Singapore on 27 August 2015. The Singapore Service Class certification is a testimony of our commitment to attaining service excellence in all aspects of customer service. It also marks the travel agency's progress in its one and a half year Customer Centric Initiative (CCI) journey.

Singapore Service Class (S-Class) is the certification for the business excellence niche standard for service. The niche standard enables organisations to develop their service capabilities to enhance service leadership, service agility, customer delight, and customer experience. Based on the business excellence framework, it covers 6 categories namely, Leadership, Planning, Information, People, Customer and Results.



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Anthony Chan, managing director of Chan Brothers Group summarises the win aptly, “Our customers are at the heart of everything we do. They have been with us through these exhilarating 50 years and watched us grow from strength to strength. They have crossed borders with us to discover the world, bringing home best practices, new insights and influences to better this little red dot. Because of them, we are impassioned to elevate travel service excellence with continued innovation, better quality and greater value”.

Indeed, Singapore today has a vibrant and diversified economy that we can be proud of. In celebration of the travel agency’s 50th anniversary, customers can embark on a journey through the milestones that have shaped the travel agency, the travel industry and the economy into the success it is today. Exhibiting at the upcoming Holiday Fiesta is a nostalgic showcase of a walk through time since the travel agency’s early days as a 3-men outfit operating from a modest rented shop in Cecil Street selling only air and train tickets.

Chan Brothers Travel unveils the lineup of burgeoning travel trends ahead:

### **Premium Collection**

Take heed with the premium series of custom-made travel programmes tailored to the discerning palate of the seasoned traveller. The added emphasis on authentic experiences, fine cuisines, deluxe accommodations and intimate group sizes among others, sets these programmes apart from the rest. The **11 days Premium Spain Gourmet Tour** featuring the quintessential Camp Nou Experience stadium tour in Barcelona, a one-star Michelin dinner in San Sebastian and a cooking class with fresh Spanish produce; **13 days Premium Provence, Paris and Chateau Whisperer Tour** featuring a one-star Michelin dinner in Bordeaux, age old cognac tasting at a cognac house and spending the night in a chateau in Loire Valley; and **[7 days Premier Hokkaido](#)** featuring Michelin recommended stays at Lake Shikotsu Tsuruga Resort Spa MIZU NO UTA, water-inspired resort hotel among other acclaimed highlights.

Those looking for a lap of luxury second to none can opt for the **8 days Travel North Island in Style** featuring return airfare by Singapore Airlines Suites, concierge service and Emperor Lounge access at Auckland International Airport, stay at 5-star boutique accommodation throughout, daily private vehicle and guide cum driver and a scenic flight over a volcano among other acclaimed highlights.

### **Resurgence of Korea**

There’s never been a better time to travel to Korea than now when you can save up to 30 percent for travel by October. Second traveller or the first child gets 50 percent off the **[7/8 days Korea Ski Escapade](#)** and **[7 days Jeju](#)**



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[and Seoul Indulgence with Ski Fun](#). The beginning to middle of September 2015 has seen an increase in bookings for travel to Korea of 20 percent over previous year due to increased marketing efforts, stimulated by weakened prices of Korea tours which have dropped by about 30 percent compared to pre-MERS period.

### Charting the Waters and Sky with Year-end Charters

This winter, stay 5 nights on board an exclusive charter cruise in the [13 Days Enchanting Danube River Cruise](#) departing on November 23 featuring an indulgent style of touring Eastern Europe with the luxury of cruising at night, bringing you from port to port and spending your day sightseeing.

The travel agency is launching its December year-end charter flights to Taiwan for the ninth consecutive year on both China Airlines and EVA Air Hello Kitty flights. Go strawberry picking before you wind down in your private in-room hot spring tub on the [7 days All Taiwan](#) from only \$1528 and get 50 percent off the second traveller or the first child. Indulge in a home stay, a safari hotel with giraffes nibbling outside your window and a hot spring resort altogether in one vacation on the [7 days Family Fantasia](#) from only \$1598 and get 50 percent off the second traveller or the first child. Prices exclude associated taxes and surcharges.

Travellers looking to fulfil their Sanrio fantasies with seasonally themed main courses and tableware, service amenities and limited edition products, all personalised with a Hello Kitty touch can also opt for the routings to Japan on EVA Air Hello Kitty flights.

In the lead up to the main event, Chan Brothers Celebrate 50 Holiday Fiesta on Saturday, 3 October, the travel agency will be running a Preview Sale from Friday to Sunday, 25 to 27 September at its Travel Powerhouse at Fook Hai Building to whet the appetites of eager beavers. So score your holiday deals at the upcoming Holiday Fiesta or make it even earlier at its Preview Sale, whichever the case, there is no excuse for passing up on the good holiday deals for grabs.

Images may be downloaded [here](#) by 25 September 2015.

### Chan Brothers Celebrate 50 Holiday Fiesta Preview Sale

25 - 27 Sep (Fri - Sun)

Chan Brothers Travel Powerhouse

South Bridge Road, Fook Hai Building Level 1 and 7

### 曾兄弟欢庆 50 旅游热卖会 预售促销

9 月 25 至 27 日 (星期五至日)

曾兄弟全方位旅游总汇

桥南路福海大厦 1 及 7 楼



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**Chan Brothers Celebrate 50 Holiday Fiesta**

3 Oct (Sat) 10am - 8pm

Suntec Singapore Level 4 Hall 403

Free Admission

曾兄弟欢庆 50 旅游热卖会

10 月 3 日 (星期六) 上午 10 时至晚上 8 时

新达新加坡 4 楼 403 展厅

入场免费

**Issued by:**

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**About Chan Brothers Group**

Chan Brothers Group maintains an uncompromising commitment to offering the highest standards of product integrity, outstanding service, brand reliability and financial stability. Customers can buy with absolute confidence and trust that only the highest standards will be delivered. Chan Brothers Group of companies encompassing:

**Chan Brothers Travel**, household name and your one-stop travel hypermart;

**Chan Brothers Worldwide Cruise Centre**, your first port of call for the voyage of your dreams;

**Asia Global Vacation**, specialising in affordable good value tours for your dream vacation including the Euroworld brand, your gateway to flexible and affordable Europe travel;

**Chan's World Holidays**, company-owned franchise shop cum bespoke travel agency specialising in off-the-beaten-track unusual vacations and Muslim tours;

**Chan Brothers Express**, Club Med leading booking centre



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## Appendix

### Radio Roadshows

12nn - 2pm: Be mesmerised by technicolour Turkey & hop onboard Mariner of the Seas 3N Live. Love. Laugh. cruise with UFM100.3 DJ Limei & Jingyun

中午 12 时至下午 2 时：与 UFM100.3 DJ 丽梅及菁云同游“梅”飞色舞缤纷土耳其海及登上海洋水手号好爱生活幸福游

2pm - 4pm: Drive through South Australia with Class 95FM DJs Jean Danker & Tim Oh

下午 2 时至 4 时：与 Class 95FM DJ Jean Danker 及 Tim Oh 分享南澳自驾游

4pm - 5pm: Enjoy star-studded family fun in Korea with Capital 95.8FM DJ Gao Yi Xin

下午 4 时至 5 时：与 Capital 95.8FM DJ 高逸芯分享“星”动韩国亲子乐

5pm - 6pm: Explore refreshing Yunnan with Love 97.2FM DJ Wallace Ang

下午 5 时至傍晚 6 时：与 Love 97.2FM DJ 洪圣安探索云南新鲜玩

### World-class Stage Performances

1.00pm, 2.00pm, 3.30pm, 4.30pm: Hallyu K-Pop Dance 韩流 K-POP 舞蹈

Gangnam style is so two thousand and late. Catch Singaporean youths flash their latest moves to the latest K-Pop tunes.

12.30pm, 2.30pm, 5.30pm: Turkish Belly Dance 土耳其肚皮舞

Be spellbound by a traditional Turkish belly dance performance. Turkish belly dance has much closer ties to its gypsy roots than other styles of this dance, many of which show a greater influence from Western ballet and modern dance. Turkish dance is made distinctive by its lively steps, larger use of space, and the "sassy" attitude of the dancer. Hops, kicks, and the contrast of soft flowing arms with fiery hips are also hallmarks of the Turkish style.