

Visit Singapore

Turning 50: Singapore Celebrates its Success

Since gaining independence in 1965, the tiny Southeast Asian state has transformed itself from a small port city into a global trade hub and a financial powerhouse.

Singapore has gone into party-mode as 2015 marks half a century of independence. The island nation has unveiled a festival of events surrounding its Golden Jubilee, reflecting on the country's journey that has seen it rise from a post-colonial backwater to one of the most respected and admired countries in the world. Unique is probably the word that best captures Singapore, and the astonishing diversity of the country truly is second to none. Fast-paced city streets and office complexes are located within minutes of serene gardens and colourful ethnic quarters.

Island Nation

Singapore lies at the southernmost tip of continental Asia, one degree north of the equator, and is separated from the Malaysian Peninsular by the Straits of Johor to the north and from Indonesia's Riau Islands by the Singapore Strait to the south. Home to a population of 5.54 million, Singapore's territory consists of the diamond-shaped main island – referred to as Singapore Island – and more than 60 smaller islets. Singapore has a total land area of 714.3 square kilometres, about six times the size of Disneyland, which has given it its most prominent

nickname "Little Red Dot", a reference to its size on the map. Since the 1970s, Singapore has also been widely known as the Garden City, owing to its extensive greening policy covering the whole island.

The Birth of a Nation

Before 1960, Singapore was little more than a Southeast Asian trading post for the British Empire with no natural resources. After a brief merger with Malaysia in 1963, Singapore became an independent nation on August 9, 1965. Lee Kuan Yew, Singapore's first Prime Minister who died in March 2015, is seen as the nation's founding father.

He co-founded the People's Action Party, which has ruled the country ever since it gained independence and is widely credited with turning Singapore into one of the world's richest countries.

Committed to Multiculturalism

Modern day Singapore is also the creation of its people. The population of Singapore is diverse, the result of considerable past immigration. While the country experienced racial riots and unrest in the 1960s, Singapore today is deeply committed to multiculturalism. Chinese predominate, making up some three-fourths of the total. Malays are the next largest ethnic group, and Indians the third.



Photos: Singapore Tourism Board

Because of this ethnic diversity, no fewer than four official languages are recognised: English, Mandarin Chinese, Malay and Tamil. English remains the main medium for administration, commerce and industry, and it is the primary language of instruction in schools.


Economic Achievements

A key pillar of Singapore's transformation was to invite the world to Singapore. The country invested heavily in transport infrastructure, creating an environment conducive to trade and investment. Incentives were provided to attract multinationals to manufacture on the

island and to export to global markets. In addition, Singapore developed sophisticated and powerful service industries in finance, medicine and education. Tourism has also become increasingly important, and Singapore's excellent air-transport facilities have been augmented by massive investments in hotels and attractions.

Golden Jubilee

2015 marks Singapore's Golden Jubilee and the entire year has been dedicated to honouring and celebrating the country's achievements, with a host of events and activities. The celebrations started with a big



SINGAPORE AT A GLANCE

Size: 714 square kilometres
Population: 5.54 million
Time Zone: SGT, UTC+8hours, NO DST is observed.
Currency: Singapore dollar (SGD), S\$1 = 100 cents
Languages: Tamil, Mandarin Chinese, English and Malay
Country Code: +65 **Climate/Temperature:** Tropical climate, with an average temperature of 31C
Prime Minister: Lee Hsien Long **GDP growth (2014):** 2.9%



countdown party on December 31 at Marina Bay. The Jubilee weekend in August saw tens of thousands of spectators gather for the National Day parade and fireworks display. In November the new National Gallery opened its doors, while a futuristic exhibition showcasing the future of life in Singapore, taking place until March 2016, marks one of the last event highlights.

To the Next 50

Despite all its achievements, Singapore must now look to

the future. The country's leaders are aware that many aspects need improvement and that the global competition for talent and investment has intensified. The most immediate challenge facing the Republic will be raising productivity in order to grow an already-advanced economy. Over a longer time frame of 25 years, population challenges will come to the fore because of the country's low birth rates. However, if Singapore's past successes are anything to go by, the prospects are good for an even brighter future.



DISCOVER THE Singapore Story

Shedding off its image as a stopover location and celebrating its 50th anniversary of independence, Singapore is rising as the must-visit destination in the Asia-Pacific region.

Singapore Tourism Board

A bridge between the East and the West for centuries, Singapore embraces tradition and modernity. Colourful ethnic quarters amongst efficient business centres and serene gardens set against sleek skyscrapers, Singapore is a fascinating destination for both leisure and business travellers.

Often called the Little Red Dot, the island of Singapore is small – just 49 kilometres by 25 kilometres – and sits at the southern tip of the Malay Peninsula, the southernmost point of continental Asia. Championed by the Singapore Tourism Board (STB), the city-state has witnessed a remarkable transformation of its tourism landscape, while visitor arrivals have almost doubled since 2004.

Today, Singapore's delights draw more than 15 million tourists annually, reinforcing its status as a vibrant global city that is a magnet for capital, business and talent. Its Asian

neighbours, Indonesia, China, Malaysia, India as well as Australia, account for more than 50% of tourist arrivals. However, Lonely Planet, CNN and the New York Times have named Singapore as one of the top destinations to visit in 2015, setting the scene for the city-state to widen its share of European and US visitors.

The Green City

Investment in greenery, urban parks and nature reserves has created an environment that Singaporeans are proud to call home. Today the city offers a broad selection of lush 'green' tourism attractions, such as the Tree Top Walk in the MacRitchie Reservoir, Gardens by the Bay and the recently opened River Safari, Asia's first and only river-themed wildlife park. Hotels such as the Marina Bay Sands, the W Singapore and the ParkRoyal on Pickering all incorporate 'green' elements in their design, and along with life-

style venues such as Dempsey Hill and Botanic Gardens, showcase the abundance of greenery throughout the city.

Singapore has also made great strides in attracting tourism with the remodelling of Orchard Road into one of the best shopping streets in the world, hosting the most exclusive

brands and trendiest fashion houses. Other exciting plans in the past included the development of the Singapore Flyer, the rejuvenation of Sentosa Island as a tropical island resort including theme parks, casinos, hotels, golf courses and beaches, as well as the development of iconic Integrated Resorts.





Chinatown - Singapore Tourism Board

Culture & Heritage

One of the remarkable aspects of Singapore is the truly cosmopolitan nature of the population, a natural result of the country's geographical position and commercial success. Visitors can easily experience Singapore's rich and unique multicultural tapestry by exploring ethnic precincts such as Chinatown, Little India and Kampong Glam, in addition to sampling a diversity of cuisines, within a single trip.

In particular, Singapore's dining scene has witnessed a boom in recent years, featuring first-rate restaurants helmed by both overseas Michelin-starred chefs and local talents. A variety of mid- to high-end dining options nicely complement food stalls at local hawker centres, making Singapore's dining scene a vibrant and diverse one.

Exciting Events

There is also an exciting calendar of events that includes the Singapore Formula 1 Grand Prix and the BNP Paribas WTA Finals Singapore in addition to a variety of cultural festivals throughout the year.

From end of November 2015 onwards visitors also have the unique chance to discover the Jubilee Walk, which is essentially an 8km-long trail connecting the past, present and future elements of the Singapore story. It takes participants to 25 historical and modern Singapore icons, including the Padang, where the people of Singapore gathered to mark the end of the Japanese Occupation in 1945, as well as one of Singapore's more recent additions, the Helix Bridge, the longest pedestrian bridge in Singapore, overlooking the Marina Bay.



The Tree Top Walk - Singapore Tourism Board



Little India - Singapore Tourism Board



Gardens Overview - Gardens by the Bay

Conference & Incentive Travel

Thanks in no small part to its attractions and first-class hotels, Singapore is also gaining popularity as a destination for meetings, conferences and incentives. Last year, the country played host to more than 100 different business events, while 2015 saw the introduction of events such as the World Confederation of Physical Therapy Congress, inter airport Southeast Asia, Children Baby Maternity Expo, Interpol World and GasTech.



Sentosa - Singapore Tourism Board

Cruising out of Singapore

Another growth segment is the cruise industry. Passenger numbers are expected to grow between 5% and 8% annually over the next three to four years. In 2016, Singapore will be welcoming 10 maiden calls, including Royal Caribbean International's newest and most innovative ship, the Quantum of the Seas which can carry over 4,000 passengers. In addition, TUI Cruises chose to homeport out of Singapore for four months from November 2015 to March 2016 for the first time ever.

An Emerging Art Location

In addition, Singapore's growing host of exhibitions, galleries and fairs offer many opportunities for the art community to discover Southeast



Chinatown - Singapore Tourism Board

Singapore is COLOURFUL!

The Lion City's art scene is as diverse as its people.



Colourful decoration - Singapore Tourism Board

Like many different cultures, colours also collide, amalgamate and create amazing new things in Singapore. Whether pastel-colored houses, multicoloured food creations or colourful street art on walls: boredom has no chance in Singapore.

All colours of the rainbow cascade down the walls of the little houses in **Haji Lane**, merge with each other and form futuristic

and mythical creatures. With colourful artworks on the walls of the buildings, the residents of the small alley in the Muslim quarter **Kampong Glam** breathed new life into the once sleepy street. Today, Haji Lane is one of the city state's trendiest streets. This is where the hipster scene meets in the showrooms of young fashion labels, in the chic cafes and small art galleries. Going for a short stroll is certainly worth the effort; you

can find sweet little souvenirs off the beaten tourist tracks in Chinatown and Co. Only the new in-district **Jalan Besar** is better hidden. The cosmopolitan heart of the young hipster scene beats in this quarter. Here, the secret stars of the art scene come together – ready to conquer the art world of Singapore. Until then, they offer their individual works at The Artists Village or the At Ease Gallery. Slightly more reserved, but equally colourful is **Katong**. Like a fruity bowl of raspberry, apricot and pistachio ice cream – with or without whipped cream – the pastel-coloured shophouses of the Peranakan, a Sino-Malay mixed culture, snuggle up against each other. Each house shines in a different colour: pink, close beside baby-blue, with white and turquoise ornaments, plus a dab of red – a beautiful sight for the eyes and absolutely worth a picture! If you have had your fill of colourful houses, but still feel hungry, then head to **Tiong Bahru**. Instead of art on canvas there is art in coffee. Baristas call the creative design of the milk foam surface of hot espresso drinks "Latte Art". Enjoy a piece of rainbow cake – of course in red, orange, yellow, green, blue or purple with your hot beverage – and you have two of the hottest food trends on the table in front of you.



To find out more about Singapore, visit www.yoursingapore.com





Asia's evolving art scene. One of the key event highlights is the Singapore Art Week. Returning for its fourth edition in January 2016, the Singapore Art Week is a celebration of the visual arts. Art fans can also visit the Pinacothèque de Paris, the largest private art museum in Paris, which opened its first



Kampong Glam Arab Street - Singapore Tourism Board

venue outside of Europe in Singapore in May 2015, or head to the National Gallery Singapore which just opened its doors in November 2015. It is the first museum in the world dedicated to Southeast Asian modern art.

Unique Singapore
Singapore is one of the most

diverse and unique places in Asia, and there are few places in the world that offer a similar array of attractions. Singapore means big-city life and connecting with nature, history and culture as well as entertainment for all ages and tastes, plus the very best of Asian cuisine.



Haji Lane, Kampong Glam - Singapore Tourism Board

Singapur ist **bunt!**

Die Kunstszene der Löwenstadt zeigt sich so vielfältig wie ihre Menschen selbst.

Wie die vielen verschiedenen Kulturen, prallen in Singapur auch die Farben aufeinander, vermischen sich und bringen Erstaunliches hervor. Egal, ob pastellfarbene Wohnhäuser, bunte Food-Kreationen oder farbenfrohe Street Art an Gemäuern: Langeweile kommt in Singapur nicht auf.

Alle Farben des Regenbogens ergießen sich über die Hauswände der **Haji Lane**, fügen sich zusammen und formen futuristisch anmutende Kreaturen und mystische Fabelwesen. Die Bewohner des kleinen Gässchens im muslimischen Viertel **Kampong Glam** haben der einst so verschlafenen Straße mit bunten Kunstwerken an den Hauswänden neues Leben eingehaucht. Heute zählt sie zu den trendigsten Straßen im Stadtstaat. Hier trifft sich die Szene in den Showrooms junger Mode-Labels, in den schicken Cafés und kleinen Kunstgalerien. Ein Bummel lohnt sich allemal, denn hier gibt es süße kleine Souvenirs abseits von Chinatown und Co. Nur das neue In-Viertel **Jalan Besar** liegt noch versteckter. In diesem ungeschliffenen Juwel schlägt das Herz der jungen Hippster-Szene. Hier versammeln sich auch die heimlichen Stars der Kunstszene – bereit, aus ihrem

Versteck auszubrechen und die Kunstwelt Singapurs zu erobern. Bis es soweit ist, bieten sie ihre individuellen Werke in der At Ease Gallery oder im The Artists Village an. Etwas gediegener, aber gleichermaßen farbenfroh geht es in **Katong** zu. Wie ein herrlicher Fruchteisbecher aus Himbeere, Aprikose und Pistazie – mit oder ohne Sahne – schmiegen sich die pastellfarbenen Shophouses der Peranakan, einer chinesisch-malaiischen Mischkultur Singapurs, aneinander. Jedes erstrahlt in einer anderen Farbe: Rosa neben himmelblau, mit weißen und türkisfarbenen Verzierungen, dazu ein Tupfer rot – ein wunderschöner Anblick und unbedingt ein Foto wert. Wer sich an den Farben der Häuser sattgesehen hat, und trotzdem noch Hunger verspürt, fährt weiter in Richtung **Tiong Bahru**. Statt Kunst auf Leinwand gibt es hier Kunst im Kaffee. Latte Art nennen Baristas die kreative Gestaltung der Milchschaumboberfläche von Espresso-Heißgetränken. Dazu ein Stück Rainbow Cake – natürlich in Rot, Orange, Gelb, Grün, Blau oder Lila – und schon stehen zwei der angesagtesten Food-Trends vor einem auf dem Tisch.

A First-Class Airport

Singapore's world-famous Changi Airport is taking the lead in rethinking and refining the airport experience.

Jewel Changi Airport - Forest Valley

Singapore is often mentioned in reports about the biggest and the best, and its airport is no exception. Investment in modern airport technology facilitates smoother boarding and hassle-free bag drop, with Changi being one of the most customer focused and connected airports in the world.

While airports are usually just a stop-point on the way to somewhere else, Changi Airport has been constantly reinventing itself as a destination in its own right, complete with indoor gardens, a rooftop swimming pool and on-site movie theatres. The airport's future plans will cement its reputation as a top travel hub, which in a few years' time will boast the world's tallest indoor waterfall.

The World's Best

Bagging more than 500 accolades, Changi has come a long way since its humble beginnings in 1981, when Terminal 1 first opened. In a short span of seven years since Changi's opening, Terminal 1 received its first recognition as the world's best airport from Business Traveller (UK) in 1988. More recently, Changi has been voted by air travellers

as Skytrax World's Best Airport for three consecutive years.

Airport Attractions

At Changi, passengers can rest and recharge. The airport hosts many napping areas, while those preferring to relax in nature will be spoilt for choice. Maintaining Singapore's reputation as the "garden city," the airport houses five thematic gardens. Passengers can get up close with beautiful butterflies at the Butterfly Garden; stroll through the open-air rooftop Cactus and Sunflower Gardens; relax at the Enchanted Garden or watch the koi fish swim at the Orchid Garden.

A Shopper's Paradise

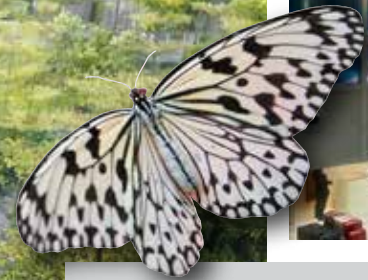
With over 350 retail & services outlets and 160 food & beverage outlets, Changi has long been one of Singapore's best places for shopping and dining. Recently, luxury retailer DFS Group unveiled a spectacular new wines and spirits flagship duplex store – the first of its kind in the world – at Changi's Terminal 3. At 11,400 square feet across two floors, the store is DFS Group's largest single retail space for wines, spirits and tobacco. Amongst the store's innovative features



The Social Tree

is the Raffles Long Bar, a collaboration with Singapore's famous Raffles Hotel, which serves the original Singapore Sling, a gin-based cocktail.

Changi offers non-stop entertainment. Not only can passengers enjoy the latest movie screenings at Changi's free movie theatres, but also preserve their Changi memories by visiting *The Social Tree*, the largest interactive installation at Changi, where they can take photos using the kiosks, upload them to form part of the display as well as sharing photos and videos on their social networking profiles.



Changi's Upcoming Developments

Never one to rest on its laurels, Singapore has big plans to expand the airport further, including the construction of a fifth mega terminal.

Terminal 4

- A full suite of self-service check-in options for fast and seamless travel.
- A new walk-through retail concept dedicated to retail and dining in the departure/immigration area.
- A 200m Central Galleria that provides visual connectivity across the Check-in Hall, Transit Lounge and Arrival Baggage Claim Hall.

Target date of completion: 2017

Jewel Changi Airport

- Unique leisure attractions including a lush indoor garden with a central waterfall of about 40m in height.
- A wide range of retail and dining offerings.
- Facilities dedicated to fly-cruise and fly-coach passengers.

Target date of completion: 2018

Changi East Development including Terminal 5

- New mega terminal and one of the world's largest, Terminal 5 will be linked to Changi's existing terminals.
- The implementation of a 3-runway system to handle larger passenger aircraft, together with 40km of new taxiways that will connect Runway 3 to the current airfield.

Target date of completion: mid 2020s



Beating Transit Times

Transiting passengers with more than 5.5 hours transit time can benefit from a complimentary sightseeing tour of the city-state. The two-hour tour offers a brief insight into Singapore's multicultural society and a chance to see the city's must-visit locations. The Heritage Tour runs seven times during the day, while the night-tour City Lights is offered twice daily.

Unparalleled Connectivity

The 5th busiest international airport today, Changi is a major

air hub in Asia, providing passengers seamless connections to some 300 cities in about 70 countries worldwide. Just last year, 54.1 million passengers travelled through the airport's terminals, roughly 10 times the size of Singapore's population and a record number in the airport's 34 year-old history.

Changi is a key gateway to Southeast Asia, with direct flights to all nine of Singapore's ASEAN neighbours. In Indonesia, the

airport serves 12 cities including hidden gems such as Makassar, Lombok and Jogjakarta. From Changi, passengers can also enjoy unparalleled access to other fast-rising travel destinations in Vietnam, the Philippines and Cambodia. Changi is also a prime choice for travellers heading to the Southwest Pacific, with 10 airlines operating more than 230 weekly one-way flights to eight Australian cities and to two destinations in New Zealand.

At the Forefront of Growth

In charting the airport's future, Changi continues to set new standards for aviation excellence with creative solutions and signature projects that will redefine air travel for generations to come. Among the future developments is a mixed-use

complex named "Jewel" which will sprout in a space between the existing terminals, featuring retail, leisure and entertainments offerings in addition to a hotel. Encased in a glass and steel dome, one of "Jewel's" key attractions will be the Forest Valley, a huge five-storey garden filled with thousands of trees, plants, ferns and shrubs. The centerpiece of the complex will be the Rain Vortex, a breathtaking 40-metre high indoor waterfall set to become the world's tallest of its kind. When the complex opens in 2018, Changi will look a very different place: it will not only be a gateway for flights but a destination allowing travellers to really get a flavour of what Singapore is all about.

To find out more about Singapore Changi Airport, visit changiairport.com

Lufthansa flies a daily A380 service between Frankfurt and Singapore. The service arrives into and departs from Singapore Changi Airport Terminal 2.

Discover the new Premium Economy on the Frankfurt-Singapore service. Enjoy more comfort, more service, and more extras.

Prost! A toast to 50 years of friendship with Lufthansa.

Congratulations to Germany's national carrier for 50 years of successful operations in Singapore. You can now look forward to the comforts of Lufthansa's new Premium Economy class on all A380 flights at Changi Airport.

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CHANGI
airport singapore
the feeling is first class

Singapore TRAVEL ESSENTIALS

1

Getting to Singapore

Singapore's world-famous Changi Airport is one of the busiest and best connected in the world, offering connections to some 300 cities in about 70 countries worldwide. Most visitors coming into Singapore do not require a visa for entry and may be given social visit passes. If you are unsure if a visa is required, you can check with the Immigration & Checkpoints Authority (www.ica.gov.sg) or with your local consular office.

2

Where to stay

Depending on your type of trip, there is a wide range of accommodation available. Singapore is home to an array of luxury hotels as well as affordable hostels. Notably the Raffles Hotel, Ritz-Carlton Hotel, Shrangri-La Hotel and The Forest by Wangz are amongst the most renowned. Although luxury hotels in Singapore can be expensive, they are guaranteed to provide a memorable stay. Most midrange hotels are of average quality but are ideally located. Hostels can be as cheap as \$20 per night.

3

When to go

Classed as tropical and without distinct seasons, Singapore's climate is hot and humid. Although at times erratic, the weather is mostly dry with the wettest months being December and January. Temperatures average around 31°C during the day and can go as low as 23°C at night.

4

Getting around

It is fairly easy to explore Singapore on its extensive public transport system. The fastest way to get around the island is on the MRT (mass rapid transit) train system, while the comprehensive bus network is both convenient and economical. Meanwhile, taking a taxi is a comfortable way to get to more out of the way destinations.

