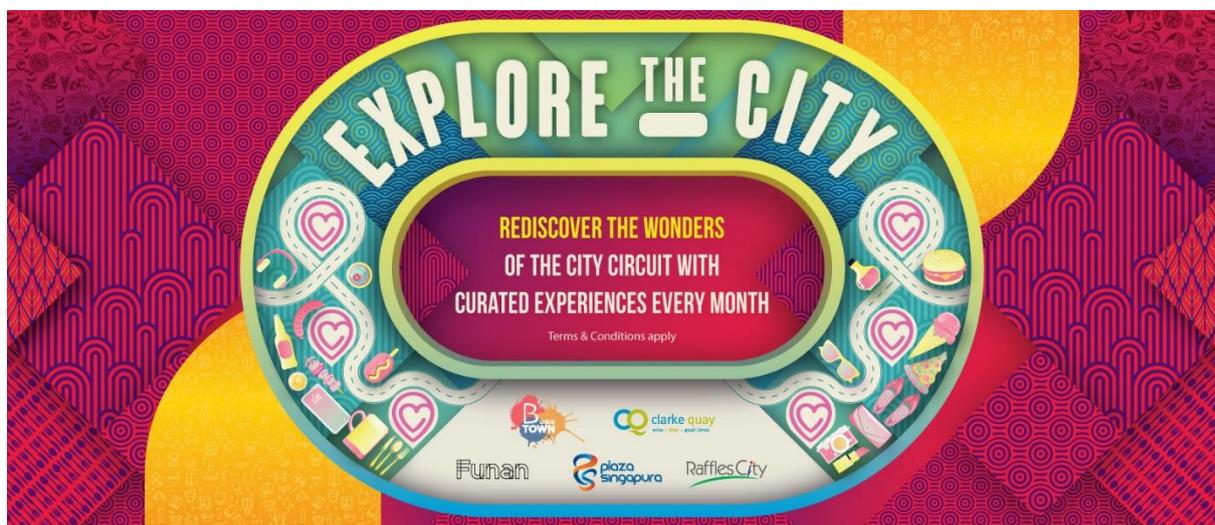


NEWS RELEASE

## CapitaLand Launches its First Experiential Local Tourism Rewards Campaign – 'Explore the City'

- First mall operator to launch campaign featuring local tourist experiences tied back to rewards
- Participate in specially curated experiences and gain up to S\$150 worth of shopping & dining vouchers
- Redeem selected experiences exclusively on Klook to enjoy additional rewards



**SINGAPORE, 1 April 2021** – Experience a *Singapoliday* unlike any other with **CapitaLand malls**! This April, **CapitaLand's seven city malls** invite you to **'Explore the City'** and rediscover shopping in a different light. Featuring a curated selection of local tourist experiences tied back to rewards, CapitaLand is the **first mall operator to weave in domestic travel experiences in its rewards campaign**.

From the Civic District encompassing Clarke Quay, Funan and Raffles City Singapore, to the centrally located Plaza Singapura, and the bustling Bugis Town precinct (made up of Bugis Junction, Bugis+ and Bugis Street), immerse yourself in exploring the lively city circuit and be rewarded with a variety of fresh experiences. Better yet, redeem rewards as you do so!

Introducing the **'City Passport'** feature within the CapitaStar mobile app from **1 April 2021 to 31 December 2021**, participate in exhilarating monthly 'Explore the City' activities to earn eCapitaVouchers!

What's more, in a **first ever partnership between CapitaLand malls and Klook**, purchase mall curated packages exclusively on Klook to earn even more rewards. This includes the **'Food Thrills'** package worth **S\$110 of dining e-vouchers**, retailing at S\$50 and almost 60% off the original value. Redeem your SingapoRediscovers Vouchers to embark on the featured

Civic Colours and Bugis **#Instawalk Tours** by Tribe Tours! Make your booking on Klook in April and complete the tour to receive additional<sup>1</sup> S\$20 CapitaVouchers and S\$10 worth of dining vouchers.

Read on to find out how you can gain up to S\$150 worth of vouchers – simply by enjoying what you love: uncovering hidden #Instaworthy spots, dining on a smorgasbord of international cuisines, shopping and playing to your heart's content when you 'Explore the City' with CapitaLand malls!

## Explore The City Passport Rewards



### How does it work?

Come April 2021, CapitaStar members will have access to the '**City Passport**' feature within the CapitaStar mobile app. Receive an Explore the City 'stamp' after successfully completing each experience to move the progress bar.

The early bird catches the worm!

**The first 200 to complete 3 out of 4 experiences by 30 June 2021 will receive S\$30 eCapitaVoucher; be the first 50 to finish all 4 experiences and receive an additional S\$30 eCapitaVoucher; while stocks last.**

From 1 April to 30 June, earn Explore the City 'stamps' by completing:

### **EXPERIENCE 1: #Instawalk Tours by Tribe Tours**

- Civic Colours (<http://bit.ly/civicinstawalk>), a newly curated tour for 'Explore the City' (or)
- Bugis, Waterloo and Kampung Glam (<http://bit.ly/bugisinstawalk>)

*(Klook exclusive)* Make your booking through Klook for an additional S\$10 dining voucher, while stocks last.

See the city through new lenses, take #instaworthy pictures and uncover hidden gems. The two-hour interactive tour will showcase Singapore's rich cultural heritage, while you pick up

---

<sup>1</sup> While stocks last, on a first-come, first-served basis.

some nifty Instagram photography tips and tricks from a local influencer! Priced at S\$55 per pax, receive a S\$20 CapitaVoucher upon completion of the #Instawalk Tour, while stocks last. **Pro Tip:** Get more bang for your buck by redeeming your SingapoRediscovers Vouchers to purchase the #Instawalk Tour! (Save the full amount when purchased completely with your SingapoRediscovers Vouchers)

### **EXPERIENCE 2: Purchase a 'Food Thrills' voucher package for only S\$50 (worth S\$110)**

*(Klook exclusive)* Launching from 9 April 2021 onwards, while stocks last.

While travel remains largely restricted, savour the next best thing with a gastronomic tour around the world right here in Singapore. Embrace our island's multitude of culinary delights with the Explore the City 'Food Thrills' dining voucher package, featuring familiar Asian flavours such as Chinese, Japanese and Korean cuisines, to far-flung foreign fare originating from Greece, Italy and Mexico!

Choose from three different, thoughtfully curated dining voucher packages spanning a diverse plethora of cuisines across the city, including a special edition of Halal establishments. Priced at S\$50 for five dining vouchers per package (inclusive of four S\$20 restaurant vouchers and one S\$30 restaurant voucher), each comes with S\$110 worth of tantalising deals. Foodie friends, don't say #bojio! Purchase on Klook at: <http://bit.ly/klookcapland>

- Package 1 eVouchers [*Halal*]:
  - S\$20 Cajun on Wheels (Plaza Singapura)
  - S\$20 Poulet (Bugis Town, Bugis+)
  - S\$20 Sanook Kitchen (Funan)
  - S\$20 Seoul Garden (Bugis Town, Bugis Junction)
  - Complimentary S\$30 Asian Market Café (Fairmont Singapore, Raffles City)
- Package 2 eVouchers
  - S\$20 5 Senses Bistro (Funan)
  - S\$20 Kogane Yama (Bugis Town, Bugis Junction)
  - S\$20 Nanjing Impressions (Plaza Singapura)
  - S\$20 Zorba the Greek Taverna (Clarke Quay)
  - Complimentary S\$30 Prego (Fairmont Singapore, Raffles City)
- Package 3 eVouchers:
  - S\$20 Arteastiq (Plaza Singapura)
  - S\$20 Muchos (Clarke Quay)
  - S\$20 Red House Seafood (Clarke Quay)
  - S\$20 Tonkotsu Kazan Ramen (Funan)
  - Complimentary S\$30 Prego (Fairmont Singapore, Raffles City)

### **EXPERIENCE 3: Spend S\$80 in a single receipt in any participating mall**

*\*A mandatory experience to qualify for the City Passport rewards*

Simply spend a minimum of S\$80 in a single receipt from Bugis Junction, Bugis+, Bugis Street<sup>2</sup>, Clarke Quay, Funan, Plaza Singapura and Raffles City. Remember to snap a picture of your purchase receipt and upload it onto the CapitaStar app within 24 hours to qualify<sup>3</sup>!

### **EXPERIENCE 4: Explore the City Game Quest (Coming soon in June 2021)**

Stay tuned for more!

Fresh experiences and new rewards will be introduced every quarter. Check out [www.capitaland.com/explorethecity](http://www.capitaland.com/explorethecity) and follow us on social media for the latest campaign updates.

#### **'Explore the City' Rewards Hack – Snag S\$150 cashback in vouchers by spending up to S\$185 (more than 80% value of rewards in return)**

##### **Spend (S\$185):**

- S\$55 (purchase of #Instawalk Tour\* ticket) +
- S\$50 (purchase of 'Food Thrills' voucher package) +
- S\$80 spend in a single receipt at participating malls

##### **Rewards Earned (S\$150):**

- S\$20 CapitaVoucher (Completion of #Instawalk Tour\*) +
- S\$10 dining voucher (When booking the #Instawalk Tour via Klook) +
- S\$60 additional dining vouchers (S\$50 'Food Thrills' voucher package worth S\$110) +
- S\$30 eCapitaVouchers (Completion of 3 experiences) +
- S\$30 eCapitaVouchers (Completion of the 4<sup>th</sup> experience)

*\*Save the full amount when redeemed with your SingapoRediscovered Voucher*

### **Don't have the CapitaStar App?**

Download the app at <http://bit.ly/CSTAR2021> today! Sign up with promo code <CQS5K> and receive 5,000STAR\$<sup>®</sup> to offset your shopping or dining across CapitalLand malls and online at Capita3Eats and eCapitaMall.

Stay curious and never stop exploring!

<sup>2</sup> Only applicable to payments made via DBS PayLah! at participating Bugis Street tenants. To qualify, members must link their CapitaStar and DBS PayLah! accounts before the transaction.

<sup>3</sup> Min. S\$20 transactions made via DBS PayLah! is not required to upload receipts to qualify. Only CapitaStar members who link their CapitaStar and DBS PayLah! accounts before the transaction will be eligible.

**Share your exploration trips with us on social media:**

Hashtag: #CLeXplorethecity #bugistown #clarkequaysg #funansg #plazasingapura #rafflescitysg

Tags: @bugisjunctionxbugisplus @clarkequaysg @funansg @plazasingapura @rafflescitysg @capitaland @capitalandmallsg

###

**For media enquiries, please contact:**

Samantha Seah Hui Li, Mobile: +65 9006 7259, Email: [samantha@brand-cellar.com](mailto:samantha@brand-cellar.com)

Ong Li Qin, Mobile: +65 9755 5408, Email: [liqin@brand-cellar.com](mailto:liqin@brand-cellar.com)

Racheal Phillips, Mobile: +65 8339 6685, Email: [racheal@brand-cellar.com](mailto:racheal@brand-cellar.com)

---

**About CapitaLand ([www.capitaland.com](http://www.capitaland.com))**

CapitaLand Limited (CapitaLand) is one of Asia's largest diversified real estate groups. Headquartered and listed in Singapore, it owns and manages a global portfolio worth about S\$132.5 billion as at 31 December 2020. CapitaLand's portfolio spans across diversified real estate classes which includes commercial, retail; business park, industrial and logistics; integrated development, urban development; as well as lodging and residential. With a presence across more than 230 cities in over 30 countries, the Group focuses on Singapore and China as its core markets, while it continues to expand in markets such as India, Vietnam, Australia, Europe and the USA.

CapitaLand has one of the largest real estate investment management businesses globally. It manages six listed real estate investment trusts (REITs) and business trusts as well as over 20 private funds. CapitaLand launched Singapore's first REIT in 2002 and today, its stable of REITs and business trusts comprises CapitaLand Integrated Commercial Trust, Ascendas Real Estate Investment Trust, Ascott Residence Trust, CapitaLand China Trust, Ascendas India Trust and CapitaLand Malaysia Mall Trust.

CapitaLand places sustainability at the core of what it does. As a responsible real estate company, CapitaLand contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders.

**About CapitaStar (<http://www.capitastar.com>)**

CapitaStar is CapitaLand's lifestyle and rewards programme. As the pioneer of shopping mall loyalty programmes in Singapore, members are rewarded with STAR\$® for their everyday spend when they snap and upload receipts across participating CapitaLand malls island-wide, or instantly when they shop or order online at [eCapitaMall](#) and [Capita3Eats](#).

With STAR\$®, members can redeem a plethora of curated rewards and exclusive privileges on the CapitaStar mobile app, as well as use their STAR\$® as a form of cashback by exchanging for eCapitaVouchers – making shopping and dining at CapitaLand malls or online at eCapitaMall and Capita3Eats, a 24/7 rewarding experience.

**About Klook (<http://www.klook.com>)**

Founded in 2014, Klook is a world-leading travel and leisure booking platform. Klook empowers users around the world to discover and book the best experiences and services anywhere, anytime. It provides a seamless way for users to explore popular attractions, tours, local transportation, food and beverage, and unique experiences at home or around the world on Klook's website and award-winning app (consecutive Best of Year awarded by Google Play and Apple App Store). Each day, users indulge in their wanderlust and spontaneity through over 100,000 offerings in more than 400 destinations. Klook's services are available in 14 languages, supporting 41 currencies. Get inspired by Klook at [www.klook.com](http://www.klook.com), the company blog, or @Klook.

**About Tribe Tours (<http://tribe-tours.com/>)**

Tribe is an award-winning boutique tour operator running in-depth tours on Singapore. They pioneered new tour formats, including Niu Che Shui Game tour (combining puzzle games with tour narration) and Instawalk (combining nano-influencer and theme stories).

Tribe Tours run privately guided tours curated by locals who know the city inside out. Their tours give the traveller a glimpse of the city, its people as they are.

Their signature through all our tours lies in you doing, experiencing and interacting with locals rather than as a passive tourist. It may involve you cooking local dishes, snapping pictures of local architecture, tasting, even ordering food like a local. Their day tours range from 2-hour walkabouts to half day tours. Group size are kept small and intimate to facilitate interaction.