



CHAN BROTHERS GROUP OF COMPANIES



**FOR IMMEDIATE RELEASE**

**Singapore – 14 March 2016**

***This Easter's Biggest Travel Fair is Here at  
Chan Brothers Eggs-Traordinary Travel Fair***

Travel is here to stay. The strong performance at the recent slew of travel events has indicated the resilience of demand for travel despite the economic uncertainties. Riding on this wave, the 51-year-old agency is not holding back at this Easter's biggest travel fair, the twice-yearly and much anticipated Chan Brothers Eggs-Traordinary Travel Fair. The travel main event promises egg-citing deals and egg-cellent savings come Saturday, 26 March at Suntec Singapore level 4 Exhibition Hall 404.

**Going to the Land Down Under**

The Australian dollar has been sliding steadily against the Singapore dollar since June 2014 reaching almost its previous lows in 2008, with a correlated 10 to 25 percent year-on-year growth in demand for travel to Australia since 2013. Savings from the low Australian dollar can be reaped from expenditure abroad which can form the bulk of one's expense in the form of dining, shopping and entertainment, especially so for Free and Independent Travellers (FIT). With prices for tours to Australia affordably starting from less than \$1,000, new and repeat travellers can revisit less mainstream regions from tropical Cairns to ski holidays and June Christmas festivities in Mt Buller, Victoria to snow vacations and tulip festivals in Canberra. Travellers can also enjoy an easier connection to Canberra onboard Singapore Airlines' new direct services to Canberra commencing from September 2016.

**Japan's Island Getaway**

Japan fanatics can make Okinawa their next Japan stop this June onboard SilkAir's direct charter flights that will halve traditional journey time. Okinawa is known for its tropical climate, broad beaches and coral reefs, as well as its World War II sites. With the option to hop on board a 5 days package tour or self-drive Free & Easy+ holiday at their own pace from only \$1288 (all-in fare), travellers can look forward to shopping in the bustling capital of Naha or dive into Churaumi Aquarium, home to whale sharks and manta rays among other highlights.

**Brexit and Entering United Kingdom**

The British pound has been falling steadily against the Singapore dollar since August 2015. This is definitely a boon for travel especially as Europe-loving Singaporeans tick off new holiday destinations in Europe, resulting in a corresponding 30 percent year-on-year growth in demand for travel to the United Kingdom. Should the pound keep sliding precipitated by the referendum on European Union Brexit, this demand looks set to continue.



CHAN BROTHERS GROUP OF COMPANIES



Travellers are also opting to travel beyond London to less explored cities in England, as well as less explored areas of Scotland, boosted by programmes offered including [12 days Highlights of Scotland and England](#) package tour and [8 days Great British Capitals](#) self-drive Free & Easy+ holiday.

### **Bespoke Travel**

Chan's World Holidays, company-owned franchise shop cum bespoke travel agency under Chan Brothers Group of Companies, will be launching new travel programmes including 8 days Bosnia Discovery for \$1108 (land only) featuring the historical Dervish monastery in Blagaj and Mostar's spectacular 16th-century stone bridge Stari Most; 12 days Discover Malta, Sicily and Southern Italy featuring Valletta, one of the most concentrated historic areas in the world and the mysterious Valley of the Temples just outside Agrigento; 14 days Poland, Baltic States and Helsinki Discovery featuring handcarved labyrinth of salt tunnels 327 metres underground in Wieliczka, Krakow.

### **Egg-citing Easter Highlights**

Prudent travelers can participate in the online **Easter Egg Hunt** in the lead up to the event where every egg reveals bonus savings and exclusive offers to be enjoyed at the upcoming event. These include additional \$50 off per room for selected long haul package tours, additional \$30 off per room for selected long haul Free & Easy+ holidays, additional \$30 off per room for selected Asia package tours and Free & Easy+ holidays, or 8 days Jiuzhai Valley land tour at \$68 (based on twin share) with any China package tour booked.

Other Easter bonuses with any booking include free chocolate egg, colouring kit, photo opportunity with the Easter bunny. Customers also get to draw bonus eggs on-site for instant rebates of \$8, \$18 or \$88 off selected Asia package tours and Free & Easy+ holidays.

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, and a chance to win branded cookware in the hourly draw from 1pm - 8pm with any booking. Other bonuses with any booking include free goody bag and chance to win premium bottled honey, gift hampers, airport lounge access, personalised photobooks and more in the instant, sure win "Click, Spin and Win".

Images may be downloaded [here](#) by 20 March 2016.



CHAN BROTHERS GROUP OF COMPANIES



**Chan Brothers Eggs-Traordinary Travel Fair**

**曾兄弟活出精彩旅游展**

**26 Mar (Sat) 11am - 9pm**

**3 月 26 日 (星期六) 上午 11 时至晚上 9 时**

**Suntec Singapore Level 4 Hall 404**

**新达新加坡 4 楼 404 展厅**

**Free Admission**

**入场免费**

***Issued by:***

Chan Brothers Travel Pte Ltd

150 South Bridge Road

#07-01 Fook Hai Building

[www.chanbrothers.com](http://www.chanbrothers.com)

***Media contact:***

Jane Chang

Head, Marketing Communications

T: 6212 9657 M: 9758 0868

Email: [jane\\_chang@chanbrothers.com.sg](mailto:jane_chang@chanbrothers.com.sg)

**About Chan Brothers Group of companies**

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 encompasses:

**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



CHAN BROTHERS GROUP OF COMPANIES



## Appendix

### TV and Radio Roadshows

12nn - 2pm: Cruise Hong Kong, China and Vietnam, and explore Croatia and Slovenia with LOVE 97.2FM DJs Marcus Chin & Chen Biyu

中午 12 时至 2 时：与 LOVE 97.2FM DJ 陈建彬及陈碧玉游中港越及克罗地亚、斯洛文尼亚

2pm - 3pm: Delve into Japan with Hokkaido with CAPITAL 95.8FM DJ Bukoh Mary

下午 2 时至 3 时：与 CAPITAL 95.8FM DJ 巫许玛莉深度游日本与北海道

3pm - 4pm: Discover Northern Spain and Portugal and cruise Alaska with Star Awards 2016 Top 20 Most Popular Artistes nominees Kym Ng & Guo Liang

下午 3 时至 4 时：与红星大奖 2016 二十大最受欢迎艺人入围者钟琴及郭亮探索西班牙及葡萄牙北部风情，及游阿拉斯加

4pm - 6pm: Enjoy wintry fun in Melbourne & self driving in Hokkaido with UFM100.3 DJ Xiao Zhu & Limei

下午 4 时至傍晚 6 时：与 UFM100.3 DJ 小猪及丽梅探索活力墨尔本冬季及自驾游北海道

### World-class Stage Performances

2pm: Beijing Gourmet Tour Celebrity Chef Eric Teo 新北京美食团名厨 Eric Teo

Salivate away as Celebrity Chef Eric Teo shares the epicurean delights of his upcoming 5-star perfectly delicious tour such as the lean mean Dadong roast duck from the best duck kitchen in Beijing and “meaty” treasures that will make carnivores swear off meat at Gongdelin, number 1 vegetarian restaurant in Beijing among a whole host of culinary selections.

12nn, 1.30pm, 3.30pm, 4.30pm: Hubei Wudang Kung Fu Performance 湖北武当功夫秀

Be enthralled by demonstrations from native Kung Fu practitioners flown in all the way from Hubei. Hubei province's Taoist stronghold of Wudang Mountain is the cradle of Tai Chi, a style of martial arts that marries Kung Fu with Taoist principles, harnessing internal energy and practiced for self defense and health benefits. The internal martial arts form in China enjoys parallel position with Shaolin Kung Fu in Chinese Kung Fu fields.

2.30pm, 4pm, 5.30pm: Sound of Okinawa 冲绳之音



CHAN BROTHERS GROUP OF COMPANIES



The Okinawa Lions brings you to the beautiful island of Okinawa through a medley of folksongs accompanied by sanshin heirloom musical instruments, including the famous song, Nada Sou Sou with a mandarin version 陪我看日出 sung by Singaporean singer, Joy Chua.