

Travnews

NATAS
NATIONAL ASSOCIATION OF
TRAVEL AGENTS SINGAPORE

Jul-Sep 2018 • ISSUE 47

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2018-2020**

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Ms Fiona Lim
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(until 14 September 2018)

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APPROVED MEMBERSHIPS

Company	Classification	Approval Date
PYO Travel Pte Ltd	Ordinary Member	May 2018
Ascent Travel Pte Ltd	Ordinary Member	June 2018
Brothers International Tours & Trading Pte Ltd	Ordinary Member	June 2018
Cruise Connexions Pte Ltd	Ordinary Member	June 2018
Fei Fah Medical Manufacturing Pte Ltd	Associate Member	June 2018
L.G.E Travel Pte Ltd	Ordinary Member	June 2018
Moolahgo Pte Ltd	Associate Member	June 2018
Island Bus Express Pte Ltd	Ordinary Member	July 2018
No Signboard Holdings Ltd	Associate Member	July 2018
World of Birdnest Museum (Amber Skyline Pte Ltd)	Associate Member	July 2018
Ideal Travel & Tours Pte Ltd	Ordinary Member	August 2018
TripAdvisor Singapore Private Limited	Associate Member	August 2018

The total number of NATAS members as at 31 August 2018
Ordinary Members: 322 • Associate Members: 68 • Honorary Life Members: 5

SAY HELLO TO OUR NEW MEMBERS!

NATAS welcomes the following companies as new members.

Ascent Travel Pte Ltd

Led by Mr Pan Minggang, Ascent Travel Pte Ltd is a registered Travel Agent that launched in 31st May 2016. With most of our client from Mainland China, Ascent Travel is mainly in charge of inbound tours in Singapore, organizing tour packages that include educational and local culture tours. Ascent Travel also provides outbound tours to other Southeast Asia countries such as Malaysia, Brunei and Indonesia.

Brothers International Tours & Trading Pte Ltd

BROTHERS INTERNATIONAL TOURS & TRADING PTE LTD (Company Registration No.: 200800228H) and Travel Agency (TA No.: 02211) is a Singapore-based Travel Agency.

We specialize in varied travel packages – nature tour, cultural & festival tour, Nepal trekking tour package, community service & exchange program for schools and colleges, adventure, white water rafting, Buddhist pilgrimage tour, honeymoon package, wildlife & bird-watching tour and educational tour etc.

We have successfully led hundreds of tour packages to myriad of destinations like Nepal, Bhutan, Sri Lanka, Myanmar, India, and many more.

Our headquarters is based in Nepal. Brothers International Tours & Travel (P)

Ltd, is wholly family owned and is run by my four brothers who personally execute all the private trips and school college projects. We have a team of young & energetic individuals who are proficient in English, well trained and highly educated. Not only do we share our rich history & culture about the country, we also provide a highly personalized service with an excellent track record of customer satisfaction.

Cruise Connexions Pte Ltd

Cruise Connexions Ptd Ltd was incorporated in 2014 and remains active since Sept 2017 after obtaining STB sales license. We focus on cruise products and represent more than 48 cruise liners. We are in a fast-growing phase and excellent customer service keep us stay competitive with our competitors. Our team has grown double the number within half a year.

Fei Fah Medical Manufacturing Pte Ltd

Fei Fah Medical, the trusted brand of medicinal balms, ointment and external analgesic for many generations since 1950 started as a Chinese medical hall in the heart of Singapore Chinatown - 155 South Bridge Road. Fei Fah was very well-known as the corner medical shop serving many overseas Chinese around the region, seamen, as well as the local community of Singapore.

Fei Fah's trademark was registered in 1974 after the founding of Fei Fah Electric Medibalm in 1970. Mr. Loh Yung Chai, a physician and founder of Fei Fah, developed Fei Fah Electric Medibalm, the first product manufactured by Fei Fah. Throughout the years, Fei Fah has evolved to offer varieties of safe, effective applications suitable for the different needs of life, home used as well as travelling overseas.

Ideal Travel & Tours Pte Ltd

Ideal Travel & Tours established in APR 2016 as a Singapore based tour agency. We have a core group of highly experiences and committed travel consultants for local & international travel. The Company's success has been built on the philosophy of always giving our client the best possible personalised services.

The Company has grown to serving a broad base of corporate Clients a comprehensive and cost effective travel capability, delivered with excellent service from our professional experience ticketing staffs.

Critical to the Company's success in this area is the commitment to getting to know each Client and their particular requirements to enable the most cost-effective arrangements to be made for each travel event.

With regards to our leisure Clients, the Company prides itself on giving the Client the valued added extras to make their travel experiences one of a lifetime. This is the sort of advice that can only be given through years of personal experience in all aspects of the travel process.

Island Bus Express Pte Ltd

Island Bus Express Pte Ltd is incorporated in 01st June 2017 with providing affordable transportation need for the inbound and outbound (Malaysia) tourism market; especially catering to the emerging huge Chinese market.

Our Managing Director, Mr Chai Yin, has over 40 years of experience in the transportation and the tourism industry and in view of the present booming Chinese market we have decided to concentrate our effort to make inroad into this opportunity.

L.G.E Travel Pte Ltd

All our team members from management to tour managers and tour consultants have a great passion for Europe. Our passion about Europe turns to a powerful enthusiasm and proud in our work. As a new setup company in the market, we believe in creating extra miles to work on our products and to provide quality tour packages to our customers.

We are the first travel agent in Singapore to provide Europe tour packages without any hidden cost, no hustle on trip. We will keep our focus to provide excellent and unique Europe tour packages to our value customers.

Moolahgo Pte Ltd

MoolahGo is a Financial Technology ("Fintech") company that provides digital financial services to individuals and businesses. Our Vision is to revolutionize the financial services industry through innovative technologies so as to make basic financial services accessible to all regardless of financial status. We were founded in 2016 and incorporated in 2017 – Our services went live in February 2018. Meaning of our Brand Name: "Moolah" means Money. "Go" represents our goal of making money transactions easy and fast.

No Signboard Holdings Ltd

Our origins can be traced to the late 1970's, when our founder, Mdm Ong Kim Hoi, the grandmother of our Executive Directors, Sam Lim and Lim Lay Hoon, started a seafood hawker stall at the Mattar Road Hawker Centre.

Back in those days, it was uncommon for hawker stalls to sell fresh seafood and much less, crab dishes. However, our founder, who had the penchant for cooking, specially created our now acclaimed White Pepper Crab dish to differentiate our hawker stall from the competition. Till today, this homemade recipe remains a well-guarded secret, known to select members of the family. Through word of mouth for our unique and tantalising White Pepper Crab dish, and since our first hawker stall did not have a signboard, we became known as the No Signboard Seafood hawker stall, forming an integral part of our identity.

We left our Mattar Road hawker stall in 1990 and opened our first 'No Signboard Seafood' stall in a hawker centre at Farrer Park. It was a success and we continued to build up our brand over the years. In 1998, our Executive Chairman and Chief Executive Officer, Sam Lim, joined the family business as general manager. Under his leadership, our Group steadily transformed from its inception as a hawker stall to become a leading chain of seafood restaurants in Singapore.

PYO Travel Pte Ltd

PYO Travel is Efficient

We provide user friendly platform to enable efficient and effective search and comparison for prices and availability between various Hotels and Holidays Packages in a screen! Making holiday decisions has never been this easy.

PYO Travel is Cost-Effective

Leveraging on our strong relationships and unparalleled reservation processes with all our suppliers, PYO Travel is able to facilitate frictionless operation through our system; offering a more efficient yet cost-saving platform for customers. Therefore,, rest-assured as PYO Travel will always ensure you are getting the Best Deals when you book your holidays with us.

Hassel Free with PYO Travel

All transaction are done online supported by our local call centers that spread across

10 major destinations in Asia Pacific in the event that extra human touch. Our local officers are currently present in Malaysia, Singapore, Taiwan, Japan, China, Australia, Thailand, Hong Kong, United Kingdom, and the United States since March 2006.

TripAdvisor Singapore Private Limited

Viator is a TripAdvisor company that wants you to feel like you're traveling with an insider, everywhere you go, every time you travel. That's our main goal here at Viator.

As passionate travellers ourselves, we understand the value of having a trusted resource you can rely on to help you find, research and book the world's best travel experiences. For over 15 years, Viator has curated the largest and most diverse selection of worldwide tours and activities—from traditional sightseeing tours to unique once-in-a-lifetime experiences—all provided by local tour operators we've pre-screened for quality, value and service. Our activities are supported by more than 800,000 verified reviews, photos and videos posted by real travellers, all backed by our low-price guarantee.

Viator, Inc. sells tours and activities through the award-winning Viator.com website direct to consumers and offers Travel Agents the ability to earn commission across every product through our new Travel Agent Program.

World of Birdnest Museum (Amber Skyline Pte Ltd)

World of Birdnest Museum, a privately-owned museum was incorporated in early 2017, has a humble start of serving more than 15,000 visitors from all walks of life during our first 18 months of operation. Our museum, positioned at Kranji countryside area in Singapore, boasts one of the most comprehensive collection of information about edible bird's nest in the entire South-East Asia.

Our museum aims to play an educational role in sharing the information about edible bird's nest and the swiftlet species which produces the edible bird's nest. We also curate works on caves bird's nest to nests from swiftlet's ranching farms and about sustainable farming, trade and the past and ongoing scientific development on the medicinal properties of edible bird's nest. Our museum displays exhibits of swiftlet specimens dated as old as 1891, the evolution of their living environment – from cave to swiftlet house; the different types of bird's nest and various methods of processing bird's nest and many more.

Apart from sight and hearing sensual experience, we conduct workshop and events tailored to group visits spanning from schools to corporate. To top it all, we have a specialty store that retails bird's nest related products where visitors will be able to buy safely processed natural bird's nest with superior quality audited by our professional team, and this shall mark a perfect ending of the tour.



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Your Way

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Soft copy of Travnews can be downloaded at
www.natas.travel/Home/MediaCenter.aspx?subid=9

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NATAS HOLIDAYS 2018

WELCOMES A RECORD-BREAKING CROWD!



Singapore's largest and most popular travel fair returned with a bang on 17 to 19 August 2018 with its 53rd edition!

NATAS Holidays 2018 attracted over 90 travel agents and travel-related companies, including 11 new exhibitors. They showcased, across a staggering 720 booths and over 6,480 sqm of space, a vast selection of travel-related products as well as travel choices and destinations not found anywhere else.



With the year-end holidays looming, NATAS Holidays 2018 proved to be the perfect place for families, couples, or solo travellers looking to book their upcoming getaway and travel needs conveniently under one roof. A record-breaking crowd of 113,103 visitors of all



ages, backgrounds and travelling styles flocked through the doors of Singapore EXPO Halls 3 and 4 over the weekend, an increase of 39.57% from NATAS Holidays 2017 (81,039 visitors).

Just Go!

To date, the biannual NATAS travel fairs have attracted more than 2.4 million visitors since 1987, and the NATAS Grand

Draw survey at the event revealed that the top 10 destinations for Singaporeans were Europe, Japan, Malaysia, China, South Korea, Taiwan, Thailand, Australia, United States and Egypt. However, it also highlighted that Singaporeans are venturing off the beaten path to emerging destinations. The cruise sector has also been identified as an evolving market sector, alongside the growing popularity of FIT and custom itinerary packages.

With the official tagline of the fair being 'Just Go', NATAS Holidays 2018 encouraged visitors to go out and explore the world by exploring new destinations and experiences.





Visitors were enticed by performances aimed at introducing new cultures and destinations. The crowd was wowed by Geommu, a traditional sword dance by the Singapore Korean Dance Company, “Lazgi” a colourful and expressive Uzbek Traditional Dance by the Uzbekistan delegation, Taiwan Dance - Eight Infernal Generals, by the Zero4 dance crew from Taiwan Tourism Bureau and Taiwan Aborigines – the PawPaw Drum, Band by Amis Youngsters.

Shining the spotlight on emerging destinations

The stage performance line-up throughout the weekend featured informative and engaging talks on emerging destinations such as Uzbekistan and Tanzania. A wide range of travel deals and tour packages were up for grabs, with the abundance of promotions on offer sending visitors eagerly running through the doors each morning.





The NATAS Grand Draw was also back, with the top prize of a pair of Premium Economy Class tickets sponsored by Singapore Airlines to Los Angeles, New York or San Francisco.

The NATAS Holidays brand grows in strength

The Opening Ceremony was graced by Guest-of-Honour His Excellency Ahn Young Jip, Ambassador, Embassy of the Republic of Korea. In his welcome address, His Excellency Ahn Young Jip spoke of the close ties that Singapore and Korea enjoy, with the record of mutual tourist exchanges of 840,000 people being surpassed last year.

Mr Steven Ler, President of NATAS then took to the stage and touched on Singaporeans' "unwavering zest for travelling". This was very much evident



such great enthusiasm from the travelling public who continue to support and find value in NATAS travel fairs, echoing NATAS' lasting relevance to Singaporean travellers. It is also a testimony to the confidence in the NATAS brand from our exhibitors."

from the rise in visitorship, and can be attributed to factors such as increased connectivity, emerging destinations, and the rise in interest for cruises. Mr Steven Ler noted that "it is heartening to see



Mr Clifford Neo, Chairman-Outbound Tours of NATAS noted that "the great success of NATAS Holidays 2018 is a result of the hard work and camaraderie between the exhibitors, sponsors and partners." He concluded with the call to action for even more travel agents and industry partners to come on board in the future so that NATAS travel fairs will get bigger and better!

Look forward to the 54th NATAS travel fair in early 2019 at Singapore EXPO! See you there.

Building closer ties with **Uzbekistan**



Tourism between Singapore and Uzbekistan is about to get a boost thanks to a fruitful meeting that NATAS hosted with the Embassy of the Republic of Uzbekistan and Tashkent City Hall.

A comprehensive exchange of ideas between Tashkent City Hall and NATAS was further augmented by attraction management insights provided by members of the Association of Singapore Attractions.

At the meeting, NATAS and Tashkent City Hall inked a Memorandum of Understanding (MOU) that broadly covers efforts by both parties in the area of tourism growth through the development of tour packages and promotional schemes, participation in tourism-related events, familiarisation trips and other collaborative efforts in both countries.

Ramping up visitorship to **Colombia**



In an effort to promote an increase in visitorship from Singapore to Colombia, NATAS met with the newly appointed Director/Trade Commissioner to the Singapore office of Procolombia as well as their senior advisor.

ProColombia is the country's non-profit, foreign direct investment promotion agency and also supports exports and tourism. The Singapore office is located within the Embassy of Colombia.

Through the meeting, NATAS gained a better understanding of how it could work together with ProColombia for a collaborative partnership with NATAS Outbound travel agents. Discussions also focused on organising destination presentations for NATAS Outbound members so as to realise new and exciting tour packages to the Land of Sabrosura.



NATAS Membership Privilege Card Updates

On 1 June 2018, NATAS launched the NATAS Membership Privilege Card, which entitles all NATAS member companies and their employees to special privileges offered by participating merchants. All cards will be valid until 31 December 2018 and will subsequently be renewed with your NATAS membership.



We are pleased to welcome the following new merchants on board!

Please note that the offers below are subject to terms and conditions. For an updated list of merchants, as well as the detailed terms and conditions of each offer, please refer to our website: <http://www.natas.travel/Home/ViewNews.aspx?mid=161> or Facebook page.



Angsana Bintan

- 15% off best available rate
- 20% off Resort Spa & Gallery



Banyan Tree Bintan

- 15% off best available rate
- 20% off Resort Spa & Gallery



Big Street

- 10% discount on published prices
- Merlion Platter - \$17.00 nett (U.P. \$22.50)
- 20% discount on published prices on birthday of member



Cassia Bintan

- 15% off best available rate
- 20% off Resort Spa & Gallery



Gardens by the Bay Singapore

- 15% off published Singapore Resident admission rates to one or two conservatories



N20 Nail Spa

- 20% discount for all services except promotion packages

The NATAS Big Giveaway on Facebook!

What's the next destination on your bucket list? This July, NATAS heard from many potential travellers on Facebook where they'd go and who they'd go with as they entered the first-ever NATAS social media giveaway. Lucky winners received awesome prizes ranging from overseas staycations to dining and massage vouchers!

Congratulations to our winners. Thank you to everyone who participated, and a huge thank you to all of our generous sponsors for your support!



Prizes

- 2D1N Stay for 2 at **Nirwana Resort Hotel** & 1 pair of **Bintan Resort Ferries** economy class tickets
- 2D1N Stay for 2 at **Amara Sanctuary Resort Sentosa**
- 1 Rainfall Facial Session at **Caring Skin**
- 1 Session of Gel Pedicure, Gel Manicure and Spa Pedicure Services for 2 at **N20 Nail Spa**
- 2 Pairs of Body Massage Vouchers and 1 Pair of Foot Massage Vouchers at **Natureland**
- 10 Pairs of 60 mins **Ganbanyoko Hot Stone Therapy** Sessions
- \$100 **Big Street** Dining Voucher
- \$100 **Kampong Cafe @ BM** Dining Voucher
- \$100 **True Blue Cuisine** Dining Voucher
- 3 x \$50 **Cali Restaurant** Dining Vouchers
- 3 Pairs of Personal Training or Golf Conditioning Sessions at **Equip Fitness**

Fam Visit to Six Senses Duxton

20 JULY 2018

Six Senses Duxton unites a row of heritage trading houses that have been sustainably restored under the gifted hand of acclaimed British designer,



Anouska Hempel. Guests are in for an eccentric, elegant surprise as they enter the hotel, which includes large golden fans and strong hues of black, gold and yellow, layered with Oriental screens and calligraphy wallpaper from Anouska's personal collection. The hotel offers 49 elegant guestrooms and suites with modern amenities.



Fam Visit to the Grande Whisky Collection

5 SEPTEMBER 2018

The first Whisky Museum in Southeast Asia, The Grande Whisky Collection offers a collection of fine and rare whiskies. Situated opposite is the Saint Louis House an epitome of beauty with expansive views over Orchard Road with its champagne lounge, whisky vault, private rooms and event space for corporate and MICE events.



Protecting Your Corporate Clients from Travel Risks in Southeast Asia

29 JUNE 2018



In a bid to introduce new ways our travel agent members can enhance services for their customers, NATAS collaborated with International SOS on 29 June to deliver an informative seminar titled “Travel Security and Medical Risk: the Way Forward”.

Held at International SOS’ premises at Changi Business Park, the 1.5-hour session enlightened members on ways to mitigate travel risks in today’s landscape of the unexpected.

The seminar succeeded in providing a comprehensive overview of the latest travel security and medical risks in Southeast Asia and ways in which travel agents can prepare their groups and corporate clients for upcoming trips in view of the risks. International SOS also advised of how travel agencies can reach out to the company for assistance.

The seminar culminated with a tour of the International SOS Assistance Centre, which connects every call with its network of doctors, nurses and security professionals.



Inspiring Asia – Travel Trend & Transformation Seminar

Staying on Top of Trends and Transformations

29 JULY 2018



NATAS members attended an informative seminar on 26 July at EASB Auditorium to better understand the trends and transformations happening in the industry.

Jointly organised by NATAS, Ezeego One Travel and Tours Limited and Voyager Global Services, the *Inspiring Asia – Travel Trends & Transformation Seminar* served to highlight the importance of leveraging content in transforming business travel as well as how to improve the travel experience for our members’ customers by outsourcing call-centre services after office hours.

The keynote address, delivered by Mr. Karthik Venkatraman, Senior Vice President, Ezeego One Travel and Tours Limited enlightened members on how travel agents can respond to external and internal pressure as more known brands including hotel chains strive to go direct. This was followed by the company’s Regional Director Mr Norman Chew discussing the impact new technologies will have on the online and traditional travel experience in the travel supply chain, and how travel agents can leverage on travel partners that offer cost-effective B2B technology solutions to enhance the customer experience.



One such solution, call-centre services, was later presented by Mr Vikam Riar, COO of Global Services, Voyager Global Services.

Following a lucky prize draw and buffet lunch, members were invited to register for their one-to-one session to find out more.



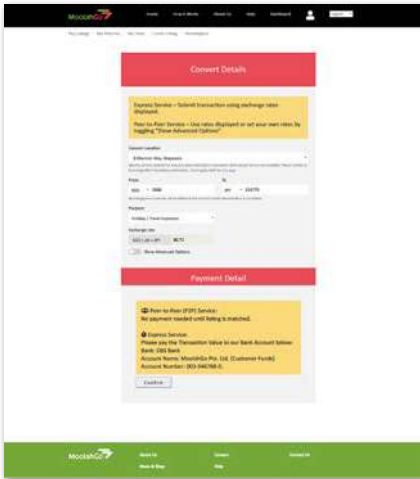


The road to the Emerald City in the timeless tale of *The Wonderful Wizard of Oz* is paved in yellow – and in the “Sunflower Surprise” floral display, this is creatively reinterpreted as a profusion of sunflowers. Amidst more than 10,000 sunflowers of various shapes and sizes, our heroine Dorothy and her faithful dog Toto find their way to the Wizard’s castle. Along the way, the pair meet allies-turned-loyal friends Scarecrow, Tin Man and Cowardly Lion. Enhancing the fantastical elements of this enduring story of friendship are unusual sunflower varieties such as the fluffy Teddy Bear, rich red Earthwalker and enormous Giganteus, which has blooms bigger than a human head.



Getting ready to go on holiday? One unavoidable item on your checklist is a visit to a moneychanger for that much-needed cash. Or at least, that was the option until MoolahGo made exchanging currency quicker, safer, more reliable AND more rewarding.

MoolahGo is a regulated Financial Technology (Fintech) company that provides individuals and businesses financial services based on blockchain technology through its two products Currency-Exchange and Cross-border Payments. Its slogan, “Your Money. Your Way.” encapsulates the company’s mission to make financial services fair and accessible to everyone on their own terms at affordable costs.



MoolahGo's easy to use online currency exchange platform – just select the currency you need, enter the amount and click Confirm.

How does it work?

Simply go to the MoolahGo website and order and pay for your currency online for collection at the MoolahGo office or have it delivered to your door (for amounts over \$2,500).

What are the benefit over regular moneychangers?

Very Competitive Exchange Rates – Be assured that you are getting one of the most competitive exchange rates across Singapore. This is because MoolahGo's rates consistently beat the traditional money changers' rates, including those that are located in the Central Business District.

Rate Assurance – Lock in your exchange rates by booking online. You no longer need to be disappointed after travelling more than 30 minutes across Singapore only to have the moneychanger change its rates against you.



"Privileged" Money Changing process with MoolahGo – comfortable, stress-free environment with free-flow of gourmet beverages

Utmost Convenience – You no longer need to queue up to withdraw cash at the ATM, and queue up again at the moneychanger, wasting valuable office lunch time. Instead, just book online, pay online and collect your currencies at your own convenience. Or if you have become a regular customer of MoolahGo, ask for free delivery for amounts over S\$2,500.

No Disputes – Because you have the option of making cashless payment online, potential disputes over your payments are fully avoided.

Safe and Licensed – MoolahGo is licensed by Singapore's Central Bank, The Monetary Authority of Singapore ("MAS"). On top of this, it has a S\$100,000 Security Deposit placed with the MAS, which is used by the government to pay out to customers in the event of an unresolved dispute.



MoolahGo operates the first licensed peer-to-peer currency exchange e-marketplace in Singapore

Innovative Peer-to-Peer Exchange – Avoid exchange loss double-whammy when you buy and sell back your currencies to moneychangers. Sell your unused currencies after holiday in MoolahGo's currency e-Marketplace to other Peers at market rate or at the exchange rate of your choice for \$0 Fees.

Rewarding – MoolahGo awards users with 1 Reward Point (termed "GO7Coin") for every S\$10 (or equivalent) of transaction value performed. Accumulate 1,000 GO7Coins and you can exchange them for a S\$10 shopping voucher from popular merchants such as NTUC, Cold Storage, Takashimaya, Isetan or Watsons. MoolahGo is the first in its industry to provide this reward programme.

MoolahGo participated in the NATAS Holidays 2018 travel fair in August and proved to be a popular draw for visitors who loved the convenience of being able to book their currency online with full transparency.

5 Tips When Changing Your Currency

1. Only deal with shops that are licensed - As part of the MAS licensing requirement, all money-changers need to prominently display their valid licenses. So if you do not see one or if you see one with an expired license, do not deal with the shop.
2. Never take your eyes off your money - Make sure that your money is never moved out of your sight and ensure that the counting is done right in front of you.
3. Request for re-count, re-scan or change of notes if needed - Most money changers use note-counting machines to count notes. Even so, make sure you manually count your notes again even after they've been machine counted because machines do make mistakes too! And if you suspect a note may be counterfeit or it is damaged, it is your right to request for a re-scan or change of the notes.
4. Do not be pressured to leave as soon as you've been handed your foreign currencies – Once you leave the shop you have basically given up your ability to bring up any disputes. So take your time to count and check your notes and do not be pressured to leave just because there is a queue behind you.
5. Alternatively, use an online currency exchange service from MoolahGo.

Adapted from <https://www.moolahgo.com/index.php/view/newsandblogsdetail/fivetipsbeforevisitingmoneychanger>





The Hidden Gems of GREECE

Greece regularly ranks as one of the world's most popular travel destinations. With azure seas lined by rugged cliffs and golden beaches, white-washed houses crowned with bright blue roofs, and crumbling ruins that hint at its rich and legendary history, it's not hard to see why.

But what makes Greece so appealing is its hundreds of unexplored islands – hidden gems just waiting to be discovered by those customers who have a serious case of wanderlust.

Uncover the real magic of Greece now ...



AMORGOS

Fly into Athens and spend a few days exploring before hopping on a ferry to the island of Amorgos. You'll be rewarded with secluded beaches where you can relax, far from the crowds, as well as picture-perfect villages with tree-lined courtyards, bustling tavernas and sunset views over the sea.

Dive into crystal-clear water and go swimming, snorkelling or even scuba diving to see a diverse range of marine life, from brightly coloured corals to

cuttlefish, lobsters, eels and, if you're lucky, maybe even dolphins and Loggerhead turtles. An hour away by boat is the shipwreck of Manina 3, now an artificial reef that beginner divers and diving experts can both explore. If you'd prefer to stay dry, snap an Instagram of the famous coastal shipwreck of The Olympia instead. Don't miss the majestic monastery of Panagia Hozoviotissa, a white-washed wonder set into the

towering cliffside, 300 metres above sea level. Its breath-taking beauty and spectacular views will blow you away!

KYTHIRA

Just a short ferry or plane ride from Athens, Kythira is the perfect holiday spot if you're seeking real peace and quiet. It is home to several beautiful beaches, some of which are so secluded you need to canyon down the cliff to reach them.





After soaking up the sun on the golden sand and listening to the waves, you'll understand why the island is considered the birthplace of Aphrodite, the Greek goddess of love and beauty, in ancient myth.

The capital city of Hora is no less picturesque, with its stunning hilltop location topped with the remains of a historic Venetian castle that overlooks the sea. Explore bright white laneways and tiny local shops as you amble up towards the ruins. For something a bit different, head inland to the village of Mylopotamos and pass abandoned stone mills to reach hidden waterfalls, where dragonflies dance and brave visitors bathe.



IKARIA

Did you know that this isolated island is considered one of only five Blue Zones in the world, where people are proven to live for longer? Locals attribute this to low

stress, the delicious Mediterranean diet and of course, beautiful surroundings! Stay in Agios Kirykos, the capital, to soak in thermal springs, unwind at a wellness retreat or just enjoy easy access to the many beaches around the island. If you're feeling adventurous, head into the mountains for scenic hikes that pass green forests, craggy rocks and spectacular coastline views. And don't forget to capture some of that Ikaria magic for yourself by seeking out its cuisine – the locals eat plenty of fresh fish, wild greens and homegrown herbs.

Several times a year, the towns and villages in Ikaria come alive with Panagira, or 'feast day' celebrations. Plan your trip around Panagira and experience the true heart of authentic Greek culture with traditional live music, dancing, food and wine.



LEMNOS

Simply strolling the streets of Lemnos' capital, Myrina, is worth the flight from Athens to get there. The working fishing port is filled with maze-like alleyways, old stone buildings and traditional tavernas, where you can immerse yourself in local life and sample mouth-watering seafood. Just a 20-minute walk uphill and you'll reach the medieval castle overlooking the city, which has previously been graced with the likes of emperors but is now home to over 200 wild deer.



For a unique day trip, visit Pachies Ammoudies, known as the 'Greek Sahara', one of Europe's only deserts.

The ever-shifting sand dunes are an unexpected sight in comparison to the lush greens and bright blues you'll find elsewhere on the island.



ANTIPAROS

While Paros is already an up-and-coming destination in Greece (and a beautiful one at that), its sister island, Antiparos, is still relatively undiscovered. If glorious beaches, pretty towns and scenic coastline aren't enough to tempt you, the magnificent cave that descends into the centre of the island might do it. Clamber down 411 steps to see striking natural rock formations in Europe's only vertical cave, including one stalactite that is thought to be around 45 million years old. If that wasn't enough, you'll also be rewarded with spectacular views over the Aegean Sea, stretching all the way to Paros.

AGISTRI

If you're spending the majority of your holiday in Athens but want to enjoy a couple of days exploring another Greek island, Agistri can be reached by ferry in under two hours. Encircled by blue seas, it offers a quiet escape from the busier streets of Greece's capital city, with villages nestled in native pine forest and more beautiful beaches to while away the time. If you fancy a challenge, hire a kayak and spend a day circumnavigating the rugged coastline.

Don't forget that Agistri gets busier during the summer months of July and August, so visit out of season to avoid the crowds.