

Press Release



FOR IMMEDIATE RELEASE

Marina Bay Sands launches flagship store on Chinese travel platform Fliggy

Integrated resort extends exclusive privileges for Chinese customers; celebrates '11.11' with attractive offers from 28 October to 11 November

Singapore (28 October 2020) – Marina Bay Sands is pleased to announce the grand opening of its flagship store on Fliggy, a leading online travel platform under the Alibaba Group. This first-ever collaboration with Fliggy reflects the integrated resort's constant pursuit to engage its Chinese customers through e-commerce platforms, even as borders between Singapore and China remain closed to leisure travellers for the time being.



Marina Bay Sands unveils first-ever virtual flagship store on Fliggy, China's leading online travel platform

The online flagship store, which kicks off its '11.11' campaign today, will offer over 800 million annual active consumers of the Alibaba Group in China quick access to exclusive hotel packages, as well as lucky draws to win in-store coupons and prizes comprising hotel stays and tickets to attractions at Marina Bay Sands.

Press Release



The virtual store's opening was marked by a physical light-up ceremony at Marina Bay Sands' Digital Light Canvas attraction presided by Mr Jeremy Bach, Senior Vice President & Chief Marketing Officer of Casino Operations, Marina Bay Sands, and Dr Cherry Huang, Head of Global Travel, Southeast Asia, Alibaba Group.

"We are thrilled to embark on this exciting partnership with Fliggy, which has one of the most sophisticated digital ecosystems in the market that will enable us to reach even more audiences in China. Fliggy's commitment to enabling seamless travel experiences is aligned with our vision of providing experiential and unique offerings," said Mr Bach. "Even though this is our first-ever collaboration with Fliggy, we enjoy a great ongoing partnership with the Alibaba ecosystem. The synergy we have built over the years has brought tremendous value to our guests – and will be one that we will continue to build on."

"It is a great pleasure of ours to welcome the Marina Bay Sands flagship store on Fliggy. Marina Bay Sands is one of the tourism icons in Singapore and a popular destination amongst Chinese travellers. Over the years, it has won many hearts of business and leisure travellers alike with its array of integrated offerings from shopping, dining, accommodation to other attractions. We look forward to providing our digital platform and capabilities to explore more opportunities with the integrated resort, to bring users attractive deals and experiences," said Dr Huang.

Ms Juliana Kua, Chief Representative & Executive Director, Greater China, Singapore Tourism Board, said, "On behalf of the Singapore Tourism Board, I would like to congratulate Marina Bay Sands and Alibaba Group on this partnership as we all celebrate the official opening of Marina Bay Sands' flagship store on Fliggy during the 11.11 festivities."

'11.11' campaign (28 October to 11 November)

In addition to evergreen privileges, Marina Bay Sands' Fliggy flagship store will roll out limited time offers via seasonal campaigns such as the '11.11' campaign starting today till 11 November 2020.

Fliggy users will be able to purchase two exclusive hotel packages for a stay period between 1 January and 31 December 2021, and enjoy savings of more than 50 per cent. Available in limited quantities, these packages can be purchased with flexible stay dates to be booked by 28 November 2020, and are fully refundable prior to redemption.

Press Release



Exclusive hotel packages available on Marina Bay Sands' Fliggy flagship store	
Hotel Package R1	<p>1-night stay Deluxe Room, priced at S\$400/night (RMB 1,999; U.P.: RMB 3,999)</p> <p>Guests can opt for one of the following for each night of stay:</p> <ul style="list-style-type: none"> • Breakfast for two + 1 child at RISE (under 12) • Afternoon tea for two + 1 child at Renku (under 12) • Attraction tickets (ArtScience Museum, Sampan Ride and Digital Light Canvas) for 3 pax <p>All bookings will include an additional S\$20 (RMB100) Sands Reward Dollars.</p>
Hotel Package R2	<p>2-night stay Deluxe Room, priced at S\$400/night (RMB 3,888; U.P.: RMB 7,999)</p> <p>Guests can opt for one of the following for each night of stay:</p> <ul style="list-style-type: none"> • Breakfast for two + 1 child at RISE (under 12) • Afternoon tea for two + 1 child at Renku (under 12) • Attraction tickets (ArtScience Museum, Sampan Ride and Digital Light Canvas) for 3 pax <p>All bookings will include an additional S\$40 (RMB200) Sands Reward Dollars.</p>

Press Release



Come 5 November, Marina Bay Sands will be joined by its sister property Sands Macao to go 'live' on **Sands' 'Super Brand Day'** on Taobao and Fliggy, where users will stand a chance to win 11 sets of one-night hotel stays (worth RMB 3,999 a night) at Marina Bay Sands, amongst other prizes, while they browse on the hotel packages offered through the Fliggy flagship store.

"Live streaming has been an exceptionally effective way for us to interact with our Chinese audiences. To participate in live streaming during the Double 11 period – one of the biggest shopping seasons in the calendar year - will be a first for Marina Bay Sands. We look forward to engaging with our Chinese audience virtually and welcome them to Singapore when travel borders open up in the future," said Mr Bach.

11.11 Super Members' Day at Marina Bay Sands

In celebration of 11.11, Marina Bay Sands will also roll out promotions on property for its Sands Rewards LifeStyle members.

From now through 12 November, [Sands Rewards LifeStyle](#) (SRL) members can double their rewards (20% Reward Dollars)¹ as they [Dine and Earn](#) at selected dining outlets, including BLOSSOM, CHINOISERIE Modern Asian by Justin Quek, and Imperial Treasure Fine Chinese Cuisine and more. Shoppers can also look forward to 11 per cent earnings at participating brands in the coming weeks.

One of the most generous loyalty programmes in Singapore, the Sands Rewards LifeStyle programme currently features over 250 participating outlets, with luxury and lifestyle brands on board including Balenciaga, CELINE, Fila, Fila Kids, Monnalisa, and Natureland Spa Premium.

Stay tuned for more updates via Marina Bay Sands' social channels: [WeChat](#), [Instagram](#), and [Facebook](#).

###

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, more than 2,500 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com.

For Media Enquiries

Erica Ng +65 8468 7015 / erica.ng@marinabaysands.com
Zimin Foo +65 9007 6668 / zimin.foo@marinabaysands.com

Download hi-res images via [this link](#).

¹ Reward earnings are capped at \$50 Bonus Reward Dollars.