



MARKET

CTC Travel is a leading full-service retail and wholesale travel company with various market segment interests. With an annual sales turnover of S\$100 million in 2010, CTC Travel ranks among Singapore's top travel service providers.

More than just a travel agency, CTC Travel's expertise in destinations, international faring and strategic business mindsets has allowed the company to leverage on its strengths to provide its highly diverse customer base the best possible travel options.

From basic inbound and outbound travel packages, CTC Travel also offers MICE/incentive travel, niche holiday packages targeted at Muslim market segments, educational travel and an exclusive, customised travel service targeted at affluent travellers around the world. The dynamic agency specialises in creative itineraries having formulated tailored packages such as the elderly-friendly Golden Age Vacation and ladies-only Chic Collection. Adding to these, CTC Travel is a regional distributor for brand names such as JAL Select, Disneyland Hong Kong and Costa Cruise.

CTC Travel is set to grow even further with its regional distribution growing at a steady 10% per annum. The company aims to take its business to greater heights, with its transformation from an agency offering pure travel products to a world-class hospitality company with its foray into other businesses such as hotel, restaurant and destination management.

ACHIEVEMENTS

CTC Travel has been recognised by the industry having achieved a number of awards in 2010. It achieved the 2010 Successful Entrepreneur Award under the Platinum Category, acknowledging CTC Travel's success in business creativity. Additionally, CTC Travel was recognised as one of Asia Pacific's most outstanding performers in the travel industry with the prestigious 2010 TTTG Travel Award for Most Entrepreneurial Travel Company of the Year.

Marking its milestone in service excellence, CTC Travel achieved the ISO 9001 certification on 25 August 2010. This certification is testament to CTC Travel's commitment to its customers with streamlined and documented operational processes.

HISTORY

Incorporated in 1990, CTC Travel began its business as a traditional travel agency, dealing primarily in China tours and wholesale ticketing. In 2005, the company underwent a revamp with the registered parent company CTC Tourism Holdings, and re-strategised its business model. With the yield for ticketing down from 3% to 0.5%, the company re-engineered its wholesale team to handle wholesale tours instead.

Since then, CTC Travel has gone beyond providing tours to only China and Asia, expanding its portfolio into worldwide tours for consumers.



In 2007, the company explored vertical growth out of Singapore with its first office in Shanghai. Its first vertical integration project, @Gallery Suites, a boutique hotel featuring integrated travel and business solutions opened in October 2009. By 2010, CTC Travel added another two projects to its portfolio – Yu Shanghai, a 2,000 sqm theatre-restaurant and event venue, as well as Paramount, a management contract boutique hotel.

Today, CTC Tourism Holdings has diversified with businesses in travel, hotels, restaurants and theatres.

PRODUCT

CTC Travel prides itself in working with quality partners. It uses five-star hotels for its Korea, Japan and China tours to add value to its group tours. In addition, the company consistently works on creative ideas and has evolved to provide its FIT (Free Independent Tourist) customers specialised tour programmes such as My Japan Vacation, My Taiwan Vacation and My Shanghai Vacation.

The company focuses on creating various segments with specific target groups. For its mass market segment, it offers both inbound and outbound tour packages to destinations around the world. The MICE/incentive travel segment, which takes up about 20% of its overall business, is catered to the corporate market.

The company actively seeks out new ideas. Initiated by CTC Travel in 2007, Harmoni Holidays is a seven-member consortium of travel agents in Singapore focused on the travel needs of the Muslim community. Offering a wide variety of customised outbound travel packages to locations such as Japan, Korea, China and Turkey, Harmoni Holidays addresses the difficulties many Muslim customers face in obtaining English and Malay-speaking guides, halal meals and carrying out their religious obligations whenever they travel.



Its Edu-Fun Tours Division targets the schools for their staff's and students' group inbound and outbound travel needs.

From the young-at-heart, CTC Travel has in its stable of services the Golden Age Vacation for senior citizens and those with special needs. Bearing in mind the age and needs of this group of customers, CTC Travel aims to keep the itinerary at an enjoyable pace with meals specially catered to ensure the wellbeing and suit the tastes of this customer segment.

For its affluent customers, CTC Travel launched in 2010 "Private Collection, CTC Travel Concierge Service" offering customised travel itineraries designed to fit the most discerning of customers. Regardless of the size of their request, Private Collection aims to fulfill whatever the client's needs and will go to extraordinary lengths to accomplish it.

RECENT DEVELOPMENTS

In line with the expansion of its business model, the company underwent a rebranding exercise in July 2010. No longer just a holiday service provider, this transition from its former name 'CTC Holidays' into 'CTC Travel' better reflects the wide range of travel services and market sectors it caters to.

On September 28, 2010, CTC Travel shifted from its office premises in Mosque Street to its new 14,000 sqft corporate office at ONE Commonwealth. Chosen for its proximity to One-North at Buona Vista, the icon of Singapore's knowledge-based economy, the new office also houses CTC Travel's premium product line, "Private Collection, CTC Travel Concierge Service", with a retail lounge catered specifically to high net worth individuals.

PROMOTION

Apart from print advertising, CTC Travel works closely with Chinese radio station UFM100.3 to conduct tour programmes led specially by celebrity radio presenters to destinations

such as Japan, Taiwan, Korea and China.

It also has tie-ups with preferred bank partners such as OCBC to offer exclusive privileges for their credit card members.

In its efforts for humanitarian travel, CTC Travel also sponsors television programmes such as Travel With A Cause. This has enabled local celebrities to embark on 'volun-tourism' trips to not only help villagers, but to create awareness of those in need.

Positioning itself as a Japan travel specialist, CTC Travel is also a co-sponsor of the long-running Japan Hour travel segment on Channel NewsAsia.

BRAND VALUES

Be it customer, partner or employee, CTC Travel works on the mission to inspire joy and happiness to all. It believes in forging genuine relationships through commitment and excellent service.

It works fervently on being proactive and becoming the trendsetter in the travel and hospitality industry, all while being swift in responding to the changing needs of the market. Conducting its activities with wisdom and a high degree of professionalism, CTC Travel is not afraid to take risks, work hard and demand more of itself to offer the most innovative products and the best customer experiences.

The CTC Travel brand identity is about going beyond boundaries and setting new parameters in its constant pursuit of growth and expansion. In its logo, a soaring dove emerges with stylised wings to signify its aspirations and achievements. The dove also represents its versatility in bringing travel products and services that offer a sense of discovery and liberty. The harmonious flow between the wings and the dove speaks of



lasting relationships with its partners and customers. The colour orange exudes the company's warm and cordial personality while green speaks of its position as a market leader.

As an ever-growing entity, CTC Travel takes care of the community with a firm belief that it has a social responsibility and a major role to play in enhancing the quality of life in the community. It leads by example. Since 2007, the company has embarked on annual outreach activities for the local community. It has brought underprivileged children to places like Snow City and Sentosa, as well as special dining treats on board the Costa Cruise and Japan Airlines aircraft.

www.ctc.com.sg

THINGS YOU DIDN'T KNOW ABOUT CTC TRAVEL

- CTC Travel scored a coup when it was appointed the sole authorised ticketing agent for Shanghai's World Expo 2010 in countries like Singapore, Malaysia, Indonesia and Brunei.
- CTC Travel was the proud sponsor of 100 Years Of World Expo, a television programme which premiered in December 2009. The documentary took two years to complete and spared no effort in travelling the world to portray the history, dynamism and splendour of World Expo.
- The company's tour packages were in such high demand that it began chartering exclusive flights for its customers into various cities in China from 1991.
- Between 1994 and 1996, it organised five grand celebrations for Chinese New Year and Mid Autumn Festival at Beijing's Great Hall of People. Each of these events saw a record turnout of over 1,000, who were all brought in by CTC Travel.

