

**NEWS RELEASE**  
For immediate release



*We Build Relationships*

## **SA Mega Fair where Travel is *still* Affordable**

**Want more discounts? Then tickle our fancy by decking out in PINK!**

Singapore, 14 July 2008 – SA Tours is set to sizzle the crowd on **27 July 2008 at Suntec Concourse on Level 3** at the SA Mega Fair. Expect to be wowed by some of the most attractive travel deals in town while participating in a first of its kind activity at a travel fair.

### **Pretty In Pink**

Any visitor, men or women, young or old, who come attired in pink, SA Tours' corporate colour, would be rewarded with **double chances in our instant lucky dip** on top of the awesome deals already on offer. Our roving photographer would capture photographs of visitors who are creatively adorned in pink outfits. Those selected would be further rewarded with a pampering treat. All photographs would be posted on our website, [www.satours.com](http://www.satours.com) after the Fair.

### **DBS & POSB FUN-tastic Deals**

**10 pairs** of early birds for each of the deal below, who are also DBS or POSB cardholders will get to enjoy the following value-for-money offers:

- 1) 8D Taiwan for 2 @ \$988
- 2) 8D Shanghai for 2 @ \$599
- 3) 5D Fujian for 2 @ \$588
- 4) 4D Bangkok / Pattaya for 2 @ \$298
- 5) 3D Ho Chi Minh for 2 @ \$688

We are also taking up to **50% OFF** selected packages to ever popular Korea, Japan and Turkey for DBS or POSB cardholders who sign up on that very day, limited to the first 10 pairs of bookings per destination

only, on a first-come first-serve basis. So be there early to avoid disappointment. (*general T&C apply, refer to all major newspapers for more information*).

### **GO further**

There's more... if you have longed to head to Europe, **India** or America, there is no better time than now, we are giving up to **50% OFF selected packages**. (*general T&C applies, refer to all major newspapers for more information*). So now is the time to plan for that extended family vacation! Embark on a culturally educational trail to Europe where the entire family can immerse in the richness of their heritage, history and the arts! Or simply shop and indulge in the romance of the European cities. It promises to be memorable! **Limited to the first 10 couples only**, on a first-come first-serve basis!

### **Travel – My Way**

For those planning free & easy trips to Asian cities with friends, there is a wide selection to choose from, with up to **\$50 OFF per room** to *Maldives, Mauritius, Vietnam, Cambodia, Bali, Taiwan and Hong Kong*! If you decide to head for Europe or USA, you will be rewarded with up to **\$100 OFF per room**. All you have to do is to **either** don on pink attire **OR** own DBS / POSB credit cards! Enjoy an additional night stay on us, should you opt for selected packages to Koh Samui, Changmai or Bangkok!

Ms. Ruth Lim, spokesperson for SA Tours said: "*Our Fairs have always been very popular with the public and our regular customers. With tantalizing offers and a twist to this year's Fair, we hope our customers will come dressed in pink and have some fun while shopping for travel deals. We are confident that their year end holidays will be much sweeter!*"

To add glitz to the event, familiar radio personalities from Capital 95.8FM (DJs Di Cong and Carrie Ang) and Love 97.2FM (DJs Fen Yin and Jian Bing) will be broadcasting live from our Fair between 10am and noon, and 1pm and 3pm respectively.

To top it all off, we are giving away up to S\$1,000 in our hourly lucky draw and customers who book with us at the Fair could win some attractive instant prizes at our redemption counter from OTO, ColdWear, ATOs, Swensens, Gloria Jean's coffee and many more! Do come early, in pink and grab the sweetest

deals at our Fair on 27 July on level 3 of Suntec Concourse or visit the promotions page on our website at [www.satours.com](http://www.satours.com).

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*For more information, please contact:*

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### **About SA Tours**

SA Tours is one of the largest and most renowned travel and tour operators in Singapore. Travelling with the award-winning SA Tours guarantees a convenient and hassle free journey, from the very first point of contact to your return. We have made it our business to exceed the travel expectations of every customer; and this service-driven philosophy has paid off through the years with customers becoming our friends.

Customer retention in the increasingly demanding travel industry is just one of the many indicators that reflect our buoyancy and strength in this trade. SA Tours has pride herself in building long term relationships with her customers.

We have grown from strength to strength and have been firmly established as one of the largest and most esteemed travel & tour operators in Singapore and around the region. The key to our success lies in a continuous commitment to service excellence, reliability and competitive pricing.

We continuously strive to reinvent and improve ourselves by investing in our staff, state-of-the-art infrastructure and services.

There is definitely a package that will suit your needs and budget at SA Tours. Come plan your escapade with us today! For more information, please visit [www.satours.com](http://www.satours.com)