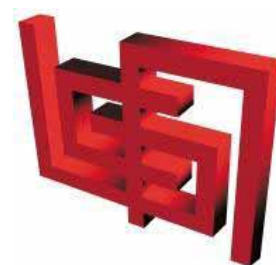


Newsletter



Chinatown
Business
Association
牛车水商联会

October – December 2007 Issue 1

Results of Survey on Chinatown

The study was conducted from the 16th July 2007 – 1st August 2007

Objectives of the study:

- Understand and track Chinatown visitorship.
- Profile visitors in terms of demographics and basic visit purposes.
- Determine tourists' satisfaction and experiences at Chinatown.

Expenditure

- Most tourists spent between \$50 to \$200 during their whole visit.
- Shopping was a popular activity which chalked up the highest expenditure on average. Tourists were interested in purchasing souvenirs, fashion & apparels and jewellery.

Satisfaction

- Chinatown was generally well received by tourists, who gave good satisfaction ratings for overall cultural and F&B experiences.

Straw Polls & Profiling

- Tourists made up 40% of the visitorship at Chinatown, of which 34% were Asians and 30% were Europeans.
- On the whole, actual activities in Chinatown undertaken by majority of the tourists were shopping (49%), eating (48%) and visiting tourist/heritage attractions (37%).
- Buddha Tooth Relic Temple and Sri Mariamman Temple were among the top attraction with tourist. Next on the list were Chinatown Food Street and Chinatown Night Market.

Website

CBA website has been launched since 2005. The website is a great addition to our communication activities. Please take advantage of this tool by sending pertinent information to us to be included in the website. For more information, please visit www.chinatown.org.sg



Map of Chinatown

Since its first print in 2005, it has received favourable feedback from the tourists, as the map provides useful information and is an effective tool for exploring Chinatown. To advertise, please contact Jennifer or Jonel at 6372 0478 for more information.



1st Issue

2nd Issue

3rd Issue

4th Issue

Events

OCTOBER

8th Annual General Meeting

- 18th of October 2007, Thursday, 2.30pm.
- At Da Dong Restaurant.

NOVEMBER

ABC Stout Roadshow

- APB will be organizing a one night roadshow on 15th November, Thursday at Chinatown Food Street (Smith Street) from 7:30pm to 10:30pm, featuring 3 famous artists from Taiwan.

Chinatown Showdown!

- 3, 10 & 16 November.
- Working with FM 88.3.
- Keen to sponsor for the event? Please contact Jennifer or Jonel for more information.

DECEMBER

Dong Zhi Festival

- 21 – 23 December 2007.
- Winter Solstice known as Dong Zhi in Mandarin, signifies the arrival of winter in Chinese, is a period for family reunions.



Member's Corner

Dear Members,

Tell us, how do you like our 1st issue of the newsletter. We hope you find this issue informative. If you have any suggestions on how we can improve further, please email them to jennifer@chinatown.org.sg or jonel@chinatown.org.sg. This newsletter is for you, hence your opinion matters!!

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