

Changi Airport launches carnival-style Rilakkuma-theme activation



Changi Airport is welcoming Rilakkuma and friends to its T3 Departure Hall as part of a carnival-style "Insta-worthy" activation

From now until May 1, Changi Airport is welcoming Rilakkuma and friends to its T3 Departure Hall as part of a carnival-style "Insta-worthy" activation. Produced by Japanese company San-X and created by Japanese illustrator Aki Kondo, Rilakkuma is a fictional bear character loved by kids of all ages.

The first 3,000 carnival-goers will receive a free Rilakkuma souvenir card exclusively designed for Changi, which doubles as a bookmark.

"This is the first Rilakkuma-themed carnival in Singapore and we are all thrilled to welcome Rilakkuma and friends to our shores. At Changi Airport, we strive to enhance our visitor experience by creating memorable experiences and this adorable family activity is another way in which we push ourselves to do just that," says Ms. Phau Hui Hoon, General Manager for Landside Concessions at Changi Airport Group.

To enjoy the on-site rides, carnival credits can be purchased at ticketing booths at a rate of S\$1 (US\$.70) per credit, with a minimum first purchase of S\$25 (US\$18.40) or via the iChangi app at up to 15% off.

Alternatively, spend S\$80 (\$US58.75) in a single receipt at the public areas of Terminals 1 to 4 and travelers will redeem five free carnival credits.

A retail outpost near the link bridge to Jewel Changi Airport will open on March 10, which will sell a range Rilakkuma merchandise including plushies, tote bags and back-to-school stationery.

Superfans of the “laidback bear” can also purchase Changi-exclusive Rilakkuma premium offers for every S\$50 (US\$36.70) spent in the same public areas as noted above. Available to visitors: a travel tumbler (500-milimeter), a kids reversible bucket hat or a tea towel. Receipts can be submitted via the app for purchase of premiums from March 4, with collection starting March 13.