



## **Revamped Tanah Merah Ferry Terminal enhances passenger experience with its upgraded facilities and leads the frontier of sea travel with the newly implemented SPOS**

Traveling to the Riau islands through the Tanah Merah Ferry Terminal (TMFT) will now be a breeze after the Singapore Cruise Centre unveiled the newly renovated terminal today. The \$3 million facelift, which started in August last year is the terminal's first since it was built 11 years ago.

Following the refurbishment, passengers using the terminal will now be greeted with a bigger, brighter, grander and more aesthetically pleasing concourse — better multi-lingual signage, and more prominent and specially designed passenger service counters. Beyond superficial improvements, the new TMFT will also be the first in Asia to use Radio Frequency Identification (RFID) boarding passes.

This new RFID system, better known as SPOS (Sea Passenger Terminal Operating System), will enable more efficient updating, organization and retrieval of passenger information and transaction history at the check-in counters. Streamlining these previously tedious and repetitive processes will also mean less data entry and will save up to \$90,000 in manpower costs per year.

Furthermore, the system can identify which passengers have not checked-in, or who have passed the immigration counters but have not boarded the ferry. This will eventually reduce unnecessary ferry departure delays and result in more reliable and cost efficient ferry services.

SPOS will also enhance security at the terminal as it will allow only luggage of passengers who have boarded the ferry to be loaded onto the vessel. This greatly reduces the chances of lost baggage and acts as an added deterrent against terrorism.

“With this customised RFID solution, SPOS, the Singapore Cruise Centre can now be assured of greater efficiency in security and passenger management at their terminals,” said Mr Tomohiro Yagi, CEO of NEC Solutions Asia Pacific (NECSAP). “We are also proud to be awarded this project with the Singapore Cruise Centre and be the first in Asia to use such a system. This marks a significant achievement in NECSAP's 30-year history in Singapore.”

Passengers will also find greater ease in using the new ‘tap-and-go’ RFID boarding passes which replaced the more flimsy paper-based passes. The new RFID cards can also be reused up to 500 times and will potentially result in savings of more than half a million over the next five years, significantly cutting down paper and printing resources.

Security and procedural improvements aside, the Singapore Cruise Centre has not forgotten to provide greater comfort, convenience and a most lasting welcome at the ferry terminal. In fact, it embarked on a Customer Feedback Campaign last October and has conscientiously worked the suggestions it received from the public into its refurbishment plans.

“We value feedback from our passengers and believe that the upgraded facilities will provide an appropriate and welcoming first and last impression to the thousands of passengers who pass through our terminal each year. More importantly, we want passengers to feel that their holiday trip begins right here with us,” said Mr. Cheong Teow Cheng, President, Singapore Cruise Centre.

The terminal now has new flooring and wall features, refurbished men's and women's toilets, and a nappy-changing facility to cater to the needs of travelers with children. Cafeteria services have also been improved and travelers are able to enjoy a drink or meal in greater comfort before boarding their ferry. Limousine and meeting services can also be provided for business travelers. Free Internet access is also available via the recently set up Wireless@SG network.

Travelers who want to travel in style and comfort will also get to enjoy premium services at the newly introduced Ixora CIP (Commercially Important Passenger) lounge. During the time normally spent

waiting in lines, the traveler can have some light refreshments, browse the internet on the provided terminals or via Wi-fi connection, watch television or read the newspapers and magazines available in the lounge while a Guest Relations officer will assist with all the necessary check-in procedures. When it is time to board the ferry, a Guest Relations officer will escort the traveler through security checks and immigration and onto a waiting buggy to the pontoon.

“What you see here at this terminal today is the benchmark for the ferry terminals of tomorrow, and the renovations at TMFT have affirmed Singapore Cruise Centre’s position as one of the world’s leaders in cruise and ferry terminal operations, in terms of facilities and operational efficiency,” said Mr. Cheong. “Nevertheless, while upgrading our terminal’s ‘hardware’, we have also not forgotten to improve its ‘heart-ware’, and have conscientiously endeavored to provide even better customer service and passenger experience to the terminal’s users so that we do not just meet their transport needs, but also help make their holidays a more pleasant and memorable one.”

#### About Singapore Cruise Centre

SCCPL, the only cruise and ferry port operator in Singapore, manages four passenger terminals in total. They are the International Passenger Terminal (IPT) for international cruises, Regional Ferry Terminal (RFT) and Tanah Merah Ferry Terminal (TMFT) for regional ferries and the Pasir Panjang Ferry Terminal (PPFT) for domestic ferries. SCCPL handled about 7.8 million cruise and ferry passengers in year 2006.

Dream World Cruise Destinations Awards (UK) voted the Singapore Cruise Centre as:

2005 Best Turnaround Port Operations

2004 Best Turnaround Port Operations

2003 Most Efficient Terminal Operator  
Most Efficient Services  
Best Turnaround Operations

2001 Most Improved Terminal Facilities

2000 Most Efficient Terminal Operator

1998 Most Improved Facilities

1997, 1998 & 1999 Best Turnaround Port

#### Media Contact



Asia PR Werkz Pte Ltd  
Tel: (65) 65366881  
Fax: (65) 65352008  
86A Amoy Street  
Singapore 069905

Ms Sabrina Chan  
HP: (65) 98193727  
[sabrina@asiaprwerkz.com](mailto:sabrina@asiaprwerkz.com)

Mr Matthew Loh  
HP: (65) 91702541  
[matthew@asiaprwerkz.com](mailto:matthew@asiaprwerkz.com)