



Invitation to Propose

1. Changi Airport Group (Singapore) Pte Ltd (“CAG”) is conducting a trial to test the viability of launching a kerbside valet service – “Park and Fly”, at the Singapore Changi International Airport (the “Airport”) and would like to invite interested companies to participate in a Direct Marketing Exercise for the “Park and Fly” Valet Concession.
2. We are looking for a valet concessionaire with proven track record which can operate the kerbside valet service. For this service, customers would be able to pre-book packages for overnight parking at the Airport using an online booking portal to be set up by CAG (the “Booking Portal”). The role of the concessionaire is to manage the customers’ reservations via the Portal, receive the vehicles when the customers drive those vehicles to the Airport and valet park the vehicles at a parking area designated by CAG. When the customers return to Singapore, the concessionaire will drive the parked vehicles back to the pick-up point. The concessionaire also has to ensure that the vehicles are not damaged while they are being driven to and from the designated parking area to the drop-off or pick-up point. In addition, the concessionaire should have the resources and capabilities to offer additional vehicles-related services under “Park and Fly” as may be required by CAG, such as vehicles grooming and maintenance services. All services to be provided by the concessionaire under “Park and Fly” are subject to CAG’s approval.
3. The business model for the “Park and Fly” Concession is structured such that the total revenue¹ collected from the provision of “Park and Fly” services will be credited to the concessionaire. The concessionaire will then pay CAG a monthly concession fee for the right to operate such services at the Airport. As part of the business proposal, the concessionaire should:
 - Propose a minimum concession fee of 85% for the revenue from the Park and Fly services;
 - For other vehicles-related services such as car grooming and maintenance services, the Concessionaire will propose the services as well as the percentage of revenue to be shared with CAG.
4. The concession fee per month is payable in arrears on the 22nd day of the next month. The concessionaire is also required to give CAG a security deposit of \$230,000 by way of cash or banker’s guarantee.
5. The concessionaire is also required to ensure that the following Service Quality indicators are met:
 - **Drop off:** To ensure that the waiting time for customer upon arrival at the valet booth is not more than 5 minutes upon arrival at the car park kerbside.

- **Pick up:** To ensure that the waiting time for the valet to retrieve the customer’s vehicle is no more than 10 minutes upon request at the valet booth.
- **Carpark Entrance/Exit Kerbside and Traffic:** To ensure that there is no more than one (1) vehicle at the car park kerbside arising from the drop-off of vehicles by customers and to ensure that the traffic in the car park is not obstructed or affected by any valet operations

6. The “Park and Fly” Concession is intended to be granted for a period of nine months, estimated to be from and including 1 Mar 2018 to 30 Nov 2018 (subject to CAG’s confirmation). The “Park and Fly” Concession may be renewed for such period and on such terms as may be decided by CAG.

7. Interested parties are required to submit their business proposal to the email addresses below by 18 December 2017.

¹Total revenue refers to all revenue collected from car parking, valet and other value-added services such as car-grooming.

Direct Approach Details

Title:	Direct Marketing for Nine-month Car Park Services Concession	Concession Category:	Car Park Valet Services
Location:	Pick up and Drop Off point:- Car Park Basement Level 2 Terminal 3; Park at designated parking spaces at Terminal 4 Car Park 4B	No. of Concessions:	1
Period :	Nine (9) Months from 1 Mar 2018 – 30 Nov 2018		
Renewal Option:	Yes	Others:	-

Publication Details

Opening Date: 16 Nov 2017

Contact Persons for the Direct Marketing Exercise

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