

For Immediate Release

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Scoot Delivers a Slice of Home to Singaporeans Living in Japan this National Day



Singapore - In the lead up to National Day 2024, Scoot, the low-cost subsidiary of Singapore Airlines (SIA), brought a taste of home to 50 Singaporeans in Japan for a heartwarming #ScootHomecoming dinner.

Singapore's National Day transcends the typical celebration of a nation's independence or a public holiday. It is a period of heightened national unity where Singaporeans from all walks of life experience a sense of connection with one another regardless of wherever they may be in the world.

As a home-grown brand that sets out to be an enabler of meaningful connections, between destinations, people, cultures and experiences, Scoot launched a campaign to connect with Singaporeans who are away from home, for work, studies and a myriad of other reasons.

For the second year running, Scoot continued to collaborate with local content creation company, The Smart Local (TSL), to recreate a sense of home for Singaporeans based in Tokyo, with a cosy and warm dinner including familiar local dishes to celebrate the Singaporean identity. The event was also supported by Singapore Association in Japan and Singapore Global Network (SGN).



Behind the scenes: Scoot's staff (right) and TSL's video producer (centre) took to the streets to invite Singaporeans based in Tokyo for the homecoming dinner.

Centred around the theme of connections and nostalgia, the campaign kicked off with interactive polls and quizzes on social media to crowdsource favourite dishes and National Day traditions that Singaporeans abroad missed most. Then, the Scoot and TSL team headed to the streets of Tokyo to invite Singaporeans to attend the homecoming dinner. They also worked with a restaurant at Ascott Marunouchi Tokyo to prepare local dishes for the homecoming dinner.



TSL's video producer (left) and Scoot's Director of Marketing, Communications, Marketing Partnerships and Loyalty Agatha Yap (right) preparing chicken rice for the event attendees.

The dinner included a feast of popular local delights that included Chicken Rice, Laksa and Chicken Curry. Attendees also had a wonderful time playing nostalgic games such as country eraser, charades, and a National Day themed version of the purpose driven card game, We're Not Really Strangers, aimed at sparking meaningful conversations around home, family and connections. At the end of the night, all attendees joined a singalong to iconic National Day tunes, such as Kit Chan's rendition of *Home*, in a mass karaoke format.

"At Scoot, we believe that we can do more as an airline than just connecting travellers from one destination to another. This National Day, we are glad to be able to connect with Singaporeans living in Tokyo for a celebration and bring a piece of home to them.

I was there with them and witnessed the excitement and heartfelt reunions of fellow Singaporeans as they bonded over a comforting meal and shared memories. Some attendees even made new friends that night. Through this campaign, we hope to remind the community to treasure the time with their loved ones, to cherish the moments around them, and that even if they are located across borders, it is just a flight away to reconnect again," said Ms Agatha Yap, Scoot Director of Marketing, Communications, Marketing Partnerships and Loyalty.

Vincent Tai, President of Singapore Association in Japan, shared, "The Singaporean community in Japan, both adults and children, enjoyed the family-oriented event. The foods were authentically delicious, the singalong session brought out the patriotic heart in all of us, the nostalgic tidbits brought back fond memories of our childhood, and not to mention, the familiar Singaporean accent in the room. Thanks, Scoot and TSL, for organising this successful homecoming for all of us!"

Please see this [link](#) for the YouTube video of this heartwarming event.

Images of the event can be downloaded [here](#). Please refer to Annex for a write up of some attendee profiles.

Annex

Profile description



47-year-old Singaporean IT engineer, Alfred Ho has been living in Tokyo, Japan since 2006. He met his wife during a business trip and made the decision to relocate to the land of the rising sun. Despite living in Japan for over a decade, Alfred shares that Singaporean cuisine is still something that he holds close to his heart. Some local dishes that he misses most include Laksa, Hokkien Mee, and Char Kway Teow.

Scout's homecoming dinner allowed Alfred to reconnect with his Singaporean identity, speaking Singlish slang and reminiscing fond childhood memories of National Day celebrations with fellow Singaporeans. Alfred keeps in touch with his parents through weekly video calls and usually celebrates National Day by attending the Singapore Embassy's annual National Day event. While he has not found a place in Japan that reminds him of Singapore, he remains optimistic in his search for it.

**Photo of Alfred and his wife*



29-year-old restaurateur Tan Min Quan moved to Tokyo 14 months ago to open a Singaporean restaurant. While he is living his dream of sharing Singapore's culinary heritage with Japanese locals, he misses many things about the lion city, including the heartlands, the vibrant garden city landscape and more.

Scout's homecoming dinner provided Min Quan the perfect opportunity to reacquaint with fellow Singaporeans and briefly step away from societal norms and expectations of a Japanese community. To keep in touch with his family and friends, Min Quan makes it a point to send messages and make video calls regularly. When living abroad, he still makes it a point to celebrate National Day by cooking his favourite hawker fare at home and watching the live NDP broadcast. When he misses home, he visits Shakuji Park, which reminds him of Lower Seletar Reservoir.

**Photo of Min Quan (centre) and his family outside his restaurant in Japan*

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About Scoot

Scoot is the low-cost subsidiary of Singapore Airlines (SIA). Scoot took to the skies in June 2012 and merged with Tigerair Singapore in July 2017, retaining the Scoot brand for a new chapter of growth. To date, Scoot has carried over 82 million passengers, and has a fleet of over 50 aircraft, comprising widebody Boeing 787 Dreamliners, single-aisle Airbus A320 family aircraft, and the regional jet, Embraer E190-E2. Scoot currently flies to 69 destinations across 15 countries and territories in Asia-Pacific, the Middle East and Europe.

Scoot is not your typical low-cost carrier (LCC). Scoot was the world's first LCC to attain the highest ratings at both the APEX Health Safety Audit powered by SimpliFlying and Skytrax COVID-19 Airline Safety Rating Audit in 2021 and attained IATA membership in 2022 for meeting global industry standards for safety in airline operations. As part of the SIA group, passengers on Scoot can earn and redeem KrisFlyer miles, enjoying more rewarding travel journeys and access to enhanced benefits.

Scoot provides a safe, reliable, quality and affordable travel experience with a unique attitude – Scootitude – a passion for travel, connecting people and cultures, and pushing boundaries, which drives it to continually innovate, strive for improvement and seek new opportunities.

For more information, visit [FlyScoot.com](https://flyscoot.com) or contact Scoot's Call Centre.

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