



## **ASSOCIATION OF SINGAPORE ATTRACTIONS PRIVILEGE CARD POLICY 2025**

### **Purpose**

The Association of Singapore Attractions (ASA) Privilege Card is intended to provide employees of ASA member attractions access to benefits and privileges developed by the Association. It serves as an identification card to recognize the members' affiliation to the Association and their eligibility to enjoy special concessions that accompany the card.

The card is extended exclusively for use by ASA members. Hence, at no time should it be used for any other commercial purposes, be sold to any individuals or corporations, or use in any other ways that are not authorized by the Association.

### **Card Issuance & Withdrawal**

ASA Privilege Cards are issued to the approved nominated attractions of the Ordinary members and organisations of the Associate members. Nominated attractions refer to those places of interest that were submitted for ASA Membership Sub-Committee's consideration and approved by the Association. Where a parent or holding company/ organization has multiple attractions, only the approved nominated attraction is eligible to receive the ASA Privilege Card.

The issuance of the ASA Privilege Card shall be as follows:

	<b>Corporate Card</b>	<b>Personalised Card for Head of Organisation</b>
Ordinary Member	3	Upon request, at a fee of \$10 (before GST) per card
Associate Member	Not Applicable	1

The names and logos of approved nominated attractions will be printed on the corporate cards. All personalized cards shall bear the cardholder's full name and photograph.

Should a member withdraw or terminate its membership with ASA, or the personalized cardholder has left the member organization, the card must be returned to the Association.

### **Card Usage**

The ASA Privilege Card is strictly for use by staff of the approved nominated attraction only, and the staff has to be personally present at the point of redemption. The attractions staff must present the card along with the staff pass or authorization letter from their organisation. Participating attractions may request for proof of identity from cardholder for verification.

### **Free/ Special/ Discounted Admission to Member Attractions**

Each card allows free/ special/ discounted admission at gated attractions for up to 3 persons including the cardholder, unless otherwise stated. The subsequent accompanying persons may also enjoy discount on admission tickets.



### Other Discounts at Member Attractions

The cardholder may enjoy F&B and retail discount on merchandise in outlets within the attraction, as well as activities and programmes organized by the attraction.

The privileges accompanying the card shall be listed and updated at [www.singapore-attractions.org.sg](http://www.singapore-attractions.org.sg). It shall be subject to changes at any time, without prior notice to members. Please approach the ASA Secretariat or respective attractions directly for further information.

### Report of Lost Card

Due to the high value of the privileges accompanying the cards and to prevent unauthorised card usage, any member whose card is lost is required to report immediately to ASA Secretariat via email: [secretariat@singapore-attractions.org.sg](mailto:secretariat@singapore-attractions.org.sg). They are required to fill in a report form stating the lost card serial number, date and venue of loss.

### Replacement Policy of Lost Card

To ensure circulation limits, any member organization that loses the card shall only be entitled to a maximum replacement of one (1) card in each year. A replacement fee of \$200 (excluding GST) applies for each card. Any member who wishes to replace their lost card can submit an application 2 weeks after the lost card has been reported.

The Association reserves the right to reject any application/renewal if the loss of card is not reported in order or due diligence has not been exercised by member organisation. The strict replacement guidelines are intended to ensure that we safeguard participating members' interest.

### Misuse/ Unauthorized Use of Card

The Association takes a strong stance against any misuse or unauthorized use of the Card. Any member organization which is found to have misused the card shall be liable to any consequences exercised by ASA. The following penalties will be imposed on the member organization whose employee has been found to use the card in the unauthorized manner in any 1-year period:

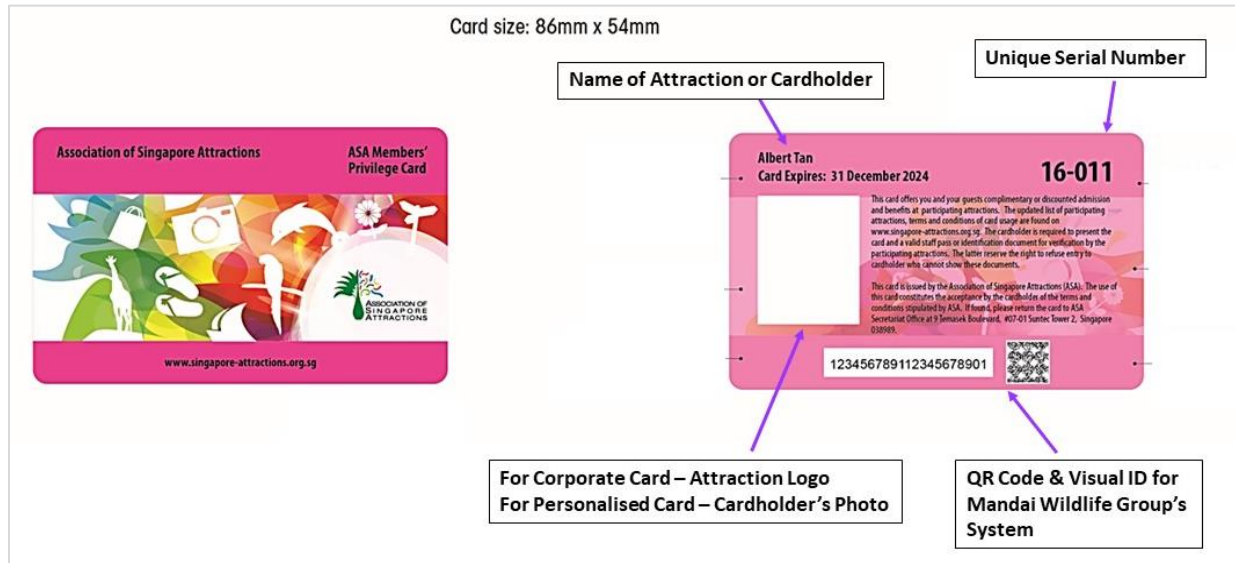
First Incident	Warning letter to be issued by ASA
Second Incident	Suspension of use for the particular card for 1 month
Third Incident	Suspension of use for the particular card for 3 months
Fourth Incident	Forfeit all cards and suspension of privileges till expiry of membership term

### NOTES FOR TICKETING STAFF / CUSTOMER SERVICE STAFF

Please welcome the cardholder and the accompanying guests to your attractions. The cardholder is to present the privilege card, together with his/her staff pass or authorization letter on company letterhead for verification of his/her employment status with the member attraction/ organisation name printed on the card.

On the back of each card, name and logo of attraction OR name and photo of personalized cardholder, serial number and expiry date are printed. Should there be any card that does not bear this information, it is considered an invalid card.

Appended below is a visual of the 2024 ASA members' privilege card.



### **Presentation of Lost or Invalid Cards**

Should any lost or invalid card be presented, please follows the procedure below:

1. Record the Full Name and Identification Number of the Cardholder, Contact Number, Date and Time of Visit.
2. Inform the cardholder that the card is no longer valid and the card needs to be retained. Please notify the cardholder that the Association shall contact them if there are any further queries.
3. Return the card and forward the information to ASA Secretariat at - 9 Temasek Boulevard, #07-01 Suntec Tower 2, Singapore 038989. Email: [secretariat@singapore-attractions.org.sg](mailto:secretariat@singapore-attractions.org.sg)

### **NOTES FOR HUMAN RESOURCE / ADMIN DEPARTMENT**

Each time your employees intend to visit the participating attractions, they should request the card, and authorization letter if he/she does not possess an authorized staff pass, from you and return it within 7 days or any stipulated timeline set by your organisation. Please ensure that the terms and conditions on card use are clearly communicated to your employees during their requisition as they will have to abide to the terms and conditions governing the use of the ASA Privilege Card.

Please note that the employee must have the employee pass / authorization letter (attached a copy of the template with this document) and identity card with them while presenting the ASA members' privilege card to the admission counter staff of attractions they are visiting. ASA will impose a penalty on members whose employees have been found to breach the terms and conditions or use the card in unauthorized manner.



If any card is lost, you must report the card loss immediately to the association regardless whether you are requesting a replacement card (fee applies). It is crucial to ensure this is observed, otherwise your organisation remains responsible for any abuse of the card and you will not be eligible for membership renewal.

Should you have further queries, please contact the ASA Secretariat at Email: [secretariat@singapore-attractions.org.sg](mailto:secretariat@singapore-attractions.org.sg)

Thank you.