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Good ol' family fun

Qian Hu is a firm favourite with families seeking a rustic retreat

For a growing group of Singaporeans, Qian Hu Fish Farm is a family destination of choice.

Mr Alex Chang, a 38-year-old research scientist who visits Qian Hu with his extended family approximately twice a month, is one of them.

He explained: "The farm is tucked away from the hustle and bustle of city life. It allows my family to get close to nature."

Qian Hu, which was awarded the Pro-Family Business Mark last month, prides itself on its kampung (village) atmosphere — a nostalgic retreat for city dwellers.

For the Changs, the farm is a firm favourite as it has activities for all in the family. "When we visit, I would be looking at fishes and checking out the new varieties; my wife and parents would be at Spa Fish; while the kids would be taking part in longkang fishing," added Mr Chang.

According to Qian Hu's managing director Kenny Yap, Spa Fish — a form of exfoliation where small fishes nibble on dead skin on customers' feet — and longkang fishing are extremely popular with families.

He explained: "Spa Fish has been well received as it offers a novel experience; while longkang fishing has been a perennial favourite for kids since it is an activity that no longer exists in urban



The rustic atmosphere and kampung-style activities at Qian Hu Fish Farm makes it a favourite of families with kids.



Singapore."

Qian Hu, which hosts more than 19,000 visitors each year, has gone the extra mile to ensure that it caters to the needs of the young and the elderly.

These include training staff to better assist children and the elderly, constructing pro-family infrastructure such as rest areas for the elderly, and organising activities that engage the entire family. It had also tied up with the Singapore Red Cross to organise blood donation drives, and the Singapore Heart Foundation to conduct free health checks.

Mr Goh Sze Thin, a 34-year-old driver who visits the farm once a month with his wife and two daughters, said: "My family enjoys going to Qian Hu as the staff are very friendly and knowledgeable, and the prices are reasonable."

To help families stretch their

dollar, Qian Hu has waived the entrance fees to the farm. It also offers affordably-priced farm tour packages, which start from just \$1 per visitor, and discounts for senior citizens.

To attract more families, Qian Hu launched a free shuttle service in August to ferry visitors from Choa Chu Kang MRT station on a daily basis.

Judging by the number of visitors, Singaporean families are embracing the rustic, low-cost surroundings of Qian Hu Fish Farm.

"We are packed on weekends; and we are heartened to see families coming in even on weekdays to enjoy the fresh air and wide spaces, and to view the fishes," said Mr Yap.

Mr Chang added: "Take a day or half a day off and bring your family there — it's really relaxing, and you enjoy free parking!"

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The Pro-Family Business (PFB) Mark, supported by the Ministry of Community Development, Youth and Sports, signifies businesses' commitment to welcome families as customers. It underscores the potential business value that can be derived from targeting families as customers. For more information on the PFB Mark, contact the PFB Secretariat at 6375 0939 or visit www.mbp.org.sg.