

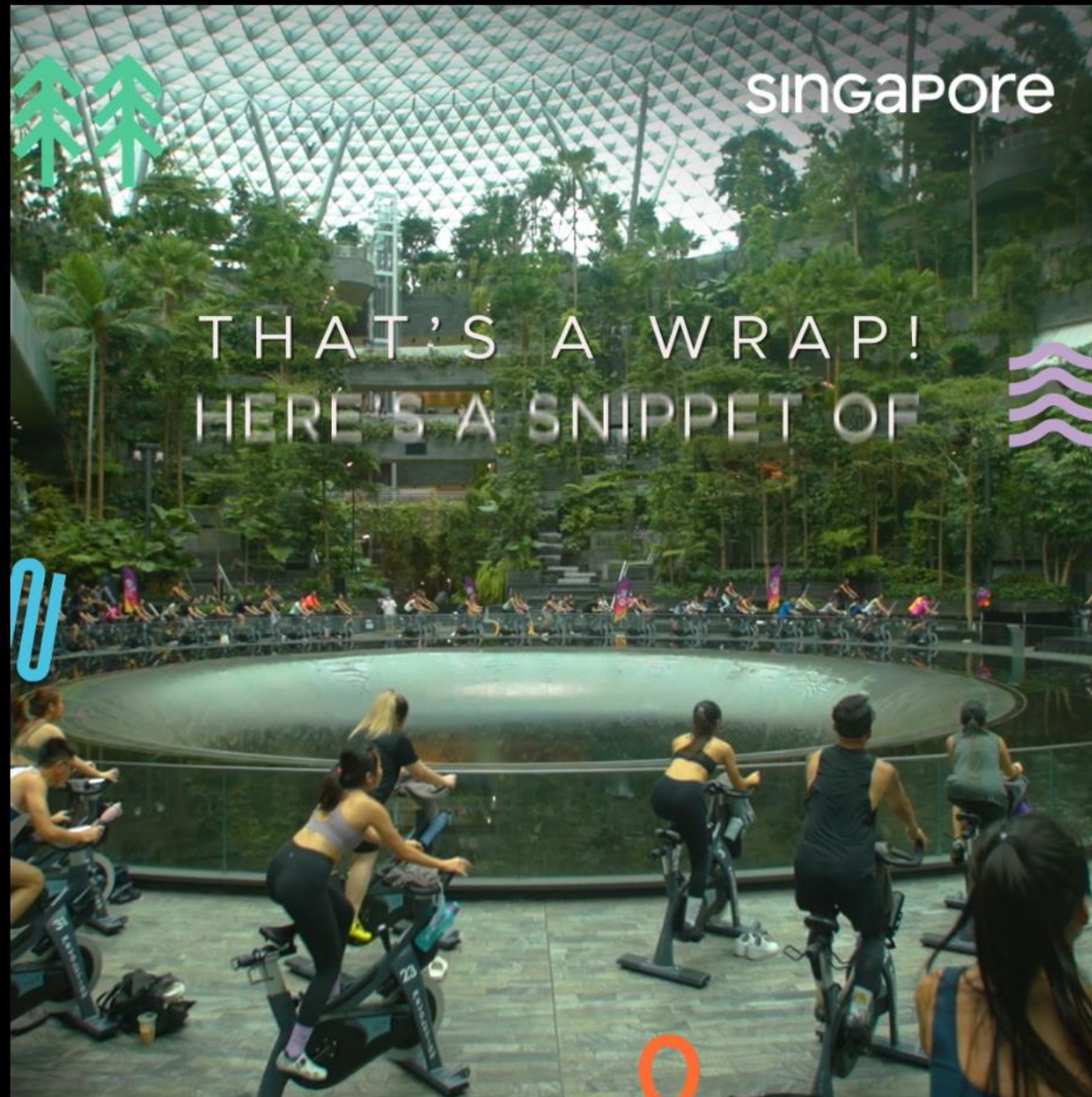


**Presentation by  
Mr Keith Tan  
Chief Executive, Singapore Tourism Board**









singapore

THAT'S A WRAP!  
HERE'S A SNIPPET OF



Image credit: Avatar: The Experience



**Avatar: The Experience**

Avatar TM & © 2019 Twentieth Century Fox

Image credit: Kindred Journeys



**Kindred Journeys**

Image credit: Mount Faber Leisure Group



**Central Beach Bazaar**

Image credit: Mount Faber Leisure Group



**Wings of Time**



Image credit: Citadines Connect City Centre Singapore



Citadines Connect City Centre

Image credit: Vibe Hotel Singapore Orchard



Vibe Hotel Singapore Orchard

Image credit: Pullman Singapore Orchard



Pullman Singapore Orchard



**UNSEEN SINGAPORE**









Image credit: Universal Music Group (Singapore)



**Billie Eilish**

Image credit: Warner Music Singapore



**Charlie Puth**

Image credit: RYCE (Beijing) Entertainment Co. Ltd.



**Jackson Wang**

T MAGENTA  
TV





**Visitor Arrivals (Jan – Mar 2023)**

**2.9 million**



## Global Resumption of Outbound Travel



## Increase in Flight Connectivity & Capacity



## Return to Normalcy





**REDEFINING  
OUR DESTINATION**



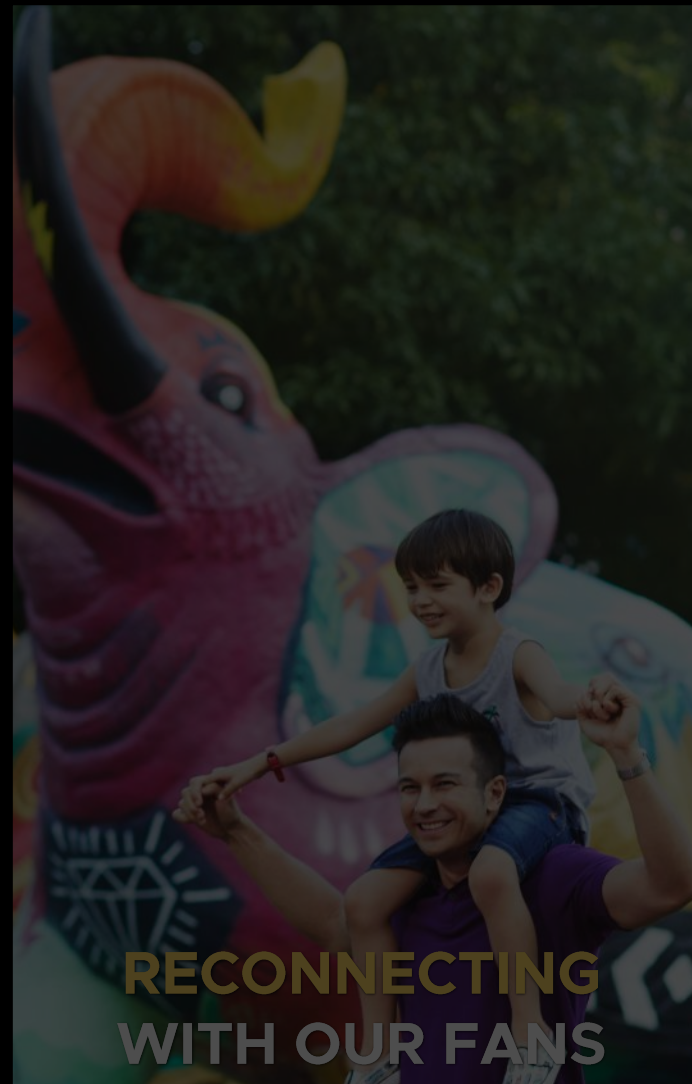
**RECONNECTING  
WITH OUR FANS**



**REINVENTING  
OUR INDUSTRY**



**REDEFINING  
OUR DESTINATION**



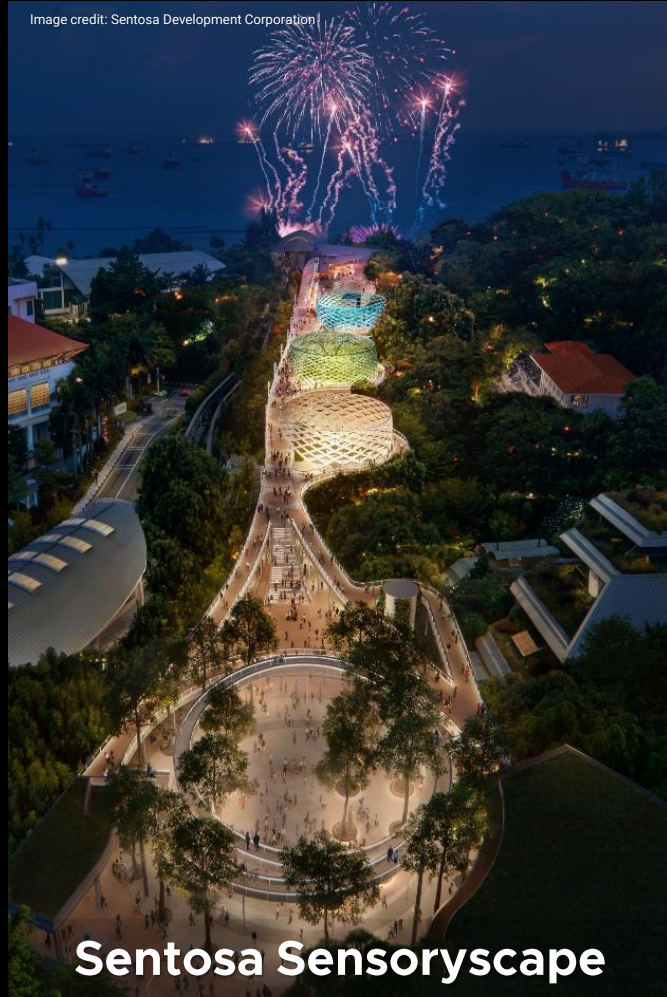
**RECONNECTING  
WITH OUR FANS**



**REINVENTING  
OUR INDUSTRY**



Image credit: Sentosa Development Corporation



**Sentosa Sensoryscape**

Image credit: Mander Wildlife Group



**Bird Paradise**



Image credit: Peranakan Museum



Peranakan Museum

Image credit: Palm Ave Float Club



Palm Ave Float Club



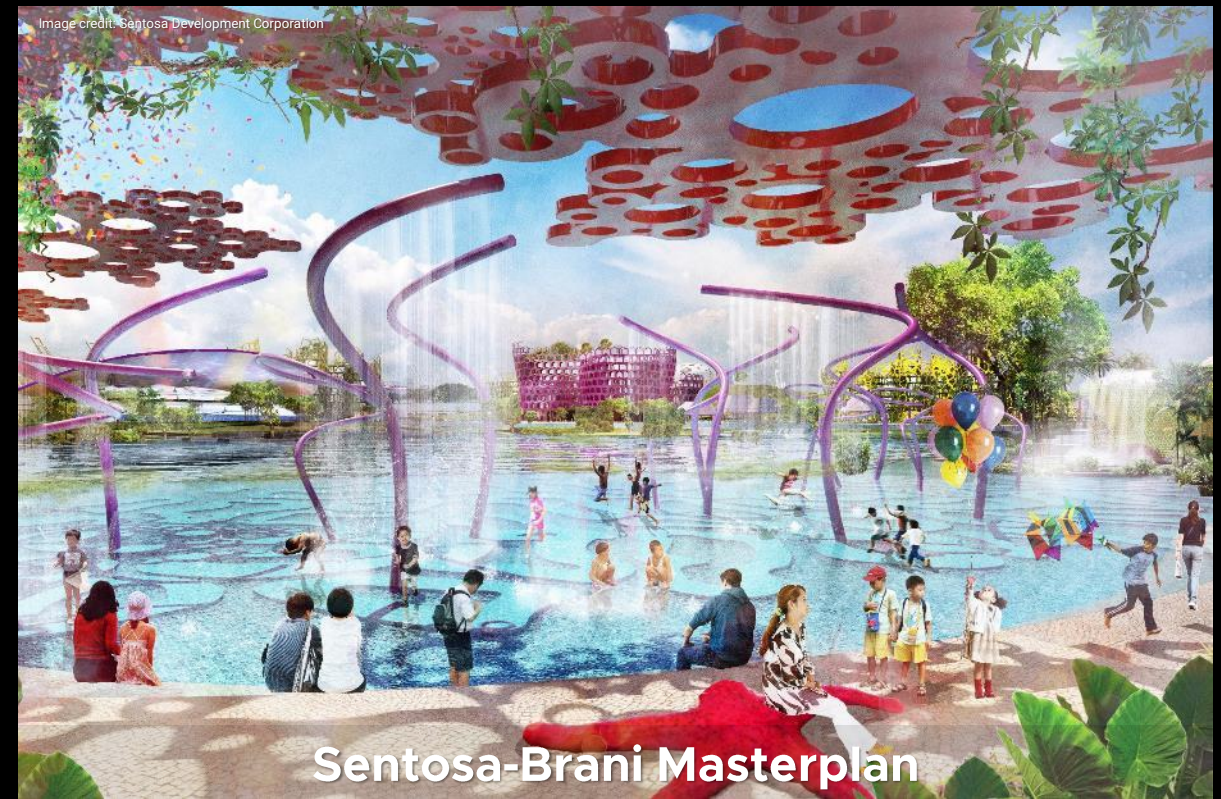






Image credit: ART SG

ART SG



Image credit: SneakerCon

SneakerCon SEA



Image credit: LIV Golf Series

LIV Golf



Image credit: The World's Best Bars 2022, sponsored by Perrier

The World's Best 50 Bars 2023



Image credit: China Chamber of Commerce for Import and Export of Machinery and Electronic Products & Singapore Chinese Chamber of Commerce & Industry



中国机电产品进出口商会  
China Chamber of Commerce for Import and  
Export of Machinery and Electronic Products



新加坡中華總商會  
Singapore Chinese Chamber of Commerce & Industry

# 2023年国际产业合作大会（新加坡） 暨中国机电产品品牌展览会

2023 CONFERENCE ON INTERNATIONAL INDUSTRIAL COOPERATION (SINGAPORE)  
& CHINA'S MACHINERY & ELECTRONICS SHOW IN SINGAPORE

2023年3月22日-24日 新加坡滨海湾金沙会议展览中心  
Sands Expo and Convention Centre, Singapore March 22-24, 2023

## China's Machinery & Electronics Show

**Caixin**  
GLOBAL

**MINEXPO**  
ASIA  
Singapore

# SILMO

## SINGAPORE

ASEAN OPTICAL FAIR





Image credit: Resorts World Sentosa



Image credit: Marina Bay Sands





# SINGAPORE HOTEL SUSTAINABILITY ROADMAP



## VISION

To create a hotel industry in Singapore that



Integrates sustainability as a core value across the entire hotel ecosystem



Is established as a living lab for innovation and utilises sustainability as a key thrust to drive business competitiveness and growth



Is recognised as an industry leader for sustainability in the region

## TARGETS



At least 60% of hotel room stock to achieve internationally-recognised hotel sustainability certification (e.g. by the Global Sustainable Tourism Council) by 2025



For hotels to commence tracking of emissions by 2023, reduce emissions by 2030, with a view to achieve net-zero emissions by 2050

## 4 CORE AREAS OF FOCUS



Water Conservation



Energy Conservation



Waste Management, Recycling & the Circular Economy



Sustainable Sourcing and Procurement

Co-developed by



# SINGAPORE MICE SUSTAINABILITY ROADMAP



## 1 VISION

To be Asia Pacific's Leading Sustainable MICE Destination by 2030



Integrate sustainability as a core value across the MICE ecosystem



Collaborate for joint success and greater impact

## 3 TARGETS



Develop sustainability standards by 2023 and aim to be internationally recognised by 2024



Obtain sustainability certification<sup>1</sup> for purpose-built MICE venues<sup>2</sup> & 80% of SACEOS members<sup>3</sup> by 2025



Start tracking waste and carbon emissions by 2023, reduce waste and achieve net zero emissions by 2050

## 2 FOCUS AREAS



Circular Economy - Reducing, Recycling & Managing Waste



Reduce Energy and Carbon Emissions

<sup>1</sup> Internationally or nationally recognised sustainability certification, or both

<sup>2</sup> Changi Exhibition Centre, Raffles City Convention Centre, Resorts World Convention Centre, Sands Expo and Convention Centre, Singapore EXPO, Suntec Singapore Convention & Exhibition Centre

<sup>3</sup> Target applicable to Event Organisers, Venues, Stand Builder Contractors and F&B Caterers. All MICE players can get certified through education and collaboration initiatives provided by SACEOS.

CO-DEVELOPED BY



Accurate as of 1 December 2022



**SG** SINGAPORE  
Passion Made Possible



Certification of Sustainability  
Certified by Vireo  
[www.vireoart.it](http://www.vireoart.it)







Image credit: Dennis Chan, The Untamed Paths



Image credit: PARKROYAL COLLECTION Marina Bay, Singapore



Image credit: The Conscious Festival by Green Is The New Black



Image credit: Changi Airport Group







**STORY**



**FANS**



**DELIVERY**



SINGAPORE

Passion Made Possible







## RELAXING

### Special Occasion Traveller



They are planning in advance to celebrate their anniversary, wedding, birthdays. Some of these have been delayed due to Covid. Nostalgia is also of great value.

### Active Holiday Planner



Organisation and planning are key. They value well-planned itineraries, favouring the journey - cruises, rail or road trips that are lined-up in advance.

### Family Getaways



Short family trips over the weekend or public holidays which allow for a quick getaway from the city, for families to create lasting memories.

### Entertainment Seeker



They travel to experience live events, meet with new people at bars and restaurants, socialise and have fun.

### Outdoor Adventurer



Loving the outdoor, adventure and sports, it is all about challenging themselves physically while experiencing something novel.

## EXPERIENCING

### City Explorer



They seek cultural and fun experiences. Museums, galleries, attractions and cultural events will spark their interest, a break from their regular lives.

### Sports-Mad Nomad



Sports enthusiasts and die-hard fans who would travel to watch their teams or sports stars play in major tournaments.

### Culinary Explorer



They are excited to try new and alternative cuisines and are open to vegetarian options. It is also about the process of connecting with people and place.

### Work-life Integration



They prioritise career opportunities and growth where networking and connectivity are important, while seeking work-life balance.

### Wellness Seeker



They look to disconnect from their everyday life to connect with themselves. Self-indulgence with a healthy lifestyle, taking care of the body and soul.

## PARTICIPATING

## IMPROVING



**Singapore On-screen Fund**



**Tencent Super QQ Show**



SingapoReimagine  
**MARKETING  
PROGRAMME**  
2022



**Award Winners:**







In partnership with  
**LinkedIn**

# STB Marketing College Masterclass Series Connecting With Your Consumers With Messaging That Matters



<https://go.gov.sg/stbmarketingcollege>

13 Apr 2023 | 10.00am - 11.00am SGT





Branding & Marketing



Inbound Travel



Experience Development



Data Sharing & Collaboration

Alipay 支付宝

Pay with your e-wallet



when you see Alipay 支付宝



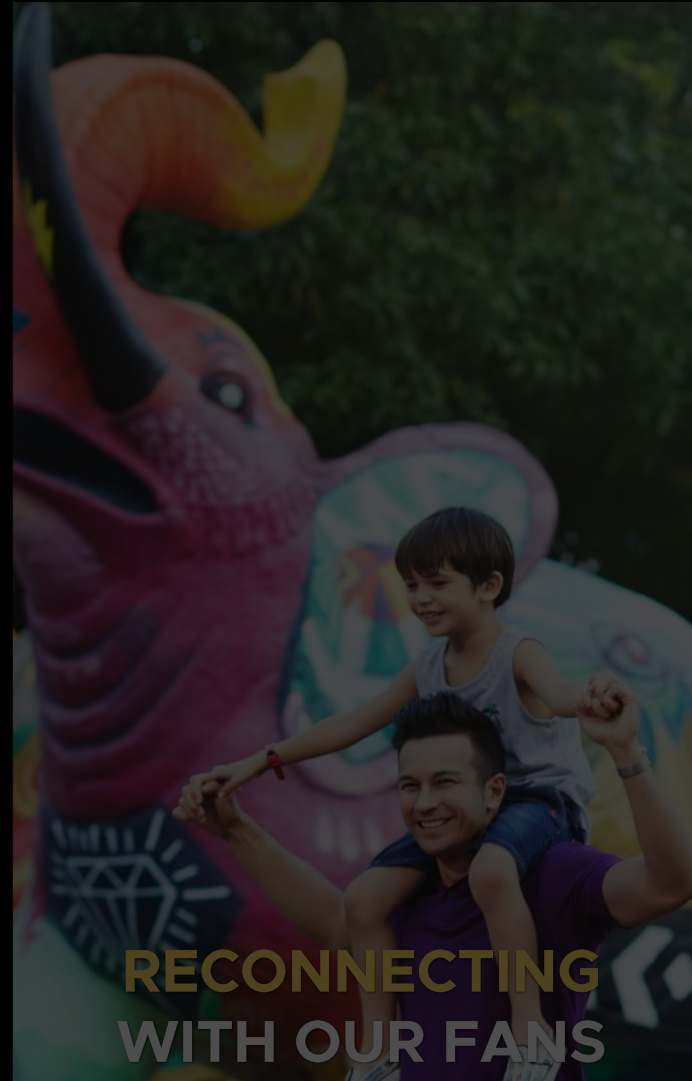
SINGAPOREIMAGINE SG  
In collaboration with Singapore Tourism Board



Snapchat - Custom Location Lenses at Haji Lane



Google – AR Tour Guide Pilot





## Tourism Careers Hub



I'm an  
**INDIVIDUAL**



I'm a  
**BUSINESS**



**#BringYourPassionToLife**



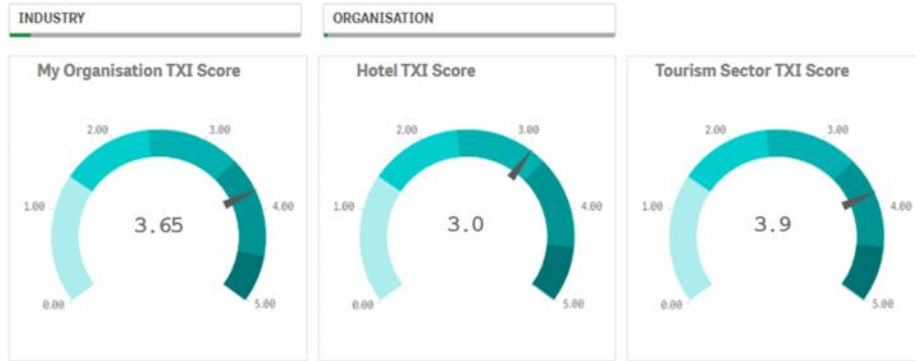


**Data Analytics SHift (DASH) Programme**





sINGAPORE



- Basic
- Developing
- Established
- Advanced
- Leading

**COMPANY ABC PTE LTD at "Advanced" stage.**

Advanced organisations have embraced transformation as a necessity rather than a good to have. There is a clear articulation of the transformation vision & it is known to all employees. Advanced organisations proactively identify & assess new ways of working to ensure optimal business productivity.

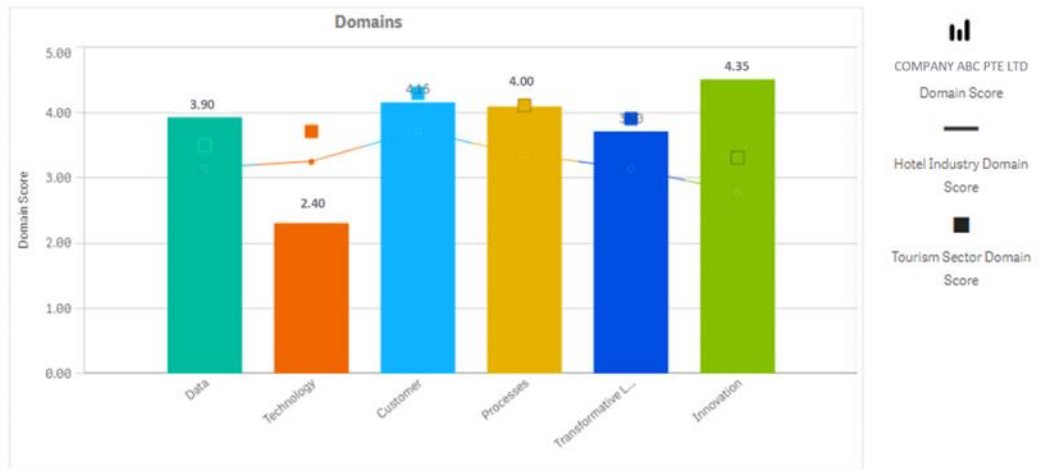
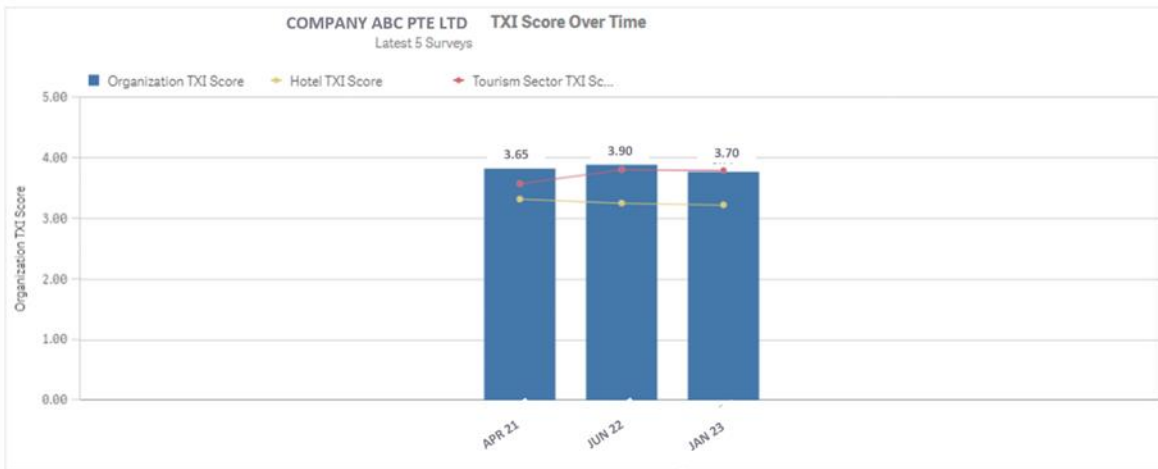




Image credit:  
Mandai Wildlife Group

Events Promotions

English Member's login Search

**Mandai**  
WILDLIFE RESERVE

Care for Planet Visit Things To Do Dine Shop Memberships **Buy Now**

# Come to Life

For nature, wildlife and our planet

**Chatbot**

The screenshot shows a mobile chatbot interface for Mandai Wildlife Reserve. At the top, there's a green header with the name and a dropdown arrow. Below it, there are two promotional cards for 'Staycation in the Wild' and 'Staycation with the M'. The chat history shows a user asking 'What else can I help you with?' and the chatbot responding with a weather forecast for Singapore Zoo and River Wonders. The forecast for both is 'Fair' with a temperature of 24/34°C. At the bottom, there are buttons for 'Next 6 hours' and 'Next 4 days', a text input field, and a navigation bar with icons for 'MAIN MENU', 'WEATHER', and 'FAQ'.

Image credit: iFly



**Facial Recognition System**





**Drive Higher Yield**



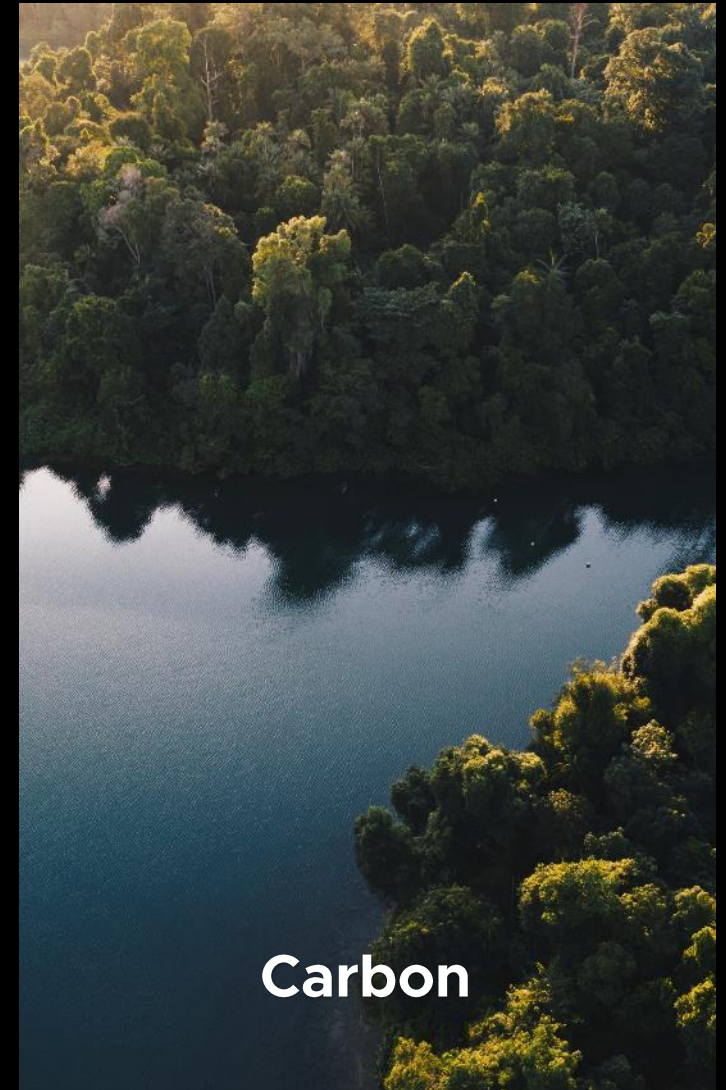
**Creation of Good Jobs**



**Land**



**Manpower**



**Carbon**



**Strengthen Position as a Global-Asia Node**

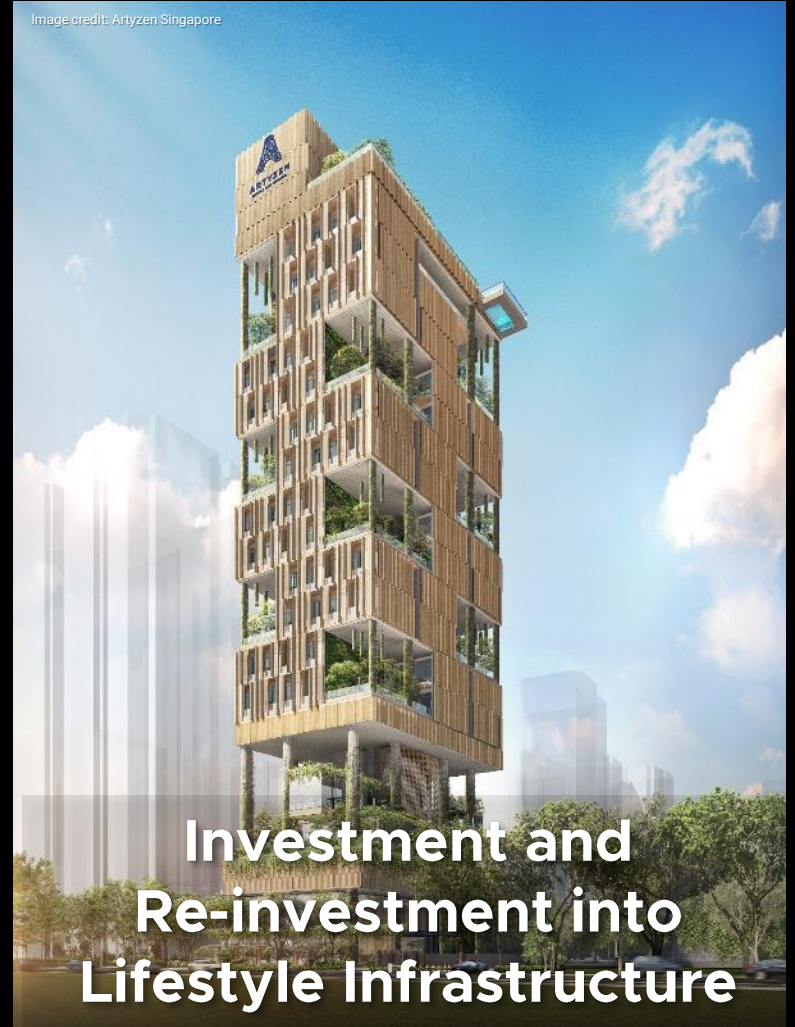


Image credit: Artyzen Singapore

**Investment and Re-investment into Lifestyle Infrastructure**



Image credit: Changi Airport Group



SGT 12:09

Based on real flight path data from FlightRadar24







**Tourism as a critical enabler of  
Singapore's **connectivity** and **status** as a hub  
for the **flows of goods, capital, talent and ideas.****



## Secure and Anchor MICE events



Image credit: Elevandi Limited and Constellar Exhibitions Pte Ltd

## Grow Lifestyle Experiences



Image credit: H&B

## Strengthen connections with Partners



Image credit: Silversea Cruises

## SEA as a culturally-vibrant and exciting destination





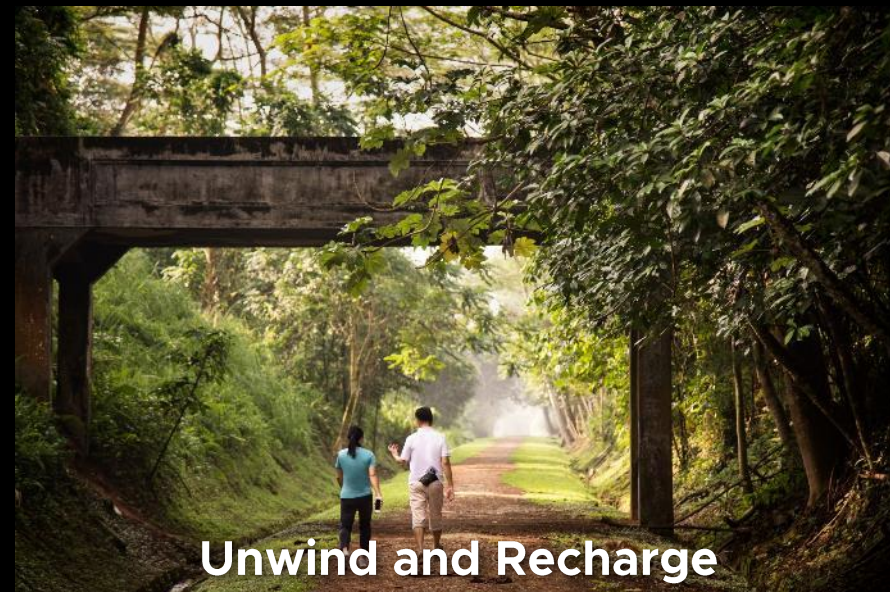
**Tourism as an enabler of investment into  
Singapore's lifestyle infrastructure.**



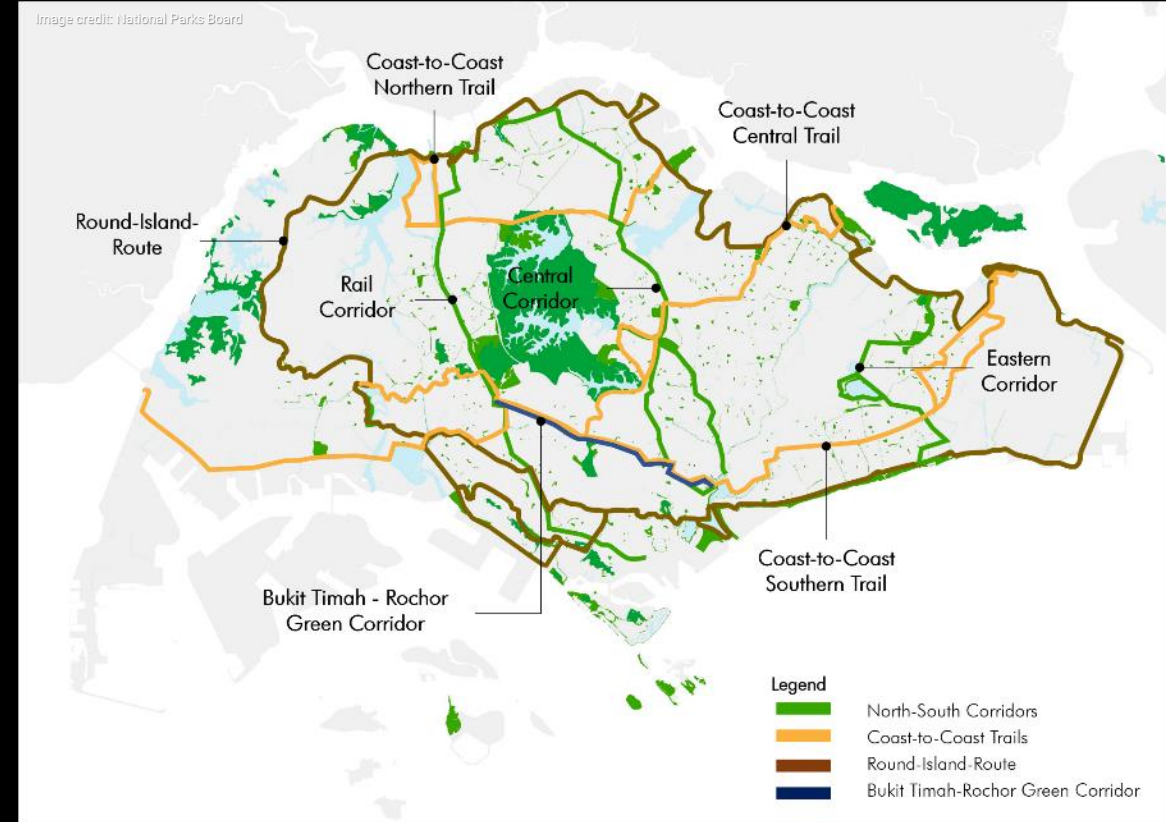
**Celebrate Milestones**



**Team Bonding**



**Unwind and Recharge**





More than **\$2 billion** of investments and re-investments into our tourism sector in 2022







“a compact yet dynamic destination that packs a punch with its ***seamless integration of physical and digital spaces*** . . . With ***AI as your trusty travel companion***, you can leave the hassle of planning behind and fully immerse yourself in . . . enjoying a stress-free and unforgettable journey.”



“flying into Singapore on an ***electric flying taxi*** . . . enjoy a curation of the best culinary delights ***delivered seamlessly by drones***, and invite your friends from anywhere in the world to join you at the Singapore Music Festival through ***state of the art hologram technology.***”



“to be a destination that is loved globally for our *distinctive cityscape of nature and modernity*, our *harmonious co-existence of cultures and communities*, and our *creativity in fashioning extraordinary travel experiences.*”





**THANK YOU**

