



# TIC 2023

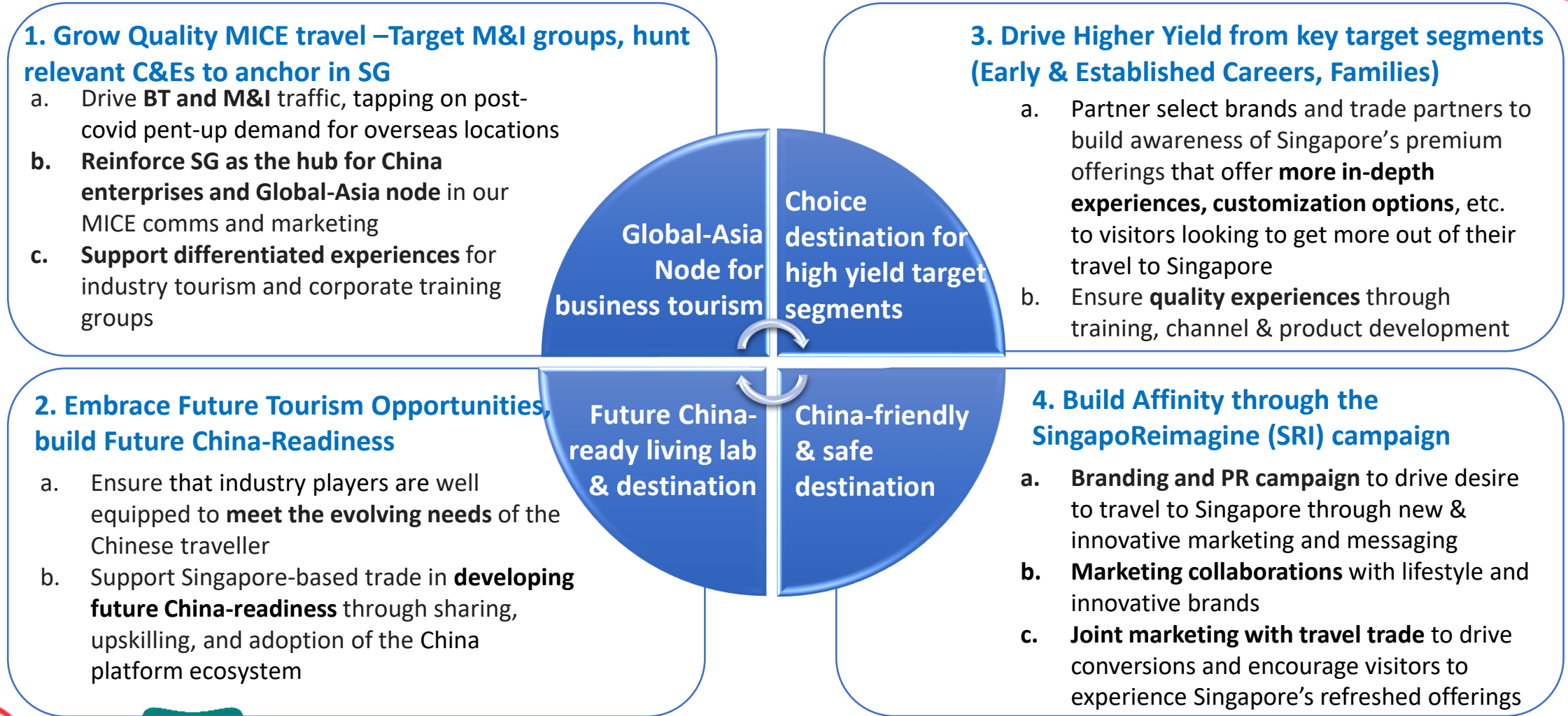
## Greater China

(Mainland China, Hong Kong, Taiwan)

5 Apr 2023



# Mainland China: Shift from brand building during closed borders, to tactical conversions of quality Chinese travellers



# Mainland China: STB's activities will evolve across the recovery phases, with a shifting emphasis to driving tactical conversion



## Re-opening Period

Jan to Mar '23

## Recovering Period

Apr to Aug '23

## Stabilizing Period

Sep '23 onwards

70:30

Brand Building : Trade Engagements / Tactical Activities

1. Marketing collaborations
2. Branded content with celebrities/ influencers
3. In-market trade engagement, training, and product updates
4. Govt agencies and SG stakeholders engagement
5. Advance booking campaigns to stimulate sales

50:50

Brand Building : Tactical Activities

1. SRI Campaign Launch to kick off marketing activities
2. Marketing collabs with a conversion angle where possible
3. Tactical partnerships with travel agents/ OTAs, airlines, payment platforms, SG stakeholders
4. Trade and media fams to sustain industry interest and generate positive PR

30:70

Brand Building : Tactical Activities

1. Sustained brand and PR efforts
2. Further ramp-up in tactical activities (incl. Tier 2 cities, and additional partners)

# Mainland China: Highlights of Recovering Period (Apr-Aug)

## Brand Building

### 1. SRI Campaign (Apr-Sep)

- a. Media Launch event in Shanghai (Apr)
- b. Media buys and partnerships
- c. Media/KOL fams, PR activations
- d. Launch refreshed itineraries and revamped WeChat mini programme



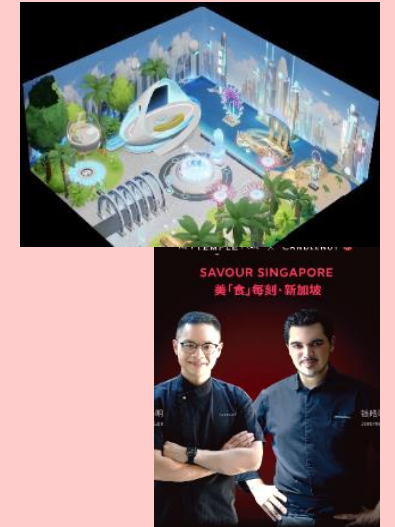
### 2. Branded Entertainment (2H 2023)

- a. Explore opportunities to showcase Singapore's offerings in top entertainment programmes – e.g. iQIYI, Tencent Video



### 3. Marketing Collaborations

- a. Launch metaverse pilot - Super QQ Show to engage and inspire travel among early careers through SG-themed virtual house and elements (Apr)
- b. Partnership with the House Collective, a top boutique hotel chain to feature the best of SG's bar scene to the high-yield segment in China. (Jun)



## Preparation / Tactical Activities

### 1. Trade Engagement

- a. Launch Trade FAMs (Q2, Q3)
- b. Revamp MICE content and training with new WeChat mini program.
- c. Drive awareness of upcoming MICE events via business networks and seminars.
- d. Cultivate MICE leads and anchor in Singapore



### 2. Trade Partnerships

- a. Execute joint marketing partnerships with key in-market tier 1/2 trade, including OTAs and airlines
- c. Leverage bilateral/tripartite agreements with key SG partners such as CAG, SIA, Scoot, Sentosa, etc
- d. Leverage thought leadership events such as Caixin New Vision Forum etc. with strong attendance from C-suites and high-yield segment to profile SG as the Global-Asia Node



### 3. Premium Trade Channels

- a. Partnerships with premium SG & CN trade partners for greater outreach to high-yield segment

# Hong Kong: Highlights (Apr onwards)

## Brand Building

### 1. Profiling SingapoReimagine (SRI)



### 2. PR and Media Initiatives

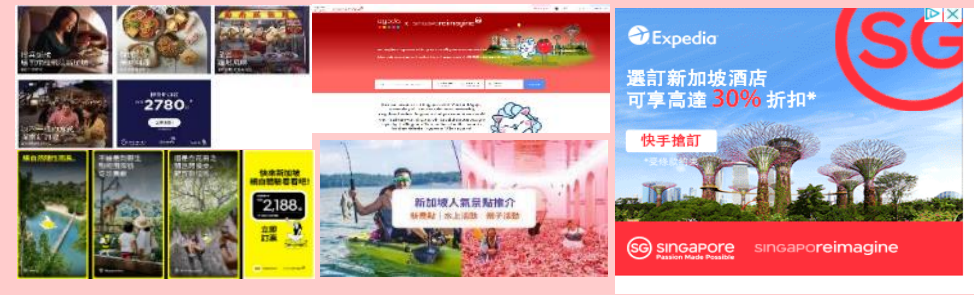
- a. Regular destination sharing via media releases
- b. Engage media and KOLs closely for earned opportunities and familiarization trips
- c. KOL seeding to promote Made with Passion Brands & SRI experience
- d. Explore digital viral campaign e.g. collaborate with digital creator Surreal



## Tactical Activities

### 1. Travel Channel Partnerships

- a. Drive bookings through airlines e.g. SQ-CAG, Scoot and other airlines
- b. Joint promotions with OTAs and travel agencies
  - i. 1H 2023 - Trip.com, Expedia, Klook, Wingon etc
  - ii. 2H 2023 - Agoda, KKDay etc



### 2. Trade Engagement

- a. Explore collaborations and joint promotions with OTAs
- b. Engage MICE travel agents and corporates to promote MICE to Singapore
- c. Explore and support trade familiarisation trips to Singapore including MICE and Leisure agents, as well as corporates.



# Taiwan: Highlights (Apr onwards)

Brand Building

## 1. Profiling SingapoReimagine (SRI)



## 2. PR and Media Initiatives

- a. Regular destination sharing via newsletter and media releases
- b. Engage media and KOLs for earned media opportunities and familiarisation trips
- c. Ride on festive seasons and suitable events for destination storytelling



Tactical Activities

## 1. Trade Partnerships

- a. Drive bookings through SQ-CAG, Scoot and other airlines
- b. Joint promotions with travel agents for Singapore/ fly-cruise packages (Mar-Sep)
- c. Joint promotions with OTAs : Agoda (Mar-Apr), KKDay (2H) etc

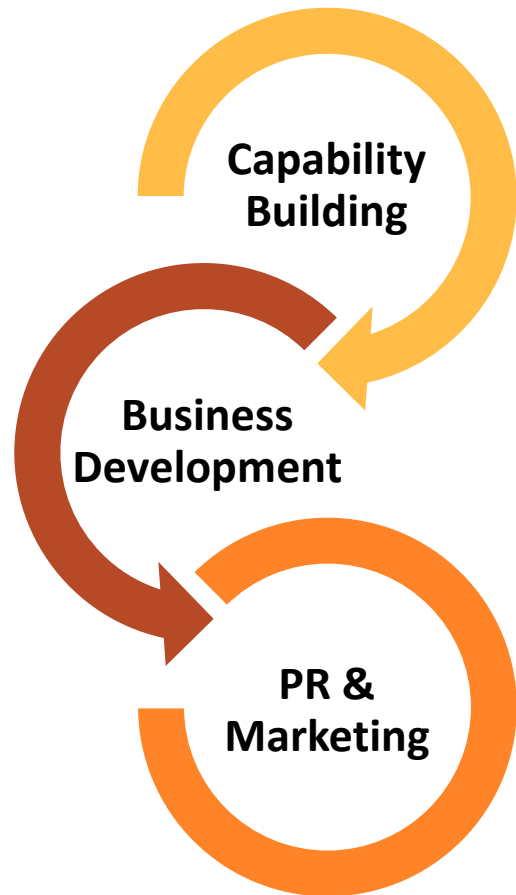


## 2. Trade Engagement

- a. Explore collaborations and joint promotions with OTAs
- b. Destination update and product sharing with key travel trade
- c. Support trade familiarisation trips to Singapore
- d. Cultivate travel agents and corporates to promote MICE



# How SG stakeholders can play a part & how STB could support



1. Technology adoption – e.g. presence on key digital platforms to enable visitors to pay, find relevant information, make purchases, etc.
2. Greater China-ready and Future Tourism products and services – to appeal to, engage and to keep pace with the evolving needs of the visitors

1. Maintain and build network with in-market partners
2. Attend/Support STB initiatives
  - a) Tradeshows and roadshows (physically/virtually)
  - b) Tactical campaigns to drive visitorship and spend
  - c) Trade FAMs

1. Develop marketing presence on key social media platforms
2. Create marketing assets catered to the target audience
3. Support STB media FAMs

# STB Greater China Team



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**Sork Lee TOH**  
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Guangxi, Jiangxi,  
Hong Kong, Macau, Taiwan

## Western China (Chengdu)



**Ghim Chuan CHIA**  
Area Director

Sichuan, Chongqing,  
Shaanxi, Hubei,  
Hunan, Yunnan

Media buys with media titles or specific marketing projects based in geographical regions

**Future Tourism**  
(Mainland China)

**Leisure PR & Marketing**  
(Mainland China)

**MICE PR & Marketing**  
(Mainland China)  
**Leisure PR & Marketing**  
(Hong Kong, Macau,  
Taiwan)

**Channel & Capability  
Development**  
(Mainland China)

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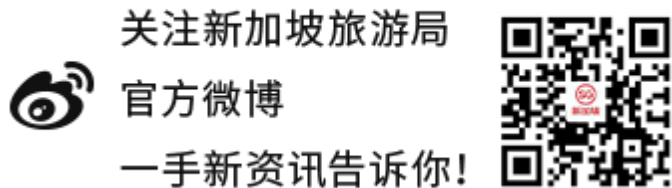
WeChat Leisure Mini  
Programme  
体验新加坡小程序



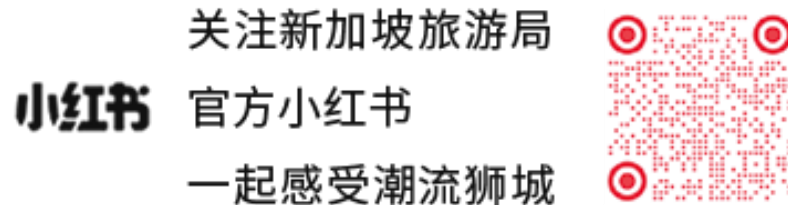
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Weibo 微博



RED 小红书



WeChat Channels 视频号

