

STB Brussels – Belgian daily newspaper

STB Brussels is calling for sponsorship from Singapore tourism industry stakeholders to showcase your products and services through print coverage in HET NIEUWSBLAD, daily newspaper in Belgium, as part of an upcoming group media fam opportunity, in March 2024.

Background	<p>Media publications help to drive advocacy to shape perception of Singapore as an exciting and vibrant destination.</p> <p>STB Brussels will be hosting Eline VandeGeuchte, journalist of Het Nieuwsblad in March 2024 in Singapore.</p> <p>HET NIEUWSBLAD is a daily newspaper in Belgium, offering a balanced mix of (inter)national news, sports, and regional news. Its estimated coverage exceeds 1,000,000 in Belgium. Founded in 1929, the newspaper is the quality middle class targeted, familiar and close newspaper.</p> <p>Ms VandeGeuchte would travel to Singapore to get inspiration for her article focusing on a 72-hour itinerary in Singapore to be published on April 6, 2024, the date of the first Brussels-Singapore flight. As such, Singapore Airlines is also keen on this collaboration and will cover the flight tickets of the journalist.</p>
Objectives	<ul style="list-style-type: none">- Position Singapore as an exciting must-visit holiday destination- Encourage Belgian holidaymakers to travel to Singapore in 2024 and beyond- Capture the attention of Established Careers and convince them that Singapore is the destination that's worth their time- Put the spotlight on the direct flight between Brussels and Singapore, to be launched in April 2024 and highlight the ease of access for Belgian travellers
Details	<p>Extensive print coverage.</p> <p>The project ties in with the launch of the new Brussels-Singapore flight (April 2024), representing an excellent opportunity to generate further interest from Belgian travellers with a high purchasing power.</p>
Types of sponsorship	<p>In line with our objective to showcase Singapore as an exciting holiday destination, we are looking for accommodation partners, experiences providers and restaurants that could host the influencers and bloggers and provide different services for them.</p>
For any queries, please contact	<p>· Viktoria Varecza, Manager, Brussels (viktoria_varecza@stb.gov.sg)</p> <p>Please reach out to STB WESTERN EUROPE via above email to register if you would like to host any items in this project.</p>