How do we become the global leader in delivering exceptional visitor experiences?
How do we reduce friction in a visitor’s journey?
How can experiences be made unforgettable?
ENHANCING VISITOR EXPERIENCE
We need to put the visitor at the center of what we do...

- Spark the imagination
- Connect emotionally
- Engage the senses
- Develop a customer relationship
- Repeat visits
- Influence positive behaviors / emotions
- Generate word of mouth promotion
- Invoke an emotive response

We need to put the visitor at the center of what we do...
... and address the needs of our visitors

Visitors today are looking to:

1. Enjoy authentic and highly immersive experiences
2. Desire ease, accessibility and convenience
3. Demand access to relevant information readily
Imagine an experience built around the needs of a visitor...
Pre-book your Singapore experiences in the comfort of your own home
Don’t worry about the luggage
Plan and have your own itinerary at your fingertips

<table>
<thead>
<tr>
<th>Mode</th>
<th>Time</th>
<th>Fare</th>
<th>Transfers</th>
<th>Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS</td>
<td>25 M</td>
<td>$4.50</td>
<td>0</td>
<td>Walk 217M</td>
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<tr>
<td></td>
<td></td>
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<td>Walk to the bus stop at Marina Bay Sands MICE, Bayfront Avenue.</td>
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<tr>
<td>TRAIN</td>
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<td>Bus NR1, NR6</td>
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<td>Board at Marina Bay Sands MICE (03511), Bayfront Avenue in about 11 min. Alight at Marina Bay Sands Theatre, Bayfront Avenue, 1</td>
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<td>TAXI</td>
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<td>Options:</td>
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<td>Lagged fare $3.00</td>
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<td>Metered fare $1.76</td>
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<td>Late night surcharge $2.38</td>
</tr>
</tbody>
</table>

Oops, we can't find directions via train and bus. If you think something's wrong, drop us your feedback below!
Get an e-ticket easily and enjoy direct admission into attractions

Thank you for your purchase. Your ticket is being printed, kindly collect them at the ticket slot below. Remember to collect your receipt.

Enjoy your tour!

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Access self-guided and customised trails and tours
Catch a glimpse of the past and our stories through augmented reality

Source: Singapore Time Walk app
Explore Singapore on your own and feel free to talk to us anytime

VIRTUAL CHAT SUPPORT
Have a question?
Click here!

Make a dinner reservation or buy tickets to an attraction

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Interact with locals for recommendations
Purchase souvenirs as memories
Heading home? Give us your feedback and share your experiences with others
SO HOW DO WE GO ABOUT DELIVERING EXCEPTIONAL EXPERIENCES?
How do we make the visitor journey more convenient & interactive?

How do we get visitors to take home a piece of Singapore?

How can we share our stories and experiences?

SMART INITIATIVES  SOUVENIRS  TOURS
Smart initiatives

Embracing technology to deliver a seamless visitor journey
Vision:

Connecting information and services to deliver a seamless and personalised experience to visitors, and supporting tourism businesses through shared resources.
Key objectives of this one-stop platform

Visitors: Access to personalised experiences with ease and convenience

Businesses: Allow for shared resources through an open marketplace with information and services for industry to access
To achieve this vision, STB is looking to develop a central hub for tourism...

**CENTRAL HUB FOR TOURISM**

**BACKEND (B2B)**  
**FRONT-END (B2C)**

- Mobile app
- Smart visitor kiosks
- YS.com
The central hub will serve as a marketplace for information and services.
The central hub will serve as a marketplace for information and services.

CENTRAL HUB FOR TOURISM

INFORMATION
- e.g. information on places of interest, events, etc

SERVICES
- e.g. itinerary planner, enhanced navigation, etc

STB (e.g., develops enhanced navigation service)

Overseas partners (e.g., extract enhanced navigation into mobile app)

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Supporting the industry through consumer-facing platforms

CENTRAL HUB FOR TOURISM

INFORMATION

Contribute business information, such as opening hours and promotional events

TOURISM BUSINESSES

SERVICES

Assess and extract information and services

Mobile Apps

Web

Interactive Kiosks

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Summary

Together with you, we are looking to deliver a one-stop hub for destination information and service functions. You can look to:

1. Contribute and extract destination content

2. Pull service functionalities such as ticketing and itinerary planners to reside on your own platforms e.g., mobile apps

To realise this vision, your feedback and support is important
Souvenirs

Memory keeper

Sharing of one’s experiences with others
“Uniqueness to destination” and “Quality” are essential factors that visitors consider when purchasing souvenirs.
Visitors desire purchasing souvenirs with **clear history and culture elements** or those that are **representative of recognisable landmarks or symbols**.
Motivations of souvenir purchase

1. Representative of the destination
2. Tells a Singapore story
3. Well-packaged
Souvenir purchase is a spontaneous process. Key touch-points for souvenirs purchase are cultural precincts and attractions.
There is a need to drive awareness, creation of a wider range of creative local souvenirs, sold through a greater variety of distribution channels.
What does this mean for you?

We are looking to support tourism partners and/or local designers through the Experience Step-Up Fund (elaborated later) for new souvenirs to be developed, packaged and distributed at key touchpoints.
TOURS

Sharing our Singapore Stories and connecting with our visitors through compelling and engaging tours

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Why are tours important?
Characteristics of Today’s Travellers

1) Travellers today go beyond a handful of well-trod itineraries

2) They seek experiences beyond the usual sightseeing

3) They seek stories that bring a destination to life
Tours can deepen experiences and answer visitor needs

Meet Customised Needs of Segments and Markets
...that can attract new visitors and drive more spend

Potential ‘Must-Do’ Activity
...that can increase length of stay

Harness the Full Potential of Our Spaces
...that can encourage repeat visitorship to precincts, attractions
Tours to become a “must-do” attraction, sharing our Singapore stories and connecting with our visitors through a compelling range of engaging tours

How can we be among the best tours in the world?
What makes a great tour?
Highly popular tours around the world

1) Jack the Ripper, London
2) Architecture photo tour, Barcelona
3) Wall street insider tour, New York
4) Street food tour, Bangkok
5) Food & winery, Adelaide
6) Bollywood, Mumbai
Jack the Ripper tour, London

“I had to break my TripAdvisor review virginity just so I could tell the world how much I enjoyed this tour.”

Key features of tour

“Real eye opener to 1888 London impoverished life conditions.”

“Our guide was very passionate and made the whole experience come alive!”

“Ripper vision helps bring the tour to life.”
Bangkok food tour

“It was already my 6\textsuperscript{th} time in Bangkok and the tour opened my eyes to places I never knew existed.”

Key features of tour

“Absolute must-do for all food lovers.”

“One unexpected benefit was strolling Wat Pho under moonlight – a truly magical experience.”

“We visited the world’s only train market ... we would not have gone on our own.”
In Singapore, a good variety of tours are taking off

1) Singapore river cruise
2) Food tours
3) Precinct tours
4) History tours
5) Local insights
6) Activity-based tours
Attractions and hotels are also starting to offer tours

1) Kidzranger tour by Singapore zoo
2) Heritage trail by Fullerton hotel
3) Signature tea tour by The Intan
4) Local food trail by Ion Orchard
5) Art in transit tour by SMRT Northeast line
6) Hospital tour by Khoo Teck Puat hospital
Where are the opportunities and gaps?
Opportunities in target segments

- **Families with young children**
- **Working Millennials**
- **Active Silvers**
- **BT MICE**

Gap remains for language options

- **North Asia** (Chinese, Japanese, Korean)
- **Southeast Asia** (Thai, Vietnamese)
- **Europe** (German, French, Russian)

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Further food for thought

1) In-depth local & hidden gems
2) Local heritage & culture
3) Local interaction
4) Great story-telling
5) Incorporating mobile
6) Unconventional tour format
The Accomplice tour, New York City

"Accomplice was a charming production with a few particularly entertaining performances and lots of opportunities to see hidden gems of the city."

Inspiration for tour
- Rising popularity of reality TV
- Creating an unconventional tour experience

Tour design
- Characters who bring to life characteristics of neighbourhood

Impact of tour
- Engagement of community and business stakeholders in the precinct
Support for content development

Experience Step-up Fund

Call for proposals

May 2016: night tours

2nd half 2016: M&I

Destination Experience Workshops

Study trips

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How to drive tour bookings?
How to drive tour bookings?

1) Catering to both locals and travellers

2) Focusing on marketing channels that reach your target segments effectively
3) Online presence becoming increasingly critical

- **Awareness**
  - 93% of tour bookings are influenced by online reviews

- **Consideration**
  - 33% of search on tours are via smartphone

- **Purchase**
  - 93% of tour bookings are influenced by online reviews

- **Advocacy**
  - 40% of tour bookings are via online portals
Support to increase awareness and online conversion capabilities

Business Improvement Fund

Promotion through STB regional offices

Drive tour bookings via post-arrival touch points

Workshops by domain experts

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In summary...

Experiences are key to every visitor and we need to put the visitor at the center of what we do.

We are looking to transform the visitor journey and these are some key focus areas; technology, souvenirs and tours.

We want to work with you and will require your strong support towards making a difference to our tourism landscape.