

INTRODUCTION TO STB & THE MARKETING INNOVATION PROGRAMME

Objectives of the Marketing Innovation Programme

The Singapore Tourism Board (“STB”) is looking for organisations who have innovative marketing campaign ideas that also help to tell a great Singapore story.

Organisations may submit their application(s), in any desired format, in accordance with the submission requirements.

About STB

STB is a statutory board under the Ministry of Trade and Industry in Singapore, which champions the development of Singapore's tourism sector, one of the country's key service sectors and economic pillars. To drive international visitor arrivals and tourism receipts, STB undertakes the marketing and promotion of Singapore as a tourism destination through 20 Regional Offices located across seven regions.

STB's Vision is to create a vibrant and inspiring Destination Singapore that we can be proud of, and its Mission is to shape a dynamic tourism landscape for Singapore in partnership with the industry and community.

Marketing Strategy 2020

In response to an increasingly challenging and competitive tourism landscape, there is a greater need for STB to evolve its marketing further to better capitalize on fast-changing trends and new opportunities. In April 2016, STB shared its Marketing Strategy 2020 which charts our marketing approach to achieve a vision of “**Agile, bold and creative destination marketing that inspires and delivers results**”. The strategy comprises the following three strategic thrusts:

- i. Telling a Great Singapore Story
- ii. Targeting the Right Fans
- iii. Enhancing Our Delivery

The above calls upon both STB and our industry stakeholders to **re-imagine, disrupt and set new benchmarks** for destination marketing, so as to drive strong marketing and business outcomes for Singapore (i.e. high awareness, consideration, advocacy, visitor arrivals and spend).

For more information on Marketing Strategy 2020, you may view the full paper [here](#).

STB Target Segments

In line with STB's yield driven approach under Quality Tourism, STB will be targeting 5 customer segments:

1.	Early Careers	Working adults, aged 25-34 yrs
2.	Established Careers	Working adults, aged 40-49 yrs
3.	Families with young kids	Families traveling with child(ren) aged 12 yrs and below
4.	Active Silvers	Aged 55 yrs and above
5.	Business Event Visitors	MICE delegates

STB's Priority Markets

Top source markets in terms of visitor arrivals and tourism receipts	Growth and emerging markets with good growth potential in visitor arrivals and tourism receipts
Indonesia China India Australia Malaysia Japan Philippines USA Thailand Vietnam Hong Kong UK S Korea	Taiwan Germany Myanmar France UAE Russia Switzerland Canada Netherlands Italy Sweden Denmark