Experience Step-up Fund

Project Executive Summary

### Project Title:

### \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Background

Company Name:

Unique Entity Number (UEN):

Travel Agent (TA) Licence No. (if applicable):

Company Address:

Contact person:

Nature of Business:

Project Category (please underline): **Tours / Technology / Souvenirs / Others**

If ‘**Others**’, please state:

### Project Description | Please provide the main concept. Applicants can also submit an artist’s impressions / mock-up for souvenir proposals.

### Project Assessment | Please clearly state the benefits of the project based on the headings below. These headings are some of the key factors in the assessment of the application.

1. Fulfilment of areas of opportunities | Please state how the project fulfills the areas of opportunities – at least one for Tours and Technology, but all three for Souvenirs.

* Tours: (1) Unique local insights, (2) Experience Singapore in a different way, (3) Great storytelling, (4) Customisation to segments/markets/interests
* Technology: (1) Richer interactivity and storytelling, (2) Enabling personalization, (3) Technology as a differentiator
* Souvenirs: (1) Representative of the destination, (2) Well-packaged and tells a Singapore story, (3) Delivered in a series

1. Marketing and sales strategies | Please state the strategies to ensure take-up of your project by visitors/industry.

* Tours: Applicant should demonstrate a sound marketing plan with proposed distribution channels.
* Technology: Technology companies developing and customising solutions for tourism businesses should secure with at least 1 committed and 2 interested user enterprises
* Souvenirs: Applicant must showcase clear marketing plans which should include distribution through key channels/visitor touch points to optimize sales.

1. Potential to fulfill performance targets | Please state which KPI (at least 1) your project will fulfill (Improvement in visitor satisfaction, Increase in total / induced footfall, Increase in total / induced revenue) and how it will be measured.

### Project Schedule | Please provide a broad time-line of the project.

Date of commencement:

Date of completion:

Duration (months):

Short Description of different phases:

### Project Cost | Please provide the estimate sum of project cost. If the cost is above $50,000, please provide the breakdown of costs for the entire project, from pre-commencement to execution.

### Declaration

I, on behalf of the proposing organisation, declare that the information furnished in this application is true and correct and I undertake the responsibility to timely inform the Singapore Tourism Board of any changes to the information provided in this application.

I declare and confirm (i) the genuineness of the authorised signatures within this document, and (ii) the completeness and conformity to original documents of all copies submitted to STB and the authenticity of the originals of such copies.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Signature

Name:

Designation:

Telephone:

Email:

Date of Submission: