

# Singapore Tourism Board's Factsheet on EXPERIENCE STEP-UP FUND (ESF)



Information is accurate as at 20 Apr 2016

Incentive Scheme    Tourism Product Development Scheme » Experience Step-Up Fund (ESF)

Type of Incentive    Grant

Objectives    To support experience development projects that enhance attractiveness of Singapore and/or its products, hence improving visitors' experience and satisfaction during their stay in Singapore.

Who qualifies?    The ESF is open to all Singapore-registered businesses, companies, and associations.

What qualifies?    Proposed projects should fall under one of the following categories:

- Development of new products and experiences
- Content enhancements at existing attractions and precincts
- Technology enablers
- Amenities enhancements within retail malls and attractions
- Infrastructure enhancements

Proposals will be assessed based on how they improve visitor satisfaction, footfall, revenue and/or branding.

Level of Support    Successful applicants will receive funding support of up to **70% of qualifying costs**, subject to the scope of the project and STB's evaluation of the merits of the project.

Examples of qualifying costs include third-party costs related to professional services, equipment and materials, production and marketing; and internal manpower costs (only applicable to tour development projects).

Disbursement of Grant    Grants will be disbursed to successful applicants on a reimbursement basis, subject to achievement of the agreed project deliverables and milestones.

Applicants are required to submit third-party audited documents on qualifying costs for the disbursement of grants, unless otherwise stated.

How to apply?    Interested applicants are requested to contact the Singapore Tourism Board (STB) for more information.

**Singapore Tourism Board**  
Tourism Court  
1 Orchard Spring Lane  
Singapore 247729  
Email: **STB\_TID@stb.gov.sg (For tours proposals)**  
Website: **www.stb.gov.sg**

*Project should not commence prior to STB's offer of the grant.  
Applicants are encouraged to contact STB in advance of project commencement.*