

ANNEX A

**FACTSHEET ON SINGAPORE TOURISM BOARD'S
EXPERIENCE STEP-UP FUND (ESF)**

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| <p>Objectives and Eligibility Criteria</p> | <p>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.</p> <p>The ESF is open to all businesses/companies or associations registered in Singapore.</p> <p>Proposed projects should fall under one of the following categories:</p> <ul style="list-style-type: none"> • Development of new products and experiences (including new Tours) • Content enhancements at existing attractions and precincts • Technology enablers • Amenities enhancements within retail malls and attractions • Infrastructure enhancements that will have a positive impact on visitor experience directly |
| <p>Level of Support</p> | <p>Successful applicants could 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.</p> <p>Qualifying costs may include third-party costs relating to professional services, equipment and materials, production, and/or marketing costs; and internal manpower costs (limited to tour development projects).</p> |
| <p>Application Evaluation</p> | <p>Proposed projects will be assessed on how they develop tourism experiences to improve visitor satisfaction, footfall, revenue and branding*.</p> <p><i>* Branding does not apply to the Call for Proposals for tour development and technology initiatives.</i></p> |





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| <p>Disbursement of Grant</p> | <p>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.</p> |
| <p>Application Process</p> | <p>Interested applicants are requested to contact STB for more information.</p> <p>Project should not commence prior to STB's offer of the grant.</p> <p>Contact Information: Singapore Tourism Board Tourism Court, 1 Orchard Spring Lane Singapore 247729 Email: STB_ESF@stb.gov.sg Website: www.stb.gov.sg</p> |

