

JOINT MEDIA RELEASE

Annex C

These are some examples of promotions and experiences available to consumers, and they will be progressively made available on the [SingapoRediscovered microsite](#) and the VisitSingapore app.

Sector	Stakeholder	Promotions and Experiences <i>*This is a non-exhaustive list.</i>	Launch date
Attractions	Association of Singapore Attractions (ASA)	In celebration of National Day, over 10 attractions will be offering attractive promotions valid in the month of August. For example: <ul style="list-style-type: none"> • Changi Airport Group: 55% off Changi Experience Studio tickets • Mount Faber Leisure Group: 55% off Singapore Cable Car Sky Pass, Wings of Time and Sentosa island bus tour • Wild Wild Wet: 1-for-1 day passes. 	August
Hotels	Singapore Hotel Association (SHA)	SHA will work with hotels to develop attractive deals and experiential staycation packages - including a complimentary extra night stay, room upgrades, F&B perks, and tour bundles - to attract locals to rediscover Singapore. For example: <ul style="list-style-type: none"> • Raffles Hotel Singapore's "The Suite Life - A Raffles Staycation Offer" package, will offer a complimentary second night stay and suite upgrade, as well as a historical tour around the hotel's newly revamped colonial building hosted by its Resident Historian. • lyf Funan Singapore has a "Stay 3 Pay 2 at lyf!" promotion, allowing guests to stay three nights for the price of two nights. <p>More listings are available on the SingapoRediscovered microsite.</p>	July
Tours	Monster Day Tours	<u>#SupportLocal SG55 Special Edition Tours</u> Monster Day Tours will launch a series of SG55 Tours in different precincts to show continued support for local tourist guides and to celebrate Singapore's 55 th birthday. Each tour experience costs S\$55, capped at a maximum of five persons on the tour.	July
	The Federation of Merchant's Associations, Singapore	<u>Rediscover Heartlands</u> The Federation of Merchant's Associations, Singapore and the Heartland Enterprise	September

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	<p>Heartland Enterprise Centre Singapore</p> <p>Society of Tourist Guides (Singapore)</p>	<p>Centre Singapore will collaborate with the Society of Tourist Guides (Singapore) to develop heartland tours.</p> <p>Each guided tour will be thematic such as uncovering new sights on less trodden trails or exploring favourite food haunts of local stars.</p>	
Hotels X Tours	Fullerton Hotel x Singapore Sidecars	<p><u>The Fullerton Experiences</u></p> <p>The Fullerton Hotel Singapore will be teaming up with Singapore Sidecars to curate a customised Fullerton tour of the city's heritage precincts in vintage Vespa sidecars. This is part of the Fullerton Experiences, a suite of activities specially curated and designed for guests.</p> <p>From these vintage side car tours to art by the Singapore River and picnics on the lawn at Empress Place, The Fullerton Experiences presents the opportunity for its guests to rediscover Fullerton and Singapore.</p>	July
	lyf Funan Singapore x Tribe Tours	<p><u>The Perfect Instacation at lyf Funan Singapore</u></p> <p>lyf Funan has partnered with Tribe Tours to offer an "instacation" package, where guests can embark on an #instawalk tour to visit photo spots around Bugis and learn more about local culture and history.</p>	August
Cultural Precincts	Indian Restaurants Association Singapore (iRAS)	The iRAS will organise a showcase of different cuisines from India, helmed by restaurants in Little India, as well as virtual culinary workshops and promotions for online orders and delivery.	August
	Chinatown Business Association (CBA)	<p>CBA will ramp up marketing efforts from August, following the relaunch of their website which will feature deals and experiences for locals.</p> <p>To further draw locals to the precinct, the CBA will also organise events such as food and Traditional Chinese Medicine workshops.</p>	August
Retail	<p>Singapore Retailers Association</p> <p>Association of Singapore Attractions</p>	<p><u>eGSS: Shop. Win. Experience</u></p> <p>Singapore's national sales event returns from to deliver a fresh take on the shopping experience – online retail and virtual activities.</p>	09 September to 10 October

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	Textile & Fashion Federation Singapore Furniture Industries Council	In addition to online and offline flash promotions, consumers will be treated to digital experiences, including live-streaming, virtual workshops, and an eMagazine which will take shoppers seamlessly to marketplaces and retailers' eCommerce sites for sales transactions.	
Dining		<u>Singapore Food Festival</u> The Singapore Food Festival returns for its 27 th edition this August and will be held primarily virtually for the first time. The festival is a celebration of Singapore's obsession with local cuisine. Participants can look forward to two weekends of feasting and exploring their culinary passions with exciting programmes and interactive experiences hosted by experts and chefs.	21 to 23 & 28 to 30 August
	Chope	<u>Marketing campaign</u> Chope will run targeted campaigns such as driving off-peak deals, for local F&B outlets over the next few months.	August
	Restaurant Association of Singapore Singapore Cocktail Bar Association #savefnbsg	<u>#Hi5SG</u> The campaign will feature dining promotions from participating outlets centred around the theme of '5', a play on the 5-pax dining rule. It includes a special CSR component, where \$1 will be added to all receipts on an opt-out basis. Participating brands will match donations, which go to =DREAMS, a programme for underprivileged children.	August
	#savefnbsg	<u>Jalan Jalan: Your Good Hoods Guide</u> To promote visits to local neighbourhoods, guidebooks featuring curated gastronomic, shopping, entertainment and arts destinations will be created to allow consumers to experience a new side of local neighbourhoods.	August