



Presentation by Mr. Keith Tan, Chief Executive, Singapore Tourism Board

Stepping up in a pandemic



Image Credit: Holiday Inn Singapore Atrium



Image Credit: Holiday Inn Singapore Atrium



Navigating challenges of COVID-19



Scan to explore more places and deals.

singaporediscovers
EAST COAST

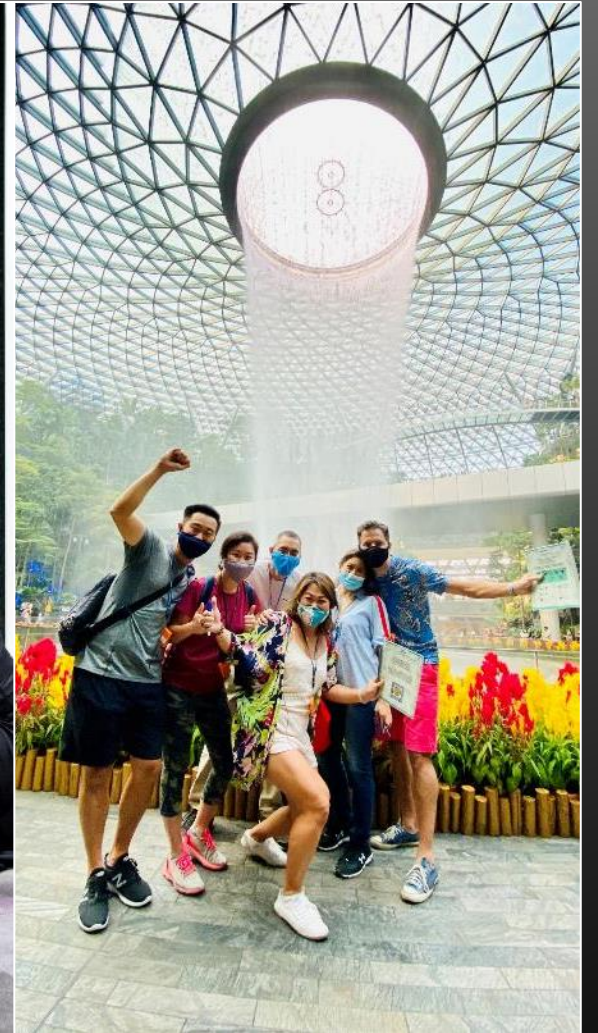


Scan to explore more places and deals.

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ORCHARD ROAD



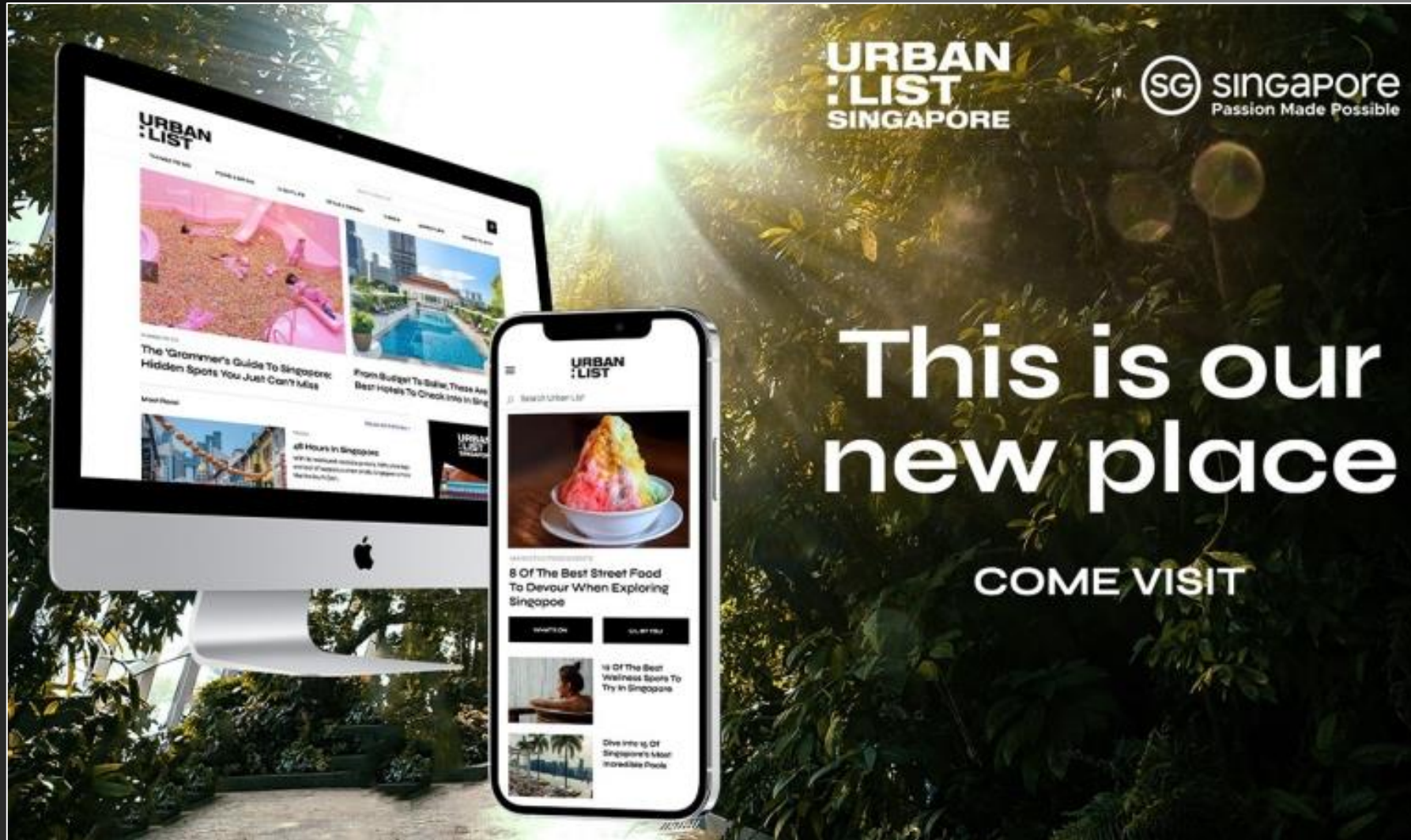
Differentiating Destination Singapore



Scaling up our international recovery campaign



Connecting with Aussies and Kiwis



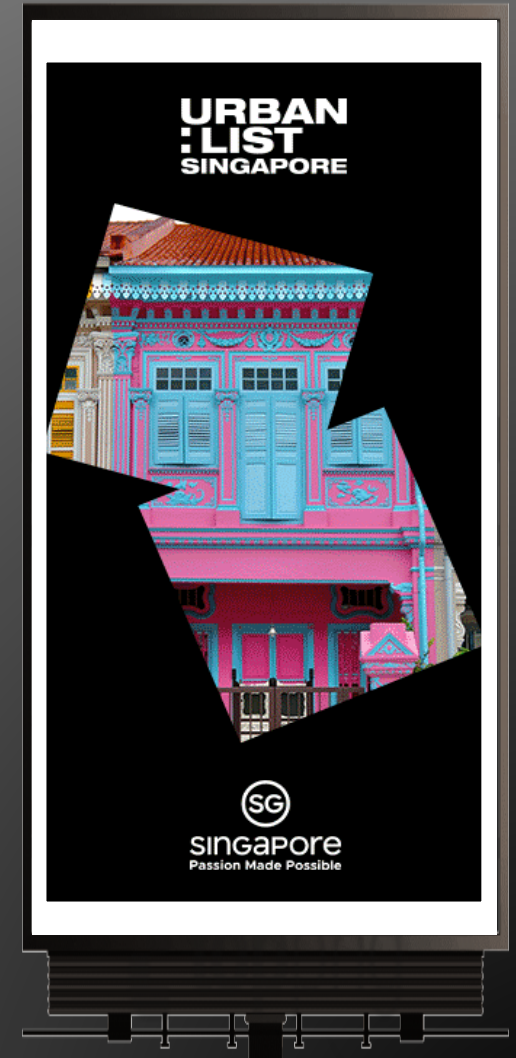
URBAN LIST SINGAPORE

SG Singapore
Passion Made Possible

This is our new place

COME VISIT

The advertisement features a desktop monitor and a smartphone displaying the Urban List Singapore website. The desktop monitor shows a grid of articles with images of a park, a swimming pool, and a street scene. The smartphone displays a search bar, a featured article titled "8 Of The Best Street Food To Devour When Exploring Singapore" with an image of a colorful shaved ice dessert, and other article thumbnails. The background is a lush green forest with sunlight filtering through the trees.



URBAN LIST SINGAPORE

SG Singapore
Passion Made Possible

The advertisement features a stylized, colorful image of a building facade with blue and red accents, framed by a black, jagged, torn-paper-like border. The background is black. The Urban List Singapore logo and the Singapore logo with the tagline "Passion Made Possible" are positioned at the top and bottom of the image.

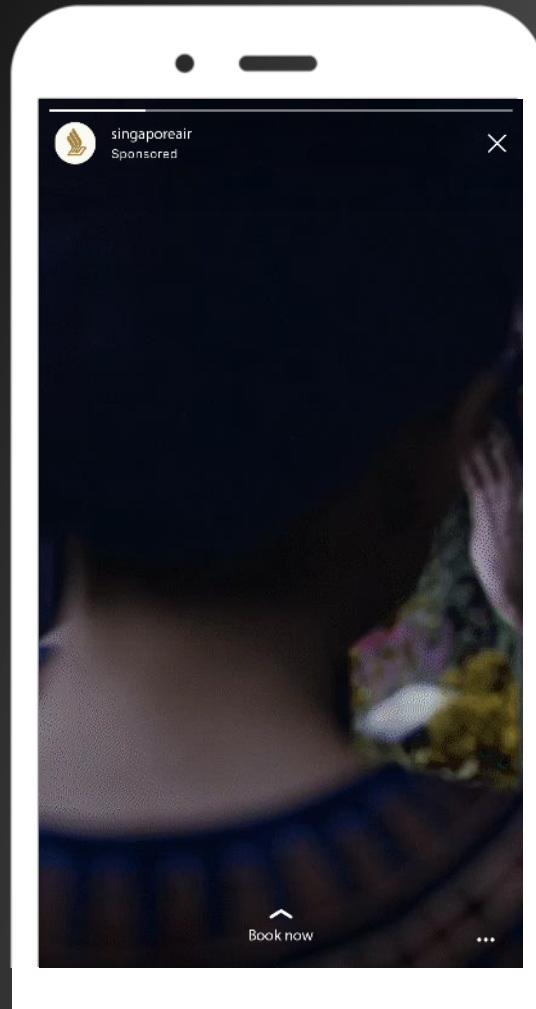
Wooing tourists from India



Drawing Indonesian visitors



Deepening regional and global partnerships



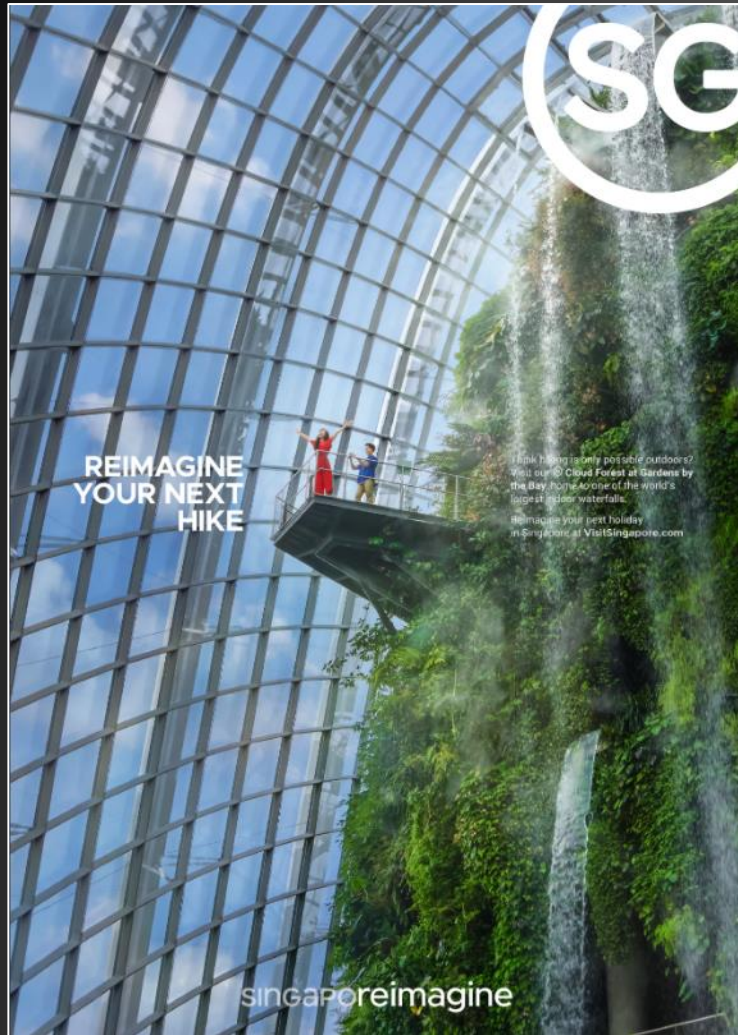
Offering visitors complimentary experiences



Delighting with hidden gem surprises



Featuring: SingapoReimagine



Looking ahead towards Tourism 203X



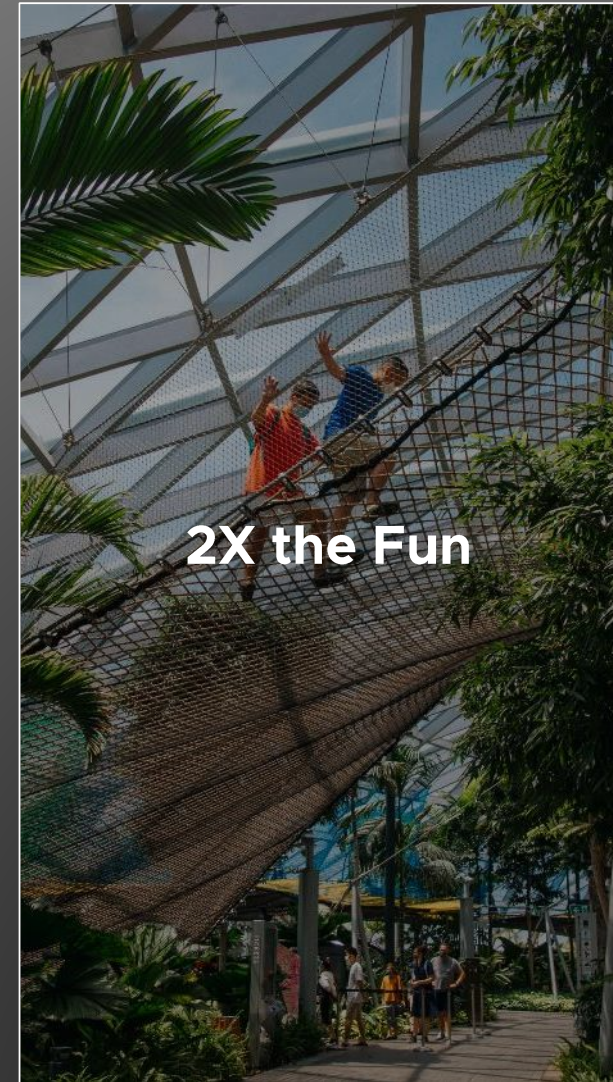
Global-Asia Node for Business Tourism



Sustainable Urban Destination



Urban Wellness Haven



2X the Fun

Creating, attracting, and growing high-quality MICE events



Aligning business events with the needs of the future



Image Credit (pre-COVID): Elevandi Limited



Image Credit: Temasek x Constellar Exhibitions

Anticipating major events in the weeks ahead



ATX SG

May 31 - June 3, 2022

**REDEFINING
TECH FOR A
BETTER FUTURE**

#ATxSG
www.asiatechxsg.com

Image Credit: IMDA x Informa Tech

Restarting full calendar of physical events

Image Credit: AIJA



Global Health Security 2022



Suntec Convention
& Exhibition Centre
Singapore 28 June
- 1 July 2022

Image Credit: Global Health Security Network



Image Credit: Informa Markets



Image Credit: Messe Berlin (Singapore)



Image Credit: Elevandi Limited

Envisioning Singapore as a sustainable urban destination



Charting a sustainable path for hotels

SINGAPORE HOTEL SUSTAINABILITY ROADMAP



VISION

To create a hotel industry in Singapore that

Integrates sustainability as a core value across the entire hotel ecosystem

Is established as a living lab for innovation and utilises sustainability as a key thrust to drive business competitiveness and growth

Is recognised as an industry leader for sustainability in the region

TARGETS

At least 60% of hotel room stock to achieve internationally-recognised hotel sustainability certification (e.g. by the Global Sustainable Tourism Council) by 2025

For hotels to commence tracking of emissions by 2023, reduce emissions by 2030, with a view to achieve net-zero emissions by 2050

4 CORE AREAS OF FOCUS

Water Conservation

Energy Conservation

Waste Management, Recycling & the Circular Economy

Sustainable Sourcing and Procurement

Co-developed by

SINGAPORE HOTEL SUSTAINABILITY ROADMAP



STRATEGIES

Strategy 1

Develop holistic sustainability plans, guided by International certification standards, to green hotel properties and operations:

Raise sustainability standards across the industry to achieve certification

Hotels to green properties and operations, guided by international certification standards

Tap on industry-wide sustainability resources and learn from industry best practices

Create new green jobs and develop sustainability-focused capabilities and skillsets

Singapore hotels as a living lab to test bed and develop new and effective sustainable solutions, for export to the region and beyond:

RESEARCH & DEVELOPMENT

Identify areas of opportunity & key sustainability-related problem statements

PILOT & TEST-BED

Partnerships between solution providers and hotels to pilot new solutions

IMPLEMENT & SCALE ADOPTION

Scale adoption of sustainability solutions with proven results

Strategy 2

Research, pilot and adopt sustainability solutions

Strategy 3

Tap on growing demand for sustainable products by developing authentic sustainability-centric hotel concepts and guest experiences:

Establishment of leading green hotel brands

Farm to table dining experiences

Rooftop herb gardens

Choice of eco-friendly bedding

Incorporating sustainability incentives into loyalty programmes

Educate and promote sustainable consumption habits and grow awareness of hotels' sustainability offerings:

Encourage housekeeping only upon request

Sustainable hotel toiletries

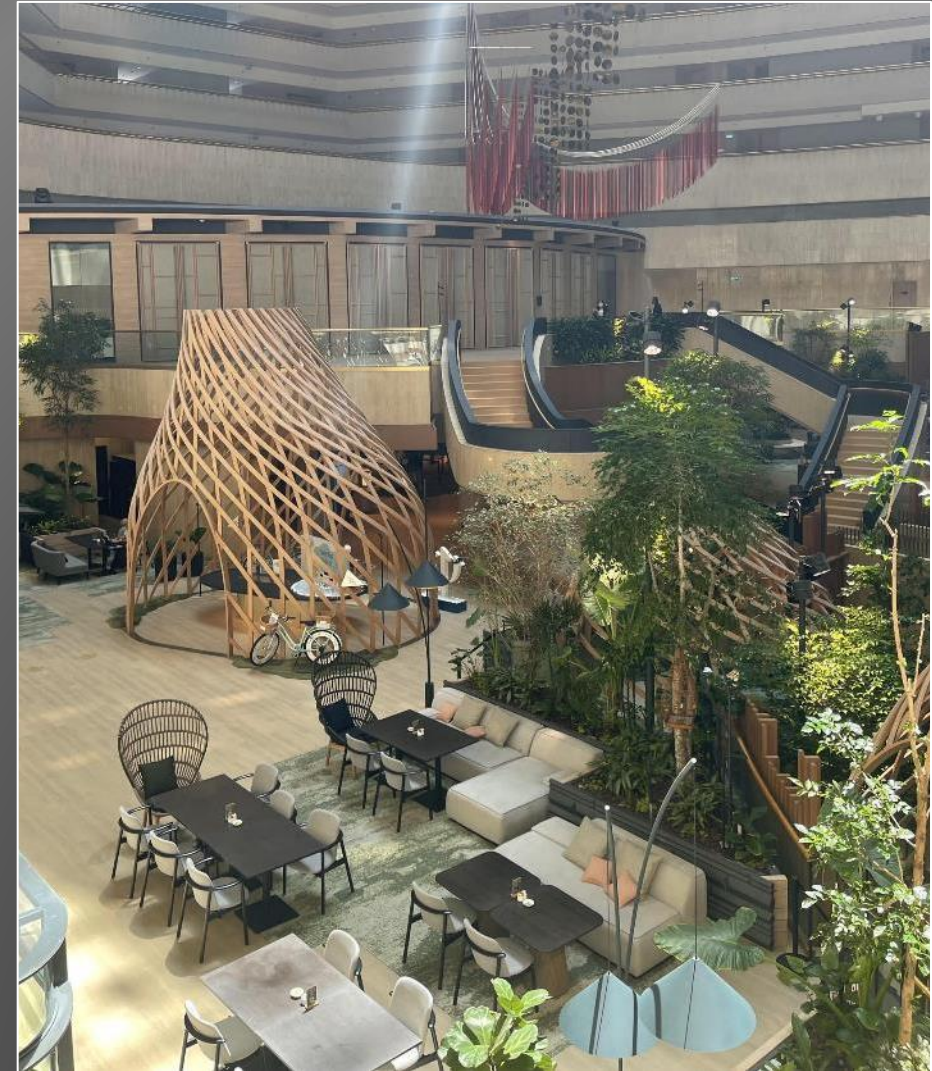
In-room filtration tap to replace plastic water bottles

Marketing of hotels' sustainability efforts and offerings

Strategy 4

Raise awareness of sustainability efforts and promote sustainable consumption habits

Co-developed by



Participating in the Global Destination Sustainability Index



Setting out to be a certified sustainable destination



Image Credit: Global Sustainable Tourism Council

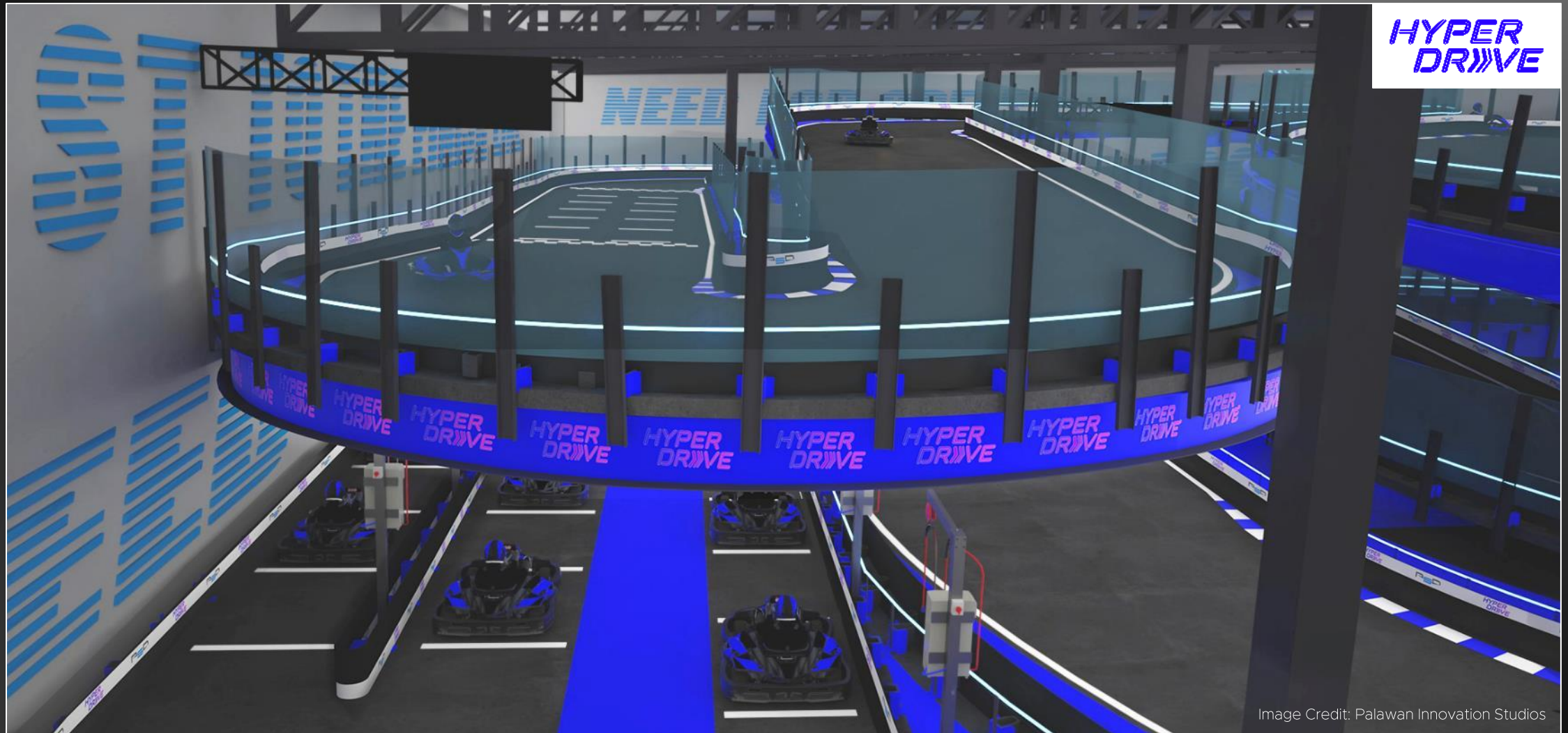
Thinking expansively about sustainability



Weaving sustainability into all touchpoints



Introducing HyperDrive: go-kart meets interactive gaming



Capitalising on wellness tourism



Launching the Wellness Festival Singapore



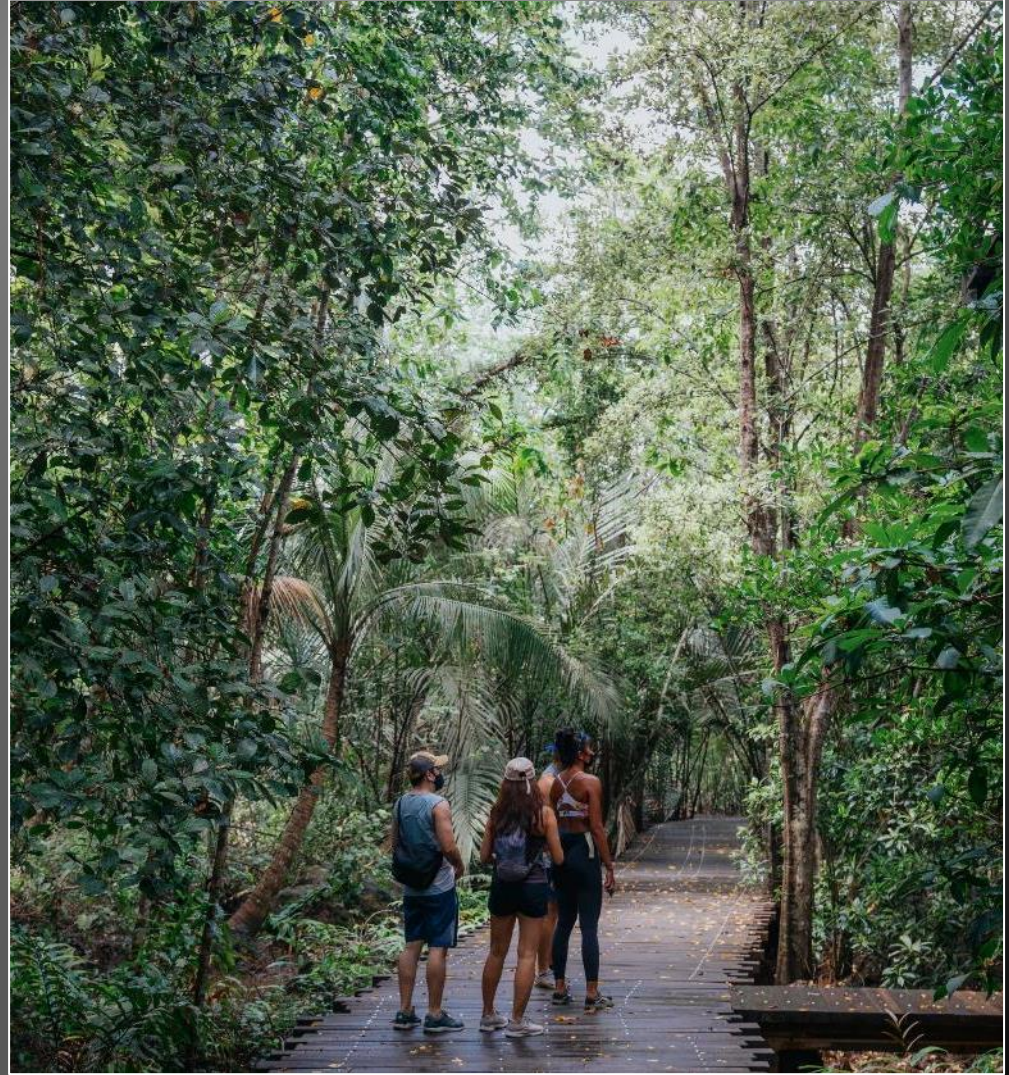
Featuring a full lineup of wellness offerings



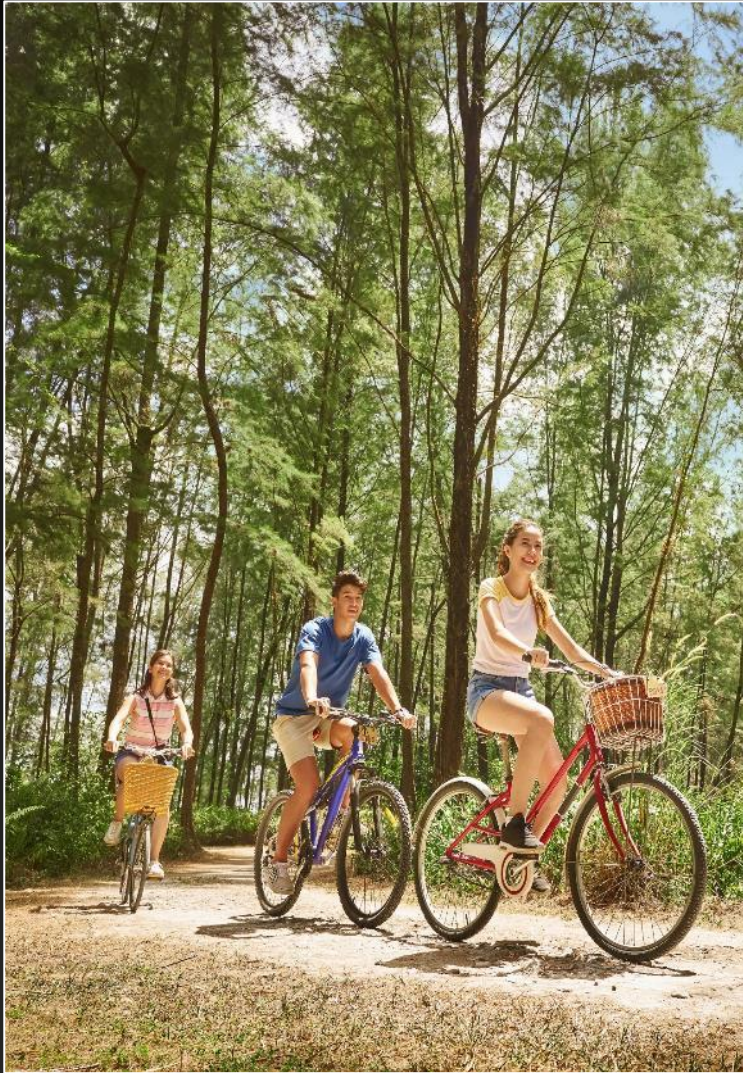
Image Credit: National Gallery Singapore



Image Credit: National Gallery Singapore



Designing more wellness tours



Harnessing the sustainability-wellness synergy



Image Credit: Grand Hyatt xKydra

Doubling the fun to visit Singapore



Unveiling Avatar: The Experience



Immersing in Hell's Museum



Presenting: Mr. Bucket Chocolaterie's Chocolate Factory

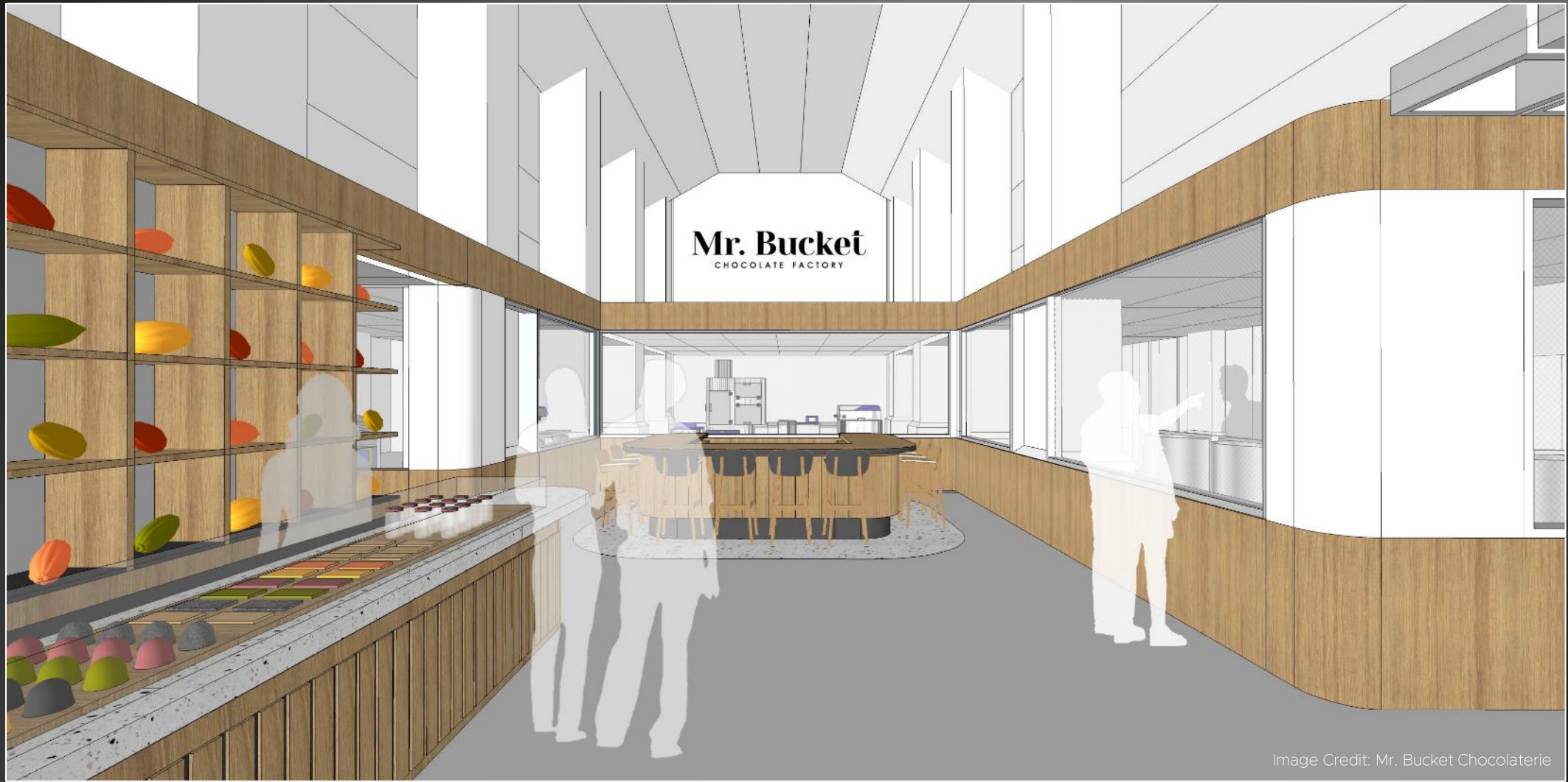


Image Credit: Mr. Bucket Chocolaterie

Rejuvenating the Orchard Road precinct



© DP Architects

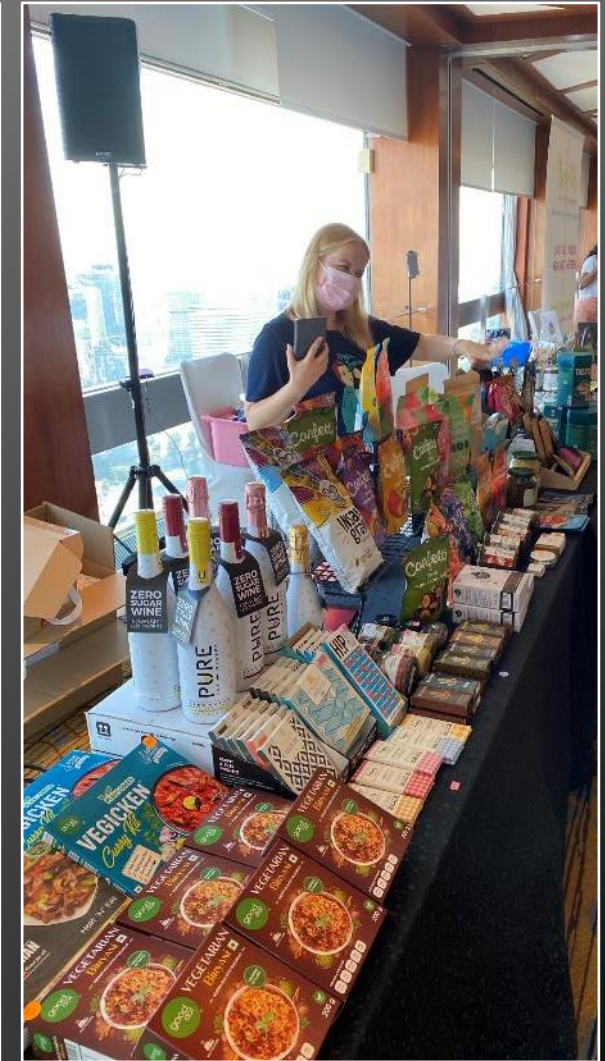
Announcing Orchard's new attraction: The Trifecta



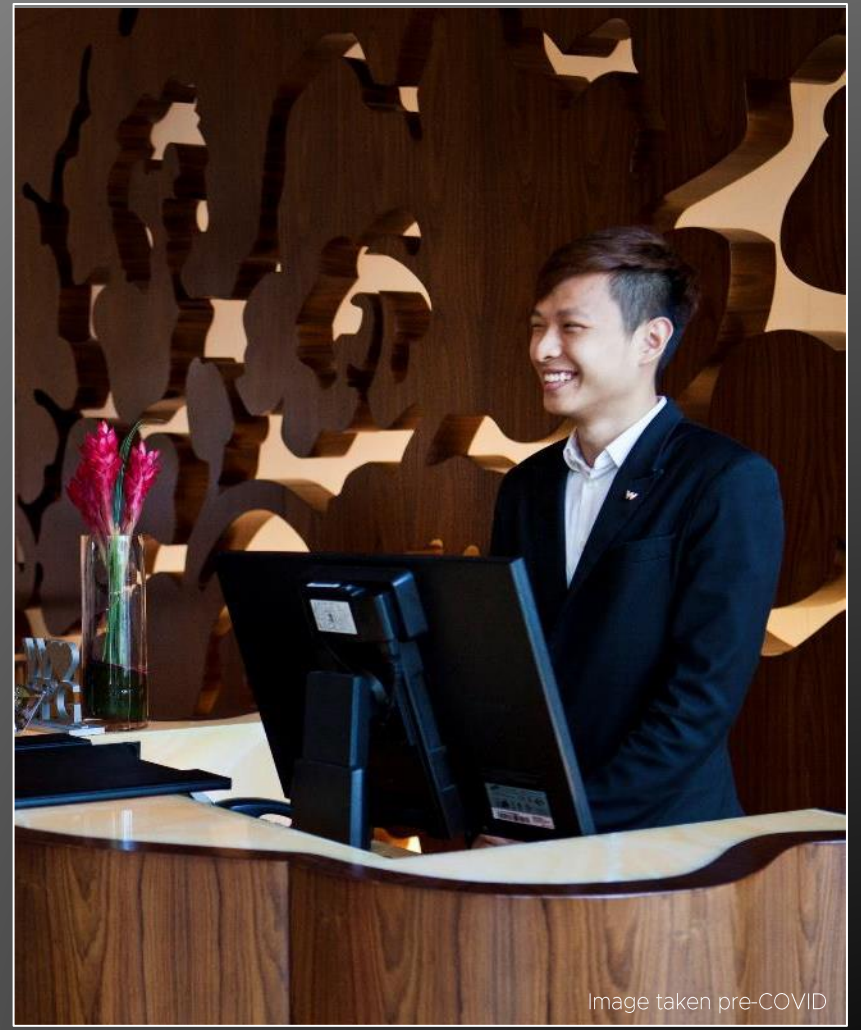
Celebrating Merlion 50



Boosting the Tourism Development Fund



Tackling manpower crunch and skills mismatch



Scaling up manpower support with the Tourism Careers Hub

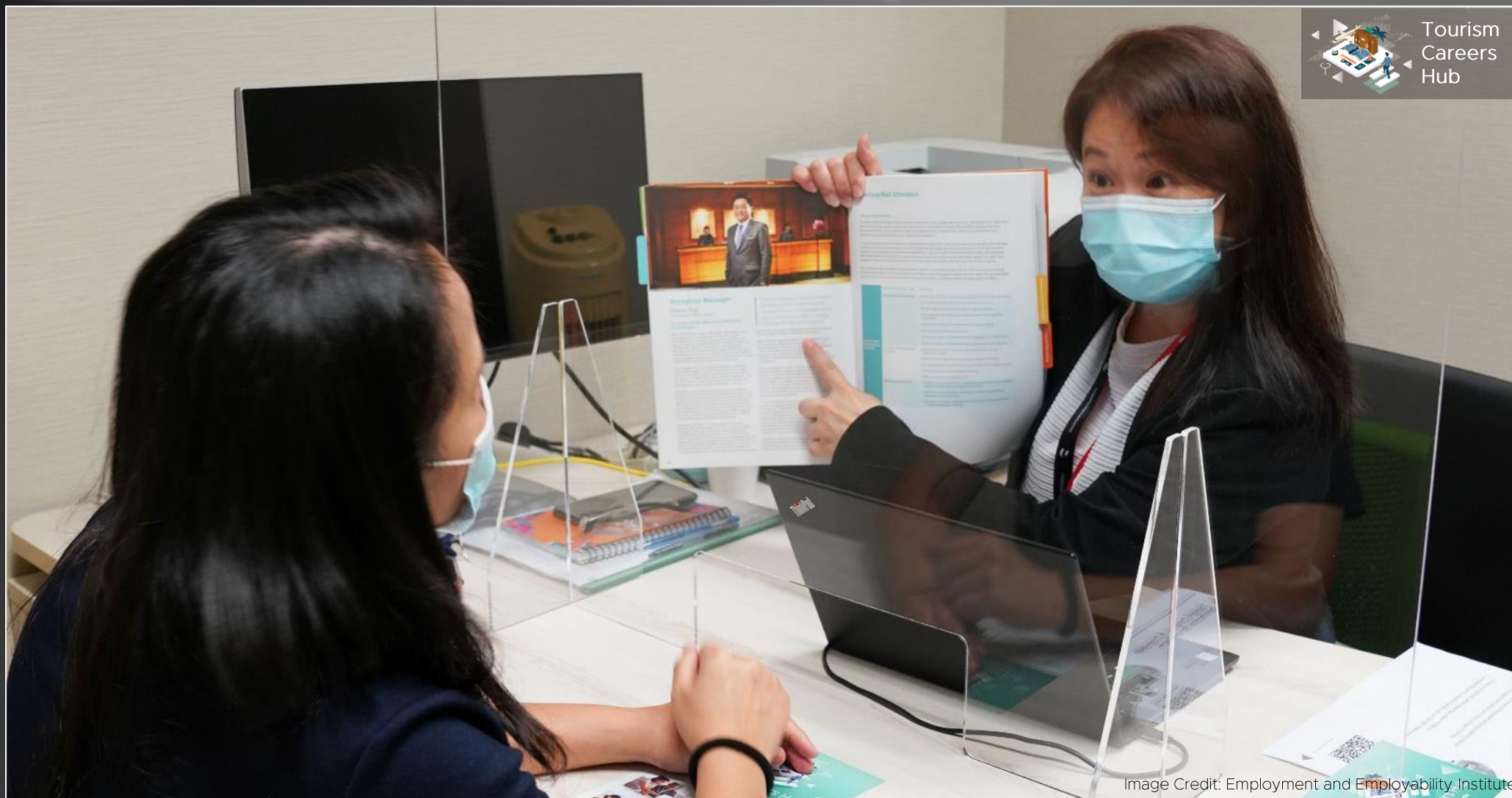
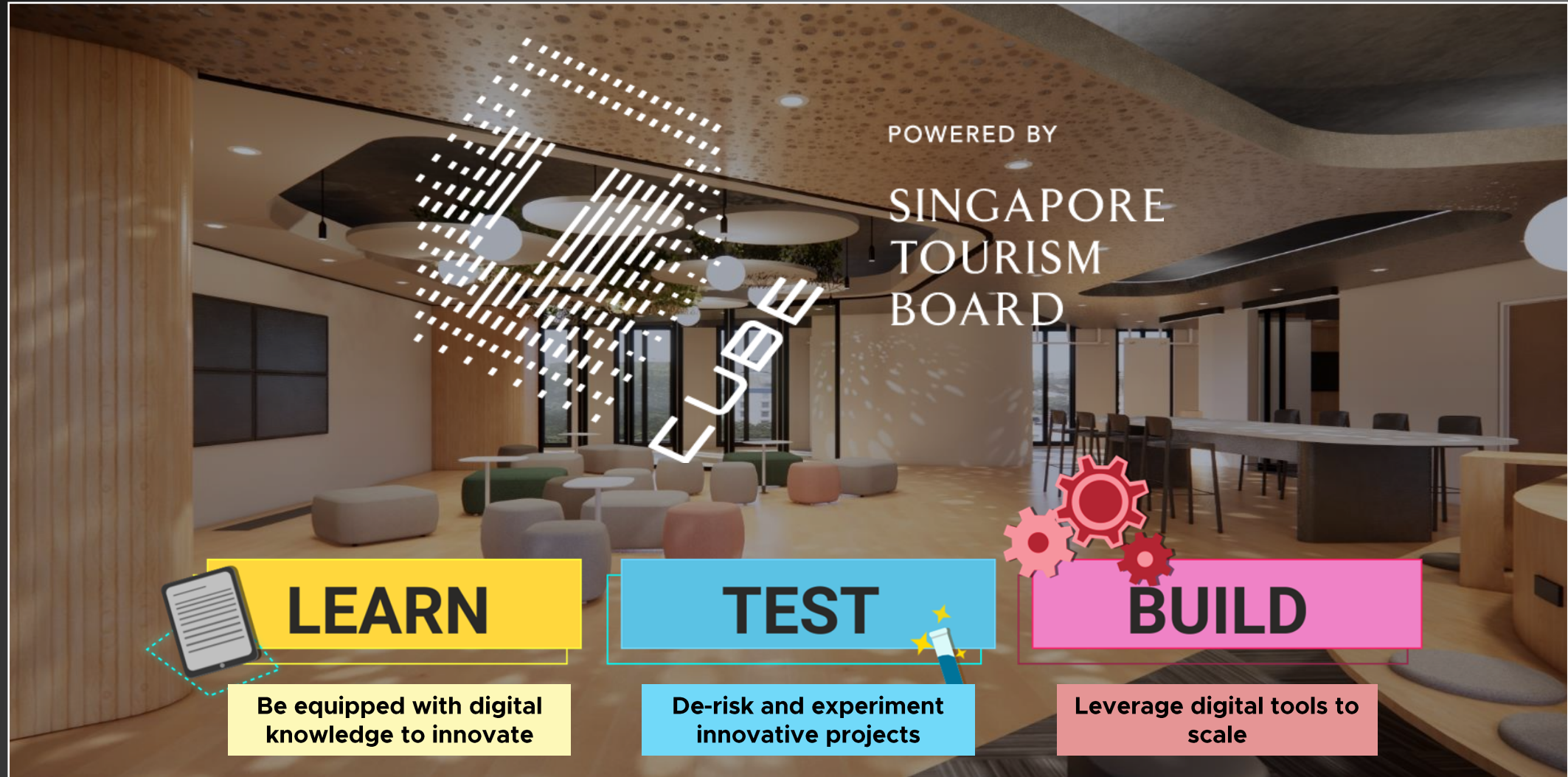


Image Credit: Employment and Employability Institute

Pushing on with digital transformation



Going from Augmented to Extended Reality

The image shows the homepage of the Singapore Tourism Information & Services Hub. The header features the TIH logo, the Singapore flag logo with the slogan "Passion Made Possible", and navigation menus for "About TIH", "Tourism Information", "Travel Software Services", "Our Partners", and "Marketing". A search icon and a user profile icon are also present in the top right.

SINGAPORE'S HUB FOR TOURISM BUSINESSES

Your digital resource to save time, effort & money

[Register Now](#)

Already a user? [Sign in](#)

The main visual is a vibrant, 3D-rendered scene set against a night cityscape. It includes a large red and white hot air balloon with the "SG" logo, a colorful dragon head, a person in a red jumpsuit with a red parachute, and a red and black Formula 1 race car. The scene is illuminated with bright, colorful lights, creating a futuristic and immersive atmosphere.

Co-creating proof-of-concepts



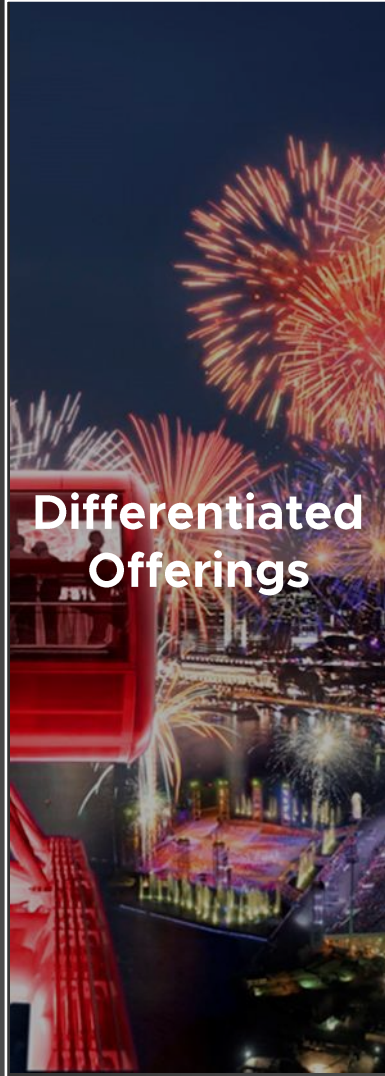
Calling for The Next Experience



Summarising our key moves



**International
Marketing**



**Differentiated
Offerings**



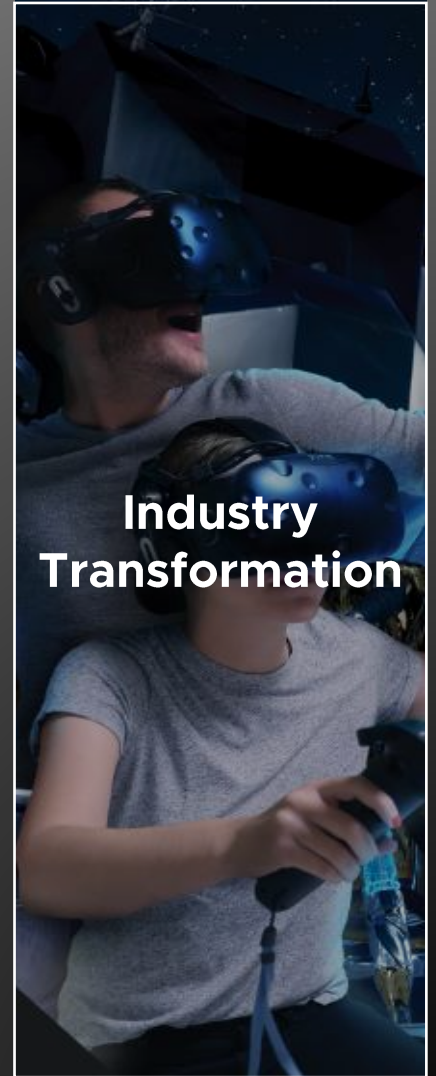
**High-Quality
MICE Events**



**Sustainability
Standards**



**Sustainable,
Wellness, Fun**



**Industry
Transformation**

Building a more vibrant destination and a better home

