

STB Greater China Singapore Grand Prix Youtuber FAM (July 2024)

Introduction

To boost ticket sales for GPSS and promote both Singapore Grand Prix and what Hong Kong travel enthusiasts can do during their stay in Singapore in September, STB GC proposes inviting the top-tier car media, Up Car, to fly to Singapore and capture the F&B and entertainment options that align with the theme of GPSS. Influencers and content creators have become the most trusted source of recommendations. Therefore, we propose inviting the top-tier car media, Up Car, to fly to Singapore and capture the F&B and entertainment options that align with the theme of GPSS

Theme: Get ready for GPSS 2024 (~15 mins)

- Opening at Marina Bay Sands with GPSS promotion videos as side
- Experience the thrill of speed with Madame Tussauds' VR Racing Experience and HyperDrive @Sentosa
- Discover the vibrant restaurants and bars that will host exclusive F1 parties

**We suggest involving YanTing, a Hong Kong-born singer and producer who was raised in Singapore, as a guest host to enhance the engagement and attractiveness of the video, particularly among the younger generation.

STB Greater China would like to curate the itinerary to introduce these media and YouTuber from Hong Kong to Singapore's experience, accommodation, F&B and entertainment scene to promote cross collaboration opportunities.

Name of Fam Trip	<i>Hong Kong SGP YouTuber fam 2024</i>
Dates of Fam	2-5 July 2024
Group Size	<i>YouTuber fam trip: 7 pax + 1 pax from PR agency</i>
Country of Participants	<i>Hong Kong</i>
Profile	<i>Mix of Celebrity and YouTube Creator Group in Hong Kong</i>
Type of Sponsorship	<p>Co-sponsorship of</p> <ul style="list-style-type: none"> • <i>Accommodation, on single-occupancy basis (ideally, hotel should have prominent F&B or Bar to encourage cross collaboration opportunities)</i> • <i>Attractions and Experiences cater to young Millennials</i> • <i>Meals & Bars</i>
Additional details/criteria for sponsorship	<p>Able to address <u>STB's</u> Grand Prix Singapore narrative below:</p> <ul style="list-style-type: none"> • <i>Raise awareness of and generate consumers' interest in F1 SGP/GPSS as well as promote Singapore as a travel destination in the Hong Kong market;</i> • <i>Showcase Singapore as a glittering, bustling destination which has a variety of exciting offerings, entertainment and fun activities with a focus on F1 SGP/GPSS</i>
Information about FAM Participants	<p>While the list is yet to be determined, based on the previous tastemaker trip, some of the participants include:</p> <ul style="list-style-type: none"> • <i>Yanting Chow, a Singaporean singer based in Hong Kong, is rapidly gaining popularity and has accomplished his highly anticipated debut solo concert.</i> • <i>Up Car is a tier 1 YouTube channel dedicated to provide automotive enthusiasts with captivating content, insightful reviews, and exciting experiences in the world of high-performance automobiles.</i> • <i>A portion of the video scene is anticipated to be filmed in hotel rooms, popular attractions, as well as restaurants and bars.</i>
Eligibility	<ul style="list-style-type: none"> • <i>All Singapore-based hospitality stakeholders interested in the Hong Kong market are open to apply.</i> • <i>Stakeholders may wish to propose deliverables for STB considerations (optional)</i> • <i>STB will shortlist and inform stakeholders of the outcome once this Expression of Interest (EOI) closes.</i>

	<ul style="list-style-type: none">• <i>STB reserves the right to decline/accept any sponsorship at its discretion.</i>
Expression of Interest Opens	<i>12 June 2024</i>
Expression of Interest Closes	<i>25 June 2024</i>
Point of Contact	<i>For more details and expression of interest, please contact: Joey Chow @ joey_chow@stb.gov.sg</i>