

STB Brussels Media Fam October 2024

Introduction

STB Brussels is working on a fam trip for Voyage Voyage French Travel Magazine.

Voyage Voyage brings together a community enthusiastic about social media but who also values disconnecting for unique experiences: Readers are : Urban, CSP+, Active, Between 25 & 55 years old (45% Male, 55% Female). Their interests are: food, travel, decoration, architecture, fashion and lifestyle which are an integral part of their part of their daily lives.

The focus will be on food and well-being, including exploration of the nature/outdoors around Singapore. Voyage Voyage has a signature focus: Design, Architecture, contemporary, new initiatives VS. local, authentic, rooted in the country's ancestral culture.

Name of Fam Trip	STB Brussels Voyage Voyage Media fam October 2024
Dates of Fam	6 – 10 October 2024
Group Size	2 pax
Country of Participants	France
Profile	Journalist + Photographer
Type of Sponsorship	<ul style="list-style-type: none">• Accommodation (Full or Co-Sponsorship) *2 rooms for 4 nights + early check in.• Attractions and Experiences (Full or Co-Sponsorship) *Food-related experiences• Meals (Full or Co-sponsorship) *Food experiences highlighting Singapore's tradition and/or modern innovations
Additional details/criteria for sponsorship	The familiarization trip will primarily focus on exploring traditions and their relevance to the present and future. We are seeking authentic and traditional places and experiences, as well as innovative ones that are connected to the local culture. Our priority is to highlight dining and food experiences that emphasize authenticity, excellence, and uniqueness.
Information about FAM Participants	Voyage Voyage will send one journalist and one photographer to capture high-quality photos for the report. The expected outcome is a 14-page article (35k print circulation)
Eligibility	<ul style="list-style-type: none">• All Singapore-based stakeholders are welcome to apply.• STB will shortlist and inform stakeholders of the outcome once the EOI closes.• STB reserves the right to decline/accept at their discretion
Expression of Interest Opens	12 September 2024
Expression of Interest Closes	19 September 2024
Point of Contact	For more details and expression of interest, please contact: <ul style="list-style-type: none">• Siti Aminah, Senior Officer, Western Europe Siti_AMINAH@stb.gov.sg• Francesco Corte Colo, Assistant Manager, Western Europe

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