

STB Greater China MICE Fam Oct 2024

Introduction

Singapore Tourism Board (STB) Greater China is hosting a 3D2N familiarization tour of Singapore for 53 MICE Agents, Corporates, and Associations before ITB Asia 2024. We are seeking sponsorship from Singapore tourism industry stakeholders to showcase new products and experiences in Singapore.

Name of Fam Trip	STB GC – MICE Fam
Dates of Fam	20 – 22 Oct 2024
Group Size	53 persons
Country of Participants	Mainland China
Profile	MICE Trade / Corporates / Associations
Type of Sponsorship	Full or co-sponsorship of: <ul style="list-style-type: none">• Accommodation: Single room basis with breakfast• Attractions and Experiences catering to MICE audience• Meals: Lunch or Dinner
Additional details/criteria for sponsorship	Options that will be suitable and of interest to Chinese MICE groups (both for meetings and incentive groups).
Information about FAM Participants	There are a total of 53 MICE stakeholders invited for this familiarization trip. <ul style="list-style-type: none">• MICE travel agents: 30 pax (inclusive of 8 incentive leisure travel agents)• Corporates: 11 pax• Association: 12 pax
Eligibility	<ul style="list-style-type: none">• All Singapore-based stakeholders are open 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	24 Sep 2024
Expression of Interest Closes	4 Oct 2024
Point of Contact	For more details and expression of interest, please contact: Wu_Shaojing@stb.gov.sg

