

STB Americas Media Fam September 2024

Introduction

Singapore Tourism Board (STB) Americas will be hosting a US Media Fam for journalists with a focus on Singapore's sustainability, unique experiences and fine dining to support the new Made in Singapore Campaign. STB Americas is calling for Singapore trade partners for support and sponsorship.

Name of Fam Trip	<i>STB Americas Media FAM with Katie Lockhart (freelance writer for Travel + Leisure, NYT, Conde Nast Traveler)</i>
Dates of Fam	<i>17 September - 23 September 2024</i>
Group Size	<i>1</i>
Country of Participants	<i>USA</i>
Profile	<i>Journalists</i>
Type of Sponsorship	<ul style="list-style-type: none"><i>Accommodation (Full or Co-sponsorship)</i><i>Attractions and Experiences (Full or Co-sponsorship)</i><ul style="list-style-type: none"><i>Meals (Full or Co-sponsorship)</i>
Additional details/criteria for sponsorship	<i>F1 Related Events, Hidden Gems</i>
Information about FAM Participants	<p><i>STB Americas is collaborating with journalist Katie Lockhart for an earned media FAM trip to showcase Grand Prix Season Singapore (GPSS) and the Formula 1 Singapore Night Race. Katie will be researching for an article covering travel experiences in Singapore and the Singapore's Grand Prix. She will likely be writing for Travel + Leisure, or one of the other top publications she typically contributes to, such as The New York Times, CNN Travel or Conde Nast Traveler.</i></p> <p><i>Katie is a prolific freelance travel and food journalist specializing in luxury brands and hotels. She has been traveling the world full-time for over four years, and contributes regularly to many of the world's leading travel and food publications like Travel + Leisure, Conde Nast Traveler, National Geographic, CNN, Insider, The Points Guy, Hotels Above Par, and many more. She is also a freelance copywriter for luxury hospitality brands. Katie received a bachelor's degree in journalism from Fordham University Lincoln Center. After living in the region for more than four years, she writes frequently about Asia, the Faroe Islands, and Iceland.</i></p> <p><i>Travel + Leisure is a travel magazine that provides insights, recommendations, and inspiration for travelers. It covers a wide range of topics related to travel, including destination guides, travel tips, hotel and resort reviews, culinary experiences, cultural insights, and more. The magazine aims to offer valuable information and resources to help readers plan and enhance their travel experiences. Additionally, Travel + Leisure often features articles on luxury travel, adventure travel, and unique travel experiences around the world.</i></p>

Eligibility	<ul style="list-style-type: none">• <i>All Singapore-based stakeholders are open to apply.</i>• <i>STB will shortlist and inform stakeholders of the outcome once the EOI closes.</i>• <i>STB reserves the right to decline/accept at their discretion</i>
Expression of Interest Opens	<i>13/8/2024</i>
Expression of Interest Closes	<i>16/9/2024</i>
Point of Contact	<p><i>For more details and expression of interest, please contact:</i></p> <p><i>Cory McBryan, PR Manager Americas</i></p> <p><i>Corinne_McBryan@stb.gov.sg</i></p>