

# Netherlands Media Fam Trip

## Introduction

STB Brussels is calling for sponsorship from Singapore tourism industry stakeholders to showcase your products and services through print and online media coverage of the higher-end Dutch media readers, as part of an upcoming group media fam opportunity of lifestyle journalists from some of the main media Dutch publications such as Elegance, Manners, Travelbook, MAN-MAN, Villa d'arte and Talkies in early May 2024.

<b>Name of Fam Trip</b>	Netherlands Media Fam Trip (Dutch)
<b>Dates of Fam</b>	1st May 2024 to 5th May 2024
<b>Group Size</b>	5 pax
<b>Country of Participants</b>	Netherlands
<b>Profile</b>	<p>Media publications help to drive advocacy to shape perception of Singapore as an exciting and vibrant destination. We are targeting some of the main lifestyle publications in the country to work on the higher-end target, which is more prone to travel long-haul.</p> <p><b>Elegance</b> is a monthly magazine that covers a range of topics such as lifestyle, beauty and travel. It has a travel section that contained long haul destinations with a higher end style. It has 25,000 print circulation and 75,000 unique visitors/monthly.</p> <p><b>Travelbook</b> is a half yearly magazine that covers topics related to travel such as destinations, stories from locals, hotels etc. It has a luxurious look and feel. It has almost 50,000 print circulation and a reach of 150,000.</p> <p><b>MAN-MAN</b> is an online mens lifestyle magazine. They cover topics such as health, lifestyle, career and travel. The travel section highlights different destinations with different theme's like luxury, adventure, food. It has over 3M unique visitors.</p> <p><b>Villa d'arte</b> is one of the oldest Dutch lifestyle magazines, with focus on gastronomy, travel, art, design and luxury lifestyle. Their travel section highlights luxury destinations with the best hotels and restaurants. It has 92,000 print circulation. Their target group has a high spending power.</p> <p><b>Talkies</b> is the leading lifestyle magazine in The Netherlands for more than 29 years, for everyone who loves quality in life! The main topics are lifestyle, fashion, beauty, culinary, travel, body, mind &amp; soul and parties. It has 50,000 print circulation and a reach of 150,000.</p>
<b>Type of Sponsorship</b>	<ul style="list-style-type: none"><li>• Accommodation (Full or discounted)</li><li>• F&amp;B related experiences</li><li>• Meals (Full or Co-sponsorship)</li></ul>
<b>Additional details/criteria for sponsorship</b>	The focus area of the fam will be lifestyle. Looking for accommodation, experiences or restaurants that have some of the following characteristics: new, surprising, lifestyle, high-end, local, edgy.
<b>Information about FAM Participants</b>	See profile section

<b>Eligibility</b>	<ul style="list-style-type: none"><li>• All Singapore-based stakeholders are welcome to apply.</li><li>• STB will shortlist and inform stakeholders of the outcome once the EOI closes.</li><li>• STB reserves the right to decline/accept at their discretion</li></ul>
<b>Expression of Interest Opens</b>	9 April 2024
<b>Expression of Interest Closes</b>	12 April 2024
<b>Point of Contact</b>	<p>For more details and expression of interest, please contact:</p> <p>Siti Aminah, Senior Officer, Northern &amp; Southwestern Europe (London) and Western Europe (Brussels) - <a href="mailto:Siti_AMINAH@stb.gov.sg">Siti AMINAH@stb.gov.sg</a></p> <p>Francesco Corte Colo, Assistant Manager, Western Europe (Brussels) - <a href="mailto:Francesco_corte_colo@stb.gov.sg">Francesco corte_colo@stb.gov.sg</a></p>