

# New Fam Sponsorship Opportunity

Page Title

STB Korea OTA FAM x June 2024

## Introduction

*Singapore Tourism Board (STB) Korea is hosting a Korea OTA Fam for key local OTAs which are gaining more popularity among Koreans, in particular young Koreans (aged 20-29). STB Korea is calling for support and sponsorship from Singapore trade partners.*

<b>Name of Fam Trip</b>	<i>Korea's top 5 local OTAs' Singapore Fam</i>
<b>Dates of Fam</b>	<i>June 2024 17 June-20 June (the exact dates are to be confirmed)</i>
<b>Group Size</b>	<i>5 pax (TAs only, not including STB accompanying person)</i>
<b>Country of Participants</b>	<i>South Korea</i>
<b>Profile</b>	<i>Korea's Top 5 local OTA</i>
<b>Type of Sponsorship</b>	<p>Full or Co-sponsorship of</p> <ul style="list-style-type: none"><li><i>Accommodation: ideally 2N on mainland and 1N on Sentosa; on single-room basis</i></li><li><i>Attractions and Experiences</i></li><li><i>Meals</i></li></ul> <p>Instagram-worthy elements that appeal to Korean Gen Zs who like sharing via their social platforms.</p>
<b>Additional details/criteria for sponsorship</b>	<i>NUUT experiences – New, Unknown, Unexpected and Transformed (reinvented) experiences that the Korean OTAs can add on to their range of products that cater to the Generation Z and in line with STB Korea's efforts to promote Singapore as an exciting destination.</i>
<b>Information about FAM Participants</b>	<i>Persons-in-charge covering magazine-style content platforms at Korea local OTAs such as Yanolja, Good Choice Company (Yeogi Eottae), MyRealTrip, InterparkTriple and Tourvis.</i>
<b>Eligibility</b>	<ul style="list-style-type: none"><li><i>All Singapore-based stakeholders interested in the Korean market are open to apply.</i></li><li><i>STB will shortlist and inform stakeholders of the outcome once this Expression of Interest (EOI) closes.</i></li><li><i>STB reserves the right to decline/accept any sponsorship at its discretion.</i></li></ul>
<b>Expression of Interest Opens</b>	<i>07/05/2024</i>

**Expression of Interest Closes**

*05/06/2024, 12:00 (SGT)*

**Point of Contact**

*For more details and expression of interest, please contact:*

*Ha Kyoung LIM, Manager, [lim\\_ha\\_kyoung@stb.gov.sg](mailto:lim_ha_kyoung@stb.gov.sg)*