

SQ - TAT - STB Fam Media Trip

Introduction

STB Brussels is parting Tourism Authority Thailand and Singapore Airlines on an upcoming media familiarisation trip to Singapore and Ko Samui, Thailand. This is part of the marketing and communications plan to promote the newly launched non-stop flights between Brussels and Singapore. STB is seeking sponsorship from stakeholders in the Singapore tourism industry to feature their products and services in print and online media coverage in various publications (see below) as part of an upcoming joint media familiarization opportunity of the Belgium and Netherlands journalists in June 2024. We are targeting some of the main lifestyle, travel and beauty which is prone to travel long haul.

Name of Fam Trip	SQ - TAT - STB Fam Media Trip
Dates of Fam	1 - 8 June 2024
Group Size	5 pax
Country of Participants	Belgium, Netherlands
Profile	<p>Media publications play a crucial role in shaping the perception of Singapore as an exciting and vibrant destination, driving advocacy for the country.</p> <p>STB Brussels is supporting a group of media fam to host the journalists of several magazines publication in Singapore. Below are some examples of the publications that we are reaching out.</p> <ol style="list-style-type: none">1. De Morgen magazine: Magazine of the Saturday edition of quality newspaper, focus on lifestyle, photography, interviews, portraits and reports with 54,167 print circulation.2. Het Laatste Nieuws: Biggest national newspaper and biggest online website of Belgium with 187,000 print circulation.3. Feeling/Gael: Monthly lifestyle glossy. 100% Belgian, with a passion for Belgian fashion ,the latest trends in gastronomy, beauty, lifestyle and travel with 61,613 print circulation.4. De Zondag: Free newspaper available at the bakeries on Sunday morning, The content consists of national news, local information and the sport news from the weekend. Additionally, it brings you articles about practical things and trips with 416,966 print circulation.5. Touring: Magazine for the members of Touring Club and Touring Road Assistance. Contains the latest trends in mobility, travel, car and lifestyle with 297,503 print circulation.6. La Libre: A weekend supplement Deuzio with 3 newspapers with 90,000 print circulation7. So Soir: Lifestyle magazine on Saturday with quality newspaper Le Soir for women who want to do more in their life: travel, gastronomy, fashion, beauty, interior with 35,752 print circulation8. Max: A weekend supplement with largest newspaper in Wallonia with 52,223 print circulation9. Luxemburger Wort: weekend supplement with Wort, largest luxembourg newspaper with 45,000 print circulation
Type of Sponsorship	<ul style="list-style-type: none">• Accommodation (Full or discounted)• F&B related experiences• Meals (Full or Co-sponsorship)

Additional details/criteria for sponsorship	Looking for accommodation, experiences or restaurants that have some of the following characteristics: unique, surprising, lifestyle and local.
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	14 May 2024
Expression of Interest Closes	17 May 2024
Point of Contact	<p>For more details and expression of interest, please contact:</p> <p>Siti Aminah, Senior Officer, Northern & Southwestern Europe (London) and Western Europe (Brussels) - Siti_Aminah@stb.gov.sg</p> <p>Melissa Thompson, Area Director, Western Europe (Brussels) – Melissa_Jane_Thompson@stb.gov.sg</p>