

STB Europe, GPSS Leisure Trade Fam, September 2024

Introduction

STB Europe will be hosting a Leisure Trade familiarisation trip to Singapore targeting French, German and UK Tour Operators (Product Managers/Decision-Makers) for Grand Prix Singapore Season (GPSS) 2024 and is seeking sponsorship from Singapore-based tourism industry stakeholders to showcase new products and experiences.

The program will focus on three themes:

1. GPSS Experiences
2. Nature, culture, and sustainability experiences
3. New / reinvented offerings catering to the Leisure audience

Objectives:

- To drive top of mind awareness of Singapore as an attractive leisure destination
- To build destination and product awareness and encourage the tour operators to incorporate these experiences as part of a holiday package to Singapore
- To showcase new, unique or refreshed products and experiences in Singapore
- Experience the highlights of GPSS and generate further interest as a Purpose of Visit (POV) to Singapore

Name of Fam Trip	Pan-European GPSS Leisure Trade Fam
Dates of Fam	19 – 23 September 2024
Group Size	6 Tour Operators
Country of Participants	France, Germany and UK
Profile	Leisure Tour Operators
Type of Sponsorship	<ul style="list-style-type: none">• Accommodation: 4-nights accommodation, single-room basis (Full or Co-sponsorship)• Attractions and Experiences (Full or Co-sponsorship)
Additional details/criteria for sponsorship	Additional consideration will be given to offerings with a strong sustainability narrative.
Information about FAM Participants	6 Product Managers/Decision-Makers from key tour operators in France, Germany & UK. Most are familiar with Singapore, so would need new products for them to experience and promote back in respective countries.
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 Expression of Interest (EOI) closes.</i>• <i>STB reserves the right to decline/accept at their discretion.</i><ul style="list-style-type: none">• <i>STB reserves the right to award in parts.</i>

Expression of Interest Opens	11 July 2024
Expression of Interest Closes	26 July 2024, 23:59 (SGT)
Point of Contact	<p>For more details on EOI, please contact:</p> <p>Viktoria Varecza, Manager, Brussels (Viktoria_varecza@stb.gov.sg)</p> <p>Michaela Menzel, Senior Manager, Frankfurt (michaela_menzel@stb.gov.sg)</p> <p>Lisa Tang, Senior Manager, London (lisa_tang@stb.gov.sg)</p>