

Sponsorship Opportunity for Influencer Familiarization Trip in March 2024

Background	<p>STB will be hosting a 9N11D influencer familiarization trip of Singapore from 2-11 March' 24 and is seeking sponsorship from Singapore tourism industry stakeholders to showcase new products and experiences in Singapore.</p> <p>The program will focus on three themes:</p> <ol style="list-style-type: none"> 1. Newer hotel properties 2. Made In Singapore experiences & products. 3. Nature, wellness and sustainability experiences
Objectives	<ul style="list-style-type: none"> • To drive top of mind awareness of Singapore as a leading lifestyle destination. • To continue maintaining mindshare for Singapore as a fresh, action-packed, and dynamic lifestyle destination, to impactfully drive destination desire amongst Indian travellers. • To showcase new, unique or refreshed products and experiences in Singapore
Details	<ul style="list-style-type: none"> • Group size: 9 pax (3 pax per room) * • Dates: 2-11 March <p>*For F&B and experiences, the group will be accompanied by 1 tour guide escort and 1 STB escort (no sponsorship required for STB rep).</p>
Participants	<ul style="list-style-type: none"> • 9 celebrities/ influencers selected to spotlight Singapore as a premium lifestyle destination.
Types of sponsorship	<p>In line with our objective to showcase Singapore as a destination with reimagined, new and unique experiences, we are looking for the below types of sponsorships:</p> <ul style="list-style-type: none"> • Accommodation -- Additional consideration will be given to properties with a strong sustainability narrative. Able to offer transfer from/to airport. • MIS Experiences focusing on Families with Kids segment. • F&B
For any queries, please contact	<p>Pooja Raut, Manager, Pooja Raut, Manager, India, South Asia (Mumbai), International Group</p> <p>(pooja_raut@stb.gov.sg)</p> <p>Please reach out to STB via above email to register your interest to host any items in this FAM trip.</p>