

STB Americas Influencer FAM October 2024 with lifestyle influencer and podcast host

Introduction

Singapore Tourism Board (STB) Americas will be hosting a US Media Fam with a social media content creator and podcast host to showcase the Singapore's as a milestone trip destination. This content creator will be showing everything that Singapore has to offer from unique experiences and the food/beverage landscape. STB Americas is calling for Singapore trade partners for support and sponsorship.

Name of Fam Trip	STB Americas Lifestyle Influencer FAM trip with Carly Silverman (@carlysilverman)
Dates of Fam	19-21 October 2024
Group Size	2
Country of Participants	USA
Profile	KOL
Type of Sponsorship	<ul style="list-style-type: none"> • Accommodation (Full or Co-sponsorship) • Attractions and Experiences (Full or Co-sponsorship) <ul style="list-style-type: none"> • Meals (Full or Co-sponsorship)
Additional details/criteria for sponsorship	Hidden Gems/Unique Experiences, Adventure Travel, Foodie, Luxury Experiences
Information about FAM Participants	<p>Carly Silverman (@carlysilverman) is a lifestyle and travel content creator known for her engaging storytelling and genuine connection with her audience. With a passion for travel, she captures the essence of each destination, showcasing unique cultural experiences and hidden gems. Her content resonates with travelers seeking meaningful adventures. Carly's ability to highlight local cuisine, vibrant neighborhoods, and iconic landmarks in a relatable way makes her an ideal ambassador for promoting Singapore's diverse offerings. Her approachable style and trusted voice inspire her audience to explore and experience Singapore's rich culture firsthand.</p> <p>Carly Silverman Social Media Stats:</p> <p>Instagram Followers: 25.4K</p> <p>Instagram Engagement: 6.9%</p> <p>TikTok Followers: 143.4k</p> <p>TikTok Engagement: 6.6%</p>
Eligibility	<ul style="list-style-type: none"> • All Singapore-based stakeholders are open 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	<i>1 October 2024</i>
Expression of Interest Closes	<i>16 October 2024</i>
Point of Contact	<i>For more details and expression of interest, please contact: Marissa Castro, STB Americas Digital Marketing Manager Marissa_castro@stb.gov.sg</i>