

STB Americas Foodie Influencer FAM October 2024 with Major Content Creator

Introduction

Singapore Tourism Board (STB) Americas will be hosting a US Media Fam with a major social media content creator to showcase the Singapore's diverse culinary scene to an American audience. 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 Foodie Influencer FAM trip with Luke Martin (@chopsticktravel)
Dates of Fam	7-13 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>Luke is a content creator with a deep appreciation for diverse cuisines. His ability to highlight the nuances of local dishes will shine a spotlight on Singapore's unique and rich food culture. By capturing Singapore's flavors and culinary innovations through compelling content, Luke will inspire his audience to learn more about Singapore, keeping it top of mind for future travels. His passion for food, and expertise in culinary travel, make him an excellent partner for the to spotlight the Singapore as a culinary capital of the world and position Singapore as a must-visit destination for food enthusiasts.</p> <p>Luke Martin Social Media Stats:</p> <p>Instagram Followers: 100.4K</p> <p>Instagram Engagement: 8.1%</p> <p>YouTube Subscribers: 1.5M</p> <p>Average YouTube Views Per Video: 180.5k</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>11 September 2024</i>
Expression of Interest Closes	<i>1 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>