HARNESSING TECHNOLOGY TO
EMERGE STRONGER
POST-COVID-19

Changes in travel behaviour due to COVID-19 have accelerated the need for digital transformation. Here are 5 key focus areas that can help businesses respond to and thrive in the 'new normal'.

DIGITAL IDENTITY

Enable a unified visitor identity for a complete, end-to-end profile of the visitor, to enhance health and safety, and visitor experience in tandem.

Adopt the **Visit Singapore Account (VSA)** as the "SingPass for Tourists", a unique digital identity for every visitor that can unlock various visitor-related features and services.

CONTACTLESS & SEAMLESS EXPERIENCES

Transition towards a touchless tourism sector by leveraging technology to replace physical touchpoints where possible, in favour of seamless admissions processes.

Adopt the **Visit Singapore Pass (VSP)** as the "all-access" contactless digital pass to unlock the best of Singapore.

CROWD MANAGEMENT

Manage visitor traffic with IoT monitoring and time slot bookings. Empower consumers with access to real-time information on crowd density.

HYBRID EXPERIENCES

Consider a blend of virtual and physical experiences to engage visitors online and offline. This can take the form of AR / VR solutions.

HEALTH & SANITATION MEASURES

Obtain the **SG Clean** certification, a nationwide mark of assurance of good sanitation and hygiene practices.

Adopt technology solutions such as cleaning technology and real-time indicators to maintain these health and sanitation standards.

BEARING THE 5 KEY PILLARS IN MIND, INDUSTRIES SHOULD CONSIDER IMPLEMENTING:

VSA and VSP to deliver a united and seamless customer experience.

Nationwide standards like SG Clean for health and sanitation.

Digital solutions for touchless experiences.

Technology to monitor venue cleanliness and density in real-time.

Singapore TOURISM BOARD

STB'S DIGITAL INITIATIVES

STB has developed the Tourism Information and Services Hub (TIH) to support businesses in their tech transformation, so as to deliver a safe, seamless, and delightful visitor experience.

TOURISM INFORMATION & SERVICES HUB (TIH)

WHAT

TIH is a shared digital resource platform of Singapore destination information and travel software services for any business to contribute or access, for use on their own digital channels.

TIH offers a variety of content, highlighting different Singapore places of interests from attractions, bars and clubs to tours and walking trails. TIH also provides APIs for smart digital services like the Visit Singapore Account, Smart Itinerary Planner and more, for businesses to develop personalised experiences.

WHY

TIH enables information and services to be made available to a wider audience. The process is easy and effective as tourism businesses just have to list or update the information about their tourism products once, and the information will be updated across TIH's entire network of tourism players via their digital platforms, such as websites and mobile apps, instantly.

In the post-COVID new normal, businesses can leverage travel software services like the Visit Singapore Account and the Visit Singapore Pass so their customers will have a digital identity for tracking if required, and enable a "touchless" experiences.

HOW

SIGN UP for a TIH account today.

TIH | TOURISM INFORMATION & SERVICES HUB

VISIT SINGAPORE ACCOUNT (VSA)

WHAT

VSA is a unique digital identifier for every visitor to access all essential travel services and for businesses to deliver a truly personalised experience. Businesses can use the VSA service as a fast, convenient and secure way for VSA users to log in to your digital application or website.

WHY

VSA is now offered as a free smart digital service, available via APIs, on TIH, for businesses to leverage on their digital channels.

With VSA as a login, customers will have a choice for a faster and more convenient login. It also enables businesses to build more accurate insights on your customer's profiles.
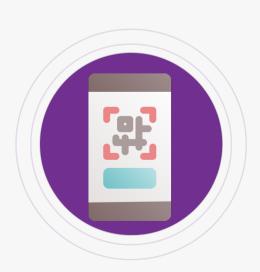

VISIT SINGAPORE PASS (VSP)

WHAT

VSP is a single digital pass that provides visitors seamless access to participating experiences across Singapore using a universal ticketing standard. With the VSP, visitors will have a single view of all tickets purchased, and access to participating places of interest and events by simply scanning a unique QR code.

The VSP will be made available in the Visit Singapore app in August 2020.

WHY

VSP provides greater convenience and ease for visitors as all purchases at various places-of-interest will be aggregated into a single pass, that can be used to access on-site.

In the move towards contactless experiences in the post-COVID new normal, VSP provides direct access to places of interest, reducing physical interactions between staff and guest, and eliminating waiting times at attractions.

If you are interested in any of the digital solutions,
visit the TIH website **tih.stb.gov.sg**
or contact us at **stb_tih@stb.gov.sg**

Singapore TOURISM BOARD