

## STB kickstarts SingapoReimagine Global Conversations on the future of travel

*New forum series combines travel insights with expert opinions  
to rally and reimagine the global tourism industry*



The inaugural SingapoReimagine Global Conversations will spotlight different topics with speakers from across various industries. These include (from top; left to right): Felix Loh, Chief Executive Officer, Gardens by the Bay; Michael Lee, Chief Executive Officer, Hustle & Bustle; Charu Kokate, Principal & Director, Safdie Architects; Chong Siak Ching, Chief Executive Officer, National Gallery Singapore; Santos Kumar, Director of Sales for Asia, Ironman Group; Mathias Kuepper, Managing Director, Koelnmesse; Christian Westbeld, Managing Director, Raffles Singapore; Jessica Tang, Senior Consultant, WGSN; Hossan Leong, Creative Director, Double Confirm Productions.

**Singapore, 8 September 2021** – The Singapore Tourism Board (STB) today launched **SingapoReimagine Global Conversations**, a new forum series that puts industry game-changers on the global stage. Featuring speakers across different sectors, disciplines and locations, the series outlines new travel experiences and business models that demonstrate how the travel industry has innovated and adapted for the future.

STB Chief Executive Mr Keith Tan said: “The needs and expectations of travellers are changing significantly. As borders gradually reopen around the world, the tourism industry must work together to innovate, develop solutions and reimagine what the new travel experience can and should be. With SingapoReimagine Global Conversations, we hope to provide a platform for such innovation, and a voice for leaders in the tourism sector and beyond.”

SingapoReimagine Global Conversations is a key part of STB’s SingapoReimagine initiative, which was launched last year to affirm the destination’s commitment to shape a new standard for travel, through safety, technology, experiences and sustainability.

The series comprises three key forums, with overseas adaptations. The first forum – titled “[Reimagine Experiences](#)” – is available on-demand in four video episodes released weekly on [STB’s website](#) and [YouTube channel](#) starting today. The episodes will tap into the top minds in tourism and lifestyle, through a rich blend of interviews, rapid-fire questions, and data insights, to inspire new collaborations and ideas.

The other two forums, which will focus on the themes of travel journeys as well as sustainability and wellness, will be introduced later this year and in the first half of 2022.

## SingapoReimagine Global Conversations: Topics and Speakers

Forums	Episodes	Launch Dates
1 Reimagine Experiences	1. <b><i>Understanding the New Traveller</i></b> A data-driven consumer insight study on the new post-pandemic traveller, featuring: <ul style="list-style-type: none"> <li>• Jessica Tang, Senior Consultant, WGSN</li> <li>• Jason Loe, Founder, Tribe</li> <li>• Tiago Correia, Director, Warner Music Group</li> <li>• Krystal Tan, Founder, Blue Sky Escapes</li> </ul>	8 Sep 2021
	2. <b><i>A Whole New (Phygital) World</i></b> The convergence of digitalisation and experiences to address business needs of today and tomorrow, featuring: <ul style="list-style-type: none"> <li>• Mathias Kuepper, Managing Director, Koelnmesse</li> <li>• Santoz Kumar, Director of Sales for Asia, Ironman Group</li> <li>• Chong Siak Ching, Chief Executive Officer, National Gallery Singapore</li> </ul>	15 Sep 2021
	3. <b><i>Travel By Design</i></b> An unexpected, unique perspective on travel experiences through design and architecture, featuring: <ul style="list-style-type: none"> <li>• Charu Kokate, Principal &amp; Director, Safdie Architects</li> </ul>	22 Sep 2021
	4. <b><i>Handshake of Possibilities</i></b> Learn about new tourism concepts and offerings arising from novel partnerships, featuring: <ul style="list-style-type: none"> <li>• Christian Westbeld, Managing Director, Raffles Singapore</li> <li>• Felix Loh, Chief Executive Officer, Gardens by the Bay</li> <li>• Hossan Leong, Creative Director, Double Confirm Productions</li> <li>• Michael Lee, Chief Executive Officer, Hustle &amp; Bustle</li> </ul>	29 Sep 2021
2	<b><i>Reimagine Travel Journeys</i></b> <ul style="list-style-type: none"> <li>• Highlights partnerships and new solutions designed around the traveller and their future standards of health, safety, privacy and travel reassurance – to facilitate a frictionless journey.</li> </ul>	Q4 2021
3	<b><i>Reimagine Sustainability and Wellness</i></b> <ul style="list-style-type: none"> <li>• Showcases efforts and commitment towards addressing the growing traveller’s need to “travel good and travel well”.</li> </ul>	1H 2022

## Inaugural Forum Unveils New Traveller Profiles: The Wander Must, Mindful Explorer and Slow Pacer

In the first episode, global trend forecaster and data partner WGSN<sup>1</sup> unveils deeper insights into three future traveller profiles that will influence the future of the travel industry, as well as actionable steps for industry stakeholders. The three profiles are:

1. **The Wander Must** – Early adopters of technology and digital experiences who are ready to rediscover the joys of travelling.
2. **The Mindful Explorer** – Nature and outdoor lovers who are conscious of the fragility of our systems, are likely to make sustainable choices, and seek meaningful connections with the local environment and its people.
3. **The Slow Pacer** – Travellers who place great importance on recharging, and seek wellness destinations to enhance their physical, emotional and mental well-being, to become better versions of themselves.

More information on WGSN's report can be found in [Annex A](#).

## Reimagining Tourism Across Industries

“Reimagine Experiences” will spotlight different topics with featured speakers from across the attractions, design, entertainment, events, hospitality, sports, technology, and MICE (Meetings, Incentives, Conventions and Exhibitions) industries, including:

- Warner Music Group which brings together artists, songwriters, and entrepreneurs that are moving entertainment culture across the globe;
- Blue Sky Escapes, a Virtuoso™ travel and lifestyle company that specialises in unlocking extraordinary experiences around the world;
- Local experience curator Tribe<sup>2</sup>;
- National Gallery Singapore, an art museum that is taking the gallery experience beyond its walls with new “phygital” offerings;
- Sporting events organiser IRONMAN Group<sup>3</sup>, which implemented Standard Chartered Singapore Marathon's first-ever hybrid race format in 2020;
- Koelnmesse, one of the world's largest trade fair companies<sup>4</sup> and organiser of gamescom asia, the first satellite event of the world's biggest gaming festival;
- Safdie Architects, recipient of the President's Design Award 2020, and the design brains behind Jewel Changi Airport;

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<sup>1</sup> WGSN is a consumer forecaster that provides global trend insights and industry expertise to help innovators optimise their products and services.

<sup>2</sup> Tribe is committed to delivering the best stories and local experiences to guests. Its signature tour experience involves hands-on activities together with local experts and well-researched themes. Tribe seeks out unique spots, rich untold stories and forge relationships with local insiders. At the heart of it, Tribe's raison d'être is to make unforgettable memories one tour at a time.

<sup>3</sup> The IRONMAN Group is the largest operator of mass participation sports in the world and runs a global portfolio of events that includes the IRONMAN® Triathlon Series, IRONKIDS®, Standard Chartered Singapore Marathon and other multisport races.

<sup>4</sup> Koelnmesse's events include various leading global trade fairs across 25 sectors, such as digital media, entertainment, interior design, food, food technology and more.

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- Raffles Singapore and Double Confirm Productions<sup>5</sup> & Sight Lines Entertainment, which collaborated to produce a first-of-its-kind interactive virtual play within the hotel's premises;
- Gardens by the Bay and Hustle & Bustle,<sup>6</sup> which collaborated to bring "Dale Chihuly: Glass in Bloom" exhibition to Singapore's premier horticultural destination. The exhibition is American sculptor Dale Chihuly's first major garden exhibition in Asia.

Mr Mathias Kuepper, Managing Director, Koelnmesse, said: "The pandemic has spurred the events industry to embrace digital innovations at an accelerated rate, to remain relevant to our evolving target markets. Many organisers have married online and offline worlds to create a phygital experience, but as we move forward, we need to continuously transform our business models to adapt to new consumer needs. We look forward to discussing and discovering more about the upcoming tech trends and possibilities the industry has to offer at Global Conversations."

Ms Charu Kokate, Principal & Director, Safdie Architects, said: "As we emerge from the lockdown and isolation that have affected people in every part of the world, we are honoured to be part of Global Conversations discussing special projects like Jewel Changi Airport which are designed for tourists and the local residents. At Safdie Architects, we are committed to architecture that is informed by the geographic, social, and cultural elements that define a place; and also responds to human needs and aspirations. We truly believe that as architects, we are responsible for shaping not only a project's programme, but also its larger civic role of enriching and enlivening the community and fostering public life. During COVID-19, it has become clear that people both need and desire to experience nature and immerse themselves in environments that help them rejuvenate. As we move forward into a post-pandemic world, it is the ideas we generate together that will help us to envision a stronger, safer and more connected world."

Ms Krystal Tan, Founder of Blue Sky Escapes, said: "Whilst the pandemic has had its challenges, it has also catalysed a kind of awakening in society, with more people beginning to question their place in the world and becoming more aware of the importance of mental and emotional well-being. At Blue Sky Escapes, we have seen growing demand for our self-exploratory wellness retreats, and we look forward to learning more about the latest traveller trends at Global Conversations which would certainly help uplift the industry in innovating and reimagining its offerings."

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<sup>5</sup> Double Confirm Productions is a creative entertainment company founded and led by Singapore theatre veteran and media personality Hossan Leong.

<sup>6</sup> Hustle & Bustle is an integrated lifestyle group that helps clients build brand loyalty through event technology solutions, community-building initiatives and more.

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## Taking The Conversations Global

To further discussions on reinventing the travel experience, SingapoReimagine Global Conversations will be rolled out in overseas markets in localised formats. These include:

Market	Event	Launch Date
USA	SingapoReimagine Global Conversations in partnership with The New Yorker Festival, featuring a moderated panel session on food and sustainability.	2021
China	STB China MICE conference, which will include a panel discussion on topics such as tech-enabled experiences and sustainability.	2021
UK & Dubai	Panel session on sustainable travel and building liveable cities.	2021-2022

For more information on the first forum – “Reimagine Experiences” – refer to Annex B.

To catch all episodes of SingapoReimagine Global Conversations, visit [bit.ly/globalconvos](https://bit.ly/globalconvos).

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### Photo Library

- High resolution photos can be downloaded via this [link](#).
- All photos should be credited to the Singapore Tourism Board.

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### About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore’s key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: [www.stb.gov.sg](http://www.stb.gov.sg) or [www.visitsingapore.com](http://www.visitsingapore.com)

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## Annex B

# SINGAPOREIMAGINE GLOBAL CONVERSATIONS: Reimagine Experiences

The first SingapoReimagine Global Conversations forum series, *Reimagine Experiences*, will highlight how the industry has created transformed experiences via partnerships, technology, design, and innovations that present Singapore as a reimagined destination, catering to the future traveller in the process.

## Four Key Topics

The various speakers will tackle topics pertaining to best practices around reshaping business offerings for the modern traveller.



Episode 1: Understanding the New Traveller



Episode 2: A Whole New (Phygital) World



Episode 3: Travel By Design



Episode 4: A Handshake of Possibilities

## Understanding the New Traveller

**Synopsis:** As countries around the world gear up to reopen their borders, the demands of travellers continue to change. Presenting exclusive insights into post-pandemic traveller trends, WGSN, one of the world's largest trend forecasting companies, will unravel the profiles of the future traveller, their new need states, and the desired experiences they seek. Tune in to learn how you can leverage these insights to reimagine traveller experiences and pivot business models to cater to the new-age travellers' behavioural shifts.

### Speakers:



**JESSICA TANG,  
SENIOR CONSULTANT,  
[WGSN](#)**

A data-driven trend forecaster and strategist with experience in luxury, retail, travel, fashion and consumer technology across APAC, Jess is a senior consultant with WGSN, the world's largest future trends and consumer insights subscription platform that helps companies to navigate change by curating consumer and product design information. She also leads bespoke primary and secondary research programmes that address specific business objectives in product, branding and marketing.



**JASON LOE, FOUNDER,  
[TRIBE](#)**

Jason is an entrepreneur and the creative force behind Tribe, a tour company that specialises in privately guided tours curated by locals. These tours range from a behind-the-scenes factory series to game tours where participants solve a series of puzzles while learning more about the culture of the district and more recently, livestream experiences. Under his leadership, Tribe was awarded the Outstanding Tour Experience for the Disappearing Trades Tour at the Singapore Tourism Awards in 2017, and more recently for the Chinatown Murders Tour in 2021.



**TIAGO CORREIA, DIRECTOR,  
[WARNER MUSIC GROUP](#)**

An innovation strategy professional with more than 10 years of experience in the media, entertainment and technology space, Tiago first joined Warner Music Group in 2018 with the Global Business Development Team to look into emerging technologies, innovations and start-ups that could help better connect artists and fans. Prior to this, he worked for several blue-chip companies developing board-level strategy projects with FTSE 100 and S&P 500 firms. His client roster has included Apple, Google, NBCUniversal, Sky and Spotify.



**KRYSTAL TAN, FOUNDER,  
[BLUE SKY ESCAPES](#)**

Krystal is a lawyer-turned-travel entrepreneur, who believes in a world unlocked and without barriers, brimming with rich experiences that shun discrimination and encourage self-discovery. Graduating from King's College London with a First Class Honours law degree and spending eight years working as a corporate M&A lawyer, she came to see her travels as a means to discover a truer life. What began as a side gig grew into Blue Sky Escapes, a Virtuoso™ travel and lifestyle company based in Singapore that unlocks extraordinary experiences around the world.

## A Whole New (Phygital) World

**Synopsis:** COVID-19 has given rise to a multitude of platforms that enhance the overall traveller experience. To create new value to travellers, brands have had to adapt and integrate digital, virtual elements into their physical businesses, often leveraging new technologies such as Virtual Reality (VR) and Augmented Reality (AR). In light of the new standards of interactivity and engagement, this episode dives into how various players – from museums to sporting and business events organisers – have used technology to relook their business models and meet the demand for hybridisation.

### Speakers:



**MATHIAS KUEPPER,  
MANAGING DIRECTOR,  
[KOELNMESSE](#)**

Mathias is the Managing Director of Koelnmesse Pte Ltd – one of the world's largest trade fair companies – and oversees offices in Singapore, Thailand, Japan and Taiwan. A trailblazer in the MICE industry, Mathias' leadership guided Koelnmesse onto the path of digital transformation. Mathias has more than 18 years of experience in the MICE industry, and has held the role of Managing Director at Koelnmesse since 2016. He first joined the company in 2002 as Regional Operations Manager for APAC, was appointed General Manager for Hong Kong in 2006, and held various positions in Koelnmesse's China subsidiary between 2008 and 2014.



**SANTOZ KUMAR,  
DIRECTOR OF SALES FOR ASIA,  
[IRONMAN GROUP](#)**

Santoz is the Director of Sales for Asia for IRONMAN Group, the largest operator of mass participation sports in the world, including the famous IRONMAN Triathlon Series and premier running events such as the Standard Chartered Singapore Marathon. With over a decade of experience in sales and partnerships, Santoz understands what it takes to organise large-scale sporting events. Prior to his role at IRONMAN Group, Santoz was involved in the organisation of ONE Championship events, Women's Tennis Association Finals Singapore, Singapore SportsHub projects, and the Formula 1 Singapore Night Race.



**CHONG SIAK CHING,  
CHIEF EXECUTIVE OFFICER,  
[NATIONAL GALLERY SINGAPORE](#)**

Besides being the Chief Executive Officer of National Gallery Singapore, which is home to the largest public collection of modern art in Southeast Asia, Siak Ching is also the Head of the Visual Arts Cluster, which comprises the Singapore Art Museum, Singapore Tyler Print Institute, and National Gallery Singapore. Prior to her current role, she was the President and CEO of Ascendas from 2001 and was recognised as Outstanding CEO of the Year at the Singapore Business Awards 2009 for her leadership and dynamism.



## Travel By Design

**Synopsis:** Singapore's flair for combining creativity with practicality shines through its innovation in design. This episode explores how Jewel Changi Airport's illustrious architect, Moshe Safdie, and his team have transformed Singapore's Changi Airport into a world-class attraction and meeting hub through design, drawing numerous international accolades. Uncover the sheer power of design, and the pivotal role it plays in inspiring innovation and possibilities for locals and tourists alike.

**Speaker:**



**CHARU KOKATE,  
PRINCIPAL & DIRECTOR,  
[SAFDIE ARCHITECTS](#)**

Charu is the Principal and Director of Safdie Architects' Singapore office, where she oversees and leads the firm's efforts throughout Asia. Working closely with Founding Principal and Lead Designer Moshe Safdie and a core team of designers, Charu is a collaborative and influential point of contact for clients, contractors and consultants – from project inception through completion. A true advocate for high-level construction practices, she is integral to delivering projects that embody their original design intent. Notable projects in Singapore include the iconic and complex structures of Marina Bay Sands Integrated Resort, Sky Habitat Residential Towers, and Jewel Changi Airport. An active mentor of young professionals, Charu often shares the work of the firm as a panellist, keynote speaker, lecturer, and design judge both internationally, and in Singapore where she is based.

## A Handshake of Possibilities

**Synopsis:** The pandemic has driven businesses to quickly pivot and innovate to remain relevant. This episode explores how companies from both the travel and non-travel industries have banded together and collaborated, to test-bed and create new and innovative concepts and revenue streams, which cater to the shifting modes of travel and experiences for consumers in a new COVID-19 environment.

### Speakers:



**CHRISTIAN WESTBELD, MANAGING DIRECTOR,  
[RAFFLES SINGAPORE](#)**

Appointed General Manager of Raffles Singapore in 2017, Christian has over 20 years of experience in the hospitality industry spanning various cities including Bangkok, Manila, Dubai, Singapore, Beijing and more. Christian's dynamism and acute business acumen saw him take Raffles Singapore to new heights as he oversaw the iconic hotel's extensive restoration, leading up the hotel's grand reopening in 2019. Prior to his current role, he was based in Macau with MGM China Ltd where he led the Hospitality Operations at MGM Macao and the pre-opening for MGM Cotai. Today, as Managing Director of Raffles Singapore, Christian continues to lead the hotel as it navigates through challenging economic times with the world learning to live with the pandemic; always adapting and always relevant to the community and the world.



**FELIX LOH, CHIEF EXECUTIVE OFFICER,  
[GARDENS BY THE BAY](#)**

Felix is the Chief Executive Officer of the award-winning Gardens by the Bay, where he carries the vision of creating a world-class horticultural wonder that both Singaporeans and international visitors from all walks of life can visit for years to come. A horticulturist by training, Felix began his career at the National Parks Board and subsequently worked at the Ministry of National Development. With more than 20 years of experience in parks management, horticulture and landscape industry development, he now leads a team of staff and volunteers to curate and refresh immersive experiences for visitors, as well as to showcase the Gardens as a model for sustainable development and conservation.



**HOSSAN LEONG, CREATIVE DIRECTOR,  
[DOUBLE CONFIRM PRODUCTIONS](#)**

One of Singapore's most loved and recognised entertainers, Hossan is a consummate performer whose skills include singing, dancing, acting, piano playing, and stand-up comedy. He is also the founder of Double Confirm Productions, a theatre and entertainment company that produces musicals and events with a local flair. In 2011, Hossan was conferred *Chevalier de l'Ordre des Arts et des Lettres* by the French Ministry of Culture and Communication for his contributions toward bridging the cultures between France and Singapore. In



**MICHAEL LEE, CHIEF EXECUTIVE OFFICER,  
[HUSTLE & BUSTLE](#)**

Michael is the founder and Chief Executive Officer of Hustle & Bustle, an integrated agency that specialises in crafting unique stories and curating ground-breaking experiences. Having spent more than a decade in the creative industry and being a visionary at heart, Michael and his dynamic team have spearheaded inaugural firsts such as Fullerton Concours d'Elegance, a vintage car exhibition and most recently, against the backdrop of the COVID-19 pandemic, organising Dale Chihuly's first major garden exhibition in Asia, Dale

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2021, Double Confirm Productions & Sight Lines Entertainment presented The Curious Case of the Missing Peranakan Treasure in collaboration with Raffles Hotel Singapore - possibly the world's first virtual interactive play that incorporates both online and offline experiences for audiences.

Chihuly: Glass in Bloom, at Gardens by the Bay. Michael also founded The Common Ground, an inclusive space for start-ups and individuals to network and share ideas. As a place-maker, he aims to transform venues with the purpose of bringing the community together.

## REIMAGINE EXPERIENCES – FORUM IMAGES



Jessica Tang, Senior Consultant, WGSN, unveils deeper insights into three new future traveller profiles that will influence the future of the travel industry, at the inaugural SingapoReimagine Global Conversations. The forum was filmed at AUX Immersive Studio – Singapore's first and largest extended reality stage.



(left to right): Christian Westbeld, Managing Director, Raffles Singapore and Hossan Leong, Creative Director, Double Confirm Productions, discuss their collaboration to produce a first-of-its-kind interactive virtual play within the hotel's premises, with presenter Steven Chia. Double Confirm Productions & Sight Lines Entertainment presented The Curious Case of the Missing Peranakan Treasure in collaboration with Raffles Hotel Singapore.



(left to right): Santoz Kumar, Director of Sales for Asia, Ironman Group and Chong Siak Ching, Chief Executive Officer, National Gallery Singapore, talk about the convergence of digitalisation and experiences to address business needs of today and tomorrow, with presenter Steven Chia.