

TIC Europe Sharing Session

5 April 2023

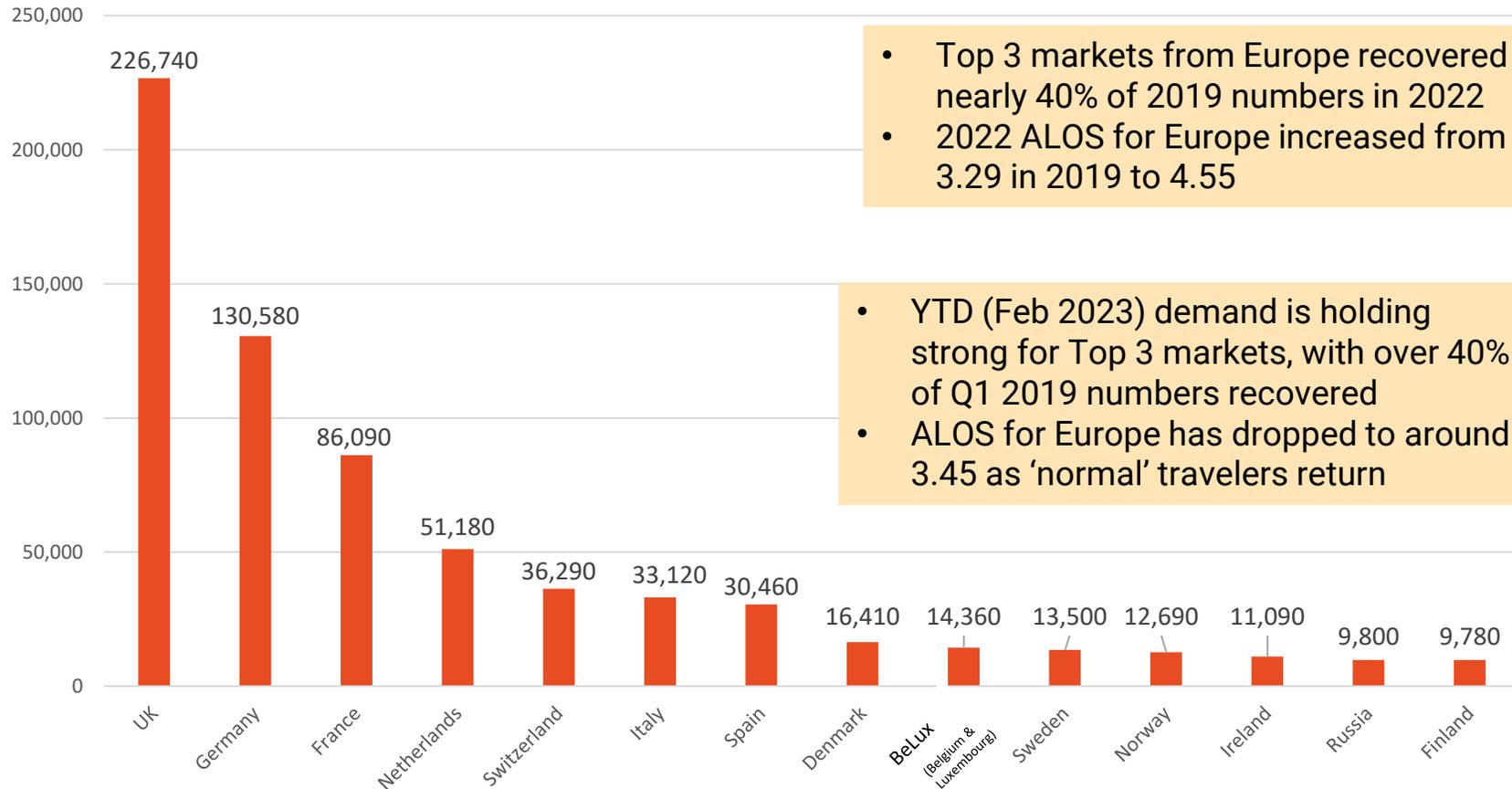


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2022 Europe Figures

2022 Visitor Arrivals



- Top 3 markets from Europe recovered nearly 40% of 2019 numbers in 2022
- 2022 ALOS for Europe increased from 3.29 in 2019 to 4.55

- YTD (Feb 2023) demand is holding strong for Top 3 markets, with over 40% of Q1 2019 numbers recovered
- ALOS for Europe has dropped to around 3.45 as 'normal' travelers return

Markets	2022 ALOS
UK	5.30
Germany	3.92
France	4.18
Netherlands	4.68
Switzerland	4.30
Italy	3.88
Spain	3.55
Denmark	4.57
Belgium & Luxembourg	4.26
Sweden	5.06
Norway	5.23
Ireland	4.33
Russia	5.07
Finland	4.67

Trade and Consumer Sentiments



Increased searches and bookings as countries in Asia lift restrictions

- **Searches to Asia continue to hold strong** for 2023 and is higher compared to 2022. OTAs such as eDreams are reporting increased searches of over 218% compared to 2022, and YTD Hotelbeds have seen a 258% increase in bookings vs 2022.
- **Booking windows for holidays are gradually returning to pre-covid levels** of 6-9 month lead times, especially as airfares continue to increase.
- **ABV is a lot higher compared to 2019**, as consumers upgrade and stay longer in destination to immerse themselves into the local culture; increase in airfare also plays a factor.
- VFR traffic starting to stabilise as normal travelers return, which has in turn seen ALOS track lower in Q1 2023.
- Competitor destinations : Japan, Thailand, Indonesia, S. Korea, Hong Kong, Australia and Dubai, due to competitive fares and recent re-openings to international travellers.

Increased travel cost will impact travel behaviour

- **Effects of inflation** and a slow-down in real GDP growth will reduce consumers' discretionary spending. Depreciation of GBP/EUR against SGD likely to reduce spending. Key markets including Germany, France and UK have narrowly missed a recession.
- Rising trend of all-inclusive holidays to help mitigate travel costs. **Cost of a holiday to Singapore/Asia is a lot higher compared to other regions**, however, provided the trip is deemed as **value for money** (e.g. child goes free), consumers are willing to spend more.
- **Luxury segment less impacted by cost of inflation**, however they are beginning to be more conscious about flight prices and will book an alternative destination if cheaper .

Holidays remain a priority, with sustainability increasingly important

- Survey by ABTA (UK) records most consumers will **cut back on other non-essential costs (e.g. eating out) to go on holiday**.
- Majority of UK consumers will **more likely book with a travel professional**, with security, up-to-date advice and value for money amongst the top reasons.
- **Sustainability increasingly becoming important**, with many UK consumers willing to pay more with a company which has better environmental and social records than others. Top concerns for travelers are how animals are treated, waste & plastic pollution and nature & culture preservation.
- Continued growth in cruise (UK and DE) as a range of new itineraries return to Asia (e.g. TUI Cruises, Marella Cruises & Celebrity Cruises).

Corporates are more impact-conscious

- **Corporates delaying decision making** in order to minimise risk in case of internal policy changes or to minimise outgoings.
- **Continued short lead times for events enquiries** which can impact choice of destination with clients deciding to stay within Europe.
- Suppliers are now expected to be at the forefront of implementing **sustainable practices**, such as having B Corp certification or similar, or reducing food wastage and having plant-based menu options.
- As incentive travel returns, the **need for downtime has emerged as a priority** and is an important quality of an incentive trip.



STB Europe Market Plans



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Looking ahead - Building Brand Affinity



Dialing up on Singapore's unique attributes and right to win by focusing on the core pillars of **SG's Food Story, Authenti-City and Urban Wellness Haven**

Branded Entertainment & PR

Showcasing Singapore as a experience-rich Lifestyle Destination

1. Collaborate with RTL to showcase Singapore on **The Bachelorette Germany**, featuring Singapore as the destination for 3 dream dates for the Bachelorette and her top 3 prospective partners. Expected viewership of 1.3 million.
2. On the back of **Fantastic Friends** filming, STB London is in talks with **Dash Pictures** to film a new celebrity series featuring Singapore.
3. Collaboration with **Geo**, an Italian afternoon programme. A 30-min documentary guaranteed focusing on Singapore's rich history, culture and nature and its traditions. Audience: 1.5 -1.7 million.
4. **Media visits** to promote sustainability, wellness and authentic experiences.

Showcasing Singapore as a Foodie Destination

1. Collaborate with **NOMADS** and **SIA** to showcase Singapore cuisine and to present Singapore as a foodie destination to the Dutch audience.
2. Dedicated **Foodie Fams** with media and influencers.

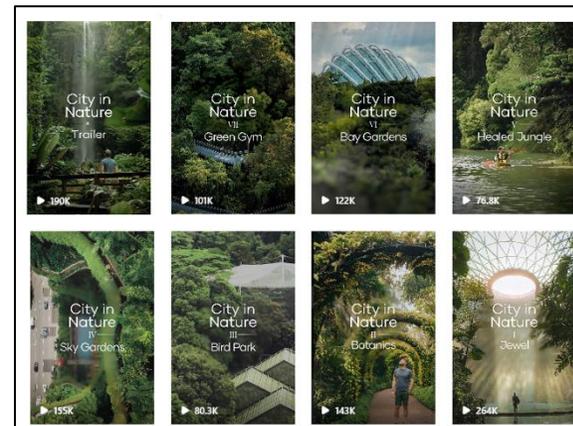


The Bachelorette

KOLs & Advocates

Focus on driving Singapore's Food and Sustainability story with influencers in UK, France and Germany

1. UK: Continuing work with botanist **James Wong (@botanygeek)** to showcase Singapore as a City in Nature.
2. **Partnering top KOLs** to feature the unknown side of Singapore and to build affinity with their followers.



James Wong social campaign

Media Campaigns / Media Partnerships

Provoke and inspire travelers to see Singapore in a different light – as a reinvented destination of possibilities, as opposed to simply a safe and sterile business city

1. **Digital Campaigns** allow STB to reach out to a wider audience and finesse our targeting so we speak to the right audiences.
2. **Media partnerships with media platforms** e.g. Petaouchnok, Madame Figaro (FR), Elle (DE), Wanderlust photo essay (UK) and Neue Zuercher Zeitung (CH), to co-create content and **present Singapore as a place that makes the impossible possible** through unexpected experiences and with our people.

Looking ahead - Reclaiming Market Share

Focusing content and experiential itineraries on Singapore's core pillars to set us apart from our competitors



Trade Partnerships

OTA/TO Partnerships

Partner key OTAs e.g. eDreams, Kayak, Hotelbeds, Skyscanner and TOs e.g. Les Maison du Voyage (FR), TUI (DE), Flight Centre and Travelbag (UK) to drive higher volume conversion; as well as luxury agents e.g. Elegant and Carrier (UK) to drive spend.

Twining

Entrench Singapore as must-visit gateway to Southeast Asia, reaching a wider set of potential travelers and converting transit and short stopovers into twinning / stayovers. Currently working with NTOs such as Malaysia, Thailand, Indonesia and Australia through joint agent trainings and fam trips.

Airline Partnerships

Tripartite Campaigns

STB-SIA-CAG have awareness-building and conversion-driven campaigns in UK, France, Germany, Spain and Scandinavia.

Airline Partnerships

Collaboration with direct and indirect carriers to stimulate demand for Singapore and boost visitor numbers to Singapore as final destination e.g. Qantas, Turkish Airlines and Qatar Airways.

Fam Trips

Partner with airlines on trade fam trips to promote Singapore as a destination and cruise hub.

Cruise Partnerships

Position Singapore as a must-visit destination and cruise destination of choice

- Raise awareness of SEA cruises through CLIA and implement agent trainings with tour operators e.g. Flight Centre.
- Partner with intermediaries for **co-creation of pre-post cruise itineraries** and joint marketing campaigns e.g. Iglu.
- Partner with key cruise lines e.g. RCI, Seabourn on trade engagement and tactical campaigns.



Looking ahead - Cultivate MICE opportunities

MICE Partnerships

Entrench Singapore as a leading destination for MICE events through MICE partnerships

1. Embark on **multi-faceted, content-led partnerships** to promote Singapore as a thought-leader and a trusted, safe and innovative MICE destination e.g Partnerships with Destinations Alliance, PCMA and BCD M&E (UK).

BD Platforms

1. Leverage key partners' e.g. Brussels International Associations Forum, Geneva International Associations Forum, Union of International Associations database and platforms to engage in **conversations with associations on their needs and wants**.
2. Attend key events such as Pure Meetings and Events (FR), European Associations Summit, Green Mile (DE), Europe Congress (Eastern Europe), MICEBook Ventures, C&IT Forums and InVoyages (UK) to **source for leads and build pipeline of events for Singapore**.

Tradeshows

1. Attendance at key MICE tradeshows to position Singapore as a leading MICE destination e.g. **IMEX Frankfurt, The Meetings Show London**.



Health-care focused advertorial, Boardroom





SG Stakeholder Opportunities



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We seek support of our Singapore partners



- 1** Provide us with updated and high quality images and content assets (to be loaded onto TIH)
- 2** Provide us early notice of your plans to launch new products & services so we can include in our story banks or future fam trips. We need time for translation
- 3** Develop new tour itineraries and experiences that cater to Europeans which we can help promote – themes of wellness, sustainability, culture & heritage are popular
- 4** Join our in-person tradeshows and roadshows to lend support for MICE lead generation
- 5** Share about your Europe strategy and plans for the year ahead. Inform us of any planned sales calls or roadshows so that STB can help support

Leisure and MICE platforms



Tradeshows/Roadshow/Sales Calls

- Co-organised sales calls or events (e.g. networking events)
- **Pre-IMEX Roadshow**, 18 May 2023, London
- **IMEX Frankfurt 2023**, 23 – 25 May 2023, Frankfurt, Germany
- **The Meeting Show 2023**, 28 – 29 June 2023, London
- **PATA SEA Roadshow (TBC)**, London & Birmingham, June 2023
- **Eastern Europe Roadshow (TBC)**, 2H 2023
- **IBTM World 2023 (TBC)**, 28 - 30 November 2023, Barcelona
- **ITB Berlin 2024**, 5 – 7 March 2024, Berlin, Germany

Training

- Webinars – STB-led or stakeholder-led
- E-Learning

Marketing

- VisitSingapore social media handles for UK, Germany, France, Italy, Netherlands and Poland: uploading of content, updates, videos
- Product Updates
- Joint Marketing
- German language MICE newsroom
- MICE newsletter
- Co-organise online sales calls or events (e.g. networking dinners)

Fams

- Work with STB to host FAMs and offer attractive deals and packages

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Key Markets

France

Italy

Benelux

United Kingdom & Ireland

Nordics

Spain

Germany

Switzerland

Russia

Poland & Emerging Markets

Thank You

