



Passion  
Made  
Possible

**Presentation by Mr Keith Tan,  
Chief Executive,  
Singapore Tourism Board**

# Weathering Disruptions





# Resilience and Solidarity

Image Credit: Genting Cruise Lines

Image Credit: Public Service Division, Prime Minister's Office



# Emerging Stronger

## Restoring Travel Flow to Singapore



## Facilitating Industry and Business Transformation



## Retaining Mindshare



# Careful Reopening of Borders





# Connect@Singapore



ONE Championship



Image Credit: ONE Championship

Mobile Legends Bang Bang (MLBB)  
M2 World Championship



Image Credit: Moonpon

ONE Esports DOTA2 Singapore Major



Image Credit: ONE Esports

TravelRevive



PCMA Convening Leaders 2021



GeoConnect Asia 2021





# Business Transformation

Define

Optimizer  
The Planner

Friends travelling together

Understand RC

## 2. PROBLEMS / PAINS

Which problems do you solve for your customer?  
There could be more than one, explore different ones.  
eg. existing solar solutions for private houses are not always a good investment (1).

TOO MANY  
FOR

TOO MANY

Too many  
investments

# Pivoting Domestically



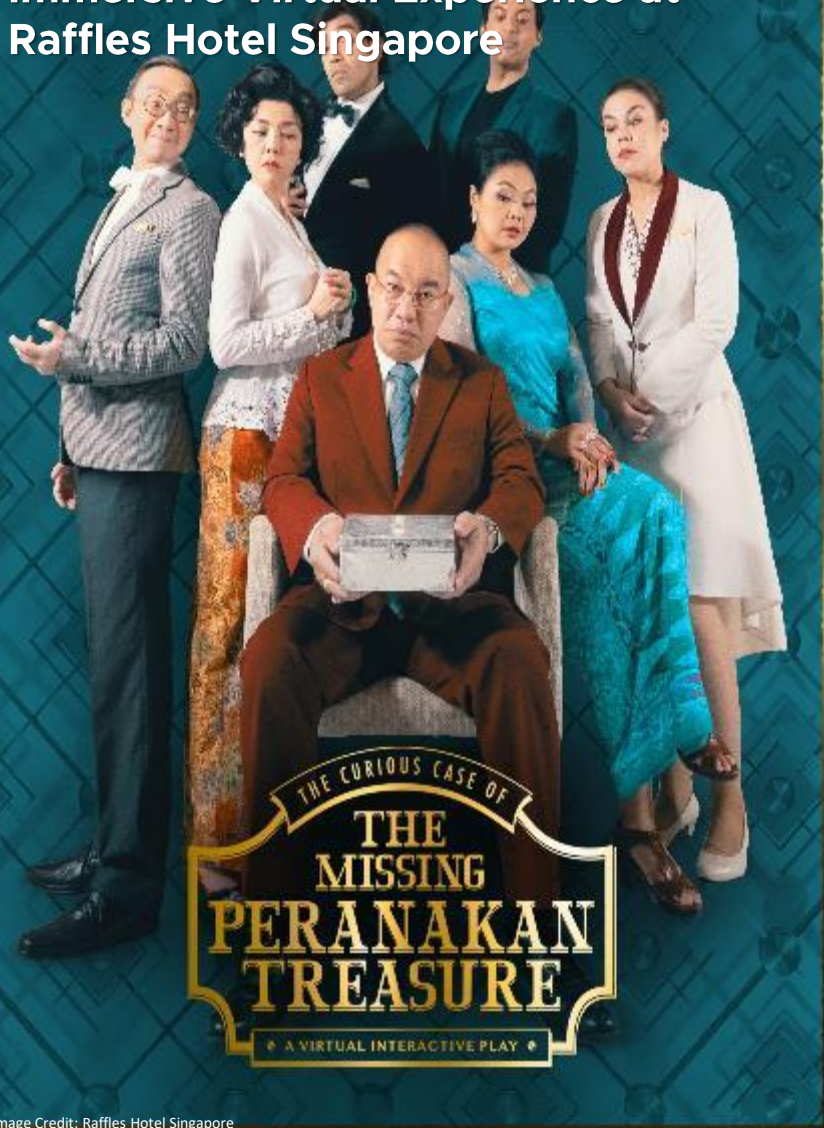


Image Credit: Oriental Travel and Tours



Image Credit: Royal Albatross

## Immersive Virtual Experience at Raffles Hotel Singapore



## Azza Travel & Tours x Royal Albatross Halal Fine Dining Cruise

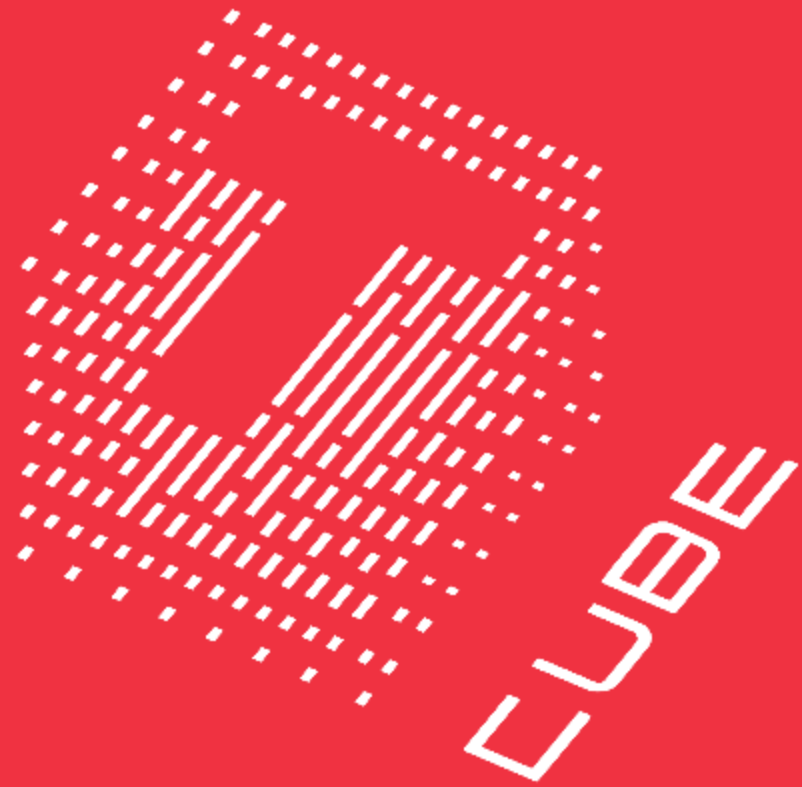


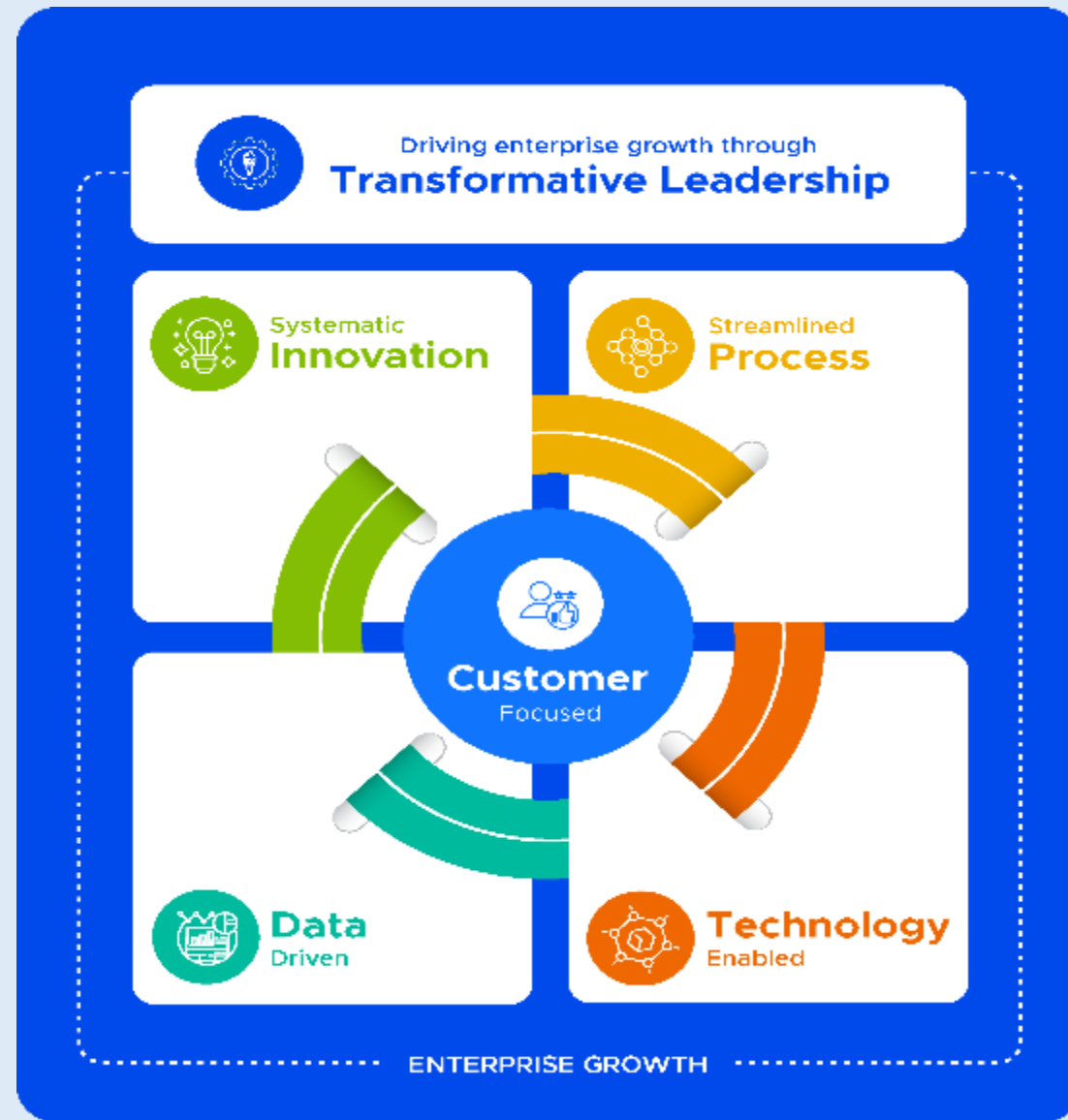
## InterContinental Singapore's Scene Shang Suite



# Business Transformation to Emerge Stronger







**T<sup>x</sup>1** Tourism Transformation Index



Image Credit: The Ritz Carlton, Millenia Singapore



## AR Art Tour at The Ritz Carlton, Millenia Singapore

Supported by the Singapore Tourism Accelerator, Cohort 1

Image Credit: The Ritz Carlton, Millenia Singapore





**TIH TOURISM INFORMATION & SERVICES HUB**

Singapore Government  
 100, Cross Street, Level 1, Singapore 059101

**SINGAPORE'S HUB FOR TOURISM BUSINESSES**  
 Your digital resource to save time, effort & money.

[Register Now](#)

Already a user? [Sign In](#)

**WHAT IS THE TOURISM INFORMATION & SERVICES HUB?**  
 It's a new-age digital resource hub that helps businesses save time, effort & money with up-to-date content on Singapore's tourism offerings, travel software services and much more.

**WHAT TIH HAS TO OFFER**

- Get more exposure for your business**
  - TIH offers real-time updates across 3116's marketing channels, TIH's tourism partners' websites and apps for your product listings.
  - Promote your deals on TIH.
  - Gain exposure by listing your business details in the Business Directory.
  - Grow your network by scouting for leads from the Business Directory.
- Find content for your marketing needs**
  - Access over 4,000 places and experiences across 12 categories, in English, Chinese, Japanese, Korean in real-time.
  - Access over 12,000 quality images for you to use for free.
  - Access analytics and insights from the Business Dashboard to make better business decisions.
- Innovate easily with TIH APIs**
  - Easily extract over 150 information and content APIs for your website or app in real-time.
  - Enable your customers to login to your digital applications more conveniently with a Visit Singapore Account.
  - Provide customers a convenient, personalised experience with TIH's free Recommendation Engine, Smart Itinerary Planner and Enhanced Navigation.

[Register with TIH](#)

**Stan SINGAPORE TOURISM ANALYTICS DASHBOARD**

View Tourism Statistics

Draw insights from our analytics to inform business decisions. Gain an overview of key Visitor Arrivals data presented in visualisations, including top source markets, overnight visitors, and the average length of stay.

[Start Exploring](#)

**Visitor Arrivals - Trends over Time**

YEAR: Year 2023

Visitor Arrivals: **19.12M** <sup>+3.3%</sup>  
 Overnight Visitors: **14.56M** <sup>+3.7%</sup>  
 Average Length of Stay (Days): **3.36** <sup>+8.8%</sup>  
 Visitor Days: **64.14M** <sup>+4.1%</sup>

**WTD Trends**

Week	Visitor Arrivals	YOY
Jan 18	1.835M	-
Feb 18	1.868M	-
Mar 18	1.925M	-
Apr 18	1.987M	-
May 18	1.885M	-
Jun 18	1.951M	-
Jul 18	2.087M	-
Aug 18	1.758M	-
Sep 18	1.424M	-
Oct 18	1.538M	-
Nov 18	1.638M	-
Dec 18	1.719M	-

**WOW Trends**

Week	Visitor Arrivals	YOY
Jan 18	1.829M	-
Jan 19	1.49M	-
Feb 19	1.59M	-
Feb 19	1.6M	-
Mar 19	1.41M	-
Mar 19	1.59M	-
Apr 19	1.9M	-
Apr 19	1.68M	-
May 19	1.55M	-
May 19	1.57M	-
Jun 19	1.72M	-

Period: Jan 19 to Dec 19  
 Statistics as of 23 Feb 21. Data as of 20 Feb 2020.

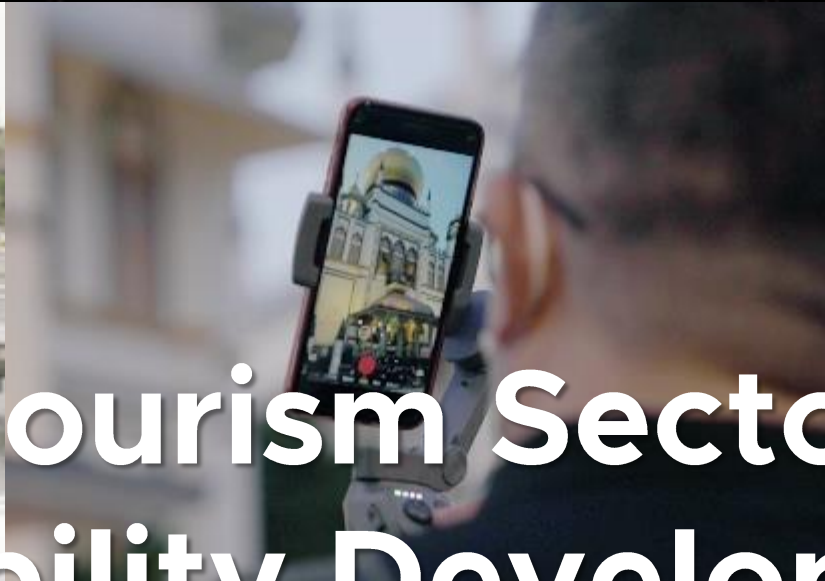
# AR Assets developed by STB





# Reskilling and Upskilling

# Tourism Sector Capability Development Roadmap



Launch of SingapoReimagine, our international recovery campaign



**HOW WOULD YOU REIMAGINE TRAVEL?**

VisitSingapore.com



UPPER SELETAR RESERVOIR PARK

SG Stories Content Fund to uncover authentic stories for our global and local audience



**SG STORIES**  
CONTENT FUND

MoU with Airbnb Experiences  
Creating and amplifying local experiences to promote Singapore globally



Image Credit: Airbnb Inc.



Image Credit: Wildlife Reserves Singapore

**Disney Outdoor Explorers**  
Rewrite The Doodle Animals  
21 May - 27 Dec 2020

**Calling all Explorers!**  
Embark on an adventure with Disney's Mickey Mouse and Minnie Mouse to look for the playful doodle animals that have wandered off.

Image Credit: Wildlife Reserves Singapore

**WILD ADVENTURE**  
Enjoy **50% OFF\***  
Singapore Zoo & River Safari Adventure Combo

singaporediscovers

Partnership With  
**MONSTER**

*Hey Explorer,  
Make Memories with Ascott*

Redeem a FREE walking tour when you stay with us!  
Promotion is available from now till 31 December 2021.  
Approach the front desk to find out more about your voucher redemption!

ASCOTT SOMERSET citadines lyf asr

Scan here to find out more

Image Credit: The Ascott Limited

JOIN US ON OUR FIRST  
**MANDARIN SPEAKING WALKING TOUR at Changi Airport!**

This is a great opportunity for your kids to learn more about the World's No. 1 airport and improve their Chinese. Bring their grandparents along for a family-fun filled time! Only \$10 for Child.

**与我们一起在樟宜机场进行第一个中文徒步旅行!**

这是个非常好的机会让孩子们可以更了解这世界闻名的机场,并在过程中锻炼中文语言能力。也可以借此带祖父母一起度过欢乐的家庭时光!儿童票价格仅为\$10。

You can use the \$100 SingaporeRediscover vouchers for this tour!  
您可以使用\$100的SingaporeRediscover旅游券!

**\$100**  
SINGAPORERediscover Voucher

DETAILS 详细信息:  
monsterdaytours.com/mandarin-tours-singapore

Image Credit: Monster Day Tours (By Woopa Travels)

Image Credit: Bounce Singapore

**BOUNCE**  
**Junior Jumpers**

singaporediscovers<sup>SG</sup>

BOOK ONLINE: [WWW.BOUNCEINC.COM.SG](http://WWW.BOUNCEINC.COM.SG)

Image Credit: Monster Day Tours (By Woopa Travels)

**ART... WALK** **MONSTER**

**LIVE! Virtual Tour**  
Monster Day Tours

## New Attractions





# Refreshing our Precincts – Orchard Road



Image Credit: Lendlease Global Commercial REIT and DP Architects



Image Credit: MCGY and NYC

# Preparing for our Future

An aerial photograph of Singapore at sunset. The sky is filled with vibrant orange and yellow clouds. In the foreground, the Gardens by the Bay are visible, featuring the iconic Supertrees and the glass-enclosed conservatories. The city skyline, including the Marina Bay Sands, is visible in the background. The water of the bay is calm, reflecting the colors of the sky.



“Remote nearly everything”



Holistic Wellness



Environmental Sustainability



Technology everywhere, everyday, for everyone

## Challenge #1

How may we reinforce Singapore's position as the world's most trusted, valued, innovative and safe destination for business and corporate travellers?



Anchor events in Singapore that gather business leaders from around the world



Trusted and neutral "Global-Asia node" for business events



Attract growth-oriented Asian companies to Singapore for MICE



A nighttime photograph of a city skyline, likely Singapore, featuring a river in the foreground and a rooftop bar on the right. The skyline is dominated by several tall, illuminated skyscrapers. The text "The world's most trusted, valued, innovative and safe business destination" is overlaid in white, bold, sans-serif font across the center of the image.

**The world's most trusted,  
valued, innovative and  
safe business destination**





# Holistic Wellness

Image Credit: Owen Raggett



Image Credit: Grand Hyatt x Kydra



## Challenge #2

Can Singapore become a leading urban wellness haven, where wellness offerings and experiences are easily available and fully integrated into the daily life of modern city?





# Rise of wellness offerings overseas





Increasing  
accessibility of TCM



Collaborations  
between tourism and  
wellness brands



New businesses

A New  
Recreation Club

Innovative wellness partnerships in the tourism sector



Curation of more wellness experiences riding on Singapore's city in nature identity



Enhancing Singapore's events landscape with more wellness-related events

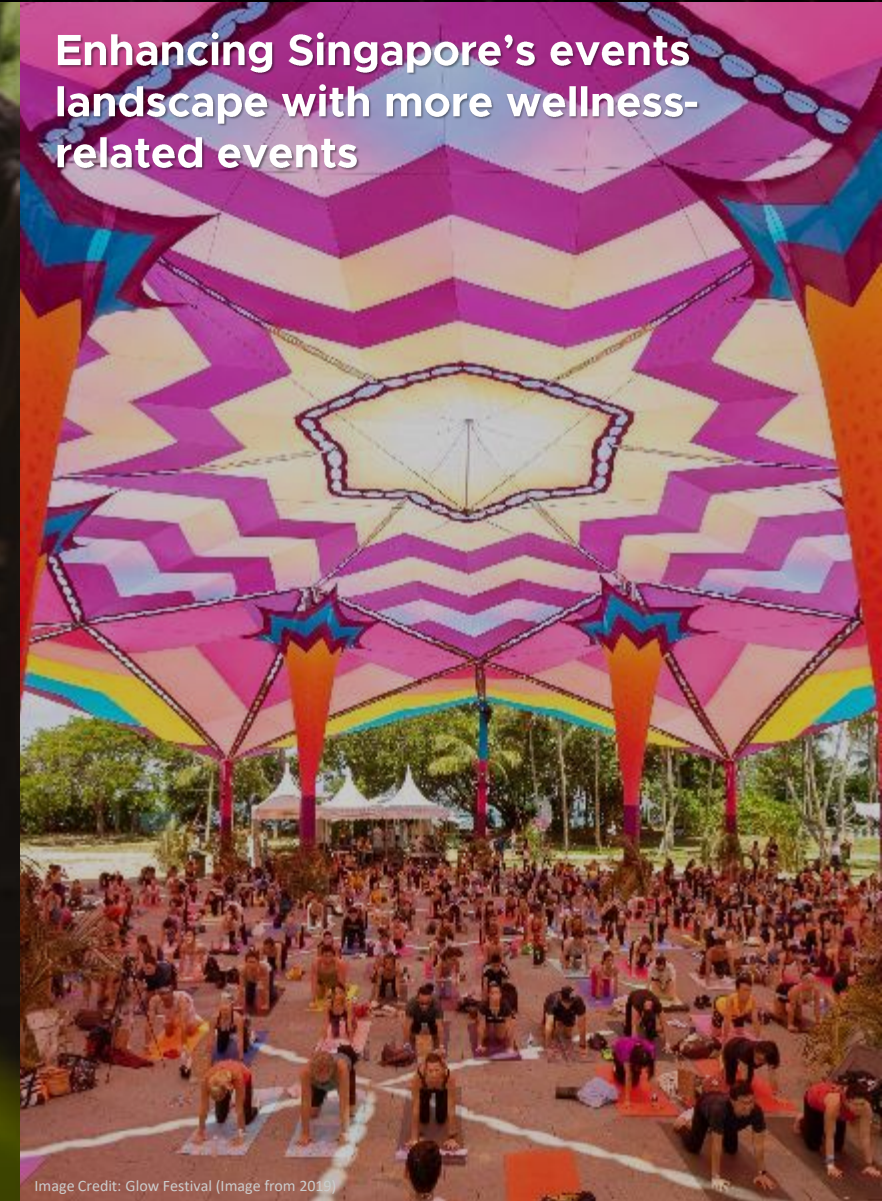


Image Credit: Changi Experience Studio

Image Credit: Grand Hyatt x Kydra

Image Credit: Glow Festival (Image from 2019)

# Environmental Sustainability

An aerial photograph of a lush mangrove forest. A wooden boardwalk with railings winds through the water, leading to a prominent observation tower. The tower has a conical, lattice-like wooden roof. The surrounding area is filled with dense green trees and their reflections in the water. The text 'Environmental Sustainability' is overlaid in the center in a large, white, sans-serif font.

## Challenge #3

How can Singapore become a top sustainable and innovative urban destination?





**Wildlife Reserves Singapore:  
Championing the cause for  
environmental sustainability**



**Sentosa:  
Carbon-neutral by 2030**



**Globally recognised hotels  
for environmental sustainability**



# Test-bed innovative sustainability solutions





# Zero-carbon events and Eco-friendly accommodation

# Technology



### Contactless All-in-one Voice Assistant

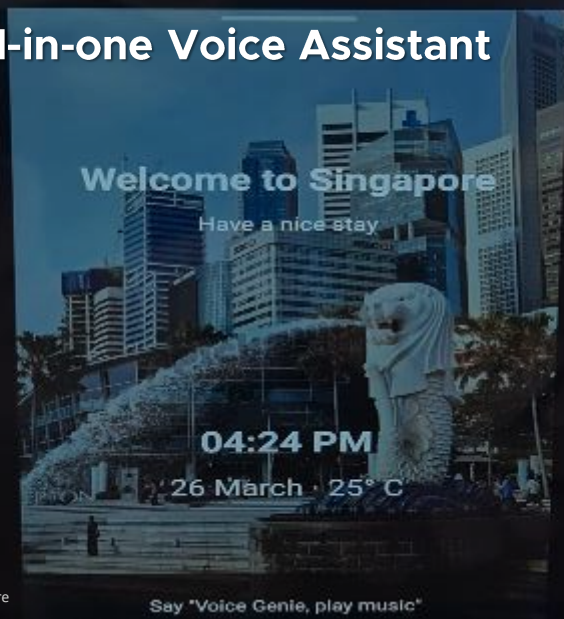


Image Credit: The Ritz Carlton, Millenia Singapore

### VR Experience at Madame Tussauds Singapore



### Marina Bay Sands' Hybrid Broadcast Studio



Image Credit: Marina Bay Sands

### Service Delivery Robot



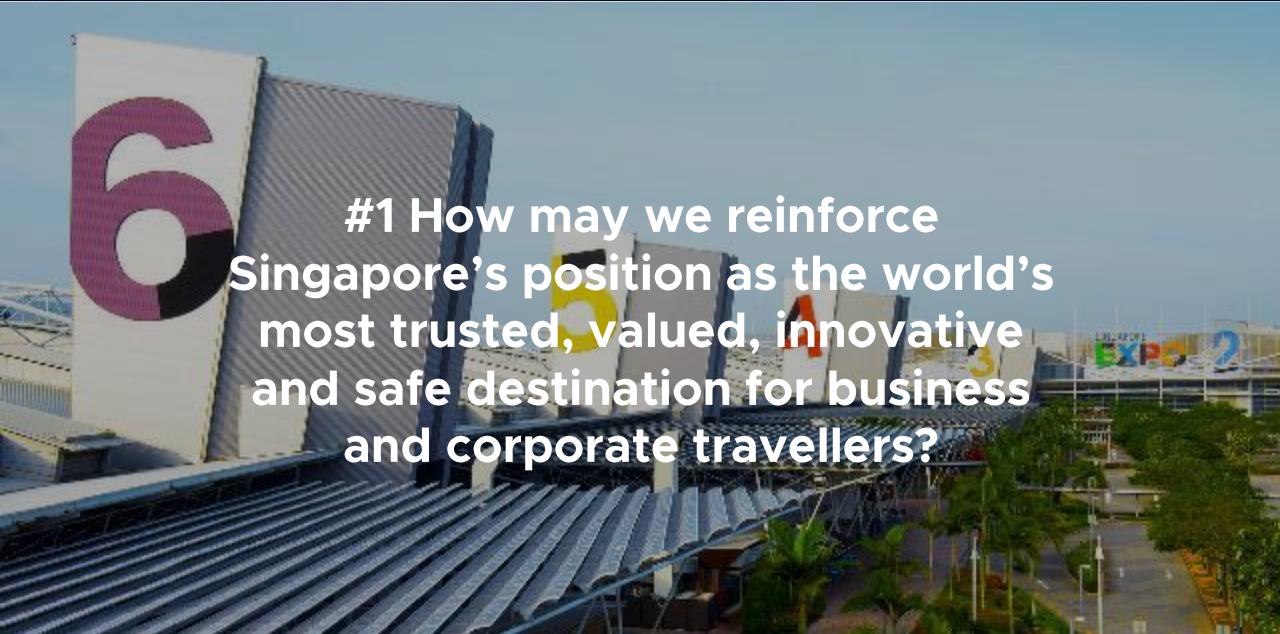
# E-Visitor Authentication (EVA)



## Challenge #4

Can Singapore become a thriving marketplace for great technology solution providers and most forward-looking, tech-savvy tourism companies?





**#1 How may we reinforce Singapore's position as the world's most trusted, valued, innovative and safe destination for business and corporate travellers?**



**#2 Can Singapore become a leading urban wellness haven – where wellness offerings and experiences are fully and seamlessly integrated into the daily life of modern city?**



**#3 How can Singapore become a top sustainable and innovative urban destination?**



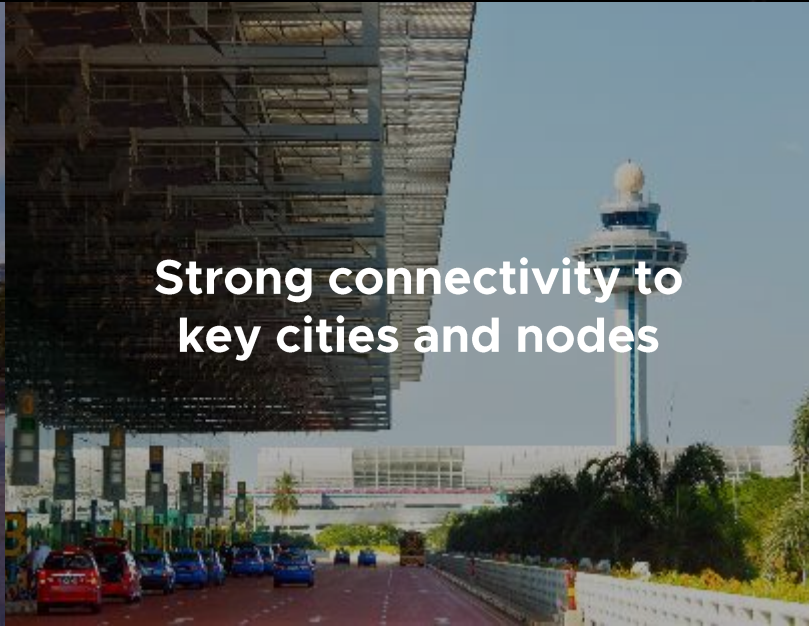
**#4 Can Singapore become a thriving marketplace for great technology solution providers and tech-savvy tourism companies?**



Is there anything that we  
can be hopeful about?



**Strength of the Singapore brand**



**Strong connectivity to key cities and nodes**



**Healthy pipeline of investments**

Image Credit: Far East Hospitality



**Drive to retain and upgrade strategic skills**



**Thirst for Innovation**





# Our People

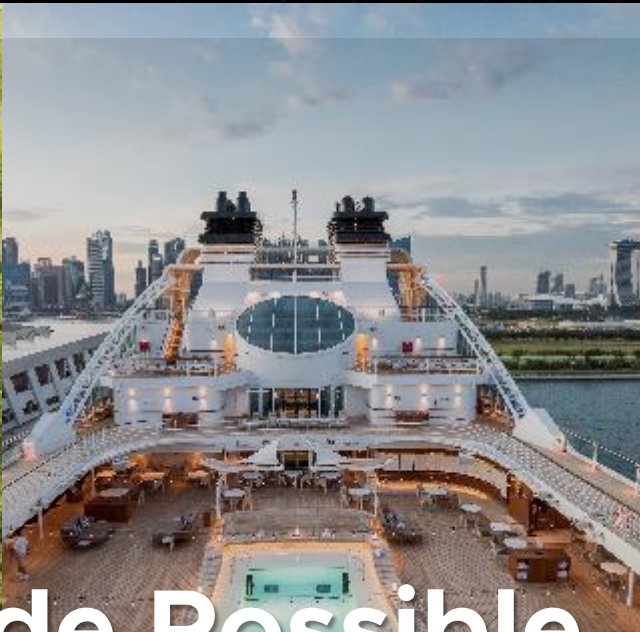


Image Credit: Raffles Hotel Singapore

Image Credit: Resorts World Sentosa

Image Credit: Wildlife Reserves Singapore

Image Credit: Royal Caribbean International



Passion Made Possible.