



# TOURISM INNOVATION CHALLENGE FOR MICE

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# About STB



## VISION

A vibrant and inspiring Destination Singapore that we are proud of

## MISSION

To shape a dynamic tourism landscape for Singapore in partnership with industry and community



# Our Work



<b>Planner</b>	To ensure the long-term development and growth of the tourism sector
<b>Promoter</b>	To market Singapore's multi-faceted appeal as a premier business and leisure destination
<b>Regulator</b>	To review and update the tourism regulatory framework to ensure its relevance in the current business environment
<b>Industry Development</b>	To support and facilitate growth of relevant industries by attracting investments, building capabilities and growing markets
<b>Precinct Development</b>	To champion place management of Singapore's tourism precincts to deliver authentic and sustainable destination experiences
<b>Owner, Manager &amp; Operator</b>	To execute major projects such as F1, development of International Cruise Terminal (ICT) and run STB-owned assets such as the Singapore Visitors Centre



# Our Tourism Industries



Attractions



Cruise



Hotels



Integrated Resorts



Travel Agents/  
Tourist Guides

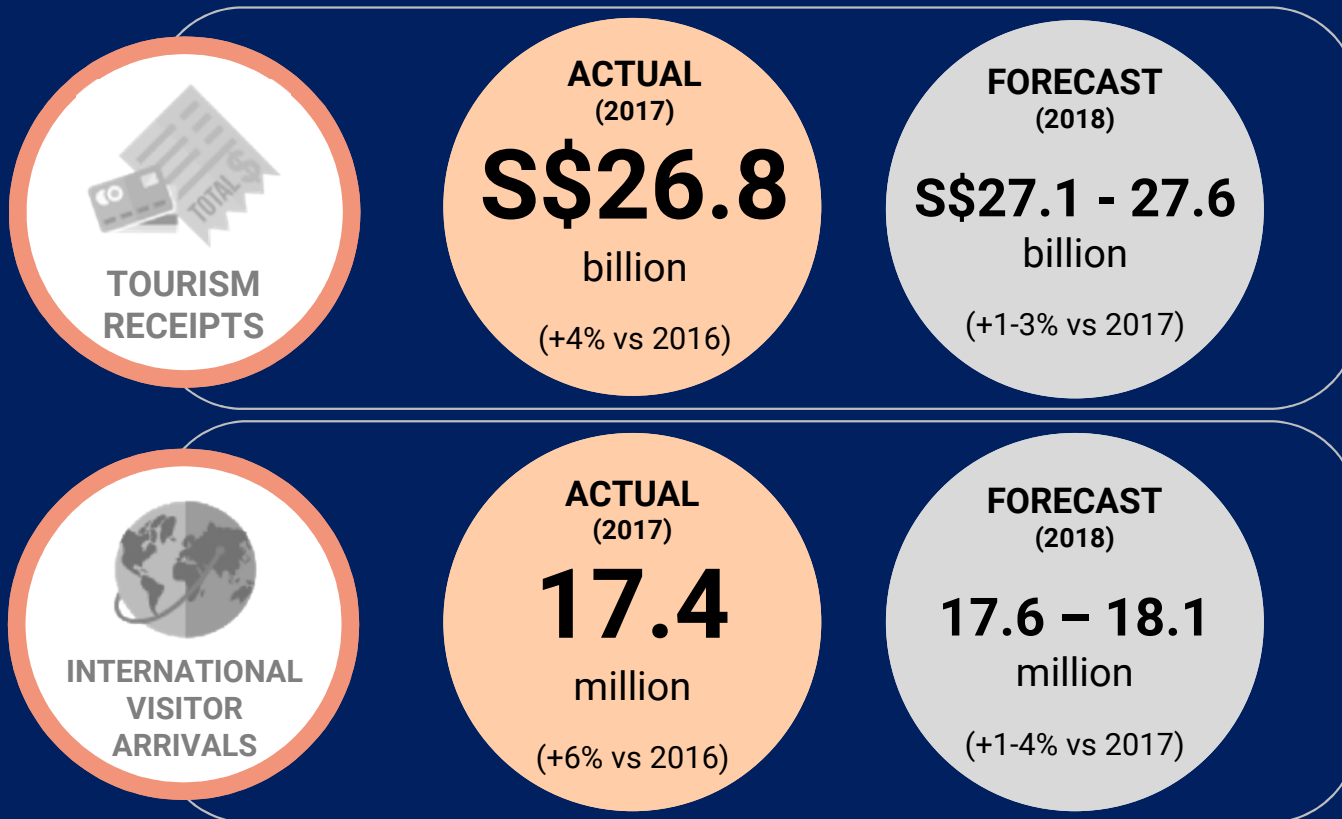


BTMICE

Business Travel, Meetings, Incentive Travel,  
Conventions & Exhibitions



# 2017 TOURISM SECTOR PERFORMANCE | 2018 FORECAST



□ Tourism Receipts and Visitor Arrivals are at historical highs



# Meetings, Incentive Travel, Conventions and Exhibitions industry is an important tourism sector



INTERNATIONAL  
VISITOR ARRIVALS

15%

IVA contributed by  
MICE vs Leisure



TOURISM  
RECEIPTS

34%

TR contributed by  
MICE vs Leisure



The global MICE industry generated USD\$752 billion in 2016 and is expected to grow at a CAGR of 7.5% to USD\$1,245 billion by 2023

Source: [Alliedmarketresearch.com](http://Alliedmarketresearch.com)





# Asia-Pacific Top Convention City

for 16 consecutive years

International Congress and  
Convention Association Global  
Ranking 2017

# Top Asia-Pacific Meeting Destinations

Event Top 25 Asia Pacific  
Destinations

# \$12B

SG Meeting  
Revenue market  
by 2023  
(Source: Allied Market  
Research)







# OUR CHALLENGES

1. Rising cost per attendee
2. Rising regional competition
3. Increasing customer expectation
4. Manpower constraint



# HOTEL CHALLENGE 2017

7

Challenge  
Statements

28

Proposals  
Received

18

Projects  
Co-funded



Passion  
Made  
Possible





# TRAVEL AGENTS CHALLENGE 2017

5 Challenge  
Statements

25 Proposals  
Received

5 Projects  
Co-funded





# MICE CHALLENGE 2018

7

Challenge  
Statements

?

Proposals  
Received

?

Projects  
Co-funded

## WHEN



## WHO

- Singapore Registered Entity
- Company or Consortium

## <sup>1</sup> WHY

- Up to 70% STB funding
- Work with 1 pilot partner from MICE industry
- Showcase at industry events



(Note 1: For successful applicants)



A night-time aerial view of the Singapore skyline, showing numerous illuminated skyscrapers and buildings. The city lights are reflected in the water in the foreground.

SG  
Singapore  
Passion Made Possible