

[STB Korea] Busan top 4 Travel Agents's Singapore Leisure Fam x March 2024

Introduction

Singapore Tourism Board (STB) Korea is hosting a Korea TA Fam for 4 major TAs from Busan region, which will develop/refresh Singapore products for their respective target audiences for upcoming Summer Campaign. STB Korea is calling for support and sponsorship from Singapore trade partners.

Name of Fam Trip	<i>Busan's top 4 Travel Agent's Singapore Leisure Fam</i>
Dates of Fam	<i>The week of 4 March (Possibly 4 – 8 March 2024 (the exact dates are to be confirmed)</i>
Group Size	<i>Group: 4 pax (TAs only, not including STB accompanying person)</i>
Country of Participants	<i>South Korea</i>
Profile	<i>Busan's top 4 Travel Agent's Singapore Leisure Fam</i>
Type of Sponsorship	<p>Full or Co-sponsorship of</p> <ul style="list-style-type: none"> <i>Accommodation: ideally 2N on mainland and 2N on Sentosa; on single-room basis</i> <i>Attractions and Experiences</i> <i>Meals</i>
Additional details/criteria for sponsorship	<i>NUUT experiences – New, Unknown, Unexpected and Transformed (reinvented) experiences that the Korean TAs can add on to their range of products that cater to their different target segments of Korean travelers and in line with STB's brand campaign – "Made-In-Singapore" as well as STB Korea's efforts to promote Singapore as an attractive destination.</i>
Information about FAM Participants	<p><i>Decision makers from the respective TAs in Busan e.g. Head/ Director who oversee Singapore product development, sales and marketing. Potential travel agencies from Busan include, Hana Tour, Mode Tour, InterparkTriple and Yellow Balloon Tour.</i></p> <p><i>1 person from each TA will join the fam to develop/refresh each TA's Singapore products for upcoming summer campaign.</i></p>
Eligibility	<ul style="list-style-type: none"> <i>All Singapore-based stakeholders interested in the Korean market are open to apply.</i> <i>STB will shortlist and inform stakeholders of the outcome once this Expression of Interest (EOI) closes.</i> <i>STB reserves the right to decline/accept any sponsorship at its discretion.</i>
Expression of Interest Opens	<i>13/DEC/2023</i>
Expression of Interest Closes	<i>25/JAN/2024, 12:00 (SGT)</i>

Point of Contact

For more details and expression of interest, please contact:

Jee Ae YOON, Manager, yoon_je_je@stb.gov.sg