

STB Americas Influencer Partnership with Love Bonito

FAM June 2024

Aim: Singapore Tourism Board (STB) Americas is partnering with Singaporean brand Love Bonito for an “Ready Set Live” trip to Singapore to show that Singapore has everything to offer as a travel destination. The campaign aims to bring up to 8 influencers and media partners to showcase Singapore as an exciting and fun destination for the Early and Established Careers. Overall, the campaign aims to feature Singapore’s retail, art, culture, wellness and foodie scenes, along with the key messages of sustainability and female empowerment.

Name of Fam Trip	<i>STB Americas x Love Bonito Partnership Influencer Media Trip</i>
Dates of Fam	<i>June 2024, exact dates TBD</i>
Group Size	8 (TBC)
Country of Participants	USA
Profile	<i>KOL and Media</i>
Type of Sponsorship	<ul style="list-style-type: none">• <i>Accommodation (Full or Co-sponsorship)</i>• <i>Attractions and Experiences (Full or Co-sponsorship)</i>• <i>Food & Beverage (Full or Co-sponsorship)</i>
Additional details/criteria for sponsorship	<i>Open to all</i>
Information about FAM Participants	The influencers for this partnership are all of Asian-American descent with a combined following of 3.3 million on Instagram, 2.9 million on YouTube, and 828k on Tik Tok. Their average engagement rate is 5.6% on Instagram. Their audience is majority based in the U.S. with a demographic of mostly millennials. Their content is generally focused on lifestyle, fashion, food and travel.
Eligibility	<ul style="list-style-type: none">• <i>All Singapore-based stakeholders are open to apply.</i>• <i>STB will shortlist and inform stakeholders of the outcome once the EOI closes.</i>• <i>STB reserves the right to decline/accept at their discretion</i>
Expression of Interest Opens	<i>08/05/2024</i>
Expression of Interest Closes	<i>07/06/2024</i>
Point of Contact	<i>For more details and expression of interest, please contact: Marissa Castro - Digital Marketing Manager, STB Americas Marissa_castro@stb.gov.sg</i>