

STB Americas is calling for sponsorship from Singapore tourism stakeholders to showcase your products and services through United States Tour Operator Association (USTOA)’s *Sustainability is Responsibility (SIR)* Summit for key US Tour Operators, Media and other key tourism partners.

<p>Background</p>	<p>STB Americas is hosting the USTOA’s <i>Sustainability is Responsibility (SIR)</i> Summit from 18– 21 May 2024.</p> <p>Founded in 1972 and headquartered in New York, NY, the United States Tour Operator Association (USTOA) is a professional trade association for the US tour operators. Its active members represent the top tour operators in travel and tourism in North America, and are responsible for US\$16B in sold travel packages, 6 mil travellers, and account for more than US\$11B purchases in Goods & Services for travel packages. Currently, there are about 49 tour companies as USTOA active members, operating 140+ brands.</p> <p>Singapore will be hosting the third edition of SIR Summit in 2024, bringing together 30-40 qualified USTOA members from across the travel industry value chain for interactive dialogue, educational content through case studies, and learning visits in the destination to learn, reflect, and apply sustainability practices in tourism and back in their businesses. The Summit is expected to be attended by executive level, CEOs and Directors from USTOA, key tour operator companies and other tourism industry sectors, as well as travel media.</p> <p>Please refer to the press release “USTOA Announces 2024 Sustainability Is Responsibility Summit in Singapore” for more details.</p>
<p>Objectives</p>	<ol style="list-style-type: none"> 1. Drive top-of-mind awareness of Singapore as one of the world’s leading sustainable urban destinations, through showcasing sustainable product offerings. 2. Enhance desirability for Singapore as sustainable travel destination with qualified tour operators and media to share with their likeminded clients and readers. 3. Encourage product development among the attending tour operators with added relevant sustainable tourism products and itineraries.
<p>Details</p>	<p>Sponsorship Opportunities:</p> <p>All the following sponsorship opportunities and components of the Summit should have a strong focus on sustainability.</p> <ul style="list-style-type: none"> • Hotel room nights • Meetings and breakout rooms • Unique / non-traditional meeting spaces • Attractions and Tour experiences • Luncheons, Dinners, Receptions • Airlines servicing airlift from United States to Singapore during the Summit period • On ground transportation (to/from varied programs within Singapore incl. airport transfers)

	Any interested sponsors must be prepared to outline the sustainability efforts, angles, stories within your product(s).
Participants	<ul style="list-style-type: none"> • United States Tour Operator Association members: <ul style="list-style-type: none"> ○ U.S. Tour Operators ○ U.S. Media ○ U.S. Tourism Related Suppliers (e.g., other CVBs/NTOs, travel consortiums, etc.)
Types of sponsorship	<p>Requirements:</p> <ul style="list-style-type: none"> • Strong sustainable initiatives for your product • Sponsorship is only available for products that can show tangible initiatives within tourism sustainability. • Please be prepared to outline any and all sustainability for your products.
For any queries, please contact	<ul style="list-style-type: none"> • Britt Sorensen Ulrich, Sr. Manager, Leisure Trade at STB Americas • Britt_ulrich@stb.gov.sg • Tel: +1 917 543 4075 (WhatsApp/Signal, Call) <p>Please reach out to STB Americas via above email to indicate your interest in sponsorship for the SIR summit 2024, and to obtain detailed information.</p> <p>Deadline: Wednesday, 5 July 2023</p>