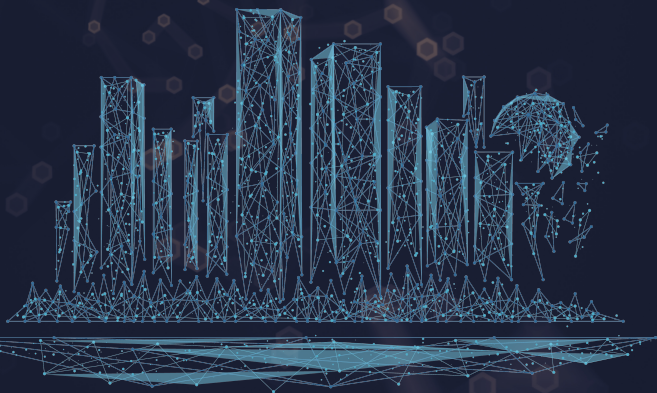


TOURISM INFORMATION AND SERVICES HUB

Singapore's Digital Resource
for Tourism Businesses



INTRODUCING TIH

TIH | TOURISM INFORMATION & SERVICES HUB

is a digital resource platform for
businesses to access relevant
information on Singapore's tourism
offerings and travel software services.



Reach More At One Stop

List and update your tourism products just once and get the information updated across TIH's network of businesses, websites and apps instantly.



Get Relevant Information & Services

Access updated tourism content and travel software for use in your digital channels.

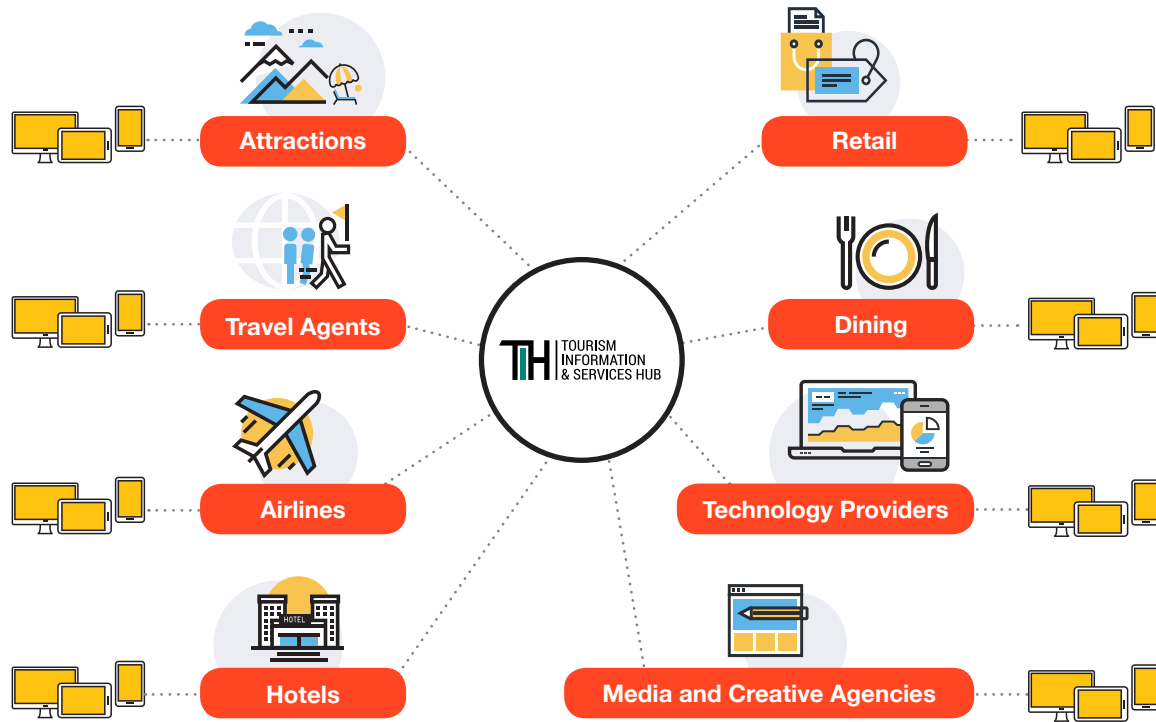


Find More Partners

Increase the exposure of your tourism offerings with the potential of establishing new networks and business partners.

ENABLING A SEAMLESS FLOW OF CONTENT AND SERVICES

TIH efficiently connects businesses to support the sharing and exchanging of their offerings to a much wider audience.



FEATURES IN TIH

Tourism Content
TIH provides Tourism Information, as well as Marketing & Media Assets to enhance your digital channels.

Tourism Information

Product & Experience

With over 200 tourism offerings across various categories, TIH provides relevant information for tourism businesses to enhance your digital channels

Ideas & Inspiration

Be inspired and explore the multiple facets of Singapore through various articles



Product Listings

List your product information such as images, opening hours, description and other key details to enhance exposure through TIH.



Walking Trails

Find a variety of walking trails to include in your digital channels to further enhance your customers' experiences.



Destination Editorials

Get ideas through a variety of interesting and authentic Singapore stories and itineraries.



E-Newsletters

Subscribe through our e-newsletters to keep updated on the latest insights to Singapore experiences.



Digital Images and Videos

Housing a variety of images and videos, this portal offers free-to-download materials of Singapore for use on your digital channels.



Destination Guide for Travel Agents

Download this essential in-marketing travel trade resource to access a variety of Singapore tourism information and offerings.

Marketing & Media Assets

Access these digital resources to support your tourism marketing needs.



Travel Software Services

TIH is introducing a new set of plug-and-play travel software services for businesses to use in your digital channels.



Enhanced Navigation Service

Leverage this mapping service enhanced with an array of tourism places of interests to help your customers better navigate and explore Singapore.

Through this service your customers would not only be able to navigate to their choice of location easily, but also have access to a variety of unique experiences, based on their preferences.



Itinerary Planner

Empower your customers to create their own Singapore itineraries. This smart planner generates itineraries based on visitor preferences and other factors such as traffic, weather and opening hours, so that travellers can enjoy a seamless visitor experience, customised just for them.



Recommendation Engine

Personalise your customers' experiences, through activity or product suggestions, based on insights on their needs, profiles and preferences.

Business Listing



Reach out to new partners, establish connections and collaborations through this Business Listing to increase exposure of your product offerings.

Developer Portal



Sign in for an API key to draw on a variety of APIs to enable timely updates of tourism content and services across all your digital channels.

Customised Dashboard



View your dashboard for your profile, manage your content and tasks; see details of your latest activities; and highlights of the number of views of your contributed content.

Through this dashboard you will also have access to recommended Product and Experience which are tailored to the interests that you have indicated in your profile.

HOW YOU CAN GET THE MOST OUT OF TIH

Find out how TIH works, and how it can help you optimise your marketing efforts.



By simply signing on, you will have access to a library of tourism content and travel services, and with the ability to reach out to new partners for wider exposure of your business and product offerings.

You can benefit from TIH in **two ways**:



Multiply Your Reach

As an attraction, you can contribute information on your product offerings, events or even images.

If you are a travel agent, your contributed tours could feature in the digital platforms of other tourism businesses.

If you are integrated with TIH through APIs, your listings will automatically show up on our portal and all TIH-linked digital platforms in real time.

02

Get More Mileage with Less Effort

Should you be keen on developing your own content, you will have access to our up-to-date library of images, information and easy-to-use travel software services such as navigation, for use on your own digital channels to enhance the customer experience.

If you are integrated with TIH through APIs, changes made by content contributors will be updated automatically on your channels.



SEE WHAT OUR PARTNERS SAY

“

“TIH will provide our sales team with real-time content updates and help us customise a product to better suit the needs of our customers.”

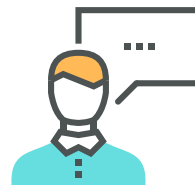
Mr Amit Madhan
(President and Group Head of IT,
Thomas Cook India)

“As a tour operator, TIH offers us greater exposure for all our products such as the amphibious boat tours and hop-on hop-off bus tours.”

Mr Ang Eu Khoon
(Managing Director, City Tours)



“



“By integrating with TIH, we will be able to contribute updated content to create greater awareness of Sentosa's offerings.”

Mr Quek Swee Kuan
(CEO, Sentosa Development Corporation)

“With little budget and manpower resource issues, being associated and integrated with TIH allows us to reach out to a much wider audience.”

Mr Alvin Yapp
(Owner, The Intan)



BE PART OF TIH TODAY

Here's how to get involved.



Register

Start your journey with us
on TIH by registering at
tih.stb.gov.sg



Upload and Download of Content through TIH

With this, you can create, edit, refresh
and download information easily.



Through direct Application Programme Interface (API) Integration

Through the sign in, an API key will be provided for access
to a variety of APIs. With this integration, updates by
content contributors will be reflected automatically.

FREQUENTLY ASKED QUESTIONS

1 Why would it be important for me to be part of TIH?

TIH replaces STB's Content Hub, introducing not only a variety of Singapore images and videos but also tourism-related content and travel software services such as enhanced navigation, for use in your digital channels.

TIH will also offer the opportunity for wider exposure for your business through the Business Listing. In addition, Application Programme Interfaces (APIs) will be provided for use in the TIH Developer Portal, for timely updates across TIH's network of digital channels.

2 Who can register with TIH?

All are welcomed to register with TIH and you could do so, as :

- (i) **Business users:** Singapore or overseas companies who are looking to contribute or access information on tourism products and experiences through the TIH website or through direct API integration.
- (ii) **Developers:** Technology providers who are looking for tourism-related information and/or travel software services to power their websites, mobile applications or kiosks via direct API integration.
- (iii) **Public users:** Individuals who are looking to access tourism-related images, videos, and other digital assets.

3 What information do I need to register with TIH?

To register you will need to provide your organisation information (for business users and developers), personal contact information and a valid email address for verification purposes.

For Singapore businesses, a CorpPass¹ is required to login. For details on CorpPass, please visit www.corppass.gov.sg.

For individuals residing in Singapore, a SingPass² is required to login. For details on SingPass, please visit www.singpass.gov.sg.

For all other users, a TIH Portal ID will be issued upon successful registration.

4 What are the terms of use that I must adhere to when accessing TIH content?

By registering on TIH, you will need to agree with TIH's Terms of Use. More information can be found on tih.stb.gov.sg.

TIH is intended to be an open digital resource platform for businesses to have access such as information on Singapore's tourism offerings and travel software services.

As such, information, images and videos contributed/uploaded should have global, perpetual, and royalty free rights that are sub-licensable to third parties. Any modifications, derivatives or adaptations of this content should be permitted. This content should also contain the rights to be used across different platforms (e.g. online, offline, commercial, editorial, broadcast).

5 What are Application Programme Interfaces (APIs)?

APIs are a set of formalised tools that allow for seamless communication between various software components. By integrating with TIH, your content will be proliferated and dynamically updated across our entire network of tourism players instantly just by listing and updating your products once. APIs also allow for greater customisation in delivering information and services, giving you the flexibility to personalise your apps and websites to suit your customers' needs.

6 Why should businesses integrate through API for TIH?

For businesses and developers, an API key could be requested upon sign-in in their profile settings, and sent to their email which will grant them access to the Developer Portal. The TIH Developer Portal provides access to (a) Product and Experience and (b) Digital Images and Videos through APIs.

By leveraging the APIs provided, updates by content contributors in TIH will be reflected automatically.

7 Is there a subscription fee to access TIH?

There is no subscription fee to access TIH.

¹ CorpPass is a corporate digital identity for local businesses and other entities (such as non-profit organisations and associations) to connect with Government agencies online. Please take note that from Q3 2018, this will be the required login method for Government-to-Business online transactions.

² A Singapore personal access (password) for individuals to connect and transact with the Government.



Contact Us

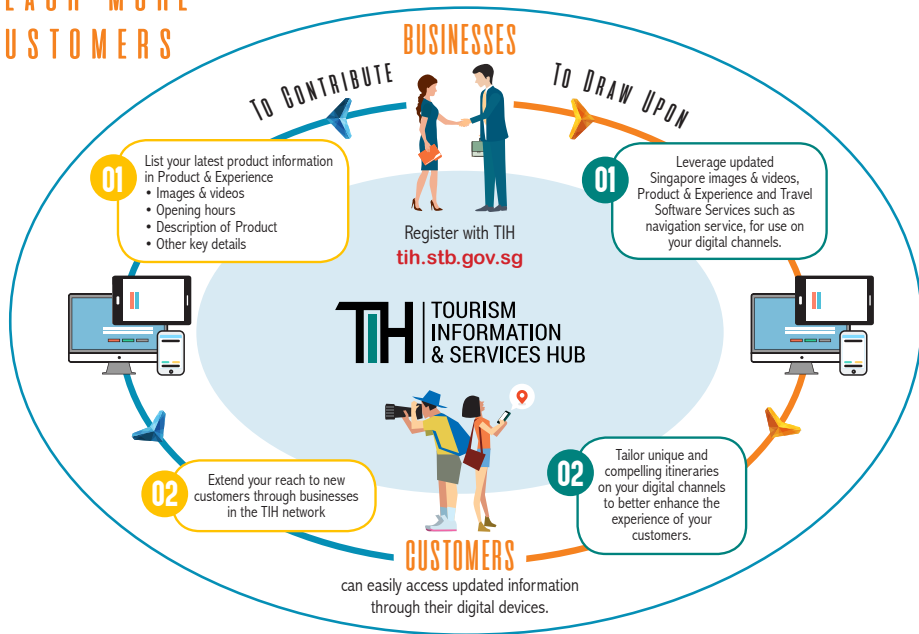
Drop us an email at
STB_TIH@stb.gov.sg
for more information or if you need further assistance.



Produced by:



REACH MORE CUSTOMERS



WHAT DOES TIH MEAN FOR YOU?



Attractions

- Share more highlights of your attraction (such as latest events and images, show timings, etc) for **business partners to use and proliferate to a wider audience.**
- Access TIH via API for **timely updates across the various digital channels** like app, website and kiosks.



Singapore Inbound Travel Agents

- List your latest tours to **extend your reach and exposure** to a wider audience.
- Leverage TIH for the **latest / new tourism offerings** such as walking trails, and information on the latest attractions and/or restaurants to better customise your tour itineraries to suit the needs of your customers.



In-market Tour Operators

- **Download the Destination Guide for Travel Agents** to be updated on the latest Singapore tourism offerings.
- **Get ideas through a variety of interesting Singapore stories and itineraries** that can help customise your tour itineraries to better suit the needs of your customers.
- **Reach out to new partners and establish business opportunities** through the Business Listing on TIH.

WHAT DOES TIH MEAN FOR YOU?



Hotels

- **Contribute key hotel information** (latest offers, services and/or F&B events) to create enhanced awareness of your offerings. If your hotel is integrated to TIH via API, the updates will be automatic.
- **Create customised maps & curated precinct guides easily** from the Product and Experience listing in TIH for your website and/or mobile app to enable your guests to explore and experience your vicinity with ease.



Technology Providers

- **Use ready APIs and travel software services like Enhanced Navigation Services** to develop immersive Singapore experiences for your customers and/or for the travel industry.



Media and Creative Agencies

- **Access a variety of free-to-download images and videos, updated information on new tourism offerings, destination editorials and walking trails** to augment your travel and lifestyle articles promoting Singapore as an exciting tourist destination.

BE PART OF TIH TODAY

Register at tih.stb.gov.sg



[A*](#) [A*](#) [CONTACT INFO](#) [FEEDBACK](#) [SITEMAP](#) [FAQ](#)



For more information, email us at
stb_tih@stb.gov.sg