

SingapoREdiscovers Campaign Monthly Report for Industry members

For the period of 22nd July to 31st August 2020



Passion
Made
Possible





A recap of SingapoREdiscovers campaign

- **SingapoREdiscovers** is led by Enterprise Singapore, Sentosa Development Corporation and Singapore Tourism Board **together with industry** to encourage **Singaporeans and residents to explore different sides of Singapore**
- Through a **wide range of partnerships with lifestyle and tourism businesses, business associations, community groups, and e-commerce platforms**, the campaign will offer unique and value-for-money experiences, packages and promotions for locals.
- The campaign focuses on **three broad areas**:
 - (i) **Partnering local communities** to help locals discover hidden gems;
 - (ii) **Curating precinct itineraries** to create authentic experiences for locals; and
 - (iii) **Collaborating with hotels, tour operators, attractions and precincts to develop quality experiences and attractive promotions**. Precincts will be packaged as mini-holiday destinations, where locals can embark on a Singapoliday to enjoy the many experiences and promotions within.

Objectives of monthly report

1. The intent of this report is to update our industry partners, stakeholders and any merchant who has come on board this campaign by curating special deals and uploaded on Tourism Information & Services Hub (TIH).
2. As this campaign is expected to last till June 2021, we recognize that it is important for STB to keep all partners informed of how the campaign has been faring so that you are able to understand better how the entire campaign is received by locals.
3. Each report will cover the entire month's campaign performance. This will be shared by the 3rd week of the following month.



Overall Campaign Traction Summary



1

Awareness: STB social media platforms (STB IG/FB) have gained traction since launch on 22 July 2020. Media pitching efforts will continue in Oct to continue driving awareness, with a focus on Singapoliday, precincts and industry efforts to innovate.

2

Consideration and Interest: More Singaporeans are expressing interest in the SR deals and content. The VS page has seen healthy site visitorship since launch, with spikes coinciding with occasions/announcements. Similarly, VS app downloads are 9 times higher than the average.

3

Sentiment: Sentiment has also shifted since the start of the launch, from overwhelming concern on safety distancing measures, to interest on ticket prices and the SR Vouchers. Influencer posts on STB IG have continued to be entirely positive- many Singaporeans feel nostalgic and inspired by the photos posted.

Key Highlights of Campaign and Deals' performance (VisitSingapore (VS) App and VS page)



1

There has been significant interest in the campaign deals since the launch.

- **VS app:** In total as of 31 August 2020, the app has attracted over 9K downloads. This is significant against the average of 1705 downloads/ month (Apr-June 2020).
- **VS page:** The site has attracted over 290K unique visitors, with average growth of 88% on unique visitors weekly. The next traffic spike in August was observed on 17-Aug which coincided with the announcement of Tourism Credits.

2

Accommodation and Attractions promotions were the most popular amongst users.

- **VS app:** Amongst the types of deals, there was a significant interest in Accommodation and Attraction, garnering 40% and 30% of total page views respectively.
- **VS page:** Promotions remain the most popular section, where there were higher user clicks and longer length of stay. The most popular categories continues to be *accommodations and attractions (41% and 36% of user clicks respectively).
- Participating merchants' breakdown by category: Accommodation (33%), Attractions (25%), F&B (16%), Tours (14%), Shops (12%).
- While F&B merchants make up about 16% of total participating merchants, they provided similar number of deals as Attractions. A sharp increase in F&B promos was observed in mid-August.
- Tour promotions remain steady across the period – an indication that tours do interest locals to explore Singapore.
- On precinct guides, the more popular ones include; Civic District, Chinatown and Kampong Gelam with higher user clicks.

3

Campaign content has captured user interest.

- **VS app:** Steady dwell time on the app more than tripled, growing from an average of 1.52 minutes to 4.52, following the addition of more promotions in August
- **VS page:** Since launch, Engagement levels on VS.com had also been within industry benchmarks, with bounce rate at 57%, amidst increasing new traffic.

End.
Thank you.