TOURISM INFORMATION AND SERVICES HUB
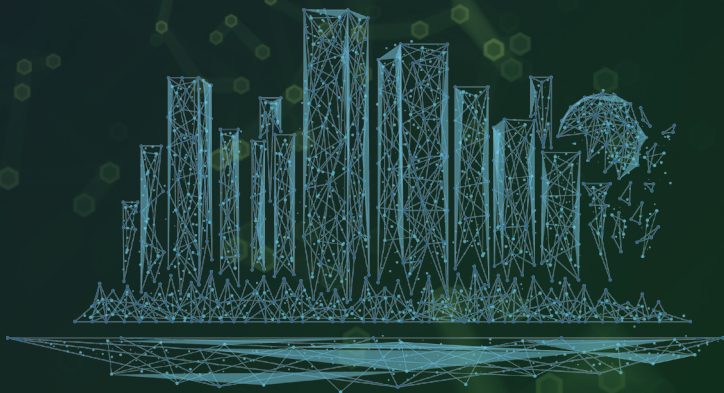
Singapore's Digital Resource
for Tourism Businesses

INTRODUCING TIH

TIH | TOURISM INFORMATION & SERVICES HUB

is a global platform for businesses to directly connect, access and share Singapore tourism information & travel software services.

Reach More At One Stop

Connect, collaborate and syndicate tourism information & services in real-time to more than 1,800 registered businesses across more than 80 countries globally.

Get Relevant Information & Services

Have free, direct access to a wealth of the latest tourism content and travel software services to power your apps or websites.

Create Compelling Experiences

Build compelling experiences of Singapore to meet the needs of your customers by customising your apps or websites with the latest tourism content and travel software services.
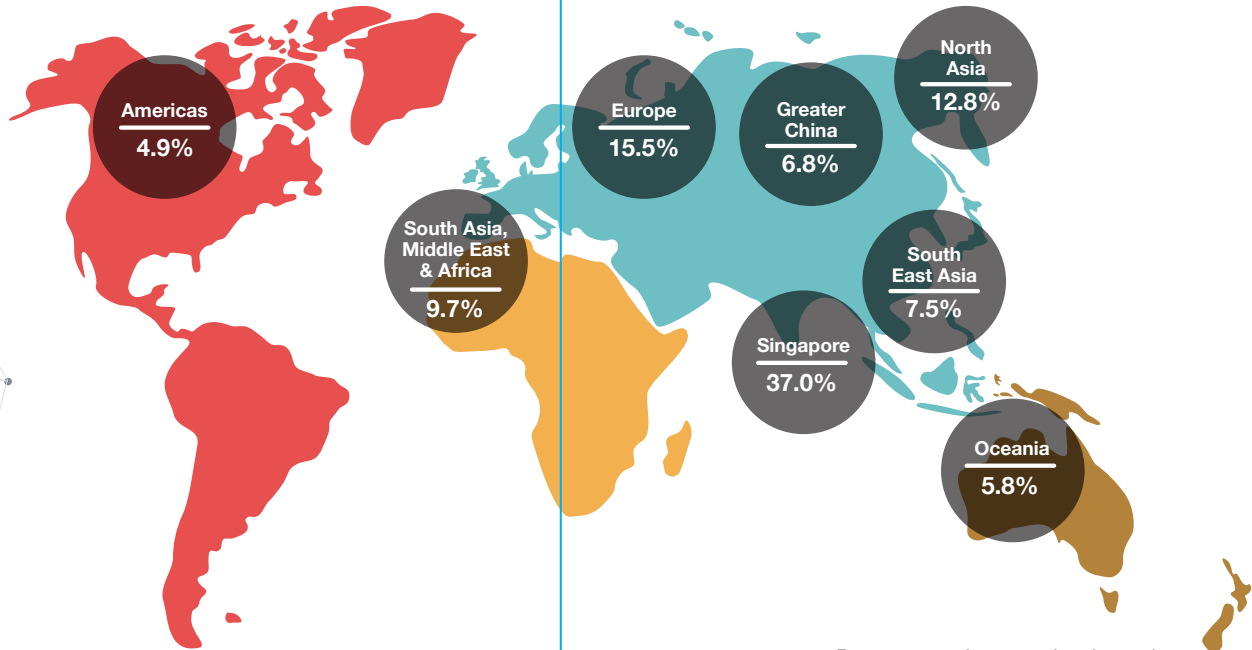
SNAPSHOT OF TIH USERS

>1,800
Registered Businesses

>1,700
Places of Interest

Americas
4.9%

South Asia, Middle East & Africa
9.7%

Europe
15.5%

Greater China
6.8%

North Asia
12.8%

South East Asia
7.5%

Singapore
37.0%

Oceania
5.8%

Percentage of companies, by region
(as at 31 Mar 2019)
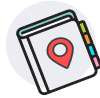
FEATURES IN TIH

Tourism Information
TIH provides over **1,700 tourism offerings across 11 categories** with language options available in **Chinese, Japanese and Korean.**

Accommodation

Events

Tours

Attractions

Food & Beverages

Venues

Bars & Clubs

Malls & Shops

Walking Trails

Cruises

Precincts

Travel Software Services
TIH gives you **instant access** to **ready-to-use** travel software services via APIs for your businesses to use in your digital channels.

Enhanced Navigation Services

Leverage this mapping service to enhance your digital channels to help your customers to not only navigate to their choice of location easily, but also have access to a variety of unique experiences.

Itinerary Planner

Empower your customers to create their own Singapore itineraries based on their interests and time they are in Singapore for a more seamless visitor experience.

Recommendation Engine

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

FEATURES IN TIH

Marketing & Media Assets
Share or download our digital resources **without a need for attribution.**

Other TIH tools
Leverage these features in TIH to **support your business needs.**

Digital Images & Videos

Housing a variety of Singapore images and videos, this repository offers a free-to-download resource for you to enrich your marketing efforts on your digital channels.

Destination Guide for Travel Agents

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

Business Directory

Reach out to new partners, or allow other businesses to locate you within the Business Directory to establish connections and collaborations.

Developer Portal

Choose from a selection of provider and consumer APIs on tourism content and services to link with your digital channels.

User 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.

WHAT DOES TIH MEAN FOR YOU?

Retail & Dining Establishments

- Share information on your retail and/or dining offerings for other businesses to use and **proliferate to a wider audience.**

- **Connect with tourism businesses globally** such as travel agents to feature your retail and/or dining outlet within their itineraries

- Use the enhanced navigation service and transport APIs to **customise your websites or apps** for your customers to discover places of interest around the vicinity with ease.

Attractions

- Share highlights of your attraction such as latest events, unique offerings etc. to **extend your reach and exposure** to a wider audience.

- Access TIH via APIs to **receive timely updates** of new product offerings such as events and promotions from tourism partners to augment your existing offerings.

- **Connect with tourism businesses globally** (e.g. Travel Agents) and collaborate to feature your attraction within their itineraries.

Leisure and Business Event Organisers

- List your latest events information (event duration, opening hours, prices etc.) **for businesses to list on their platforms** (e.g. travel apps or websites).

- Use the ready APIs such as Enhanced Navigation Service and Itinerary Planner to **enhance your digital channels** for visitors to explore and experience the event vicinity with ease.

- **Reach out to new partners** (e.g. Travel Agents) and establish business opportunities through the Business Directory on TIH to feature your event within their itineraries.

WHAT DOES TIH MEAN FOR YOU?

Media and Creative Agencies

- Access a variety of **free-to-download images and videos** (with no need for attribution), the latest tourism offering, events, destination editorials and walking trails to **augment your travel and lifestyle articles** promoting Singapore as an exciting tourist destination.

Hotel

- Contribute key hotel information (latest F&B offers, services and/or events) for other businesses to use and **proliferate to a wider audience.**

- **Create customised maps & curated precinct guides** easily from TIH's Product & Experience Listing for your digital channels and/or for hotel concierges to guide your guests to explore the vicinity with ease.

Venues

- Share your venue information (e.g. capacity, amenities) to **showcase your venues to a wider audience.**

- Use ready APIs like Enhanced Navigation Service and Itinerary Planner for your apps to **help delegates to navigate and explore** a variety of unique experiences around your venue.

WHAT DOES TIH MEAN FOR YOU?

Technology Providers

- Use ready APIs such as Enhanced Navigation Service and Product & Experience APIs to **develop immersive Singapore experiences** for your customers through your digital channels.

- Collaborate with tourism businesses to **co-create APIs and digital offerings** for the tourism industry.

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, 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 for a **variety of Singapore destination information.**

- 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.

SEE WHAT
OUR PARTNERS SAYS

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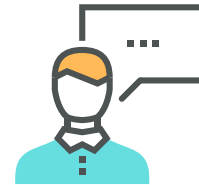
Mr Amit Madhan
(President and Group Head of IT, Thomas Cook India)

"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.

OR

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 CorpPass[1] is required to login. For details on CorpPass, please visit www.corppass.gov.sg.

For individuals residing in Singapore, a SingPass[2] is required to login. For details on SingPass, please visit www.singpass.gov.sg.

For all other users, such as overseas businesses, 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 & Experience listings, (b) Digital Images & Videos and (c) Travel Software Services 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.

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[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 CorpPass is now the only login method for corporate transactions with the Government.

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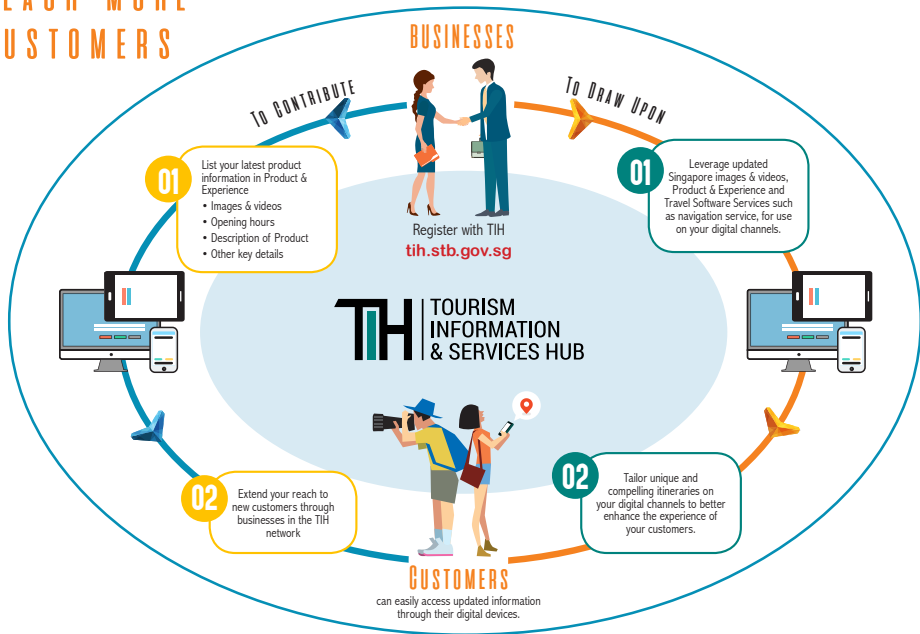
Contact Us

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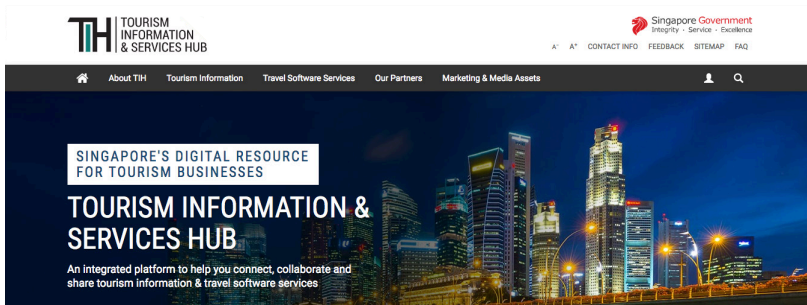for more information or if you need further assistance.

REACH MORE CUSTOMERS

BUSINESSES

To Contribute

To Draw Upon

Register with TIH
tih.stb.gov.sg

01 List your latest product information in Product & Experience
- Images & videos
- Opening hours
- Description of Product
- Other key details

01 Leverage updated Singapore images & videos, Product & Experience and Travel Software Services such as navigation service, for use on your digital channels.

TIH
TOURISM INFORMATION & SERVICES HUB

02 Extend your reach to new customers through businesses in the TIH network

02 Tailor unique and compelling itineraries on your digital channels to better enhance the experience of your customers.

Customers

can easily access updated information through their digital devices.

BE PART OF TIH TODAY

Register at tih.stb.gov.sg

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