Singapore's Digital Resource
for Tourism Businesses

TOURISM
INFORMATION
AND SERVICES HUB
(TIH)

INTRODUCING TIH

TIH | TOURISM INFORMATION & SERVICES HUB

is a global B2B2C 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 5,200 registered businesses across 22 industries, 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 digital channels.

Create Compelling Experiences

Build compelling experiences of Singapore to meet the needs of your customers by customising your digital channels with the latest tourism content and travel software services.

ENABLE INFORMATION TO VISITORS EASILY

TIH enables the industry to deliver updated content to visitors' fingertips easily, which increases their discoverability of Singapore's diverse offerings
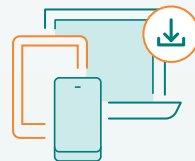
SINGAPORE TOURISM BUSINESSES

Upload your content

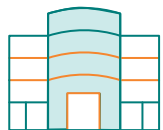**Information distributed across partner consumer platforms**

CONSUMER PLATFORMS

Extract content for your consumer platforms

SNAPSHOT OF TIH USERS

>5,200
Registered Companies

OVER 150
APIs

22
Industries

>4,000
Experiences (or Places of Interest)

>1,000
Deals and Promotions

FEATURES IN TIH

1. TOURISM INFORMATION

TIH provides over **4,000 tourism offerings** across **12 categories** with language options available in **English**, **Chinese**, **Japanese** and **Korean**.

Accommodation

Events

Tours

Attractions

Food & Beverages

Venues

Bars & Clubs

Malls & Shops

Walking Trails

Cruises

Precincts

Deals

2. MARKETING & MEDIA ASSETS

Share or download our digital resources **without a need for attribution.**

Digital Images & Videos

Housing a variety of Singapore images and videos, TIH is a large content repository that offers diverse free-to-download resources to enrich your marketing efforts 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.

FEATURES IN TIH

3. TRAVEL SOFTWARE SERVICES

TIH gives you **instant access** to **ready-to-use** travel software services via Application Programming Interface (APIs) for your businesses to use in your digital channels.
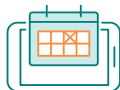
Enhanced Navigation Services

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 the timing of their stay 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.

Visit Singapore Account (VSA)

Enables quicker and more convenient log in to your digital applications, as your customers can now choose to log in via their Visit Singapore Account.

FEATURES IN TIH

4. BUSINESS TOOLS ON TIH

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

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, or manage your content and tasks; see details of your latest activities and information on 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.

NEW FEATURES

Deals

Contribute your deals in a standardised content format on TIH for clearer communication to visitors.

Link a deal to your contributed POI listing to further drive discovery of your businesses' offerings

Help Centre

Discover new services and access resources to enhance your usage of TIH.

Look for the topic of your enquiry with the Help Centre page, where you can access tips, troubleshooting and guides on how to get the most out of TIH.

WHAT DOES TIH MEAN FOR YOU?

Retail & Dining Establishments

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

- **Cross-collaborate with tourism businesses globally** (e.g. Attractions) to feature your retail and/or dining offerings in their itineraries or deals.

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

Hotel

- **Contribute key hotel information** (rates, events etc.) to proliferate to a wider audience, potentially syncing to channels such as STB's Visit Singapore app.

- Use the **consolidated content** on TIH to build AI services such as a chatbot advising guests on places to explore around the hotel.

- **Upload Deal listings** to create bundled promotions to gain greater prominence for your listings. Connect with other businesses to extend the outreach of your promotions.

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**.

- Update your Deal listings to **share any promotions** in order to reach out to more customers through TIH's network of content distributors.

WHAT DOES TIH MEAN FOR YOU?

Leisure and Business Event Organisers

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

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

- Reach out and **establish business opportunities** through the Business Directory on TIH to feature your event.

Media and Creative Agencies

- **Contribute highlights of your content and articles** on TIH to direct traffic to your website in order to achieve greater readership.

- **Leverage the content** on TIH to write articles and stories on Singapore for your readers who may be visitors to Singapore.

- **Supplement your tourism content** with high-resolution images from TIH without the need to attribute the source.

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 attendees **navigate and explore a variety of unique experiences around your venue**.

WHAT DOES TIH MEAN FOR YOU?

Technology Providers

- **Create new innovative solutions** such as Chatbots and Voice-assistants leveraging the ready APIs on TIH for the tourism industry.

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

- **Propel use of technologies** across tourism sectors and grow the tourism tech sector business.

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.

Singapore Inbound Travel Agents

- List your latest tours and deals to **extend your reach and exposure to a wider audience.**

- Get unique ideas for your tours and expand your tour itineraries to **better suit the needs** of your customers.

- **Leverage specific APIs** (restaurants, events, weather) to update your tour itineraries with timely updates on tourism content.

SEE WHAT
OUR PARTNER SAY

"TIH is beneficial for tech companies like ours as it gives us access to readily available APIs that we can tap on to get a wide range of high quality and up-to-date tourism content, as well as travel software services. This helps to bring our solutions to the market faster, which supports our efforts to expand our business into the tourism industry."

Joseph Lim
Founder & CEO
Vouch

"As a tour operator, we leverage TIH's rich media repository to enhance information on our offerings for our consumers. By uploading our Deals on TIH, there is increased awareness and revenue for our activities, such as our walking tours and unique virtual experiences."

TY Suen
Founder & CEO
Monster Day Tours (By Woopa Travels)

"TIH is a fantastic one stop marketing platform that allows Sentosa and our various island partners to reach out to a larger consumer base. I appreciate that TIH can be used by our numerous and diverse island partners regardless of their nature of business to gain wide exposure, and at no additional cost."

Jacqueline Low
Director, Sales / Business & Channel Development
Sentosa Development Corp

"Like many tourism businesses, we had to pivot our business quickly to cater to the domestic market as a result of COVID-19. With TIH, we can now easily update our marketing content while staying in touch with our overseas partners and agents. This will help us remain top of mind with them till international travel resumes."

Dominic Ong
Managing Director and General Manager
Tour East

BE PART OF TIH TODAY

Register

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

Upload and Download Content on TIH

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

OR

Through direct Application Programme Interface (API) Integration

When you register and sign in, you can request for an API key which will enable access to a variety of APIs. The key will be sent to your email and it will grant you access to the Developer Portal.

FREQUENTLY ASKED QUESTIONS

TOURISM INFORMATION

1 **Why is it 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, APIs are available 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 can do so, as:

• 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.

• 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.

• 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 access 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?**
By leveraging the APIs provided, updates by content contributors in TIH will be reflected automatically. For businesses and developers, you can request for an API key in your profile settings upon signing in. The key will be sent to your email and it will grant you 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.

7 **What is Help Centre?**
Help Centre is a new feature where you can access tips and guides for troubleshooting. Whether you are just getting started on TIH or looking to learn more about APIs, you will be able to find the help you need quickly. Click **here** to access Help Centre.

8 **How do I upload a Deal Listing?**
The TIH Deal Listings page allows businesses to share their deals and promotions and make them visible to potential customers through TIH's network of content distributors. You can showcase your business's deals and promotions with 3 easy steps:
1. *Register or log in to TIH business account*
   Begin by registering as a TIH Business using CorpPass
2. *Create a product & experience listing*
   Better showcase your business by creating a product & experience listing that provides an overview of your offerings
3. *Create a deal listing offered by your business*
   The deal and promotion will be associated with the product & experience listing created in step 2.

9 **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 Singpass is a Singapore personal access (with 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.