TOURISM INFORMATION & SERVICES HUB

GUIDE TO
CONTRIBUTING CONTENT

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PART 1
CONTENT CONTRIBUTION

01. Why building an impactful listing is important

1

Strengthen your online presence and deliver compelling content that speaks to your current customers and connects with prospective visitors

2

Share highlights of your products or experiences to extend your reach and exposure to a broader audience

3

Get your products noticed by keeping your content accurate and updated

4

Attract more customers to your business with a well-crafted listing including photos that can best represent your establishment

02. How to Contribute Content on TIH

2.1 Step-by-Step Guide on Contributing Content

Before you start uploading content on TIH, please ensure you have:

A brief overview of your listing to capture visitors' attention

Information such as costs, activities, location details and contact details

A detailed description of your listing to provide visitors with information on what they will be able to experience

Photos must have a minimum image resolution of 1000 x 667 pixels and file size no larger than 20MB. Images should also be in landscape orientation and follow a ratio of 4:3.

Step 1:

Select a category based on the type of content you would like to contribute and click 'Start Here'
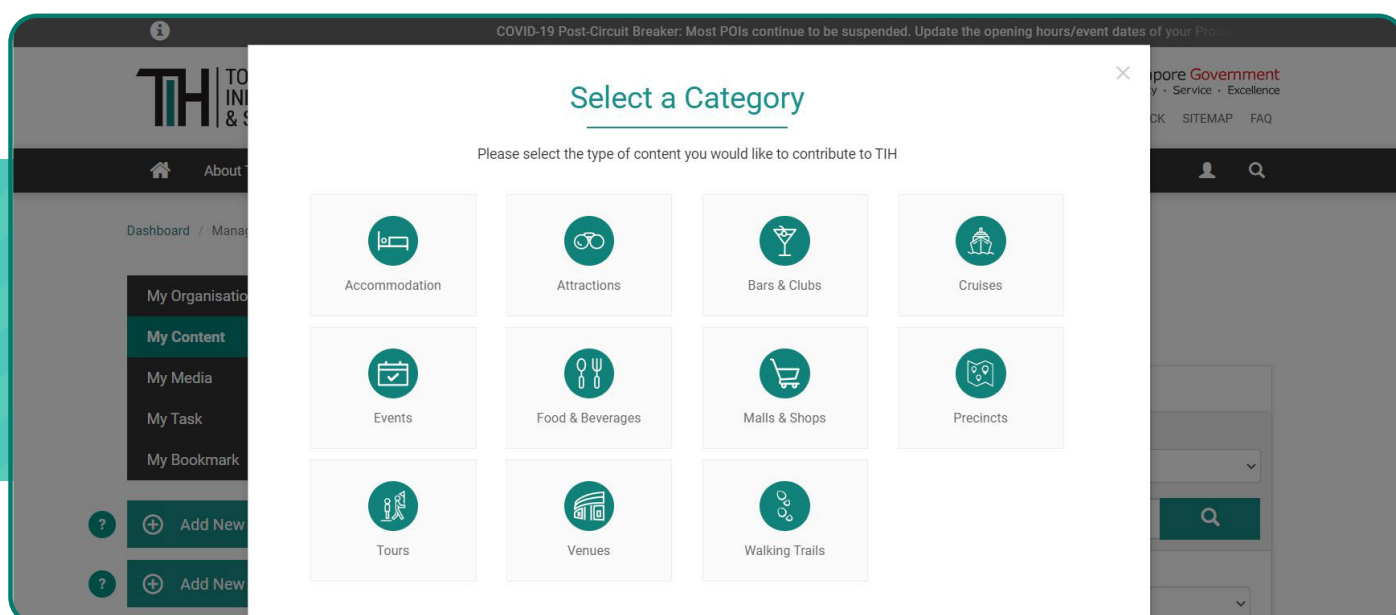
Step 2:

Fill in each field with information regarding your listing

All fields marked with a red asterisk (*) are **MANDATORY**.
Kindly populate as many fields as possible, as this will provide more information to visitors.

Step 3:

Start by filling in the Overview section

Overview: This appears as a caption on the 'Product & Experience Listings' page, so keep this summary about your business brief

Description: This appears as a description on apps and websites (e.g. Visit Singapore Mobile App, Trip.com), so emphasise the unique features of your product or experience

Select a Type: A sub-category allows users to easily search for your listing on TIH

Select Tags: Relevant tags make your listing easier to find

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1 Overview

Title *

Spell out the content title here. Please do not input abbreviations.

Overview *

Short description

Description *

| B | ≣ | X² | ▱ | A | ⊞ | ✎ |

Detailed description

Select a Type *

Please Select

Tags *

Type and search for available tags

Tip: Refer to Part 2 on page 17 of this guide for pointers on how to write more engaging content

Step 4:

Fill in the Basic Information section

This section provides details of your establishment, allowing other tourism businesses and visitors to locate and connect with you easily.

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2 Basic Information

Block
e.g. 432A

Street Name
e.g. 1 Skyway Road

Floor Number
e.g. 09

Unit Number
e.g. 142

Postal Code *
e.g. 789789

Building Name
e.g. Sky Tower

⊙ Select latitude and longitude from map

Latitude
e.g. 1.352083

Longitude
e.g. 103.819836

Nearest MRT Station
e.g. Orchard

Contact No. 1   Contact No. 2

Step 5:

Upload relevant media to your listing

Photos help to make your listing more attractive.
You can upload up to a maximum of **10 images** per listing.

Photos should be of landscape orientation and follow a ratio of 4:3

Photos must have a minimum image resolution of 1000 x 667 pixels and file size no larger than 20MB

Photos will automatically be uploaded in the page

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3 Media

Upload media for your listing (Click to set featured image)

⊕

Step 6:

Add any other relevant information

*Note: This section varies according to the content category. You are encouraged to upload additional information relevant to your listing as it provides visitors with more information to allow them to better plan their trip.

Example 1   **Accommodation**

④ More Information

Lead-In Room Size

e.g. 150 sqft / 13 sqm

Lead-In Room Rates

Please Select

Number Of Rooms

e.g. 5

Amenities

Type and search for available amenities

Example 2   **Food & Beverages**

⑤ More Information

Cuisine

e.g. Western

Price

e.g. $100

Amenities

Type and search for available amenities

Example 3   **Venues**

4   More Information

Price

e.g. $100

Number of Halls

e.g. 8-10

Number of Meeting Rooms

e.g. 8-10

Configurable

Please Select

Max Capacity *

e.g. 1000   pax

Exhibition Space (sqm)

e.g. 20000   sqm

Ceiling Height (m)

e.g. 10   m

Amenities

Type and search for available amenities

Step 7:

Publish your listing

It is important to ensure that your content is accurate, as your product & experience listing is listed on external websites. As such, please go through your listing to ensure that there are no errors.

Click 'Submit' when you are done, and your listing will be published automatically. You can view your published listing under the 'Product & Experience Listings' page.

Cancel   Save as Draft   Submit

3.2 Tips on filling in special fields

3.2.1 Opening Hours

This information only applies to the following categories:

Attractions   **Malls & Shops**   **Bars & Clubs**   **Food & Beverages**   **Tours**

It's important to indicate accurate opening hours for your products and experiences. Such information will affect travel software services. For example, the Smart Itinerary Planner works in real-time to recommend only products and experiences marked as 'open'.

Step 1:   **Toggle to the right to indicate days that your business is open**

Step 2:   **Add opening and closing time**
Note that opening hours should be in 24hr-clock

Step 3:   **Click (+) to add periods of opening within a day**
(e.g. 8am–3pm, 6pm–10pm)

Step 4:   **Add any description if needed**
(e.g. Closed from 3pm to 5pm)

Example **Listing a business that opens 24hrs daily, including public holidays**

• Toggle 'Daily' and 'Public Holiday'
• Check 'Open 24 hrs'

Example **Listing a business that opens from Tuesday to Saturday, with different operating hours each day**

• Toggle 'Tuesday' to 'Saturday'
• Fill in the opening hours for each day (in 24-hr clock format)

3.2.2 Events

*This information only applies to the following category:

Events

'Ticketed' and 'Price' are optional fields but you are encouraged to fill them in, as they are helpful for visitors

Use the 'Multiple Events' Tab if there is a main event with sub-events

Example   **Adding an event with multiple sub-events**

Step 1:

Fill in the main event under the 'Main Event' section

Event Period ⓘ

| Single Event | Multiple Events |

Main Event

Start Date *	End Date *	Ticketed	Price
20/07/2020	31/07/2020	Yes	$100

Step 2:

Add the sub-events under 'Event Detail 1'
- If the location of the sub-event is different from the main event, uncheck 'Same as default address'
- Click on 'Add more events' to add more sub-events

Event Detail 1 🗑

Name *

Event A.1

Start Date *	Start Time *	End Date *	End Time *	Programme Name	
21/07/2020	18:00	21/07/2020	22:30	e.g. Day 1	🗑

+ Add more dates

Ticketed   Price

| Yes | $50 |

☑ Same as default address

+ Add more events

3.3 Contributing content in other languages and categories

3.3.1 Contributing content in other languages

- You can contribute content in multiple languages. Contributing content in other languages like Chinese, Japanese and Korean allows you to reach out to more visitors in these countries.
- When uploading a new listing, select the language before proceeding to fill in other information.
- You can also go to 'Manage Content' and select 'Add Language' to add another language to an existing listing.

3.3.2 Contributing content in other categories

You do not have to limit your listings to just one content category. You can create listings in related content categories to improve your business's searchability on TIH.

Venues

Do your premises double-up as a rental space for others? List your meeting rooms, halls and exhibition spaces as venues on TIH.

Example: A hotel can list its meeting rooms and ballrooms as venues under the 'Venues' content category.

Walking Trails

Leverage other points of interest and show visitors how they can spend a day in Singapore by curating a walking trail.

Example: A restaurant can curate a cuisine-themed walking trail for foodies.

PART 2
OPTIMISING YOUR LISTING

01. How to write content that will get you noticed

1.1 How to write an impactful description

Writing a great description is key in creating an effective listing. Its purpose is to provide travellers with the necessary information about your business or experience, and show them why they should visit your product or experience.

A well-crafted description, paired with great photos, can help your business attract more customers. These descriptions should be engaging and informative to get potential consumers excited about experiencing your product with the ultimate goal of securing bookings.

1.1.1 Craft an impactful description

As the listings on TIH are used mainly on digital channels, these tips are applicable to online listings.

Know your audience

- **Who is your target audience? Knowing your audience is crucial as it affects the information on your listing and style of writing.**

Example: Highlight family-friendly features to target families. Focus on convenience and seamless travel to target business travellers.

List unique features

- **Before writing your description, make a list of features that help you stand out.**

Example: Do you serve food made from local ingredients? Does your property have a great view? Do you offer free tours?

Turn features into benefits

- Customers browse through thousands of tourism products on websites and apps. You need to give them a reason to choose you.
- It's not enough to just list features. Stand out by telling customers about the benefits you can provide with these features.

Example 1:
Feature: TIH Museum* has free tours for visitors
Benefit: Who says that visiting Singapore has to be expensive? Stretch your dollar and see the city on a shoestring with our free daily tours.

Example 2:
Feature: TIH Bar* is an award-winning bar
Benefit: Get to taste what experts have proclaimed to be the best cocktails in the world at TIH Bar — listed as one of the World's 50 Best Bars 2019.

This is a fictitious establishment for illustration purposes.

Prioritise the information

- Start with the most interesting features and benefits to capture attention. Make sure to include the name of your establishment in the first sentence.

Example: Housed in a 90-year-old Peranakan shophouse, Mrs P's Café* offers a modern twist to local hawker favourites.

This is a fictitious establishment for illustration purposes.

Be concise

- **Format your content to make it scannable and readable so that customers will not skip over your listing.**

Example 1:
Keep sentences short
Limit to a maximum of 10 words per sentence. Every sentence should highlight one benefit.

$10 <$

Example 2:
Keep paragraphs short
Feature the most important information in the first sentence of each paragraph. Break the description down into several paragraphs if it's lengthy. Put the most important information in the first paragraph.

Update your listing regularly

- **Even if nothing has changed, you are encouraged to refresh your content like editing the description to better engage customers based on customer response over the past six months.**

Example: Update COVID-19 related changes such as safe-distancing measures and changes to operating hours.

1.1.2 Things to avoid in your description

Avoid over-promising

- Meeting your customer's expectations is key. Unless you have third-party validation (e.g. won an award from a recognised authority), don't claim to be the best at something.

Example: Instead of claiming that 'we are the best bar in Singapore', point out that your bar has one of Singapore's most extensive whiskey collections, where customers can taste over 1000 different types of whiskeys.

Avoid using ALL CAPS

- Avoid writing the whole sentence in capital letters.
- Only use capital letters for the first letter of every sentence.

Example: Instead of writing 'WITHIN WALKING DISTANCE FROM...', use 'Within walking distance from...'

WITHIN...

Avoid using first-person terms

- Avoid using first-person terms like 'our' or 'we'. Since these listings may appear on an external website or app, third-person terms like 'it' or 'the' are better choices.

Example: Instead of 'our attraction', use your attraction's name or use 'it'

1.2 Examples of good descriptions

Example 1

Original description:
Our property is located along Orchard Road, within a few minutes to most attractions. Rooms are well-equipped. Other features include a breakfast buffet, free Wi-Fi, free parking, a swimming pool and a fitness room.

Areas of improvement:
- The description should be more precise about how close the property is to key attractions
- A list of features does not promote why a visitor should choose your business
- As the content will be used outside of your website and social channels, write in the third person, i.e. use 'TIH Hotel', instead of the first person, i.e. 'our property'.

Try:

TIH Hotel* is situated right in the heart of Orchard Road, allowing guests to spend less time commuting and more time exploring the city. Wake up to breathtaking views of the city skyline. Start your day in the TIH Dining Room with coffee and your choice of local or continental breakfast buffet.

Thoughtfully-equipped, every room gives you access to free Wi-Fi — perfect for planning your day of discovery or posting vacation photos on social media. Looking to unwind after a long day of exploration? Visit the indoor hot tub or head down to the bar for TIH Hotel's signature cocktail.

Example 2

Original description:
GG is a rooftop bar with the best cocktails in Singapore, and it is located downtown. Ladies night are on Thursdays from 9.30 pm onwards.

Areas of improvement:
- Lacks authenticity
- Lacks focal interest on unique features and does not emphasise why a visitor should visit this bar

Try:

Nestled on the 70th floor of the TIH Building, GG* is a destination rooftop bar affording 360-degree views of the city. Its garden-inspired menu consists of various fruity and floral cocktails created using locally-grown garden herbs and fruits. Signature cocktails include the Bird's Eye View, a concoction that uses sugarcane nectar to brighten the flavour of rum, and Tiptop, a reversed Gin & Tonic. On Thursday nights, ladies enjoy a complimentary mini cheese platter with champagne from 9.30 pm onwards.

This is a fictitious establishment for illustration purposes.

02. How to make your listing stand out with great photos

Images in your TIH listing often create the first impression of your tourism experience for potential customers. The photos you use to market your business may make the difference in someone choosing your experience over another.

Good photography should be a part of your overall marketing plan and is worth the investment in time and money.

2.1 What makes a good photograph on TIH?

2.1.1 Requirements for photos

- Have landscape orientation and follow a ratio of 4:3

- Image resolution of at least 1000 x 667 pixels

- File size cannot exceed 20MB

- Photos must be In .jpeg or .png format

2.1.2 Choose good quality photos

Show a variety of photos

- You can add up to 10 photos for each TIH listing. Tell a story with your photos by adding at least 4 photos.

Example: A hotel can start by showing the building's exterior and landscape. Next, show photos of the hotel's best amenities. Include images of guest rooms, especially if rooms come with a view. Lastly, feature souvenir shops, restaurants, or other unique aspects of the hotel.

Show your location at its best

- Demonstrate interesting activities that the average visitor can participate in
- Capture scenic views at dawn, dusk or nightfall—depending on when your establishment is most popular with visitors
- Inspire visitors by creating iconic photo spots
- Frame your location from creative photography angles

2.1.2 Things to avoid in your photos

Avoid using logos

- A logo by itself is not a photo and should not be uploaded to TIH.

Avoid bad weather

- If taken outdoors, use photos taken on sunny days. Avoid using gloomy photos with rain or cloudy skies.

Avoid blurriness

- Avoid uploading distorted or blurred images. Low resolution images give visitors a poor first impression of your business.

2.2 Examples

Example 1   **Good Photo**

✓ High image resolution and clarity
✓ Composition focused on the landscape

Example 2   **Bad Photo**

✗ Avoid using blurred photos or dark photos
✗ Avoid using photos with additional filters
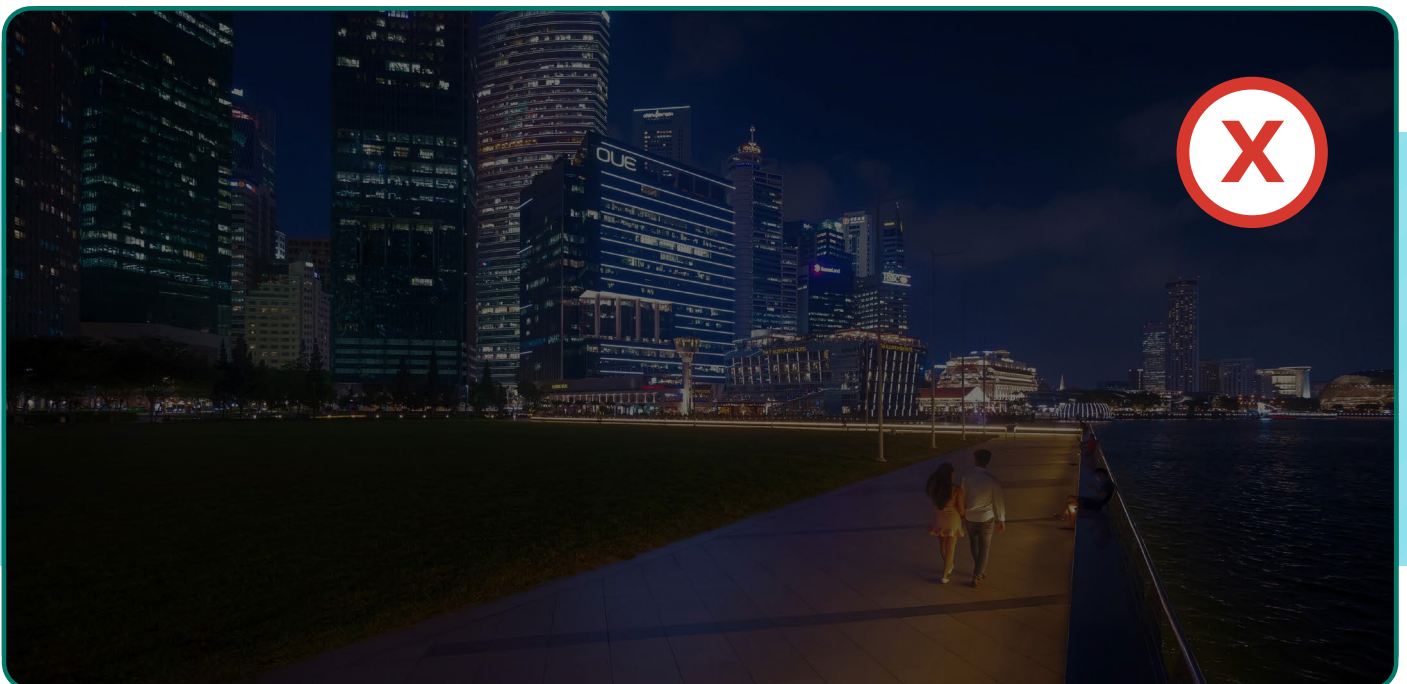
03. How to build an impactful listing

An excellent and comprehensive listing should include the following:

Title

• **The title should be the name of the point of interest/name of your business**

Example: If your business is a shop, your title should be 'TIH Shop'.
Avoid using titles such as 'The best shop in Orchard'.

Overview

• **Provides a summary to help visitors understand the main points of your listing**
• **Consists of 1–2 sentences, including features that best describe your product or experience**

Tag

• **Only select tags that are relevant to your business**
• **Tags are pre-fixed on TIH, and you will not be able to create new tags**

Example: For malls, relevant tags could be 'Shops, International Brands, Central'.
Avoid selecting irrelevant tags such as 'Fun, People, Landscape'.

Media

- Only upload high-resolution images and videos
- Refer to Pg 22–24 of this guide for tips on how to take great photos

Description

- A detailed description of your business or point of interest, including the key features or selling points
- Refer to Pg 17 of this guide for tips on how to write a great description

Location

- Address of your point of interest

Contact details

- Contact information of your business including contact number, website and email
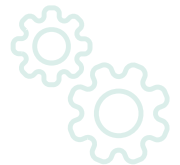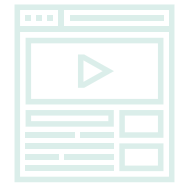
More information

- Additional information regarding your listing that allows visitors to better plan their trip or visit

Example: Amenities in your hotel, type of cuisine in your restaurant, etc

Example of a listing on TIH:

Title

YOTELAIR SINGAPORE CHANGI AIRPORT

Overview

Perfect for those on a quick-stop business trip or in transit, YOTELAIR Singapore Changi Airport is Jewel Changi Aiport's only hotel and offers 130 cabins. Its vibrant communal space displays pectacular views of the world's tallest indoor waterfall.

Posted by: Singapore Tourism Board

Tags

HOTELS | EAST | CHANGI

Media

Download   View Gallery

Description

Located in-terminal at Changi Airport, it is the only hotel in the Jewel Changi Airport complex and is great for busy international travellers and transit passengers. The hotel offers cleverly designed cabins with adjustable mood lighting and refreshing rain showers as well as a 24-hour gym. Catering to the needs of the modern traveller, the hotel can be booked for a minimum of four hours, with check-in/check-out options around the clock. Guests can explore and enjoy the extensive retail, entertainment and food offerings Jewel Changi Airport has, including the Changi Experience Studio, a virtual world of games and shows on the inner workings of an airport. For a taste of Singapore, check out restaurant Violet Oon Singapore at Jewel Changi Airport to savour the sumptuous Peranakan (Straits-born people of Chinese and Malay/Indonesian heritage) cuisine.

MORE INFORMATION

Nearest MRT Station	Changi Airport Station
Amenities	• Business Centre • Smoke-Free Hotel • Free Wi-Fi • Wheelchair Accessible • Gym • Club Lounge
Lead-In Room Size	10 sqm
Lead-In Room Rates	S$101 - S$200
Number of Rooms	130

Additional Information

Location

LOCATION

YOTELAIR Singapore Changi Airport

Jewel Changi Airport
78 Airport Boulevard
#04-280
Singapore 819666

See On Map

CONTACT INFO

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www.yotel.com/en/hotels/yotelair-singapore-changi-airport

singaporechangi.reservations@yotel.com

Contact info

YOU MIGHT BE INTERESTED IN

ibis budget Singapore Bugis

ibis budget Singapore Imperial

Village Hotel Changi

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WHAT'S NEARBY

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