

The logo for the Singapore Tourism Board, featuring the word "Singapore" in a white script font and "TOURISM BOARD" in a white sans-serif font, both set against a teal background with a white border.

Singapore  
TOURISM  
BOARD

A large, stylized red logo consisting of the letters "S" and "G" intertwined within a red circular outline.

SG

Augmented Reality (AR)  
Inspirations Library

**HOTELS**

# INTRODUCTION

Hello! If you are browsing this library, you may be looking for inspirations of how to apply Augmented Reality (AR) to make your experiences more immersive for visitors.

The Augmented Reality (AR) Inspirations Library is contextualised to the Singapore tourism sector, focusing on Tours & Precincts, Attractions, Hotels and Retail. Use the ideas here to get started on how to build a real use case for your business.

The Singapore Tourism Board also provides free-to-use 3D models within the Tourism Information Hub (TIH) which tourism companies can download and use for your applications. Visit: <https://tih.stb.gov.sg>.

These are among the many resources provided by Tcube, a hybrid innovation space that brings STB's digital initiatives, resources and thought leadership content onto a single platform to support tourism sector's digital transformation.

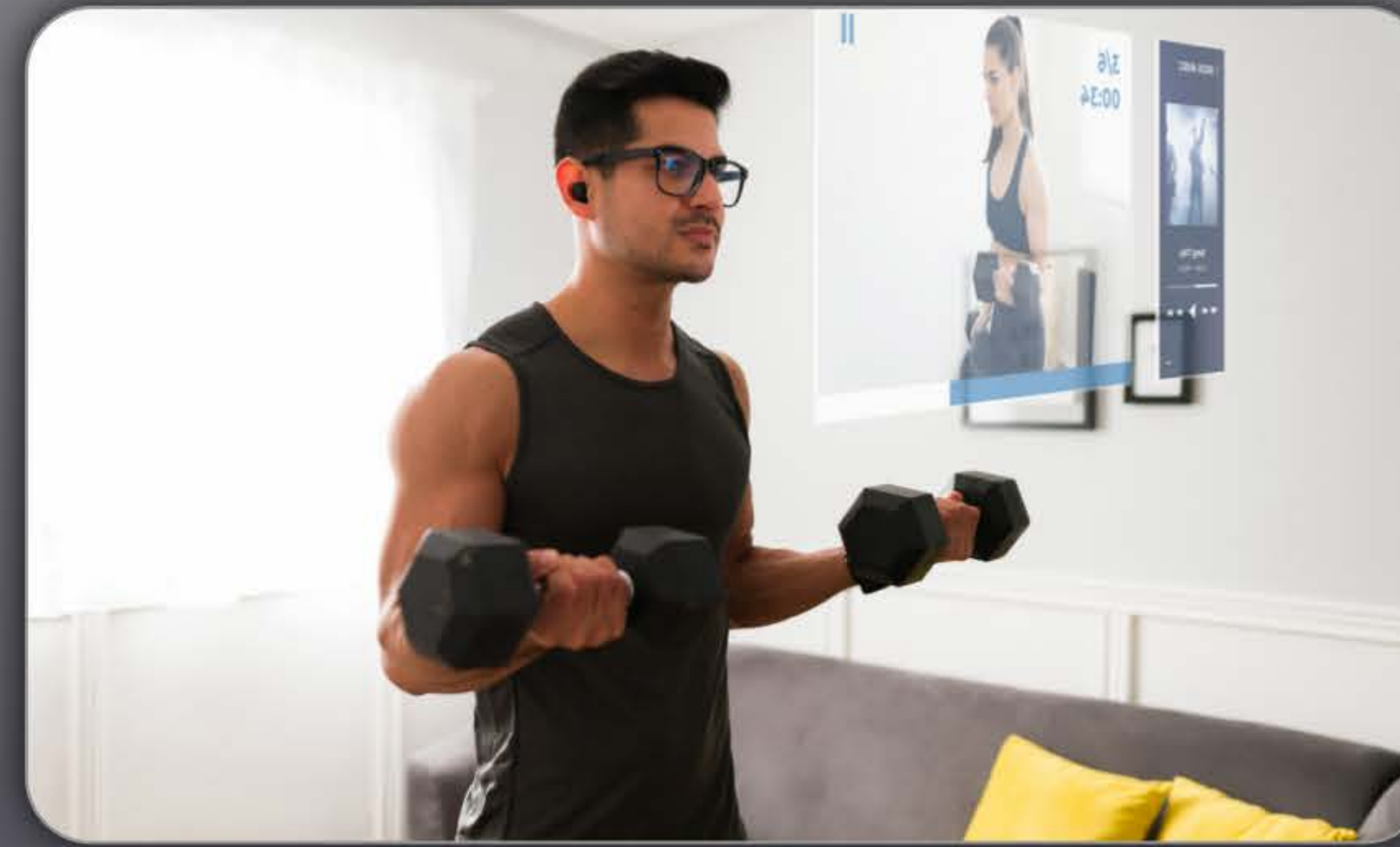
Check out more resources provide by Tcube at <https://go.gov.sg/tcube>.

# ABOUT

This is a collection of Augmented Reality ideas for small enclosed spaces. These could enhance the experiences of your guests.



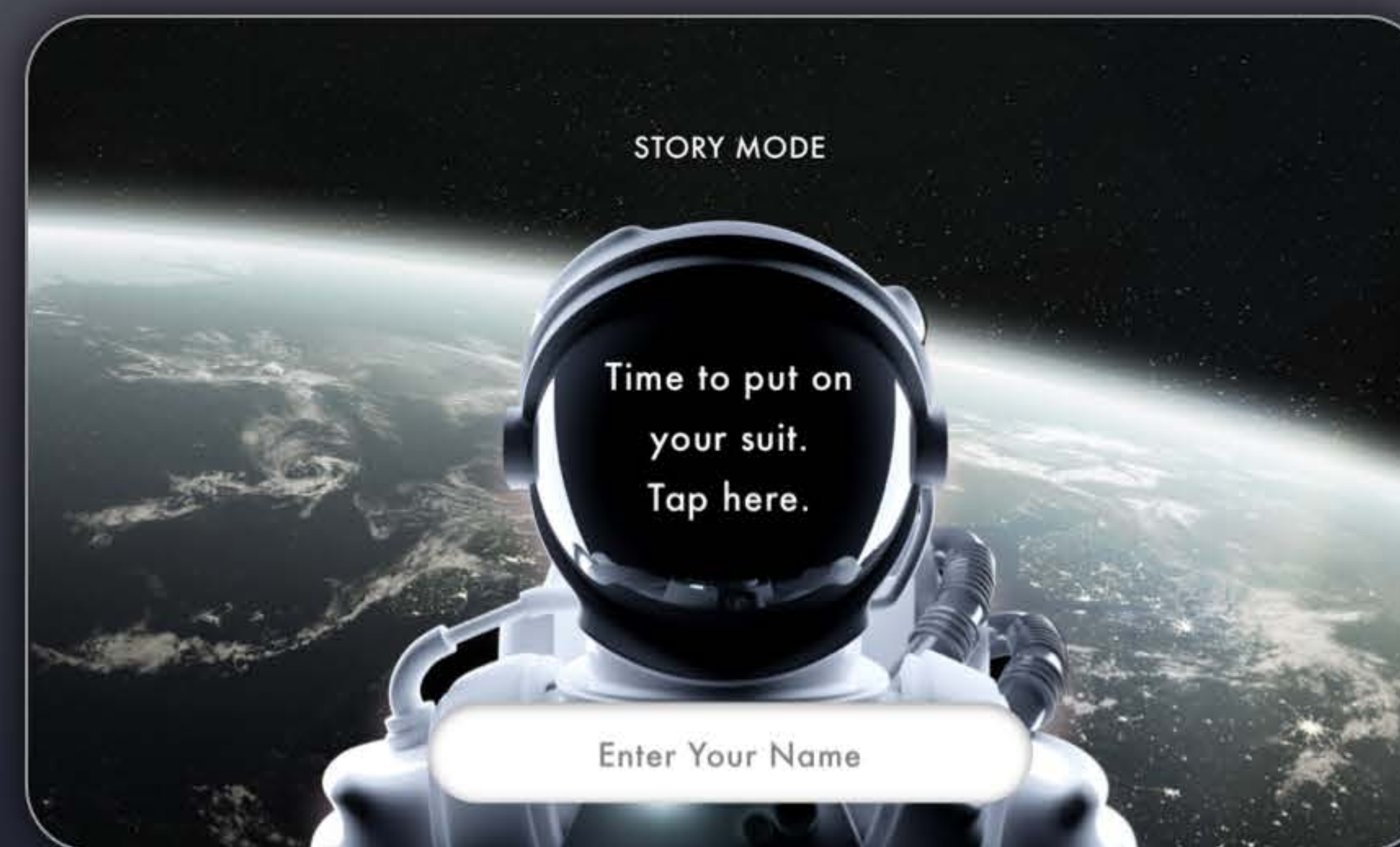
COLLECTIBLES



WELLNESS



CELEBRATIONS



BESPOKE EXPERIENCES

## COLLECTIBLES



Scan the QR code to download the game or web app

Exploring the hotel, guests discover fun interactive activities to play.



0/5 presents



## COLLECTIBLES

Guests are able to uncover immersive experiences such as escape rooms or treasure hunts.

## COLLECTIBLES

You have found a present.  
Open it now!

20% OFF YOUR  
IN-ROOM  
DINING BILL!

FIND THE PRESENTS  
HIDDEN IN THE ROOM!!

The 3D model illustrated here can be found  
in the [Tourism Information Hub \(TIH\)](#).

## COLLECTIBLES

Guests are able to scan the room with their phone and find the items hidden around the room. Guests are rewarded on each item opened or on full collection!

## COLLECTIBLES



Hotels may also organise this as an event for guests such as for Halloween, with staff also playing a role in the narrative.



## COLLECTIBLES

Using AR, guests can find out more about the art and heritage of the hotel and pick up rewards along the way.

## WELLNESS



Guests may use AR glasses to work out or have apps for their health.

### WELL BEING

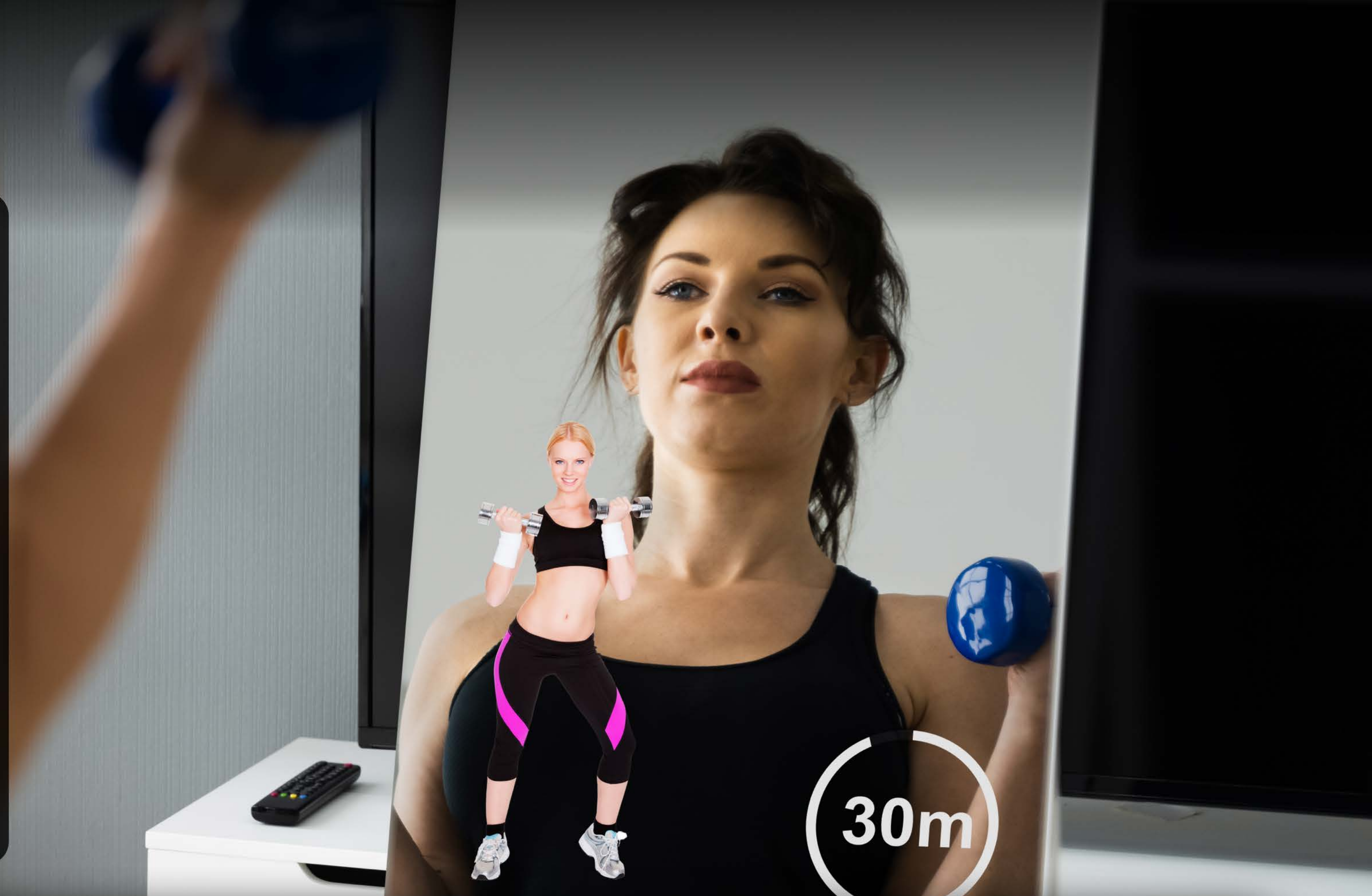
Hotels could provide wellness suggestions for guests who enjoy fitness options in the comfort of their own room.



## WELLNESS



Hello [User], remember to hydrate in 20:00mins...



## WELL BEING

Guests may follow the actions of an AR fitness trainer, viewed through AR glasses, an app or even a smart mirror.

LET'S GO!



# CELEBRATIONS



## HOTEL ROOMS

AR may be deployed at various parts of the room, allowing for the celebration of a special occasion to leave an indelible memory.

## CELEBRATIONS

Guest can choose to place a photo



Hearts or decor can float around

If I could go back in time and choose again, I would choose you. My dear, I wish you a happy anniversary.

From John

Guest scans a QR code/marker at the entrance to launch the experience



Card can animate opening from an envelope etc. All elements can be animated or chosen from a premium selection.

## UPON ENTERING THE ROOM

Messages can be customised for a loved one by scanning a QR code, allowing for a message to pop up on-screen.

# CELEBRATIONS

A library of themed assets is required to bring this AR experience to life. Visit the [Tourism Information Hub \(TIH\)](#) to get started.

Guests can select from a multitude of themes



HALLOWEEN



MOTHERS DAY



ANNIVER

## SCANNING THE ROOM

Room décor can be customised according to guest preferences and desires.



Welcome [Name]

WHAT OCCASION ARE YOU CELEBRATING?

Anniversary

DO YOU HAVE A MESSAGE?

Type personal message here

DECORATE YOUR ROOM WITH OUR EXCLUSIVE ASSETS AND DECOR



Blooming  
Roses



Floating Rose  
Petals



Rose Heart  
on Wall



Silver  
Balloons



Confetti  
(Interactive)



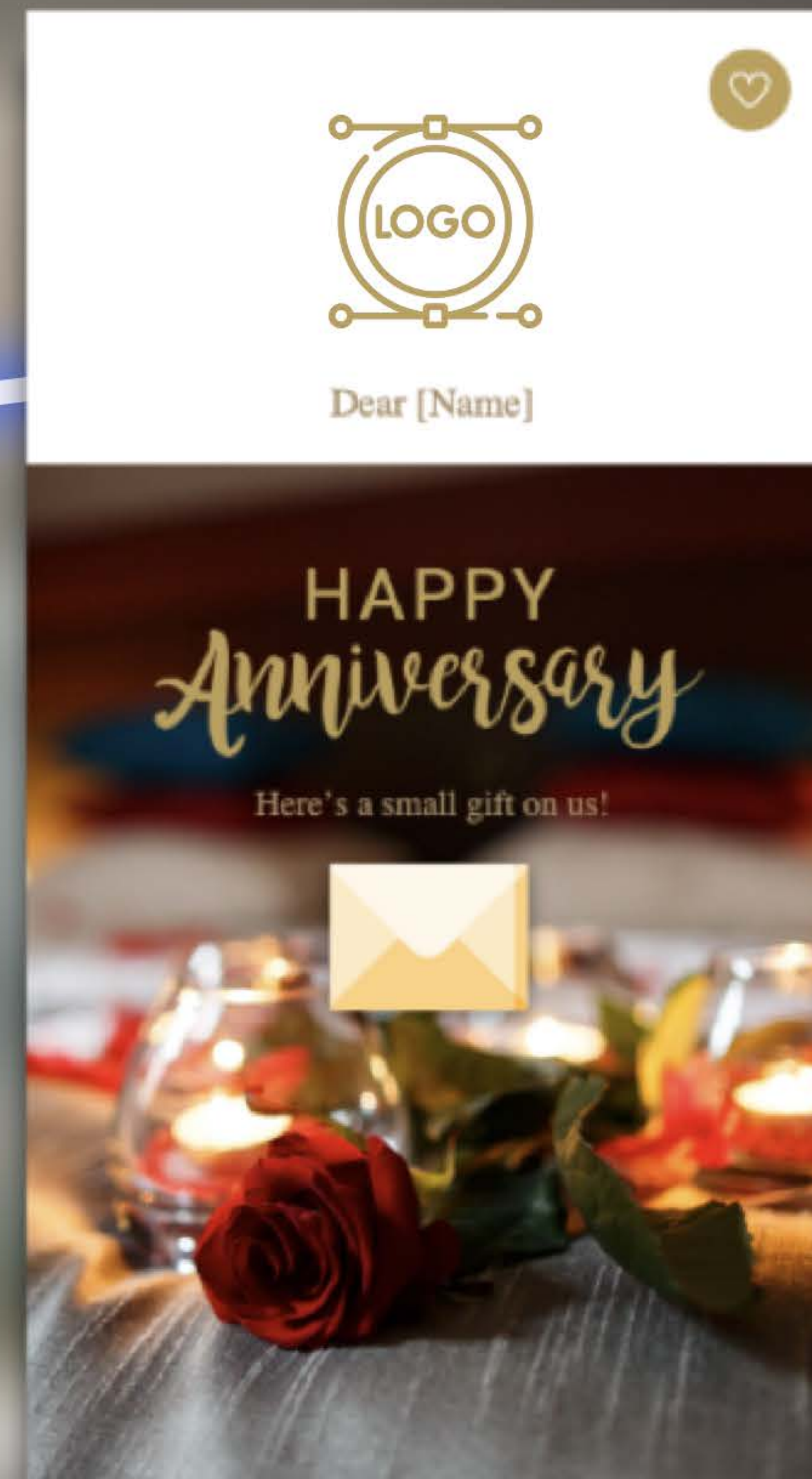
Balloon  
Heart

NEXT

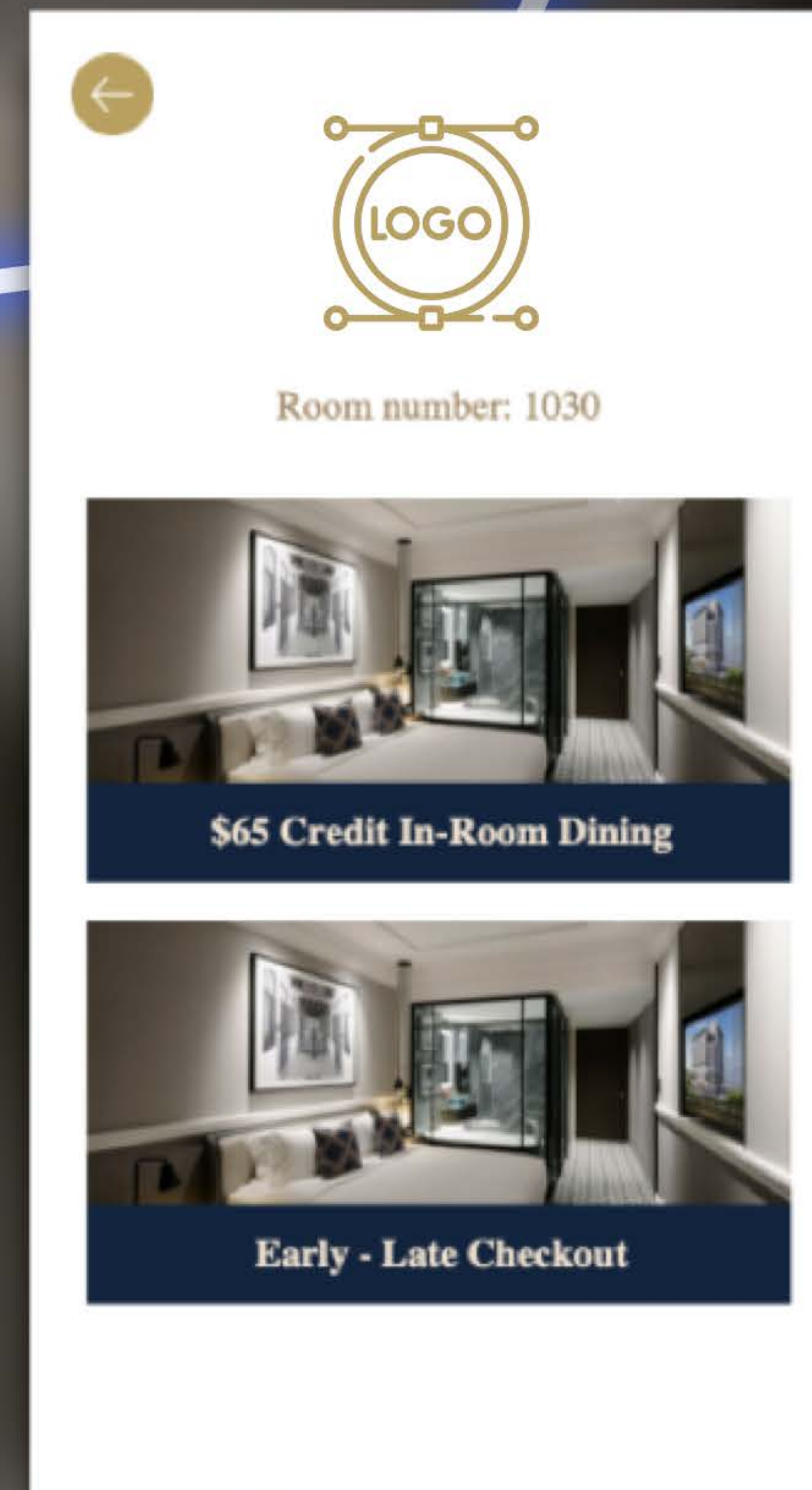
## CELEBRATIONS - MODES



Creator view



Guest view



### CREATOR VIEW AND GUEST VIEW

Guests are able to toggle between various modes, to suit their preferences.

## BESPOKE EXPERIENCES

YOU ARE NOW EXPLORING EARTH



### DID YOU KNOW?

Our home planet Earth is a rocky, terrestrial planet. It has a solid and active surface with mountains, valleys, canyons, plains and so much more...

The 3D model illustrated here can be found in the [Tourism Information Hub \(TIH\)](#).



## BESPOKE GAME FOR GRAND PARK CITY HALL

A hotel could request a bespoke experience that caters to the hotel's specific target audience. This game was built by STB's inhouse AR team to promote AR in the hotel space.

## BESPOKE EXPERIENCES

### DISCOVERIES



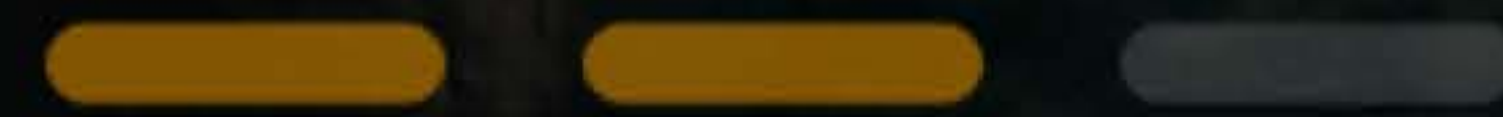
**Planet Name**

10% discovered



**Earth**

33% discovered



**Neptune**

100% discovered



**???**

Undiscovered



## THE GAME WAS DESIGNED TO BE EDUTAINMENT FOR FAMILIES

The game was designed to allow parents to discover the solar system while on staycation with their children.

## BESPOKE EXPERIENCES - REWARD SYSTEM

Unlock God Mode when you discover all 9 Planets.  
You will also receive a mystery prize!



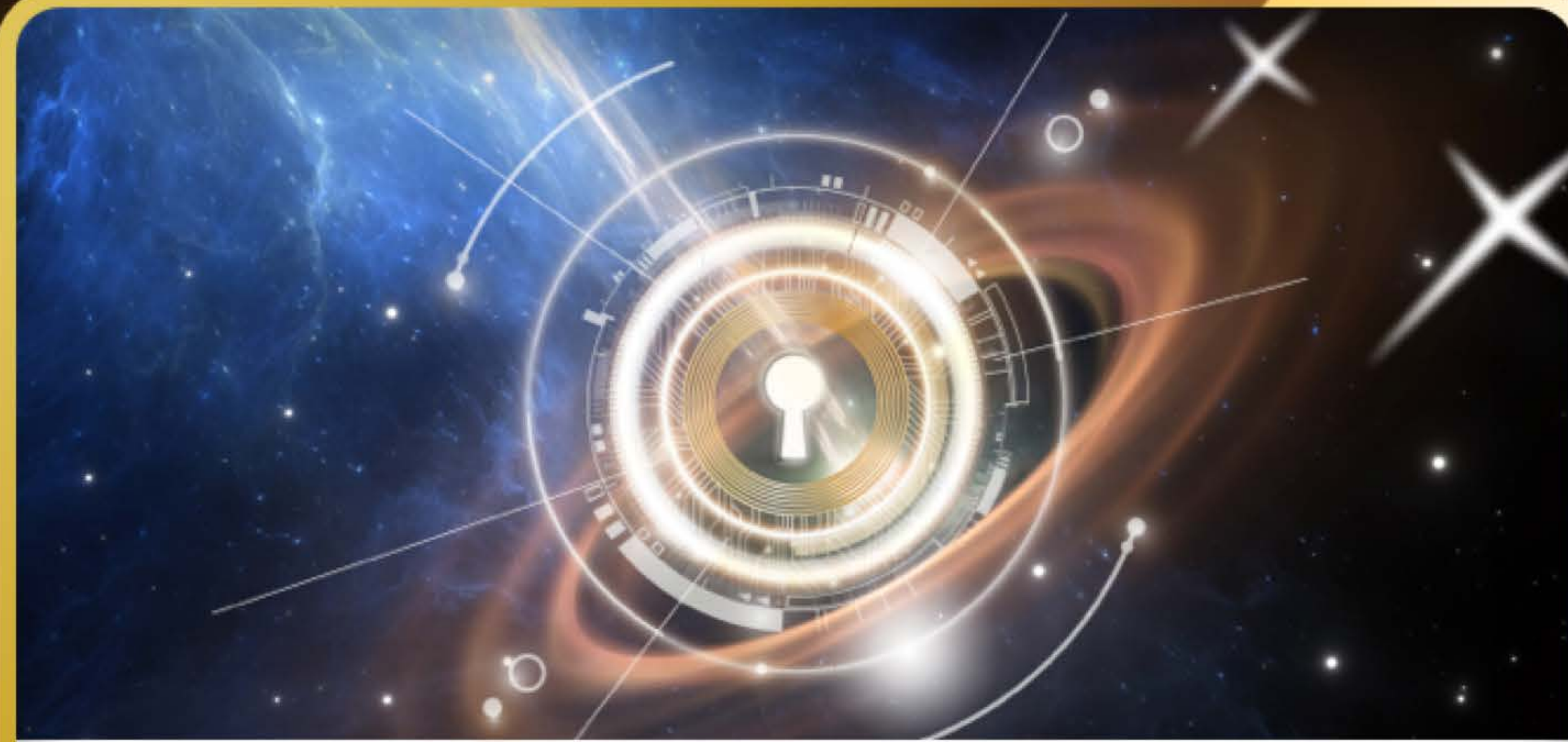
FREE COOKIES - 200GM

### FOR THE BUSINESS

In-game options to purchase interesting virtual content or to redeem rewards could help to drive further spend. Guests' in-app behaviour could also help hotels gather data on their preferences.

## BESPOKE EXPERIENCES - IN GAME SHOP

Shop



**GODMODE - BLACKHOLE**

**SGD 1.99**



**UNDERWATER EXPERIENCE**

**SGD 10.99**

### FOR THE BUSINESS

The in-game shop also provides virtual content as an alternative monetisation opportunity.



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A large, stylized red logo consisting of the letters "S" and "G" inside a red circle, positioned in the top right corner of the image.

SG

We hope that helped you with AR ideations for Hotels!

**We welcome you to share your story, feedback and content topics you would like us to cover.**

**Please fill in the Tcube form for us to better understand your needs: <https://go.gov.sg/tcubecommunity>**