



END THE YEAR, SINGAPORE STYLE

Reunions, celebrations, and festive wrap-ups – with gradual opening of borders, Singapore's all set to welcome visitors with a slew of events and activities to celebrate the year end with family and friends. Even for those unable to travel just yet, immersive virtual experiences could be just the holiday treat that's needed for a family to enjoy memorable travel experiences in Singapore without taking off. We have also included marketing resources to help you in engagement plans with your customers.

MAGICAL PIT-STOPPS THIS HOLIDAY SEASON

The city is dotted with on-ground and virtual experiences that add whimsy and wonder to every celebration.

COUNT DOWN TO THE BEST LIGHTSHOWS IN TOWN

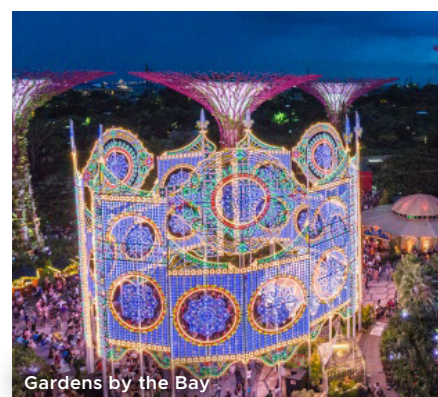
Early festivities go into full swing starting mid-November, when the annual light-up on Orchard Road, Christmas on A Great Street, transforms the city hub into a dazzling spectacle. The sparkling 3.1km stretch is also available for remote strolls thanks to user-controlled 360 immersive views of the experience. The digital wall will feature a special countdown on Christmas and New Year's eve, including augmented reality fireworks at midnight – to find out more, visit [here](#).

Gardens by the Bay comes alive with festive fervour as the Christmas Wonderland brings carnival games and exciting entertainment to add to its signature light and sound show, the delightful [Garden Rhapsody](#).

It is also possible to enjoy the scenic [Marina Bay Skyline](#) or usher in the New Year with the 17th Marina Bay Singapore Countdown, Singapore's most iconic countdown celebration event. To find out more, visit [here](#).



Orchard Road



Gardens by the Bay

LOCAL GIFTS AND FLAVOURS

For those who love collecting mementos from their trips, here are some ways your clients can carry a piece of Singapore home with them. From handpicked local memorabilia to recipes of the country's most iconic concoctions, visitors can choose to take home authentic Singapore souvenirs as a treat for their loved ones.



Singapore Sling



The Shirt Bar



Fossa Chocolate



Timeless Gifts

SINGAPORE SLING

It is now possible to recreate an authentic version of the country's legendary cocktail, Singapore Sling. The recipe is available to follow straight from the bar behind its creation – Long Bar at Raffles Hotel Singapore. Recipe [here](#).

FOSSA CHOCOLATE

The artisanal chocolatier offers visitors the option to gift their carefully crafted and artfully packaged chocolates. Your clients can also enjoy their special workshop which imparts lessons on chocolate appreciation and guides guests in making their own handcrafted chocolate truffles. Discover more [here](#).

THE SHIRT BAR

A range of innovatively engineered shirts to choose from, including design developments like the spill-resistant range, allowing beverage spills to be wiped off effortlessly. Shop from classic formals to quirky casuals [here](#).

TIMELESS GIFTS

The best moments can be made even more unique and memorable with charming local art and notable memorabilia as premium presents that are special to Singapore. For exclusive gifts, visit [here](#).



Photo was taken prior to COVID-19

TRAVEL SAFE AND STRESS-FREE

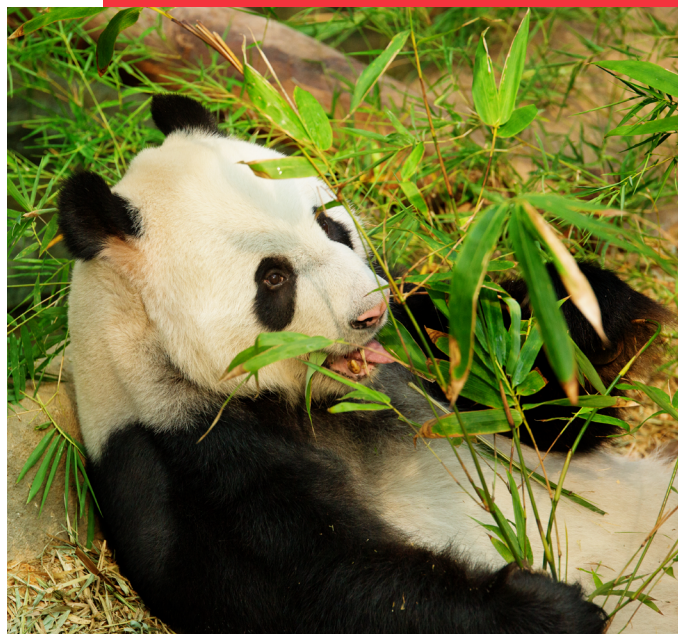
Singapore is on its path to transitioning into a COVID-19 resilient nation, and has in place safe travel measures to ensure visitors enjoy a safe and stress-free experience.

BUILDING RESILIENCE

The government is continuously advancing safety measures with the next phase of its National Vaccination Programme, more extensive testing and contact tracing measures to ensure a safe environment for every visitor's end-year travels and celebrations. Rest assured, by following the measures in place within the country, visitors can ring in the New Year with peace of mind.

GENERAL ADVISORY

To ensure a worry-free experience in the city, measures have been implemented to ensure rigorous cleaning and disinfecting regimes for high-touch areas, at least 1 metre distancing between visitors from the same group and between groups, as well as managing crowds to prevent bunching.



VIRTUAL ADVENTURES FOR REAL MEMORIES

Share these virtual experiences with your clients, who can now enjoy Singapore's best adventures from wherever they are.

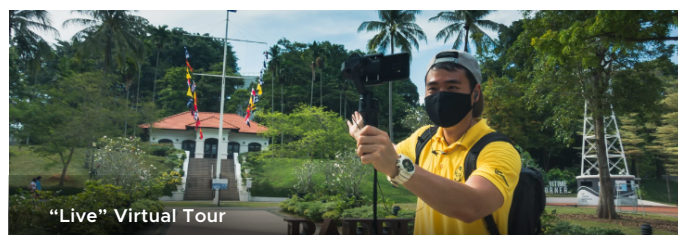
MANDAI WILDLIFE RESERVE

It is now possible for people from anywhere in the world to get up close with exciting animal encounters from the Singapore Zoo, or to immerse in the thrilling wildlife experience at Asia's first and only river-themed wildlife park. Book your virtual experience in the wild [here](#).



LION HEARTLANDERS

A guided tour with a livestream twist. Participants join in via a video platform to take a virtual journey around the old Royal Citadel and the palace of the Sultan Mosque with a guide on-site to tell the neighbourhood stories. For group sizes between 40 and 500 pax, book the immersive tour [here](#).



HIDES AND THREADS

An engaging workshop that makes for an educational team-building exercise and teaches participants the skills to create their own little leather project. This workshop can cater for all group sizes between 8 and 100 pax, and can be booked [here](#).



TRAVEL 2.0 TRENDS TO KEEP UP WITH



TRADE TOOLS

Quick links to assist you to plan for the future when travel resumes.

FOR QUICK SHARING

Did you know? Concise information is available for easy sharing with prospective clients via messaging platforms.

Find out more [here](#).

THE MAGIC OF CUSTOMER EXPERIENCE

To stand out from the competition, businesses should prioritise and pinpoint impactful touchpoints and foster excellent customer experience aided by digital systems to measure impact and predict behaviours. With the changing tourism landscape brought about by COVID-19, customer experience is key to building performance and standing out from the competition whilst bringing the joy of travel back for customers.

MOBILE FIRST

The use of mobile apps have become crucial within the travel industry to ensure travellers enjoy a seamless and contactless journey from arrival to check out. Visitors may download the Visit Singapore Travel Guide app on the [App Store](#) or [Google Play](#) to help them prepare for their visit. It provides access to articles on upcoming events and lifestyle offerings across the island, as well as directions to destinations and recommendations of places of interests along the way.

MEANINGFUL TRAVEL

Travellers are looking to make the most of their travel experiences both in terms of where they go, and who they visit. To appeal to this demographic, itineraries and plans that help them uncover a city's best kept secrets, hidden gems, and rich local culture are key. Find out more [here](#).

*Findings by Google's Holiday Travel Insights in October 2021

DESTINATION GUIDE

Trade's to-go-to resource on all that Singapore has to offer. Access it [here](#).

DID YOU KNOW

Access the Singapore Tourism Board's website to learn from key digital players like Facebook, Google and LinkedIn. Get business insights and best practices from our online Masterclass series. Find out more [here](#).

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