

REIMAGINE SINGAPORE

A QUARTERLY FEED FROM THE CITY OF POSSIBILITIES

ISSUE 01 2021



LOOKING FORWARD TO TRAVEL

Welcome to the future of travel in Singapore! Learn more about the novel experiences Singapore has to offer, the latest in travel trends and a new initiative that champions heightened sanitation and hygiene standards. We have also included marketing resources to help you inspire and stay connected with your customers.

SINGAPOREIMAGINE

A new era of travel calls for new ideas, experiences and stories. We have improved the travel experience by implementing new safety standards and innovative technology that not only serve to delight your visitors but also cater to their ever-evolving needs. For instance, Changi Airport has implemented an entirely touchless check-in experience. While Resorts World™ Sentosa has transformed its Open Ocean Habitat into a multi-sensory restaurant.

We look forward to welcoming improved sanitation standards when travel resumes.

Click [here](#) to watch the latest video on international travel.

You can also read more about the SingapoRemagine campaign [here](#).



SG CLEAN



We are committed to the safety of your visitors through cleanliness. That is why we've raised our standard on safety. The SG Clean Campaign was launched by our National Environment Agency to rally businesses and the public to uphold good sanitation standards and hygiene practices. Travellers can rest assured public premises spotting the **SG Clean certificate** have achieved a high standard of cleanliness.



MADE WITH PASSION

Singapore is a vibrant country brought to life with passion. Shop our local brands that make up the rich tapestry of Singapore. Your customers are in for a treat when they shop for homegrown brands in the comfort of their homes.

CHARLES AND KEITH



This footwear and accessories retailer empowers women with accessible style and has even found its way to the red carpet.

Shop their latest collection of shoes, bags, accessories [here](#)

SUPERMAMA



What started as a couple's passion project has turned into the leading light in Singapore's design scene, turning porcelain into unique pieces of art.

Shop the range [here](#)

PRIMA TASTE



Prima Taste was birthed from the passion to serve authentic easy-to-prepare Singaporean cuisine to the rest of the world. Today, they deliver ready-to-cook meal kits, premium noodle products and cooking sauces to over 40 major markets, worldwide.

Visit their online store [here](#) to order

SCENE SHANG



Driven by the desire to share Singapore's rich history, this homeware, furniture and lifestyle label founded by Jessica Wong and Pamela Ting feature pieces that are heritage-inspired, yet forward-looking.

Check out their pieces [here](#)

As Singapore prepares to welcome your customers back to our sunny shores, we have specially curated a list of marketing resources to assist you in your engagement plans and plan for the future.

TRADE ESSENTIALS KIT



Koon Seng Shophouses

360° IMAGES AND VIDEOS

SPOTLIGHTING OUR FAVOURITES

Missing familiar sights of Singapore? Embark on a virtual experience and uncover these hidden gems around Singapore from wherever you are. To request for higher resolution versions of these images/videos, please email [here](#).

RIVER CRUISE

Be immersed in the vibrant nightlife along the iconic river by taking a river cruise to enjoy the view.

CHEK JAWA WETLANDS

Located at the eastern end of Pulau Ubin, Chek Jawa is a 100-hectare wetland where six major ecosystems – sandy beach, rocky beach, seagrass lagoon, coral rubble, mangroves and coastal forest meet.

MIRROR MAZE

Lose yourself in a kaleidoscopic escapade at the Mirror Maze. Wonder through a unique cover of foliage branching overhead, creating the illusion of endless bowers before you.

KOON SENG SHOPHOUSES

Stroll alongside these colourful shophouses symbolic of Peranakan culture for an artsy shot or make a stop at one of the quaint cafes in the neighbourhood.



Mirror Maze @ Jewel Changi Airport

DIGITAL ITINERARIES

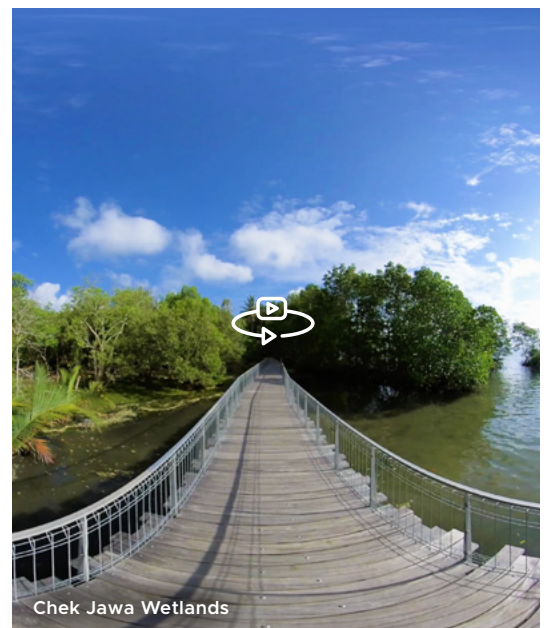
We have curated a series of digital itineraries featuring a wide range of activities to cater to varying interests of your clients. This means less time planning and more time enjoying.

Here's introducing the first of the series of our digital itineraries featuring picture-worthy locales:

FOR THE GRAM

Discover places with beautiful architecture, exhibits and mouthwatering dishes that would all make for a great Instagram feed.

Check out the full itinerary [here](#)



Chek Jawa Wetlands

TRAVEL TRENDS

Travelling has taken on a new meaning in 2021. After a year of lockdowns, tourists are ready to launch themselves into authentic experiences, escape the stress of the world, spend quality time with their loved ones and do whatever it takes to make their travel dreams a reality. Here are some tips to help you prepare your clients for the future.



Esplanade - Theatres on the Bay

EXPERIENTIAL TRAVEL

Quality time has taken centre stage. The pandemic has taught people to treasure time with their loved ones so they are looking for activities that can be enjoyed together as a family. Shared experiences such as cooking classes and learning a craft together currently top the list.

TRAVEL FOR THE SOUL

After a rather stressful year, self-care holidays are becoming a must-have on every traveller's bucket list. Be it a wellness retreat away from the city centre or a meditation and yoga detox program, there is a newfound need for self-love.

TRAVEL WITH YOUR TASTE BUDS

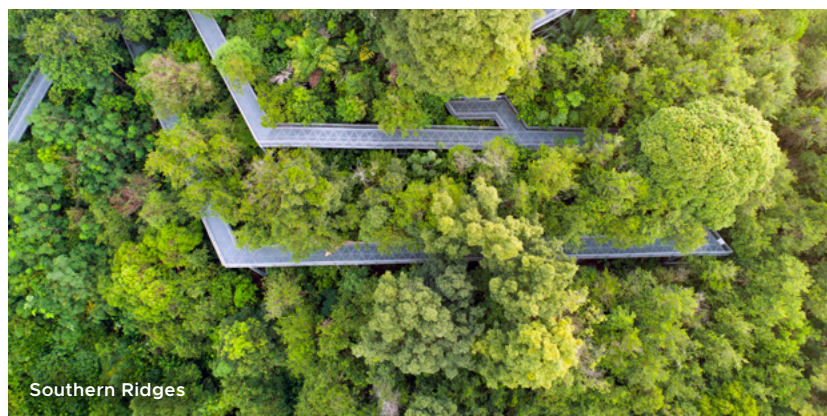
Indulging in a country's gastronomic delights still remain on top of the list when it comes to trends. The culinary experience is no longer just a complement to travel but has become a main motivation on choosing a destination and how they explore it.

THE ROAD LESS TRAVELLED

2021 has seen a shift from indoors and crowds to quieter and more obscure places. After a year of lockdowns, people are in need of wide open spaces, fresh air and authentic experiences.

DREAM TRIPS

Border restrictions and pent-up demand for travel have created a stronger urge for travellers to plan their once-in-a-lifetime trip. Work closely with your clients to plan a trip that's tailored to their needs and passions.



Southern Ridges