

STB leverages local star power in latest tourism push

 ttgasia.com/2020/11/03/stb-leverages-local-star-power-in-latest-tourism-push

November 3, 2020

Top News

By TTG Asia

/ Posted on 3 November, 2020 15:35

As part of its SingapoRediscovers campaign to promote local tourism, the Singapore Tourism Board (STB) has launched bundled promotions, personalised itineraries and online content focusing on ten key precincts, as well as extended its run from March 2021 to June 2021.

These “Singapoliday” destinations are Changi/East Coast, Chinatown, Civic District, Joo Chiat/Katong, Kampong Gelam, Little India, Mandai/Kranji, Marina Bay, Orchard Road and Sentosa.



STB shines the spotlight on ten key precincts in Singapore, including Little India, in the next wave of the SingapoRediscover campaign; the former House of Tan Teng Niah in Little India pictured

To encourage locals to go on a Singapoliday and explore their favourite precincts, STB will roll out a new video series called S.P.I.E.S. (Secret Places in Exciting Singapore). Over ten episodes, the series will shine the spotlight on lesser-known facts and discoveries for each precinct. Each episode will be hosted by a local celebrity, and broadcasted on STB’s social media platforms.

To be launched in November, the first episode will feature actor Tosh Zhang visiting Little India to uncover its secrets, such as a vintage garment shop and a hotel filled with artworks and sculptures. Upcoming hosts include Siti Khalijah Zainal, Fakkah Fuzz, Rishi Budhrani and Judee Tan.

More content will be released in the coming months to encourage locals to visit the various precincts. This includes a video series titled How To Not Waste Your Annual Leave, hosted by Chua Enlai and Michelle Chia.

As part of the campaign, hotels, attractions, tour operators as well as retail and dining establishments have also come together to offer bundled promotions for each precinct.

Locals can pick from a total of 50 bundled promotions, featuring a combination of products such as staycations, attractions, tours, as well as retail and dining offers in each precinct.

For instance, locals wishing to explore Marina Bay may choose a staycation-attraction package curated by travel agent The Traveller DMC that features Mandarin Oriental, Singapore, and Gardens by the Bay. In the heritage district Kampong Gelam, The Sultan and Tribe Tours have paired up to offer a staycation and Instagram photography tour of areas such as Bugis and Waterloo Street.

Around a quarter of these promotions were curated by local travel agents such as The Traveller DMC and Gourmet Trails, who have pivoted and rallied with industry partners to design promotions for the domestic market.

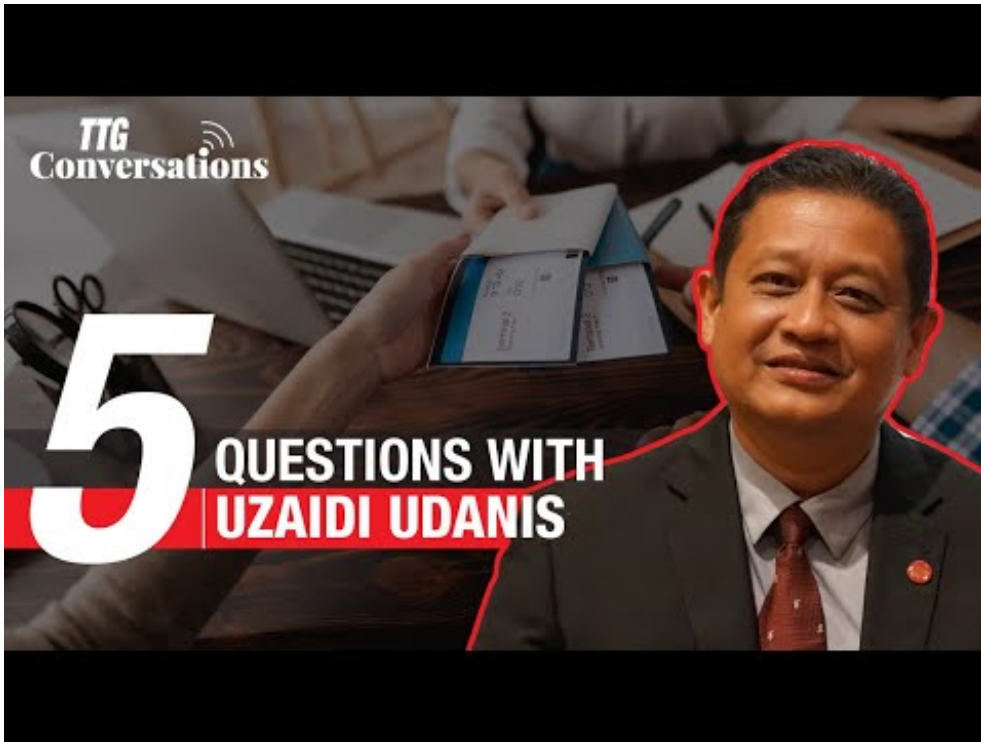
More offers will be added in the coming months, and tourism businesses may submit their proposed promotions via STB's Tourism Information and Services Hub.

STB has also designed customisable itineraries to help locals plan mini-holidays of up to three days within each precinct. These itineraries suggest recommended hotels, attractions, tours, as well as retail and dining offerings in each district.

For instance, locals can stay at Hotel Soloha or Oasia Hotel Downtown Singapore and explore the Chinatown precinct on a Trishaw Tour by Trishaw Uncle or a Red Clogs Down the Five-Foot Way tour by Journeys. Those looking for an island retreat on Sentosa can stay at The Barracks Hotel Sentosa or Capella Hotel Singapore, join a kayak fishing tour, and dine at the Ocean Restaurant, touted as South-east Asia's only permanent underwater aquarium dining experience.

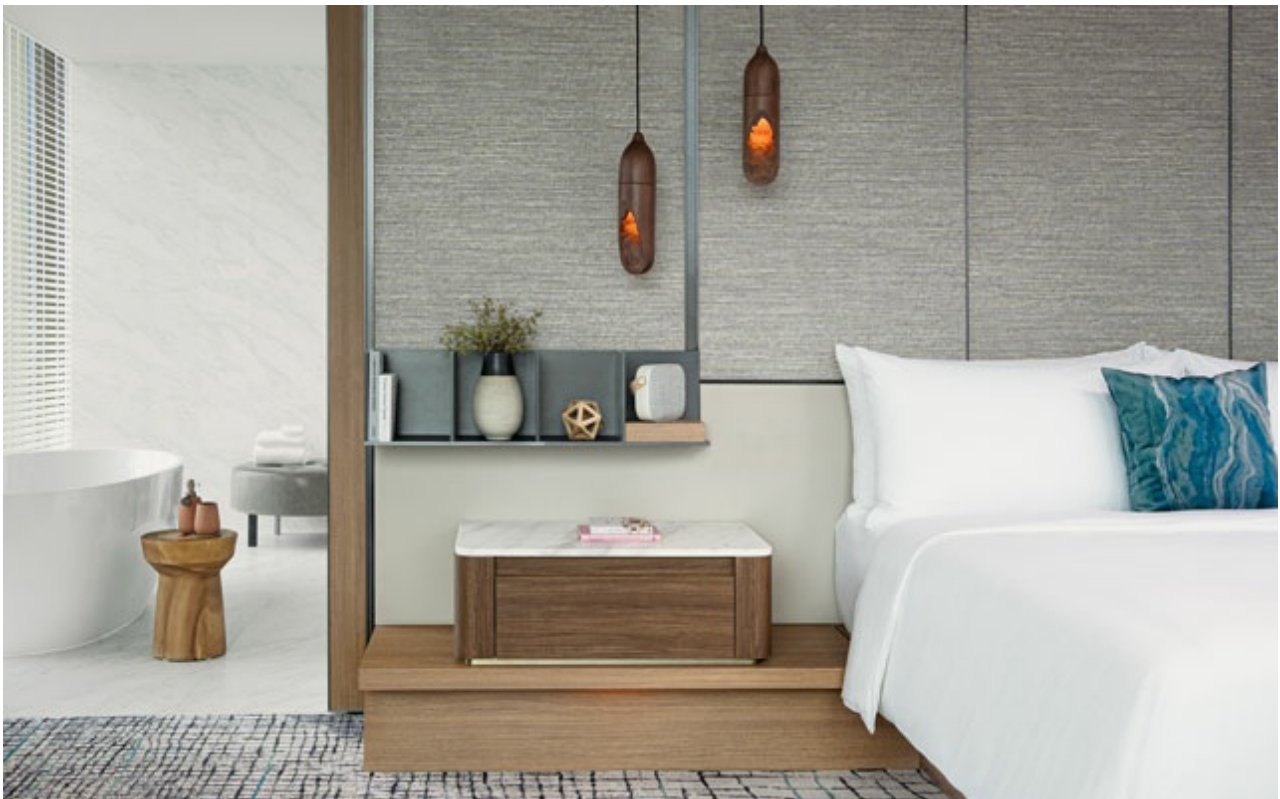
Since the launch of SingapoRediscovered in July, more than 100 businesses – across hotels, attractions, tour operators, retail and F&B – have offered over 600 promotions.

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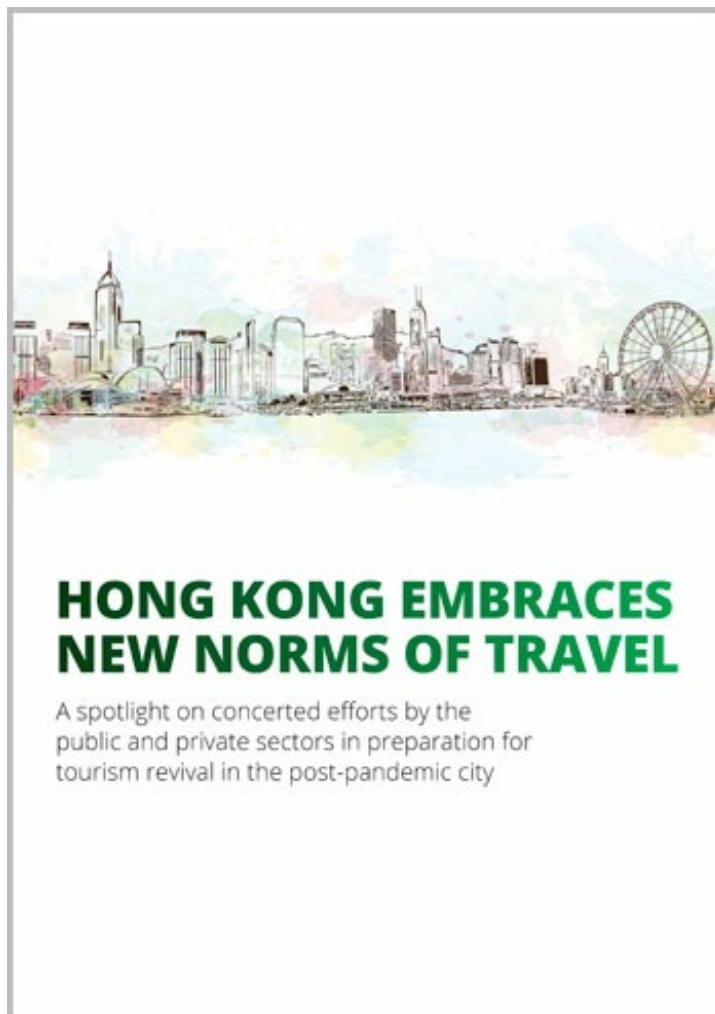
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