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Sharing on the SingapoRediscovered Campaign

ABOUT THE WEBINAR

As part of the Singapore Tourism Board's efforts to boost domestic tourism, the SingapoRediscovered campaign aims to support local lifestyle and tourism businesses through partnering communities, curated itineraries, and partnerships to offer high quality experiences and promos, enabling locals to find out more about our destination offerings. During this webinar, Erliana shared more on what the campaign entails, and ways in which the Museum Roundtable members can contribute to enliven our local holidays.

ABOUT THE SPEAKER

Ms Erliana Zaid, Senior Manager/Brand Management, represented the team in delivering this sharing. The Singapore Tourism Board is a statutory Board under the Ministry of Trade and Industry of Singapore. It champions the development of Singapore's tourism sector, on of the country's key service sectors and economic pillars, and undertakes the marketing and promotion of Singapore as a tourism destination.

STB Domestic Recovery Campaign



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Looking Out

Case Studies: Learnings from Domestic Campaigns Across the Globe

Restricted, Sensitive Normal

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Case Studies

Western Australia: “Wander Out Yonder”

WE'RE FREE TO
WANDER
OUT
YONDER

- The tagline aims to celebrate the feeling of freedom and reminds everyone that whatever kind of holiday they are dreaming of, they can have that experience right here in Western Australia
- Reframe and distil experiences for a local audience.

HKTb: “Hello Hong Kong”



- HK\$40 mil campaign with three main features are:
 - 1) In-depth/ lesser known
 - 2) One-stop dining platform
 - 3) "Spend to Redeem Free Tours" offers
- Re-educate/ rediscover/ deepen their connection with their country.
- Clear communication on one platform
- Tactical promos to drive spend

Japan: “Go To Travel”



- JPY1.7 trillion to finance Covid-19 support measures
- Japan Tourism Agency (JTA) to launch a pan-Japan domestic tourism campaign in July.
- Discount coupons worth 50% of the product by specified TAs. JTA also offering coupons for souvenirs and meals.
- Simple, tactical promos works.
- However, it is important to keep communications clear

Australia: “The Festival of Wot”



- The campaign aims to scour the nation to discover and celebrate what makes Australia unique-cities and suburbs that have something they deserve to be famous for can nominate themselves to be awarded a new festival in honour of said 'thing'.
- Leverage on the power of local communities and people
- In terms of channels, go beyond the usual and consider a grounds-up approach.

Recap: Learnings from other domestic campaigns



- 1** **Reframe** experiences and attractions for a local audience, and help them to see it in a new light.
- 2** Distil experiences that make our country **unique** to encourage a renewed appreciation for what it has to offer. Encourage a deeper connection with authentic **community and cultural experiences**.
- 3** Simple, tactical **promos and nudges** now go a long way in encouraging locals to venture out and explore their country
- 4** Leverage on the power of **local communities and people**- give them a reason to have pride in, rally and celebrate what they love about their country.
- 5** Be personal and intimate. Consider a **ground-up approach**- leverage on long-tail media channels, social and experiential platforms in order to engage a local audience in a more direct and authentic experience.

Looking In

- a. Who is our target audience**
- b. Audience insights & strategic levers**

Sources of Data



Secondary Research

Desktop research on segmentation and Singaporean sentiments and spending during and post Covid-19

1. Global Web Index (GWI), Mar 19 – Apr 20
2. Milieu's Covid-19 Dashboard, as of 27th May 2020
3. VISA's Report on "The new normal" Pandemic response and business continuity tips.

Results taken from Kantar COVID-19 Barometer, fieldwork 10-13 April 2020.

4. MasterCard's Report on the Impact of Covid-19 on Consumer Spending in Singapore, 2020
5. IPSOS Dipstick Survey on Singapore, 19th to 25th May 2020
6. Nielsen Consumer & Media View 2019
7. Over 5,500 digital data sources, including 140+ APIs

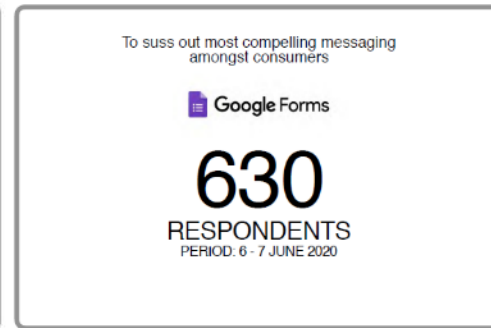
Primary Research

Qualitative and quantitative research to deep-dive into consumer sentiments, as well as to conduct concept and message testing (Conducted by TBWA)

Focus Groups



Message testing via online quantitative survey



Passion
Made
Possible



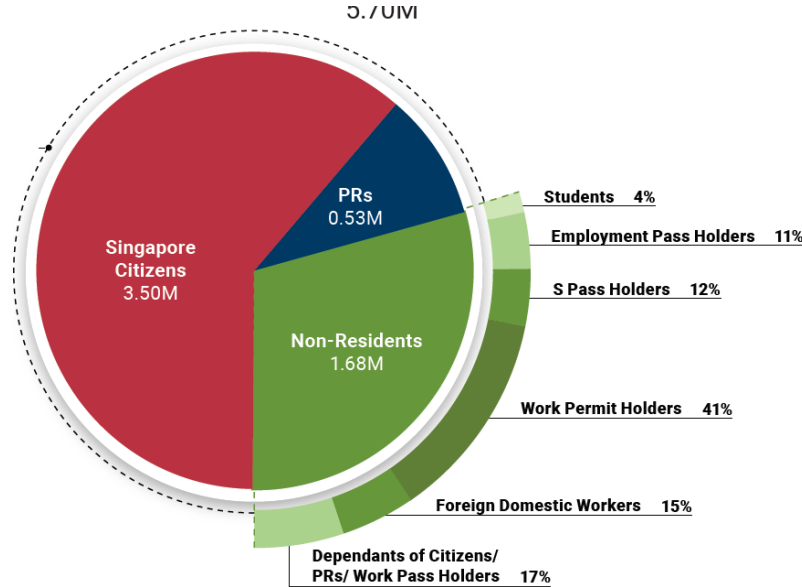
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Singapore Population Breakdown

Total Population 5.70M

Residents consists of
Singapore Citizens and
PRs = **4.03M**



Non-residents consist
of various work pass
holders = **1.68M**

Source: Department of Statistics, Singapore, Jun 2019

Based on consumption behaviour, we identify our target audience who are more likely to go out and spend. Size of audience: **2M** or **35% of the Singapore population**



1 Urban Explorers (1.6M)

Behaviour exhibited

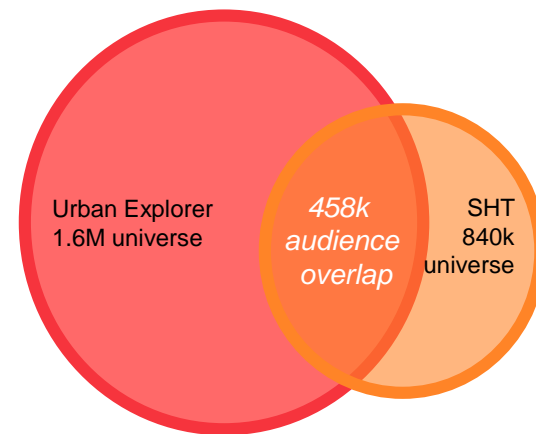
Eat at restaurants at least fortnightly, visit cinema at least once a month, interested in museums/ galleries and live events

2 Short-Haul Travelers (0.8M)

Behaviour exhibited

Have a short-haul vacation every 2-3 months

Urban Explorers + Short-Haul Travelers
Total Unduplicated Audience: 2M




Source: GWI, based on whole of Singapore

Based on their psychographic profiles, we **shape our content and messaging** to address the emotional needs of our target audience.




MEET THE SPEND SEGMENTS




STABILITY SEEKERS

This segment is exhibiting **holding back** behaviours on spend (high search, lower specific intent-keywords). They are **keen to tide over** the current circumstances and **resume to the state of normalcy and stability**.



ANXIOUS DEFENDERS

This segment is showing indications that **spend is necessary to upkeep quality of life**. They are looking for **value-for-money options in the interim** and are concerned that the status quo is not sustainable in the grim future ahead.



CAREFREE OPTIMISTS

This segment exhibits high interest across categories, and high search intent, showing an easy transition to the new normal (e.g. remote working/virtual/eCom), and possibly will continue to do so in recovery. They feel that it is **important to enjoy life** and to cherish living in the moment, especially during these times.

Audience Insights: State-of-Mind

In general, locals are most worried about the virus, and their household finances.

Research Findings: On Key Concerns post-Covid

“ Which of the following are key concerns you currently have about the Covid-19 situation in Singapore?



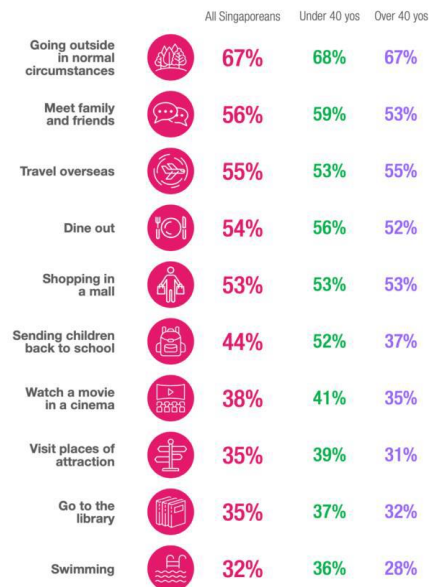
Source: Milieu's Covid-19 Dashboard, 27th May 2020

Audience Insights: State-of-Mind

But across all groups, people are still very much looking forward to the simple things and reconnecting with their routines, friends and family.

Findings: On Preferred Post-Covid Activities

Top 10 things Singaporeans look forward to doing again after Circuit Breaker*



*Rated 8-10 on a scale of 1-10, where 1 is strongly disagree and 10 is strongly agree

Segment-based Insights

Established Careers

Maybe not so much the places but the people. Even if we can't hug, we can **feel more human** in some ways by interacting with people again.

Young families

"I miss the Promontory, that's **where I always bring my kids**. We would walk from the Gardens By The Bay all the way to the Marina Barrage."



"I would like to meet my friends, play some soccer and grab an **afternoon beer at our favourite bar in Haji.**"

Established Careers

Early Careers

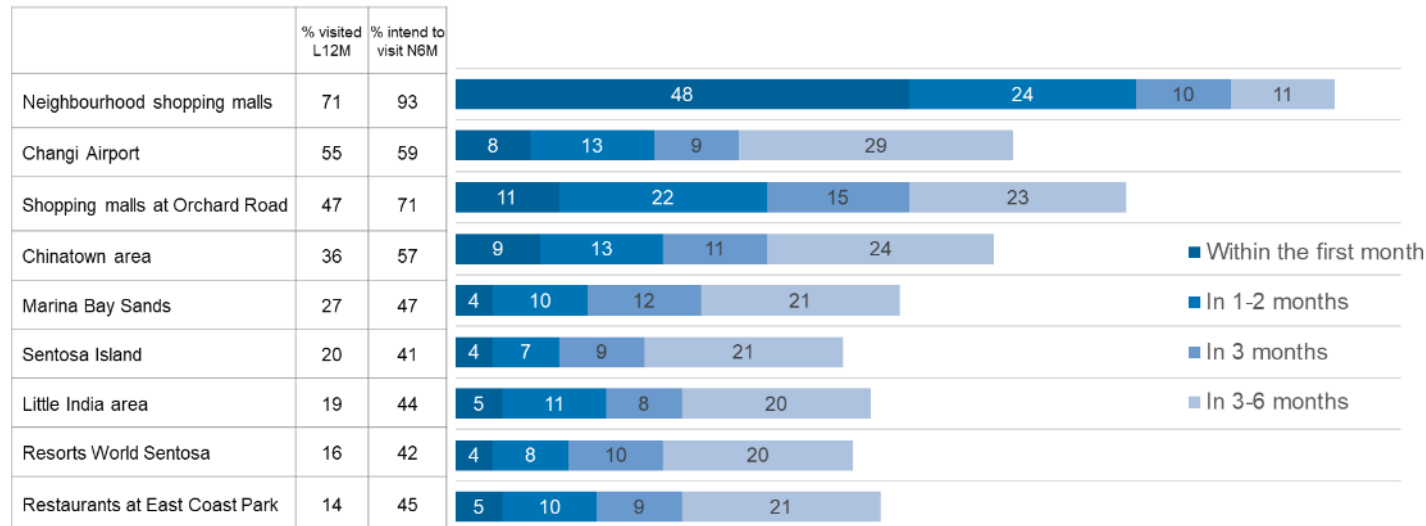
I miss the **weekend trips to our favourite prata store** that only my friends and I know about. It's not even near where I live. Nothing like having it on the spot, with Uncle giving me extra curry even before I ask.

*Source: Blackbox Community Tracking 21 May 2020

Audience Insights: Towards Domestic Travel

For those who do intent to head out, many have a preference for neighbourhood malls.

Research Findings: On Post-Covid Places to Visit



Source: IPSOS Dipstick Survey on Singapore, 19th to 25th May 2020

Q: Have you visited any of these places for dining or shopping in the past 12 months?

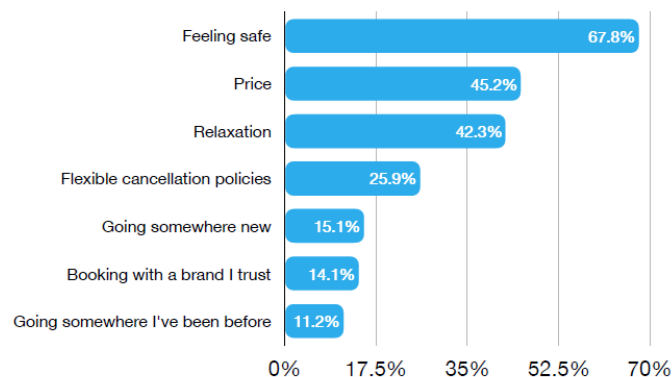
Q: Please tell us when are you likely are you to visit these places for dining or shopping after the government announces the end of the circuit-break/movement control period in Singapore?

Base: Total respondents N=500, Survey period: 19-25 May 2020

Audience Insights: Towards Domestic Travel

When planning their next vacation, Singaporeans would prioritise safety, price and the relaxation they can get. In particular, Early Careers and Families are open to staycations if they are 'worth the price' and can provide confidence in hygiene levels.

Research Findings: What Singaporeans Prioritise in Domestic Travel



Early Careers

Open if there is a good deal.

"We have been discussing going for a staycation as well. That is definitely something we would do if we can't travel, but it depends on prices and if its going to 50% more expensive."



Young families

Strong appeal as long as hygiene and privacy can be provided.

"Show us the effort, and we will spend money and go. Make me feel confident."

"Doesn't need to be hotels. But chalets also count. Family distancing, 20 metres between bungalows. Lots of options beyond hotels."



Established Careers

Lacks value. Keen to avoid noisy family scenarios at staycaytions.

"Difficult to get very enthusiastic about it because it's 50 minutes away from your place and it's quite expensive. There'll be lots of screaming kids running around post CB."

*Source: TBWA Survey, June 2020. Sample size = 630.

Audience Insights: Towards Domestic Travel

However, Singaporeans don't want to be treated as 'Tourists': iconic attractions, tours and precinct marketing may strike most as expensive and unnecessary. A hyper-insider experience that relies on community cultural experts may have more appeal.

Research Findings: What Singaporeans think about Attractions



"All of these places look very touristy. I want to do things that we've not done before. A deeper, more heritage of Singapore. Not so touristy."

"I went to GBTB before CB and when they were having a promotion. I wouldn't mind exploring, the ticket prices will be the deciding factor."

"Small shops, things you can't find on Google. Non-tourists. Local secrets."

"When I'm in Chinatown, I'm always looking at TCM shops, tea merchants, old school suppliers of sundry provisions. I appreciate the story behind businesses, ingredients. Find secret corners in Joo Chiat I have been missing out. In general I've been avoiding Orchard and Sentosa - not a huge fan of crowds and touristy areas."

"If I can go on a Chinatown food walk and learn how to make chicken rice from a famous chicken rice stall, it will be much more appealing than just learning the obvious information."

Segment-based Insights



Stronger appeal to Early Careers who have a hunger to discover more about Singapore and themselves



Less appreciated by Families who "know everything about Singapore"

*Source: TBWA Focus Group, Sample size 13 respondents

Audience Insights: On Expenditure

Singaporeans across the board are therefore feeling more financially vulnerable; consumption habits will change, towards being more cautious and considered.

Research Findings: On spending behaviour post-Covid

| | | 80.9% Will delay big purchases e.g. cars, vacations, home appliances | 53.6% Will wait for products to be on promotion, discount, sale etc. | 52.5% Will cut back on the day-to-day things you buy | 52.8% Will look for cheaper versions of products from alternative brands | 14.1% Will make few but expensive purchases |
|---------------------------------|-------|--|--|--|--|---|
| Working Millennials | % | 88.7 | 54.7 | 53.7 | 47.1 | 14.5 |
| | Index | 109.7 | 102 | 102.3 | 89.2 | 102.5 |
| Established Careers | % | 86.9 | 54.5 | 50.5 | 52.5 | 23.6 |
| | Index | 107.5 | 101.7 | 96.2 | 99.5 | 167.3 |
| Families with Young Kids | % | 91.7 | 54.3 | 50.5 | 54.7 | 24.7 |
| | Index | 113.4 | 101.4 | 96.2 | 103.7 | 174.6 |
| Active Silvers | % | 92 | 59.2 | 53.6 | 49.6 | 16.8 |
| | Index | 113.8 | 110.4 | 102.1 | 94 | 119 |

- More than half of Singaporeans will change their spending habits and consume differently with delaying big purchases as top response. Vacations are the top on the list to cut back on, along with other big-ticket items.
- Singaporeans over-index across all segments on delaying purchases and waiting for promotions, indicating that the **right price point might trigger purchase** and consumption.

*Source: Global Web Index, data from SG

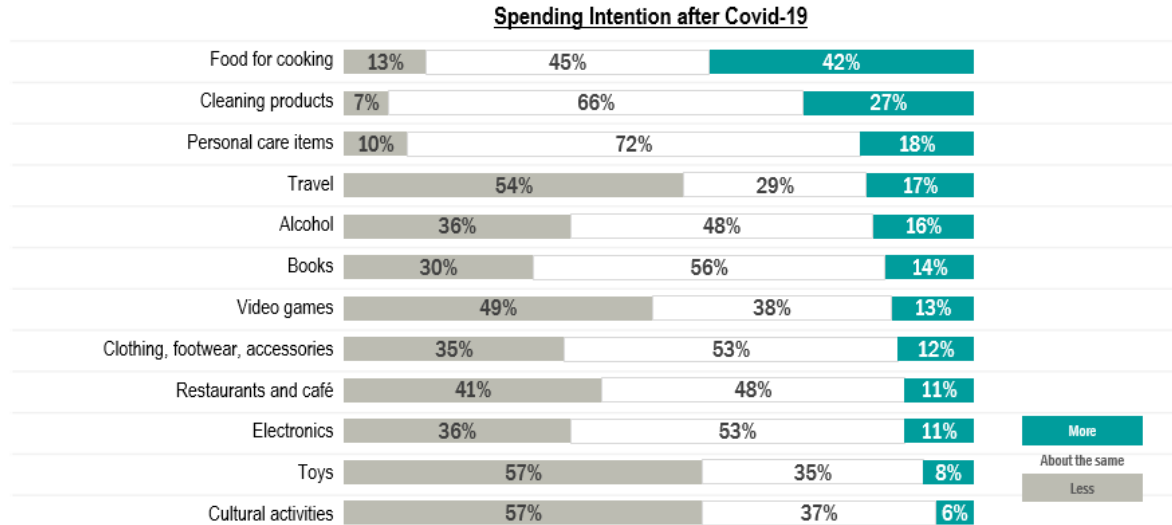
Segment-based Insights



Established Careers and Families are less likely to cut back on day to day purchases, suggesting an opportune segment to target

Audience Insights: On Expenditure

The graph below demonstrates spend intentions in specific areas:



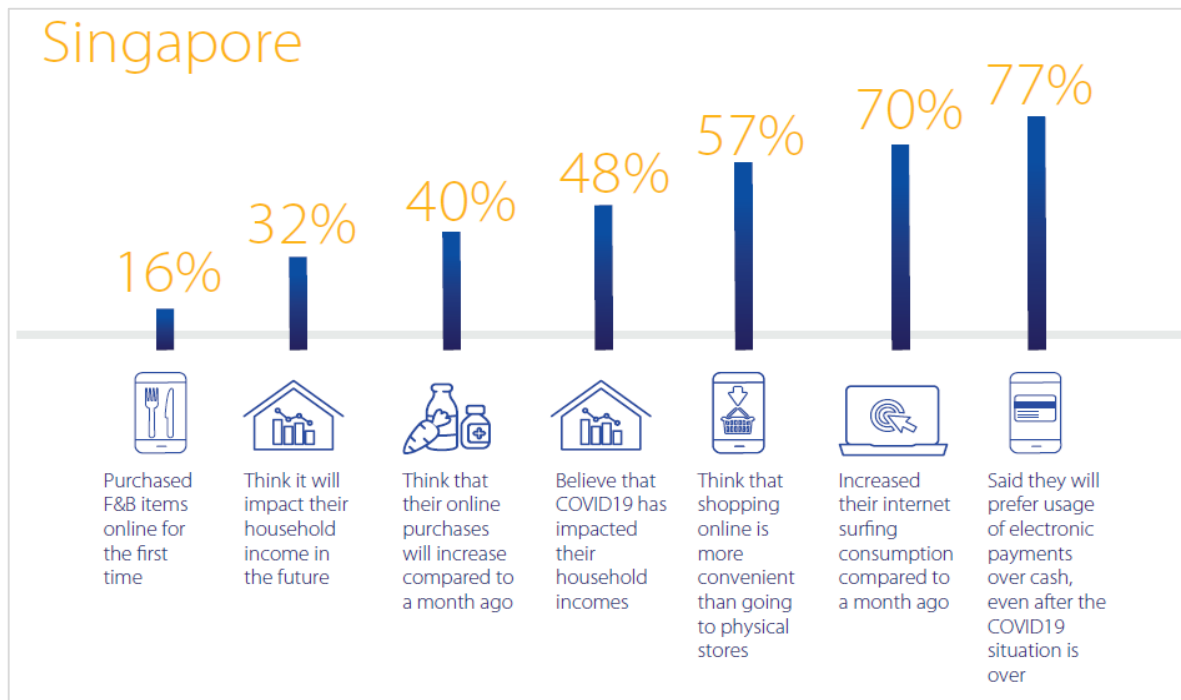
Q: When the period of movement restrictions is over, do you plan to spend more, less or the same amount of money on the below items or activities, as compared to before the Covid crisis?

Base: Total respondents N=500 ; Survey period: 19-25 May 2020

Source: IPSOS Dipstick Survey on Singapore, 19th to 25th May 2020

Audience Insights: On Expenditure

2020 saw a shift in Singaporeans' digital behaviour such as increased online shopping, spending, and paying electronically.



VISA's Report on "The new normal" Pandemic response and business continuity tips. Results taken from Kantar COVID-19 Barometer, fieldwork 10-13 April 2020

Summary of Audience Insights

| | Barriers | Motivations |
|--------------------------------|---|---|
| On expenditure | <ol style="list-style-type: none"> Consumers, being pessimistic about the future, will be extra cautious about spending, especially on big ticket items. | <ol style="list-style-type: none"> Being price sensitive, promotions will now go a long way in encouraging spend. There is also increased spending online and payment electronically. |
| On their general state-of-mind | <ol style="list-style-type: none"> They are also worried about the virus, and this will affect their willingness to step out. | <ol style="list-style-type: none"> Many feel that given the assurance wrt safety precautions, they will be willing to venture out and explore. Across the board, many are looking forward to returning to normalcy of what they used to do and enjoy, including reconnecting with their families, dining out, shopping in malls, and to a lesser extent, visiting attractions, which is a strong motivation we can leverage on. |
| On domestic tourism | <ol style="list-style-type: none"> Locals are averse to being 'sold' Singapore; they don't want to be treated like tourists, and are not interested in tourism icons. | <ol style="list-style-type: none"> Locals may be interested in hyper-insider experiences that are authentic and/or have learning opportunities. They will also likely prefer to frequent areas in their vicinity. |

Additional Data on Target Audience Spend Behaviour



Where is the data from?

- Digital data from the past 103 days – 1 March to 12 June 2020
- Any searches by locals in English.
- Digital signals from Singaporeans interacting with websites, social media, blogs, news, online traffic, forums, eCom and mobile apps.
- Data is then aggregated, and patterns of behavior mapped out to build Personas.

STABILITY SEEKERS

This segment is exhibiting **holding back** behaviours on spend (high search, lower specific intent-keywords). They are **keen to tide over** the current circumstances and **resume to the state of normalcy and stability**.

ANXIOUS DEFENDERS

This segment is showing indications that **spend is necessary to upkeep quality of life**. They are looking for **value-for-money options in the interim** and are concerned that the status quo is not sustainable in the grim future ahead.

CAREFREE OPTIMISTS

This segment exhibits high interest across categories, and high search intent, showing an easy transition to the new normal (e.g. remote working/virtual/eCom), and possibly will continue to do so in recovery. They feel that it is **important to enjoy life** and to cherish living in the moment, especially during these times.

The Affinity Index we need to consider:

Scores close to or above 10 are significant.

The audience is actively engaged and showing high digital signals and interest towards the topic.



Source: Collected from multiple sources, plugged into over 5,500+ digital data sources including 140+ APIs.

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STABILITY SEEKERS

“Food and dining is worth that extra penny and occasional splurge. It’s the experience that makes it all worth it.”


Source: Collected from multiple sources, plugged into over 5,500+ digital data sources including 140+ APIs.

Life stage Stage 1 – single & dating; Stage 2– engaged & getting married
Gender No gender skews – mix of both female and male
Professional Current students, new graduates seeking for jobs, early in their careers

STATE OF MIND

- Tension between being pragmatic and prudent, but also aspiring to indulge
- Rethinking their financial habits with the first major economic crisis that they are experiencing and are saving more than usual
- Window shopping, browsing actively but opting to hold back spend ‘just-in-case’ or ‘not right to spend now’

AFFINITY TOWARDS TOURISM



Food & Dining

| | | | |
|--|--|------|---|
| 14.81 | 10.45 | 2.66 | <div> <div>Food Delivery Restaurants</div> </div> |
| <ul style="list-style-type: none"> • Preference by food type (12.52) • Affordable food delivery (9.75) • Burger King delivery (12.38) | <ul style="list-style-type: none"> • Preference by ambience (10.8) • Seafood restaurants (16.78) | | |

Retail

| | | | |
|---|---|------|---|
| 6.61 | 1.4 | 1.74 | <div> <div>Tourism Precincts & Malls</div> </div> |
| <ul style="list-style-type: none"> • Marina (13.77) • Riverfront (12.23) • Orchard Road (11.87) • Malls in the West (10.49) | <ul style="list-style-type: none"> • Local Food (2.06) • Local Fashion (1.26) | | |

Hotels

| | | | |
|--|------|------|---|
| 9.3 | 7.66 | 5.99 | <div> <div>Hotels Nearby City hotels</div> </div> |
| <ul style="list-style-type: none"> • Oasia Hotels (12.2) • Marriott Hotels (9.74) • IHG Hotels (11.82) • Novotel (11.39) | | | |

Excluded: Tours & Attractions – Signals are too weak for significant conclusion on interest and intent.



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THE STABILITY SEEKERS

***“ I’m just starting out, and I need as much stability I can get. I don’t mind going slow, as long as I make progress. ”
Baby steps count.***

SEGMENT SUMMARY:

| | | |
|--------------------|--------------------|--|
| Demographic | | Younger millennial, no gender skews, young professional |
| Interested in | | Career aspirations and personal development, technology and innovation, entrepreneurship |
| Covid-19 | Most concerned for | Public health |
| Tourism categories | Affinity towards | F&B Retail (CBD precincts, Online) (Malls already under ESG) |

Source: Collected from multiple sources, plugged into over 5,500+ digital data sources including 140+ APIs.



Passion
Made
Possible





ANXIOUS DEFENDERS

“Penny pinching would compromise my family’s quality of life, and I’m not prepared to do so unless absolutely necessary.”

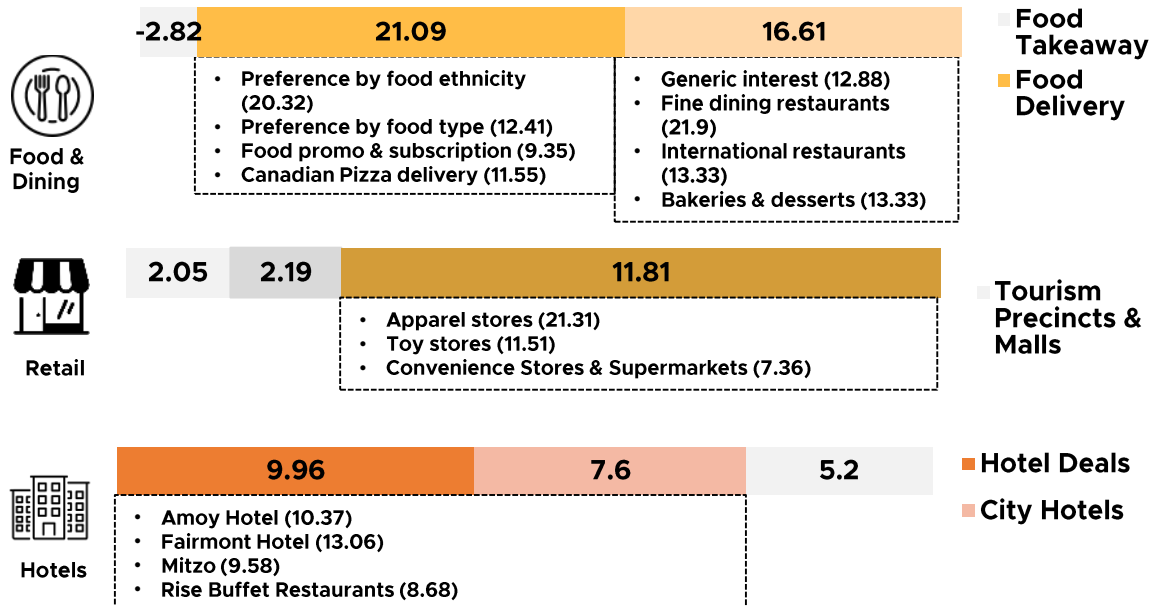
Source: Collected from multiple sources, plugged into over 5,500+ digital data sources including 140+ APIs.

Life stage Stage 4 – Raising School Aged Children, Stage 5 – Midlife
Gender Female skewed
Professional Mid careerists, Corporate Employee, managerial-director roles

STATE OF MIND

- Feels vulnerable and pressured by the external circumstances but tries her best to upkeep an optimistic attitude
- Wants the best for her family above all; financial and lifestyle decisions are centered around her family
- Concerned of the fact that she is aging and having to manage her professional and personal life, feels financially insecure and susceptible in these uncertain times and in a volatile job market

AFFINITY TOWARDS TOURISM



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ANXIOUS DEFENDERS

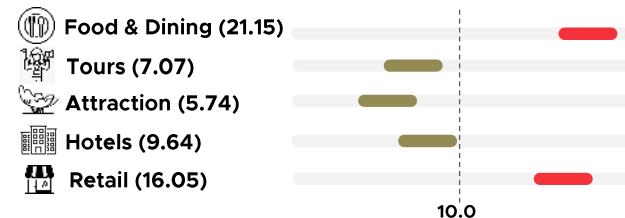
“Family always comes first. I make my choices with my kids and family’s best interest at heart. Doesn’t matter where we go as long as we are together.”

LEGEND

COLOURED AREAS = Significant behaviour to consider
GREY AREAS = Low signals (for reference only)

Source: Collected from multiple sources, plugged into over 5,500+ digital data sources including 140+ APIs.

OPPORTUNITY AREAS TO DRIVE DEMAND



AFFINITY TOWARDS TOURISM



Tours

-5.34

5.45

3.25

• STA Travel (9.76)

• Tribe tours (7.79)
• City tours Singapore (4.32)

- Travel Agencies
- Local Tour Groups



Attractions

13.6

6.93

5.68

• Less touristy nature and zoological parks (8.74)
• Less touristy museums (8.37)
• Less touristy amusement and theme parks (6.6)

• Lakes & rivers (17.73)

• Famous landmarks (12.61)

- Less touristy attractions

- Bollywood Veggies
- Coney Island Park
- Eco-Link
- Buddha Tooth Relic Temple and Museum
- Fort Siloso
- Gillman Barracks
- Lee Kong Chian
- Natural History Museum
- Vintage Cameras Museum
- Haw Par Villa
- Pororo Park
- Snow City
- Wild Wild Wet

- Jurong Lake Gardens
- Passion Wave at Marina Bay
- Smith Marine Kelong/Floating Restaurant

- CHIJMES
- Esplanade
- Helix Bridge
- Henderson Waves
- Istana
- Marina Barrage
- Merlion Park
- Singapore Botanic Gardens

THE ANXIOUS DEFENDERS

“ It’s getting tougher but I must stay strong. My family relies on me and I’ll always strive my best for them.”

SEGMENT SUMMARY:

| | | |
|--------------------|--------------------|--|
| Demographic | | Young families, female skewed, mid-careerist |
| Interested in | | Family oriented activities, beauty & anti aging, health & wellness |
| Covid-19 | Most concerned for | Impact on future of Singapore |
| Tourism categories | Affinity towards | F&B Retail Hotels (Staycation) Attractions |

Source: Collected from multiple sources, plugged into over 5,500+ digital data sources including 140+ APIs.



| | |
|--------------|--|
| Life stage | Stage 4 – Raising school aged children, Stage 5 – Midlife; |
| Gender | No gender skews – mix of both female and male |
| Professional | Mid to late-career workers and early retirees |

STATE OF MIND

- Generally unaffected by Covid-19 aside to expected and obvious disruptions
- Firmly believes that living should not be held back and have become more creative and exploratory to enjoy lifestyle activities in new, virtual means e.g. online shopping/virtual events etc.
- Hungry for travel and pursuing new experiences

AFFINITY TOWARDS TOURISM



Food & Dining

| 27.92 | 16.06 | 6.67 |
|--|--|------|
| <ul style="list-style-type: none"> • Restaurant Preference by Meal Time & Occasion (21.82) • Restaurant Preference by Food Types (14.85) • International Restaurants (15.47) • Casual Restaurants (14.84) • Bars & Nightclubs (14.74) • Vegetarian Restaurants (14.47) | <ul style="list-style-type: none"> • Food Delivery Preference by Food Type (18.43) • Food Delivery Preference by Meal Time & Occasion (9.64) | |

■ Restaurants



Retail

| 18.02 | 9.65 | 5.62 |
|---|--|------|
| <ul style="list-style-type: none"> • Malls North (14.95) • Marina (11.01) • Chinatown (10.22) • Civic District (9.77) | <ul style="list-style-type: none"> • Outdoor & Sporting Goods (10.76) • Apparel (7.54) | |

■ Tourism Precincts & Malls
■ Physical Retailers

CAREFREE OPTIMISTS

"I live in the present, get involved, stay curious, and do not mind spending the extra dollar on myself or my loved ones."



CAREFREE OPTIMISTS

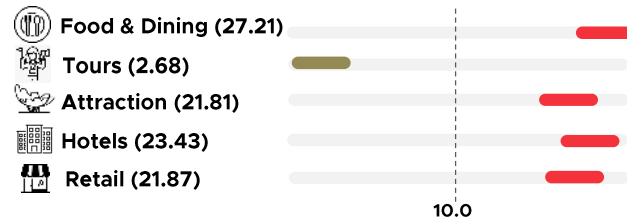
"It's a pity that activities are cancelled but we'll just have to find a way."



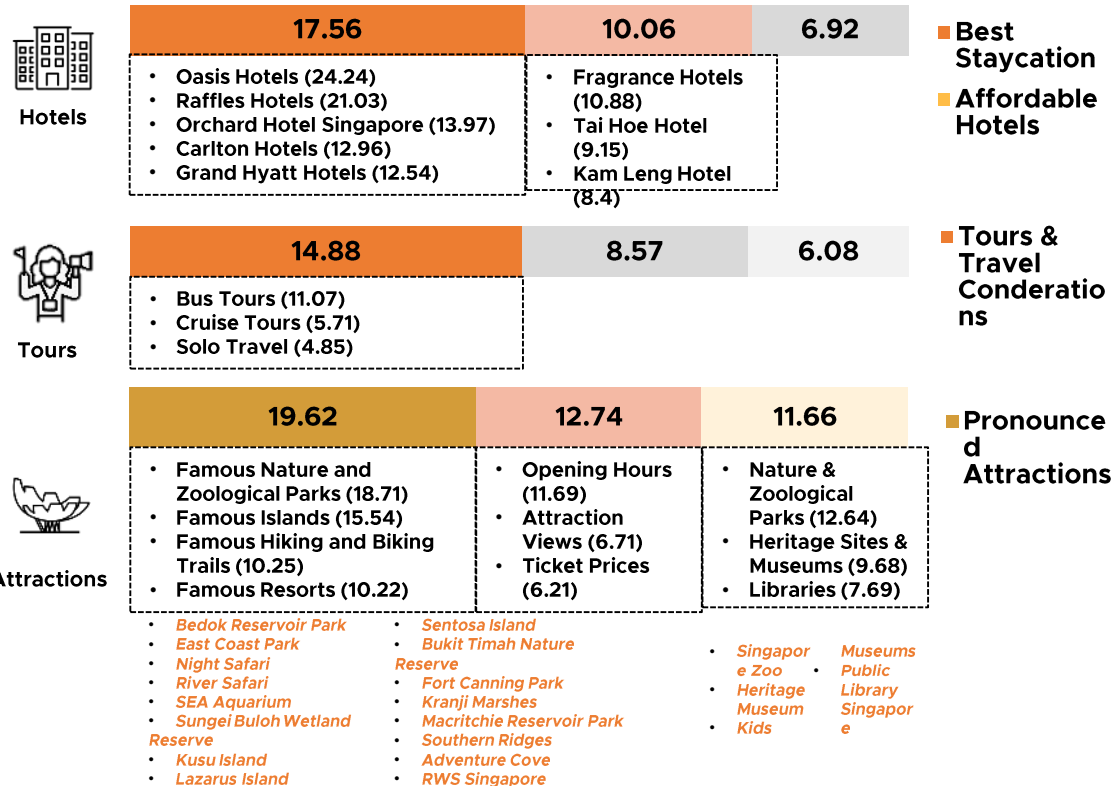
LEGEND

COLOURED AREAS = Significant behaviour to consider
GREY AREAS = Low signals (for reference only)

OPPORTUNITY AREAS TO DRIVE DEMAND



AFFINITY TOWARDS TOURISM



Source: Collected from multiple sources, plugged into over 5,500+ digital data sources including 140+ APIs.

THE CAREFREE OPTIMISTS

“ It is what it is, so why not enjoy while we can? Life is too short for us to miss out. ”

SEGMENT SUMMARY:

| | | |
|--------------------|--------------------|---|
| Demographic | | Late careerist, early retirees, no gender skews |
| Interested in | | Health & Wellness, Retirement, Family |
| Covid-19 | Most concerned for | Cancellation of live events and activities |
| Tourism categories | Affinity towards | F&B Hotels Retail Attractions |

Source: Collected from multiple sources, plugged into over 5,500+ digital data sources including 140+ APIs.



Passion
Made
Possible



Domestic Recovery Plan

Restricted, Sensitive Normal

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Our 4 Strategic Levers

We have 2 key tasks:

a. Spark (re)consideration

1. Address Hygiene & Safety Concerns

Address health and hygiene concerns through reassuring with SG Clean

2. Drive Discovery of Singapore

Connect and communicate with locals not from the lens of domestic tourism, but through the romance and sentimentality of rediscovering Singapore

3. Partner Communities & Interest Groups

Catalyse interest grounds up through working with communities, interest groups/ influencers to drive more direct and authentic messages

b. Enable conversions

4. Drive Spend through Good Promos

Address value for money and pricing concerns, given the softer economy, through promos to trigger conversion

Addressing Hygiene & Safety

STB's SG Clean Campaign

- 1 Educate public on the implications of SG Clean certification by the tourism industry – what it is, what it means, and why should the public care about it
- 2 Build public confidence and trust in the tourism industry's standards and safe visiting practices
- 3 Raise awareness and preference for SG Clean certified tourism establishments and attractions

STB continues to work with NEA and ESG on the SG Clean certification programme for island-wide adoption.

STB will roll out an SG Clean campaign in-tandem with STB's Domestic Recovery campaign period from mid-Jul 2020, to progressively educate and instil trust in the public on the stepped up measures by tourism establishments.

Public confidence in the SG Clean programme for tourism establishments will support the domestic recovery drive and in future, the international recovery drive.



Addressing Hygiene & Safety

Phasing of SG Clean Certification Marketing



*19 June, further relaxation where more establishments e.g. eateries, retail, sports facilities and libraries allowed to open with SMMs in place.

SG

THE CAMPAIGN



Drive Discovery of Singapore

Key insights that informed our creative platform:

1. Locals don't want to be sold Singapore as a tourist

"Singaporeans don't want to be treated like tourists. It's going to suggest you don't really know your city."

"As a Singaporean I don't like to be sold Singapore. It's a very strange idea. Why are you telling things about the place I live in, that I probably feel I already know. Singaporeans don't want to be treated like tourists. It's going to suggest you don't really know your city."

2. The CB has triggered a journey of discovery, motivated by a renewed sense of curiosity

"A lot of us are taking courses and I just want to upskill - there's where I discover myself more and try new things."



3. But are keen to rediscover more of Singapore through the lens of fellow Singaporeans post-CB

"Small shops, things you can't find on Google. Non-tourists. Local secrets."





rediscover

(ri : dɪskʌvəri)

To find something again after losing or forgetting about it for a long time

Source: Cambridge Dictionary


singAPOrediscovers

It's not just a campaign name.

It's also a call to action.

See the city with fresh eyes, learn from each other again.

You'll find a treasure trove of stories, experiences waiting to be uncovered.



**How are we going to make
this campaign meaningful
to our locals?**

Based on local consumer needs, our stories will focus on:



REDISCOVER LOCAL SECRETS

Locals feel that the top hits are predictable & expected. Less obvious & lesser known places have strong local appeal.



REDISCOVER FAMILY TIME

The Circuit Breaker has led to a greater emphasis on relationships. There's a desire to make time with family and friends count.



REDISCOVER CULTURE & HERITAGE

Locals desire to have a deeper understanding and appreciation of Singapore's culture & heritage.

We will partner local communities and businesses to create value through experiences & promotions



PARTNER COMMUNITIES

Reach out to interest groups to create experiences to help locals discover hidden gems & stories.

CURATE PRECINCT EXPERIENCES

Create unique experiences that will offer locals a chance to explore the diversity of a precinct in-depth over a few days.

PARTNER BUSINESSES TO OFFER VALUE

Work with leisure & tourism businesses to develop high quality experiences & attractive value-for-money promotions.



Passion
Made
Possible



Singapore is larger than we think with many diverse precincts filled with multi-faceted experiences worth exploring over a few days



Launch Video

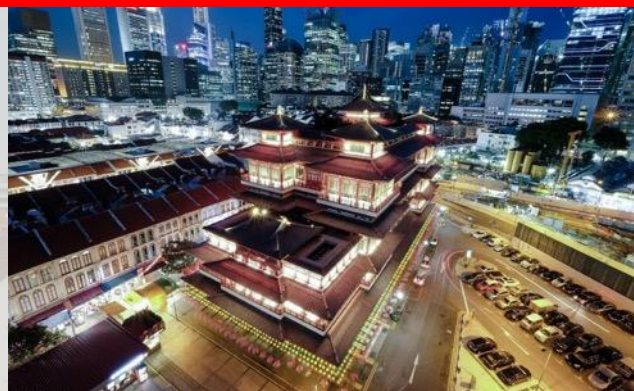
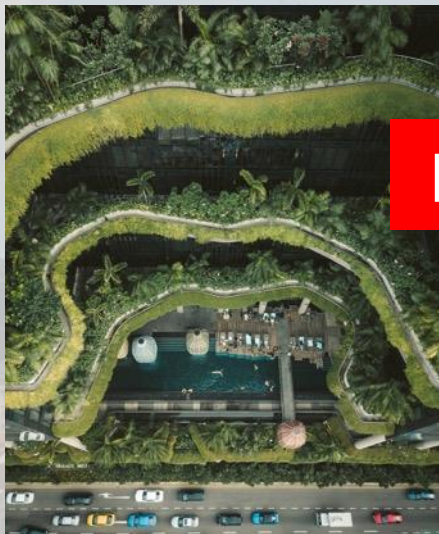
Watch: <https://www.youtube.com/watch?v=zPgStxISN2Y>

A long-exposure photograph of a sunset over a body of water. The sun is low on the horizon, creating a bright orange glow and a reflection on the water. Several large, dark rocks are scattered in the foreground and middle ground. In the background, a city skyline and industrial structures are visible under the orange sky.

UNCOVER HIDDEN GEMS



PARTNER COMMUNITIES



Passion
Made
Possible





WORK WITH THOSE WHO KNOW SINGAPORE BEST

COMMUNITIES & INTEREST GROUPS

FOODIES – PHOTOGRAPHERS – NATURE GROUPS – HERITAGE GROUPS



Passion
Made
Possible



Work with local photographers to capture surprising places that challenge perceptions so as to inspire locals to explore new places

**REDISCOVER LOCAL STORIES WITH
CHIA AIK BENG, OUR LEAD CURATOR**



One of Singapore's best-known photographers will
curate images, itineraries & provide creative advice.



Passion
Made
Possible



Aik Beng shares his local secrets on Instagram Story @STB_SG



Do you know
Joo Chiat Lane
used to be a
railway track.



singaporediscovers

Staying safe
along Everitt Road.



singaporediscovers

Lady praying outside
Kuan Im Tng Temple,
Joo Chiat.



singaporediscovers



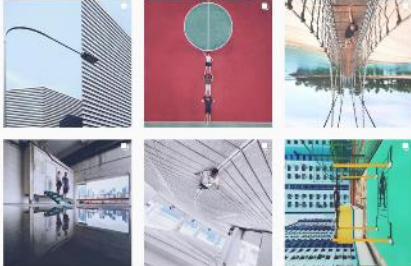
He will be joined by other passionate local photographers, who will share their stories through their lens



yaisyusman Follow ▾ ⋮

1,778 posts 55.7k followers 420 following


Yais Yusman
#TheYaisYafiqPicks
Twin of @yafiqyusman
Creative | Based in Singapore
Contact: yais.yusman@gmail.com
Created #TheHangingCollection
Phone only
📍 Home



yafiqyusman Follow ▾ ⋮

2,942 posts 75.9k followers 478 following


Yafiq Yusman
#TheYaisYafiqPicks
Mobile photography
Twin of @yaisyusman
Creative | Based in Singapore 🇸🇬
Contact: yafiqyusman22@gmail.com



mindytanphoto Follow ▾ ⋮

949 posts 12.7k followers 1,288 following

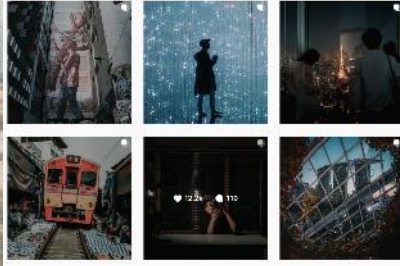
Mindy Tan
Professional Photographer sharing my documentary work & life in Singapore 🇸🇬
Fujifilm X-Photographer, Youtube: #FUJIFILM, #CameraPunk
bit.ly/3fMm9x0



yik ✓ Follow ▾ ⋮

1,608 posts 379k followers 427 following

Yik Keat
24 • Singapore
Follow to unlock filters 📷
Business • Photoshoots : yk@leeyikkeat.com
linktr.ee/yikkeat



Passion
Made
Possible

Singapore
TOURISM
BOARD

As a nation of food lovers, the Foodie community in Singapore is significant with a strong interest in cooking & dining out



Rediscover the best eats in Singapore with **Loo Pei Wen**, and her community from **Share Food Singapore**.

Participate in cook-a-longs with her at the upcoming virtual Singapore Food Festival.



Jalan Jalan: Your Good Hoods Guide

#savefnbsg will cast a spotlight on the neighbourhoods in Singapore by developing a series of guidebooks for locals to explore foodie haunts and more.

Itineraries will be curated by editors who are residents from the neighbourhoods for e.g photographers, designers, food critics etc.



CURATE LOCAL PRECINCT ITINERARIES

With overseas travel still some way away, let's give locals more options with mini holidays in our precincts.





TAKE A
SINGAPO**LIDAY**

LITTLE INDIA
REDISCOVERY
HOLIDAY

Please note that images are not for press use – please contact STB for high res images.



**LITTLE INDIA
REDISCOVERY HOLIDAY**



**STAY AT THE
GREAT MADRAS**



**GO ON THE LITTLE
INDIA WALK**



**SMOKEHOUSE
BBQ
AT MEATSMITH**



**PERSONAL
SHOPPING AT
LOOPGRAMS**



**UKELELE
BEGINNERS
WORKSHOP**

Please note that images are not for press use – please contact STB for high res images.



**How can partners be
part of this campaign?**

Support and work with 3 categories of partners to offer attractive experiences & promotions to encourage consumption

TOURISM & LIFESTYLE INDUSTRY

Work with industry stakeholders to provide direct, attractive promotions.

HOTELS



TOURS



ATTRACTIONS



RETAIL



DINING



PRECINCT & SECTOR ASSOCIATIONS

Encourage discovery through bundling of precinct experiences & sector association-led promotions.



SINGAPORE HOTEL ASSOCIATION

PLATFORMS & PAYMENT GATEWAYS

Reach target audience with promotions & experiences to drive bookings, footfall & spend



Experiences and promotions from the tourism & lifestyle sector



HOTELS

Raffles Hotel - 'The Suite Life' staycation with a complimentary 2nd night stay and suite upgrade.



TOURS

Monster Day Tours will launch a series of SG55 Tours in different precincts to celebrate Singapore's 55th birthday.



HOTELS + TOURS

The Fullerton Hotel teams up with Singapore Sidecars to curate a customised Fullerton tour

lyf Funan partnered with Tribe Tours to offer an "instacation" package, where guests can embark on an #instawalk tour to visit photo spots around Bugis and learn more about local culture and history.

With experiences and promotions for every sector:



ATTRACTIONS

For National Day, over 10 attractions will offer attractive promotions such as 55% off and 1-for-1.

Valid in the month of August.

PRECINCTS

Chinatown Business Association and Little India Restaurant Association will curate programmes & offer promotions within the precincts.

RETAIL

eGSS: Shop. Win. Experience
Singapore's best loved national sales event returns with a 'phygital' shopping experience.

From 9 Sep to 10 Oct 2020

DINING

Singapore Food Festival
Returns for 27th edition. Mostly virtual. Will honour generations of our local foodie heritage and our culinary talent and creativity.

Experiences and promotions from the tourism & lifestyle sector



STB & Expedia, the world's leading online travel brand, are partnering on a global marketing partnership to:

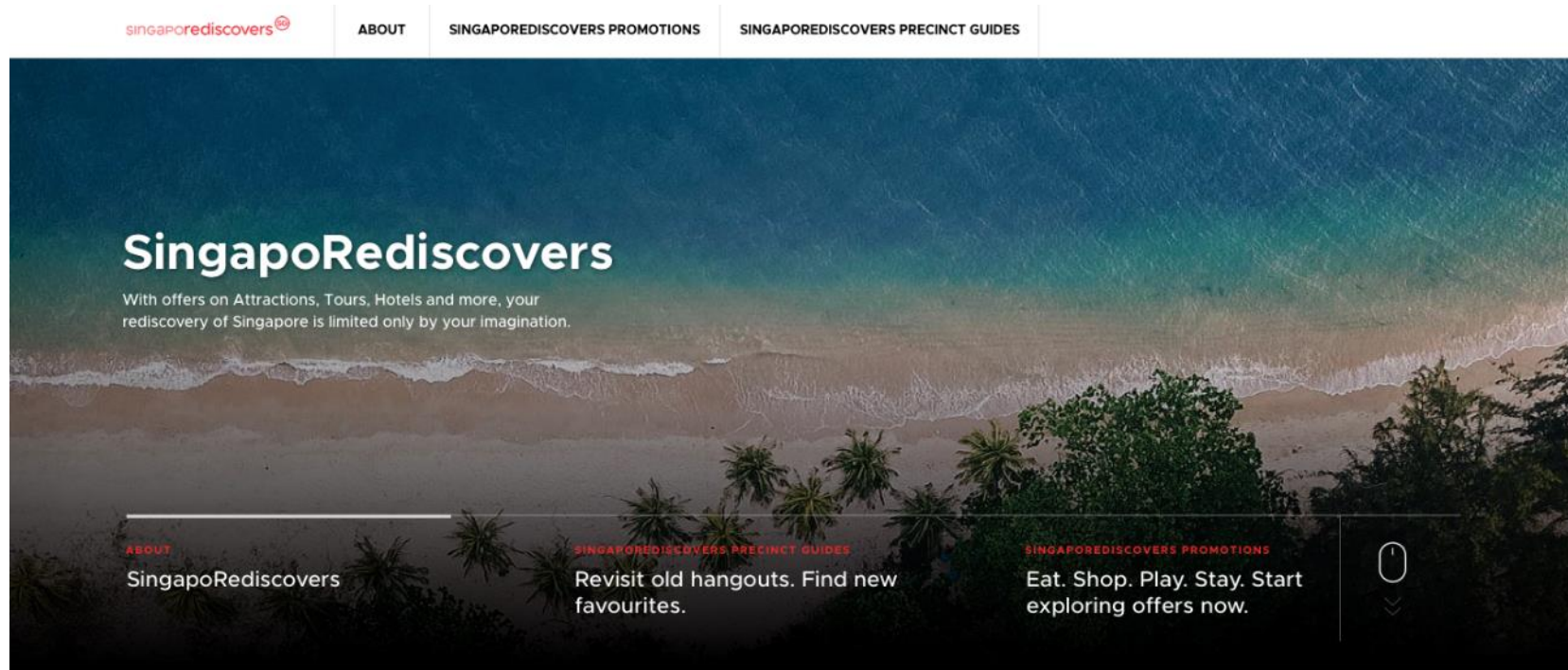
1. Drive spend for hotels, attractions & tours in Singapore
2. Will eventually extend these offers, including flight promotions, to overseas visitors



STB & Klook, a world-leading travel activities and services booking platform, are partnering to:

1. Create engaging content
2. Develop new & interesting products
3. Offer promotions for locals

Experiences and Promotions will be featured on VisitSingapore.com/SingapoRediscovered & VisitSingapore App



SingapoRediscovered Promotions

Eat. Shop. Play. Stay. Start exploring offers now.



Experiences and Promotions will be featured on [VisitSingapore.com/SingaporeRediscover](https://www.visit-singapore.com/SingaporeRediscover) & VisitSingapore App



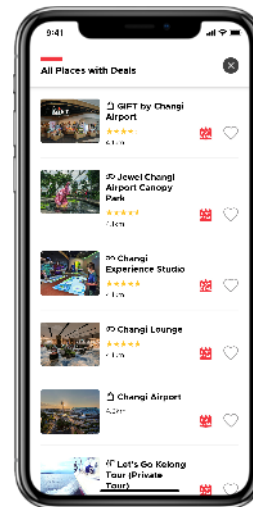
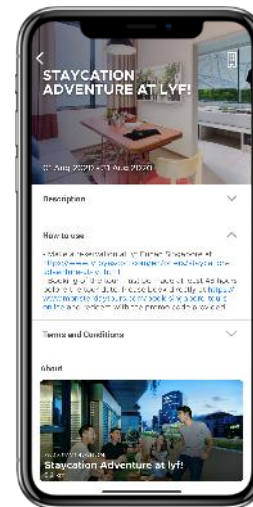
PROMOTIONS

“Discover” precincts and promotions right away when users begin their journey on the VS App.



PRECINCTS

Tap in to learn more about a precinct and add places you like to your Favourites.



BUNDLES AND RECOMMENDATIONS

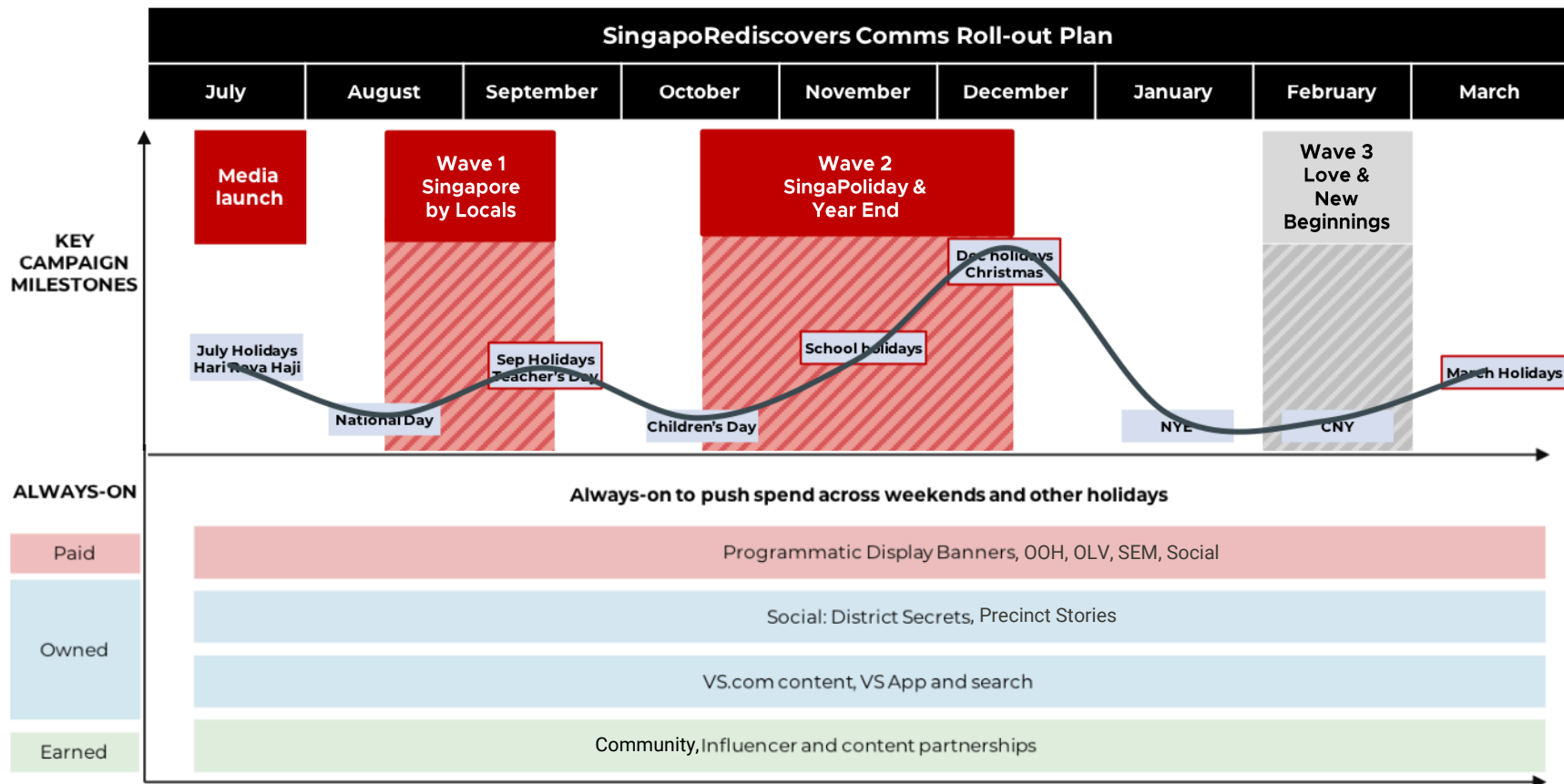
Find bundled experiences and get recommendations for nearby places to explore further.

Restricted

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Campaign Plan Overview

What the next 9 months will look like:



How do tourism partners join in?

EVERGREEN THEMES – for Messaging & Content

| Themes | Rediscover Local Secrets | Rediscover Family Time | Rediscover Culture |
|----------------------------|---|--|--|
| Insight/ Emotional hook | Singaporeans feel that the top hits are predictable and expected. Less obvious, 'quieter' non-icons would have stronger local appeal. | CB has led to a greater emphasis on relationships. We want to make time with family and friends count. | Singaporeans are curious to reconnect with our roots and heritage. We want to understand where we come from. |

Note: Promotions will be periodically refreshed on VisitSingapore platforms over the campaign period

Examples of Evergreen promotions submitted:



- **Tier 1:**

- Accommodations:

- Complimentary second night stay at the **Fullerton Hotel**

- Attractions:

- Unlimited visits to both domes at **Gardens by the Bay** + shuttle service for 6 months at \$20

- Tour:

- A group of 5 for the price of 3 at **Tour East**

- **Bundled:**

- Accommodations:

- Complimentary Segway ride across Sentosa with each package booked at **The Barracks Hotel**
 - Complimentary \$30 dining credit at New Ubin Zhongshan Park with each package booked at **Ramada by Wyndham Singapore at Zhongshan Park**

- **Tier 2:**

- Shops:

- Complimentary parking all day at **Marina Bay Sands** with Sands rewards membership.
 - Custom engraved seal at **Chinatown** for \$28.



Seasonal Themes



| Seasonal Moments | Themes | SingaPoliday | Year end Festivities / New Beginnings | Love |
|------------------|----------------------------|---|---|--|
| | Timings | October onwards | Nov - Dec 2020 | Jan - Feb |
| | Insight/ Emotional Hook | <i>As Singaporeans / Singapore residents are unable to take holidays overseas we need to provide them with opportunities to feel they are holidaying in Singapore, through a holiday in a precinct.</i> | Time of the year for year end festivities as well as reflections, introspection and resolutions as people look towards a new start in 2021. | A season when families, couples and singles show their love for each other, through acts of love - gifts, dates and meals. |

| Sectors | Proposed Deal/ Promotion Structures |
|-------------|--|
| ATTRACTIONS | Discount: 1 for 1, 3 for 2, bundle promos to discover experiences within/ around/ across attractions Reward: value-added experience with purchase |
| HOTELS | Discount: pay for 1 night stay for 2, pay for 2 nights stay for 3, Bundle promos to discover experiences in and around hotel across staycations and Work from Hotel experiences Reward: value-added experience with purchase |
| TOURS | Discount: 1 for 1, 3 for 2, bundle promos to discover experiences by precincts, interests Reward: value-added experience with purchase |
| PRECINCTS | Discount: 1 for 1, 3 for 2 (applicable to dining, retail as well), bundled promos to discover precinct experiences, can be with or without hotel stays Reward: value-added experience with purchase |

SingaPoliday Precinct Bundled Promotions



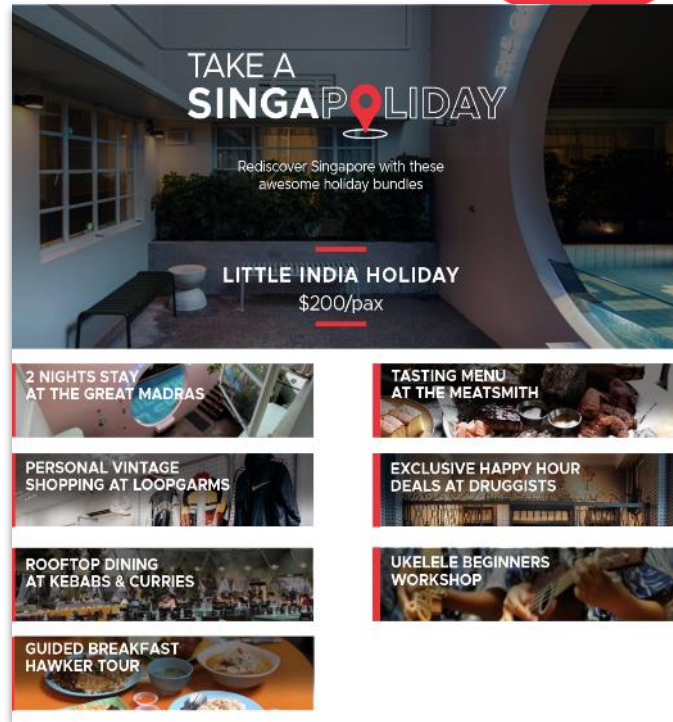
Objective: SingaPoliday promos are aimed at giving Singaporeans / Singapore residents to take mini holidays in a precinct, since overseas travel is some time away.

Definition of a SingaPoliday bundle:

- Precinct-based staycation + at least one other experience by another stakeholder in the same precinct (eg. attraction, tour, dining or retail.)

Submission:

- Submission date of promos: by 1 September 2020 on Tourism Information & Services Hub (TIH) for roll out in October 2020. Submissions on TIH can still continue to come in after 1 September for coverage after the roll out on the VisitSingapore app the SingaRediscovered microsite in October.
- While bundles for SingaPoliday consist of more than one stakeholder, only one stakeholder should lead and submit the bundled promotion on TIH, on behalf of the others.



Possible SingaPoliday promotions

Civic District

- Accommodation + Attraction bundle: Hotel staycation package + attraction (eg. river cruise)

Orchard

- Accommodation + Workshop bundle: Hotel + retail-related workshop

Kampong Gelam

- Accommodation + Tour bundle: Hotel + Kampong Gelam Tour

Sentosa

- Accommodation + Attraction bundle: The Barracks Hotel + complimentary Segway Fun ride (*actual submission*)

Joo Chiat / Katong

- Accommodation + F&B or cooking workshop : Hotel + Peranakan cooking class (or Peranakan dining experience)

Three categories of promotions will be captured on VisitSingapore platforms

There are 3 types of promotions:

| Bundled promos | Tier 1 promos | Tier 2 promos |
|--|---|--|
| Comprising at least 2 experiences by 2 different stakeholders from different sectors (e.g. attraction + dining bundle package) | Good value promos such as: <ul style="list-style-type: none"> • Buy 1 get 1 Free • 3N for the price of 2N • >30% discount | Other promos: <ul style="list-style-type: none"> • Discount (e.g. 20% off) • Purchase with purchase (e.g. buy second item at \$10) • Return voucher (e.g. \$10 off next visit) • Free (e.g. complimentary parking, free dessert) |

Note: STB reserves the right to shortlist the final products, experiences and promotions that will be featured as part of the campaign.

Contribution of promotions

Examples of Bundled promotions

| Promo Type | Organisation | Deal & description | Key sectors covered |
|--------------|-----------------------|--|-----------------------------------|
| Singapoliday | Lyf Funan Singapore | <u>The Perfect Instacation at lyf Funan Singapore</u> Snuggle up indoors in our One of a Kind apartment and take-on the outdoors with a fresh perspective only at S\$190++ per night! If you're always #doingitforthegram, then the perfect instacation package is for you! It comes with guided tour for 2 persons (worth S\$110)* to join the #instawalk tour conducted by Tribe Tours. Experience a unique walking tour around Bugis, you will not only learn about the culture, history and stories of Singapore from a fun-loving guide, but also share the tips and tricks in capturing picture perfect moments. | Precinct: Accommodation + Tour |
| Bundled | Resorts World Sentosa | <u>Free LiHO TEA with S.E.A. Aquarium ticket</u> Come with your friends or family for the wonderful marine life at S.E.A. Aquarium. What's more, to celebrate all things Singapore this August, purchase your tickets with Mastercard and get one FREE LiHO TEA in flavours exclusive to Resorts World Sentosa! | Attraction + Dining |

Contribution of promotions

Single- merchant promotions (examples)

| Promo Type | Organisation | Deal & description | Key sectors |
|------------|--|--|----------------------------|
| Tier 1 | ONE15 MARINA CLUB | Stay Three, Pay Two "Stay Three, Pay Two Now that the clouds have cleared, it's time we reward ourselves with a well-deserved stay by the marina. Enjoy a 3-night stay at the price of only 2 nights! Marina View & Hill View Rooms. Promo code: ONE15S3P2+65 6305 6988frontdesk.sc@one15marina.com | Accommodation (Staycation) |
| Tier 1 | AJ Hackett Sentosa | <u>52% off AJ Hackett Sentosa Triple Giant Swing @ \$99</u> AJ Hackett Sentosa 3 pax Swing (tandem) | Attraction |
| Tier 2 | MILLENNIUM & COPTHORNE INTERNATIONAL LIMITED | <u>We Clean, We Care, We Welcome Staycation - 20% off Flexible Rate</u> 20% off Flexible Rate Up to 25% Off Dining Complimentary Room Upgrade 2,000 Bonus My Millennium Points Complimentary Parking Up to 25% Off In-house laundry | Accommodation |
| Tier 2 | The Alkaff Mansion | <u>Complimentary dessert</u> Complimentary dessert with minimum spend of \$60 at TXA Pintxo Bar and UNA Restaurant | Dining |



Submit your promos on TIH

A Promos content category on the Tourism Information & Services Hub (TIH)* has been created to support recovery efforts.

Tourism stakeholders can:

- **Contribute your promos against a standardised content format for clearer communication to consumers**
Promo types such as 1-for-1, 3-for-2, Discount.
- **Link the Promo to your Product & Experience Listing on TIH POI listing to further drive discoverability of your establishment's offerings**
- **Monitor the performance of submitted Promos information**
Track activity of their promos (e.g. views) on your business's TIH Dashboard
- **Promos will be discoverable on STB channels including Visit Singapore mobile app and VisitSingapore.com**

*Stakeholders who do not have a TIH account will need to create one using CorPass

Key Dates To Note

- From 28 August, stakeholders can contribute promotions directly on TIH. STB will provide the necessary briefing materials.
- For STB to measure the effectiveness of the SingapoRediscovers campaign, we will require stakeholders to share sales performance over the period of the campaign (Jul'20 to Mar'21) on a monthly basis with STB.





#SingapoRediscovers

*All photographs were taken before Covid-19