

TRAVTALK

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Virtually Connecting with Singapore

Just two days away from their first virtual show, **GB Srithar**, Regional Director – India, Middle East & South Asia (IMESA), Singapore Tourism Board enlightened the need to communicate with the partners to explore new opportunities in the destinations and understand the Middle East clientele further. Singapore Tourism Board (STB) will be hosting its first virtual roadshow on August 31, 2020 from 10am to 3pm UAE Time.

We invite you to log on to www.stbvirtualroadshow2020.com

What are the tourism recovery steps and marketing initiatives undertaken by the STB during this COVID-19 pandemic?

As our economy re-opens, we will continue to engage and guide our industry in implementing safe management measures to ensure that businesses can re-open safely. We have been working closely with the National Environment Agency (NEA) and other government agencies on the 'SG Clean' campaign, our national mark of excellence for safety and hygiene. This quality mark aims to reassure the public that our local businesses maintain high standards of cleanliness and sanitisation. Since the onset of COVID-19, the STB, NEA, Singapore Food Agency and Enterprise Singapore have certified more than 16,000 individual premises across Singapore.

Although travel restrictions are still in place, it is an important time for tourism boards to continue driving high travel trade and consumer engagement. Over the last few years, the STB has promoted our destination brand 'Passion Made Possible' and increasingly used digital marketing to present Singapore's diverse offerings to audiences across India from key metro and secondary cities. STB and our tourism partners have been leveraging technology and the digital medium for consumer outreach in the midst of this pandemic.

Could you share more about the roadshow to take place on August 31? What was the reason to plan such an event?

As we deal with the impact of the COVID-19 and prepare for the eventual re-start of travel and tourism, we continue to connect, engage and sustain our business networking with our valued trade partner-friends via digital and virtual engagements. STB-ME has undertaken the #UnitedWeStand trade initiative and shared video messages to show solidarity and unity with the travel fraternity in these trying times.



With the resumption of economic activities in the country, STB is preparing for the calibrated and safe resumption of B2B events in the coming months

In line with our 'Growing Connections, Achieving Together' trade engagement theme, we had ramped up our trade outreach efforts through a series of updated sessions on Destination Singapore with our partners to upskill their leisure and MICE product knowledge. We had successfully hosted a series of B2B webinars and forums for our trade partners and industry partners at regional level.

The STB roadshow will be our first, full-fledged Virtual B2B networking event and is an indication of our strong commitment to fostering better and deeper relationships within the travel industry. This experimental virtual event on August 31 will give us and our Singapore tourism stakeholders the opportunity to interact and share with our Middle East partners relevant destination Singapore updates.

How will this enhance the confidence of the travellers? What will STB convey to the agents?

I am pleased to confirm 14 Singapore partners including hotels, DMCs, attractions and Singapore Airlines have confirmed their participation for the Virtual Roadshow and many more wanting to register. STB is working closely with TravTalk to deliver a successful virtual roadshow, connecting the Singapore tourism stakeholders with our partner-friends in ME. Participants will have an opportunity to engage in live business engagements, surf and download digital versions of the destination and experiential updates from STB and tourism partners.



SINGAPORE
Passion Made Possible

STB Virtual Roadshow 2020

Meet Singapore partners on a unique virtual platform

August 31, Monday 10AM – 3PM (UAE Time)

www.stbvirtualroadshow2020.com / events@ddppl.com

REGISTER NOW!

If you want your events onlisted here, please email to talk@ddppl.com

For more information, log on to <http://travtalkmiddleeast.com/>

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