

# TRAVTALK

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## Singapore Virtual Roadshow

ON MONDAY, AUGUST 31, 2020

We are just one day away from the maiden virtual roadshow by Singapore Tourism Board (STB) for the Middle East clientele. Area Directors for Singapore Tourism Board and some partners share their views about the event that will enable a solid five hours of virtually meeting the buyers from the region. **Save the date Monday August 31, 2020 from 10am to 3pm.**

Register today on [www.stbvirtualroadshow2020.com](http://www.stbvirtualroadshow2020.com)

### Countdown for our show begins

**Beverly Au Yong**, Area Director, Singapore Tourism Board, Middle East said, "The COVID-19 pandemic has impacted travel and tourism businesses in Singapore and around the world, hitting the travel industry with direct impact on the business revenues. The Singapore Tourism Board, ME is committed to stand by our industry partners in Middle East and Singapore in this challenging period. We hope this virtual networking session will help connect our partners and prepare for the reopening of the borders."



### Middle East visitors are keen explorers

**Ashley Aw**, Senior Assistant Director, Sales & Marketing, Gardens by the Bay said, "Every customer to Singapore is a valued visitor and we do see more Middle East visitors with a keen interest to explore our diverse plant life and our famed horticultural attractions. We are looking forward to reconnect with the trade partners and welcome them back when they are ready to visit. The safety of our visitors remains our top priority. During this period, the number of visitors entering the conservatories at any given time will be reduced."



### An interactive networking platform

**Fawad Khan**, Sales Manager Gulf & Middle East, Singapore Airlines said, "STB is a strategic partner of Singapore Airlines. This virtual roadshow is another example of our successful collaboration. Travel industry partners from the region will have a good opportunity to hear latest updates about Singapore Airlines, Singapore as destination and various DMCs joining in from Singapore. We expect a large number of trade partners registering for the roadshow."





## STB Virtual Roadshow 2020

Meet Singapore partners on a unique virtual platform

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

[www.stbvirtualroadshow2020.com](http://www.stbvirtualroadshow2020.com) / [events@ddppl.com](mailto:events@ddppl.com)

REGISTER NOW!

SINGAPORE Passion Made Possible

### Family luxury experiences

**Regina Koh**, Sales and Marketing Manager, Fareast Hospitality Management said, "The Middle East market is a new and upcoming market that we see potential in. From our understanding, the Middle East travellers are more familiar with Singapore City than Sentosa Island. We hope to gain more exposure to the Middle Eastern market and understand the travellers' requirements and preference better. We have taken precautionary measures in all 3 hotels by staggering breakfasts timing, providing hand sanitisers, masks etc."



### Middle East a high revenue market

**Yann Chong**, Senior Sales Manager - Leisure (Singapore), Shangri-La Group Hotels, Singapore said, "Middle East is an essential market for Shangri-La Hotels to leverage the hotel market mix. The Middle East is a high revenue generating market. Guests are travelling with big families with a longer length of stay which also contributed to the in-house spending. At the virtual event we want to engage and reconnect with our business partner to widen our market share and database in the region."



### Exploring new opportunities

**Jacy Chong**, Operations Manager, Victoria Travel & Coach Tour said, "As Middle East is a wide market to explore in Asia, we would like to work together with the travel agencies to understand more about our culture. Currently our agency has handled inbound tours however we are working towards opening outbound tours in the early future. Safety measures will be taken at all times. Understanding what the group wants and needs out of the tour group and lastly, let them have a stress-free and enjoyable trip with us."



### Showcasing customised products

**Kathryn Loh**, General Manager, SingExpress Travel DMC said, "We have started with the Middle East market about two years ago and have done a number of successful incentives groups from the region. We believe with post COVID, it opens new opportunity of collaboration and future growth in the Middle East market. At the virtual event we hope to establish new contacts, build brand awareness, showcase our customised products and generate future leads."



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