

Attachment to Section III

Singapore Tourism Board Marketing Activities for 1 October 2024 to 31 March 2025

Date	Event	Venue	Partner	Officer	Contact	Description
October 1, 2024	PCMA Capital Chapter: October Pulse	digital	PCMA	Elizabeth Yamamoto	elizabeth_yamamoto@tb.gov.sg	STB's quarter page ad in PCMA Capital Chapter's monthly newsletter promoted Singapore as a leading MICE destination. Distributed via email to PCMA Capital Chapter members.
October 7, 2024	SITE NITE North America	in-person	SITE (Society for Incentive Travel Excellence)	Elizabeth Yamamoto	elizabeth_yamamoto@tb.gov.sg	Co-sponsored SITE Nite North America at Top Golf Las Vegas, featuring Singapore branding and promotional video for business events industry professionals.
October 8 - 10, 2024	IMEX Americas	in-person	IMEX	Elizabeth Yamamoto	elizabeth_yamamoto@tb.gov.sg	Exhibited at IMEX, conducted meetings with industry professionals, and hosted client reception to promote Singapore as a meetings destination
January 6 - 9, 2025	BCD Meetings & Events: Johnson & Johnson Global Team Meeting Recharge 2025	in-person	BCD Meetings & Events	Elizabeth Yamamoto	elizabeth_yamamoto@tb.gov.sg	Attended BCD Johnson & Johnson meeting to network and conduct meeting with BCD associates and promote Singapore as a business events destinations.
January 12 - 16, 2025	PCMA Convening Leaders	in-person	PCMA	Elizabeth Yamamoto	elizabeth_yamamoto@tb.gov.sg	Co-sponsored main stage speaker, networked with event industry leaders, and hosted client reception event to promote Singapore as a business events destination.
January 29, 2025	SITE: Asia Pacific Incentives Spotlight	digital	SITE (Society for Incentive Travel Excellence)	Elizabeth Yamamoto	elizabeth_yamamoto@tb.gov.sg	5-page Singapore feature in SITE's Asia Pacific incentive travel guide showcased Singapore as a top incentive destination. Distributed via email/website to SITE members.

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March 6, 2025	SITE: Destinations inSITEs	digital	SITE (Society for Incentive Travel Excellence)	Elizabeth Yamamoto	elizabeth_yamamoto@stb.gov.sg	Singapore featured in Destinations inSITE's report on CVB engagement benefits for incentive travel planning, including a quote from STB's VP Americas. Distributed via email/website to SITE members.
March 16 - 20, 2025	Conference Direct Annual Partners Meeting	in-person	Conference Direct	Elizabeth Yamamoto	elizabeth_yamamoto@stb.gov.sg	Attended annual Conference Direct meeting to network and conduct meeting with Conference Direct associates and promote Singapore as a business events destinations.
October 2024 - March 2025	Online Travel Agency promotion	Digital	Tripadvisor	Britt Ulrich	britt_ulrich@stb.gov.sg	A virtual promotional campaign direct2consumer with Expedia.com. The campaign included Singapore dedicated landingpage, along with themed itineraries and video & banner advertising.
December 10 - 13	United States Tour Operators Conference	Marco Island, FL	United States Tour Operators Association	Britt Ulrich	britt_ulrich@stb.gov.sg	STB attended annual USTOA conference to meet in person with key US-based tour operators to promote Singapore as a destination for their clients.
November 11 2024 & January 30 2025	digital newsletter	Digital	Singapore Tourism Board	Britt Ulrich	britt_ulrich@stb.gov.sg	Self-produced electronic direct marketing to leisure travel trade in the U.S. & Canada. The eDM included information about new hotels, events, etc. in Singapore.
December 1 - 31	digital newsletter	Digital	VAX Vacation	Britt Ulrich	britt_ulrich@stb.gov.sg	Digital promotion for banner advertising including Singapore dedicated landingpage to leisure travel trade in the US. The eDM include promotional information about discounted tourism offers within Singapore, to engage the leisure travel trade to experiencing Singapore first-hand at a reduced rate.

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January - March	digital newsletter	Digital	Travel Relation LLC	Britt Ulrich	britt_ulrich@stb.gov.sg	Digital promotion for electronic direct marketing (eDM) to leisure travel trade in the US. The eDM include promotional information about discounted tourism offers within Singapore, to engage the leisure travel trade to experiencing Singapore first-hand at a reduced rate.
October 3 - 8, 2024	Media FAM Trip	Singapore	Evie Carrick	Cory McBryan	corinne_mcbryan@stb.gov.sg	Media familiarization trip (freelance writer) to Singapore to promote the Made in Singapore global campaign and family travel
October 22 - 26, 2024	Paid Influencer Campaign and FAM Trip	Singapore	Frankie Gaw, Jon Ota, Kathy Hill (agency staff)	Cory McBryan	corinne_mcbryan@stb.gov.sg	Media familiarization trip and influencer campaign to Singapore to promote the Culinary Capital Global positioning with @littlefatboyfrankie
October 26 - November 14, 2024	Media FAM Trip	Singapore	Johnny Bierman	Cory McBryan	corinne_mcbryan@stb.gov.sg	Media familiarization trip (for Vogue) to Singapore to promote the Made in Singapore global campaign with a focus on Sustainability
January 12-17, 2025	Media FAM Trip	Singapore	Chris Black	Cory McBryan	corinne_mcbryan@stb.gov.sg	Media familiarization trip (GQ) to Singapore to promote the Made in Singapore global campaign
10/8/2024 - 10/13/2024	Influencer FAM Trip with Luke Martin	Singapore	Praytell Strategy Inc.	Marissa Castro	marissa_castro@stb.gov.sg	Sponsored a influencer trip to Singapore in exchange for social media content
10/11/2024 - 11/1/2024	Paid Social Media for @meimonstaa	Instagram	Praytell Strategy Inc.	Marissa Castro	marissa_castro@stb.gov.sg	Paid social media boosting and whilelisting on influencer created content
10/11/2024 - 11/1/2024	Paid Social Media for @meimonstaa	Tik Tok	Praytell Strategy Inc.	Marissa Castro	marissa_castro@stb.gov.sg	Paid social media boosting and whilelisting on influencer created content
11/1/2024 - 11/7/2024	Influencer FAM Trip with Jaclyn Johnson & Marina Middleton	Singapore	Praytell Strategy Inc.	Marissa Castro	marissa_castro@stb.gov.sg	Sponsored a influencer trip to Singapore in exchange for social media content
11/21/2024 - 12/19/2024	Paid Social Media for @marinaamiddleton	Instagram	Praytell Strategy Inc.	Marissa Castro	marissa_castro@stb.gov.sg	Paid social media boosting and whilelisting on influencer created content

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11/21/2024 - 12/19/2024	Paid Social Media for @jaclynjohnson	Instagram	Praytell Strategy Inc.	Marissa Castro	marissa_castro@stb.gov	Paid social media boosting and whitelisting on influencer created content
1/25/2025 - 1/30/2025	Influencer FAM Trip with Monet Hambrick	Singapore	Praytell Strategy Inc.	Marissa Castro	marissa_castro@stb.gov	Sponsored a influencer trip to Singapore in exchange for social media content
1/25/2025 - 1/30/2025	Influencer FAM Trip with Monica Kizis	Singapore	Praytell Strategy Inc.	Marissa Castro	marissa_castro@stb.gov	Sponsored a influencer trip to Singapore in exchange for social media content
11/2/2025	Lunar New Year Dinner with Influencers	New York City	N/A	Marissa Castro	marissa_castro@stb.gov	Hosted a Lunar New Year celebration with local NYC influencer to network and maintain relationships
2/25/2025 - 3/1/2025	Influencer FAM Trip with Ayana Smith	Singapore	Praytell Strategy Inc.	Marissa Castro	marissa_castro@stb.gov	Sponsored a influencer trip to Singapore in exchange for social media content
3/18/2025 - 3/31/2025	Paid Social Media for @thetravelingchild	Instagram	Praytell Strategy Inc.	Marissa Castro	marissa_castro@stb.gov	Paid social media boosting and whitelisting on influencer created content
3/18/2025 - 3/31/2025	Paid Social Media for @thetravelingchild	Tik Tok	Praytell Strategy Inc.	Marissa Castro	marissa_castro@stb.gov	Paid social media boosting and whitelisting on influencer created content
3/18/2025 - 3/31/2025	Paid Social Media for @_postcardsfromayana	Instagram	Praytell Strategy Inc.	Marissa Castro	marissa_castro@stb.gov	Paid social media boosting and whitelisting on influencer created content
3/18/2025 - 3/31/2025	Paid Social Media for @_postcardsfromayana	Tik Tok	Praytell Strategy Inc.	Marissa Castro	marissa_castro@stb.gov	Paid social media boosting and whitelisting on influencer created content
3/24/2025 - 3/31/2025	Paid Social Media for @monicaroams	Instagram	Praytell Strategy Inc.	Marissa Castro	marissa_castro@stb.gov	Paid social media boosting and whitelisting on influencer created content