



Passion
Made
Possible



TOURISM INDUSTRY CONFERENCE 2019

BUILDING TOURISM FOR THE FUTURE

**MR KEITH TAN
CHIEF EXECUTIVE
SINGAPORE TOURISM BOARD**

BUILDING TOURISM FOR THE FUTURE

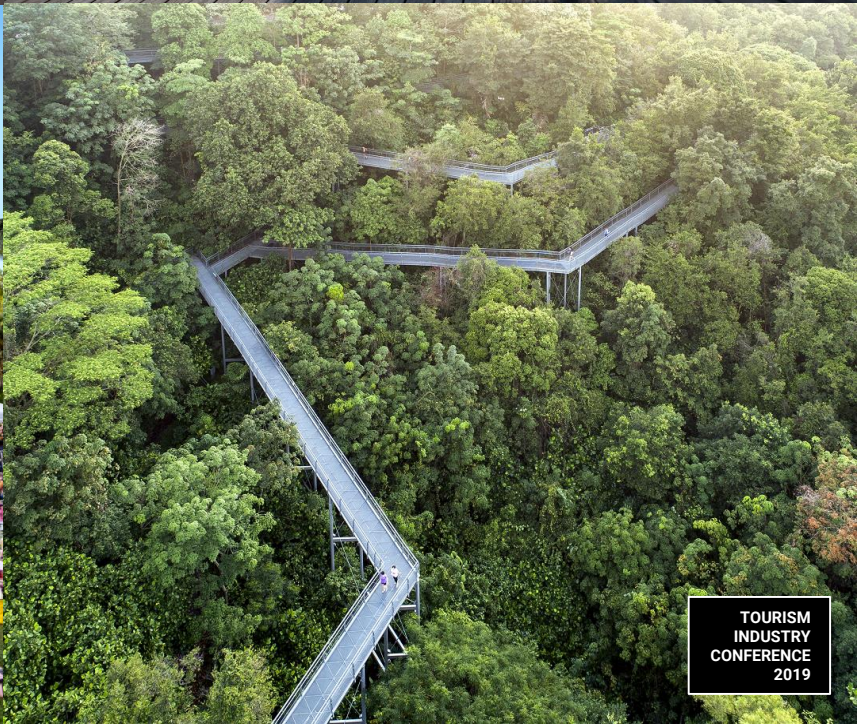














THIRD CONSECUTIVE YEAR OF GROWTH

**\$26.9
BILLION** TOURISM
RECEIPTS
+0.5% YOY

**18.5
MILLION** VISITOR
ARRIVALS
+6.2% YOY



SIX SENSES DUXTON



THE OUTPOST HOTEL



MARINA BAY SANDS



AIRZONE



KIDZANIA



RESORTS WORLD SENTOSA



1

CULTIVATING **ADVOCACY** FOR SINGAPORE

2

BUILDING **RESILIENCE** IN OUR SOURCE MARKETS

3

DEVELOPING **COMPETITIVE** TOURISM ENTERPRISES

4

TRANSFORMING THROUGH **DATA & TECHNOLOGY**

5

ENHANCING OUR DESTINATION **ATTRACTIVENESS**

1

CULTIVATING
ADVOCACY
FOR
SINGAPORE





FAST F▶▶RWARD

Content Creators Fund

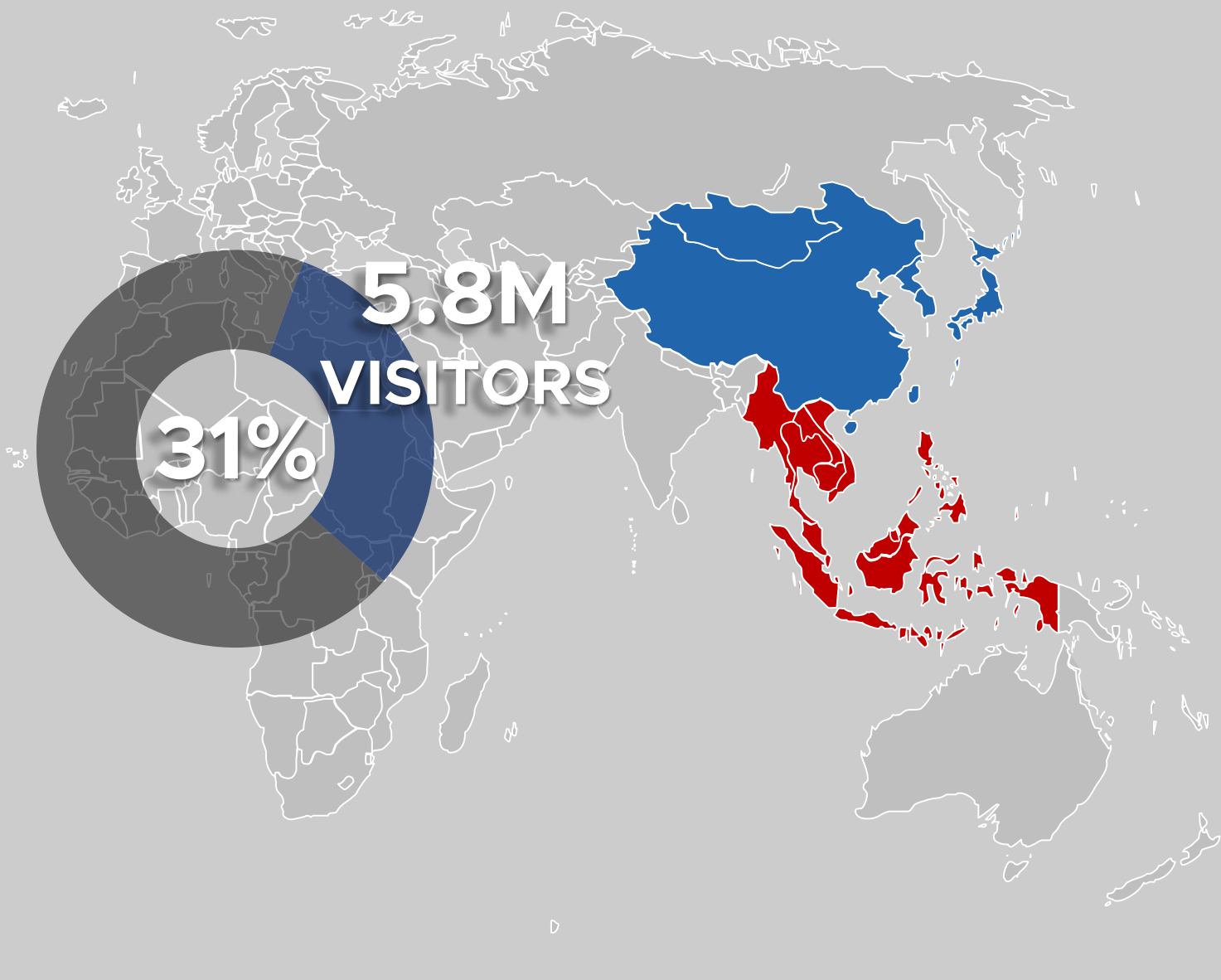


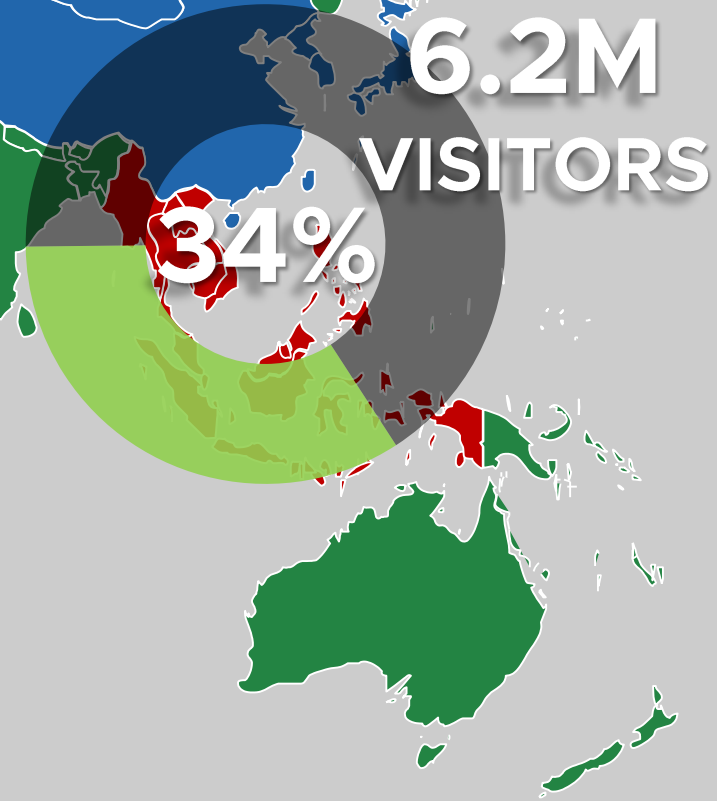
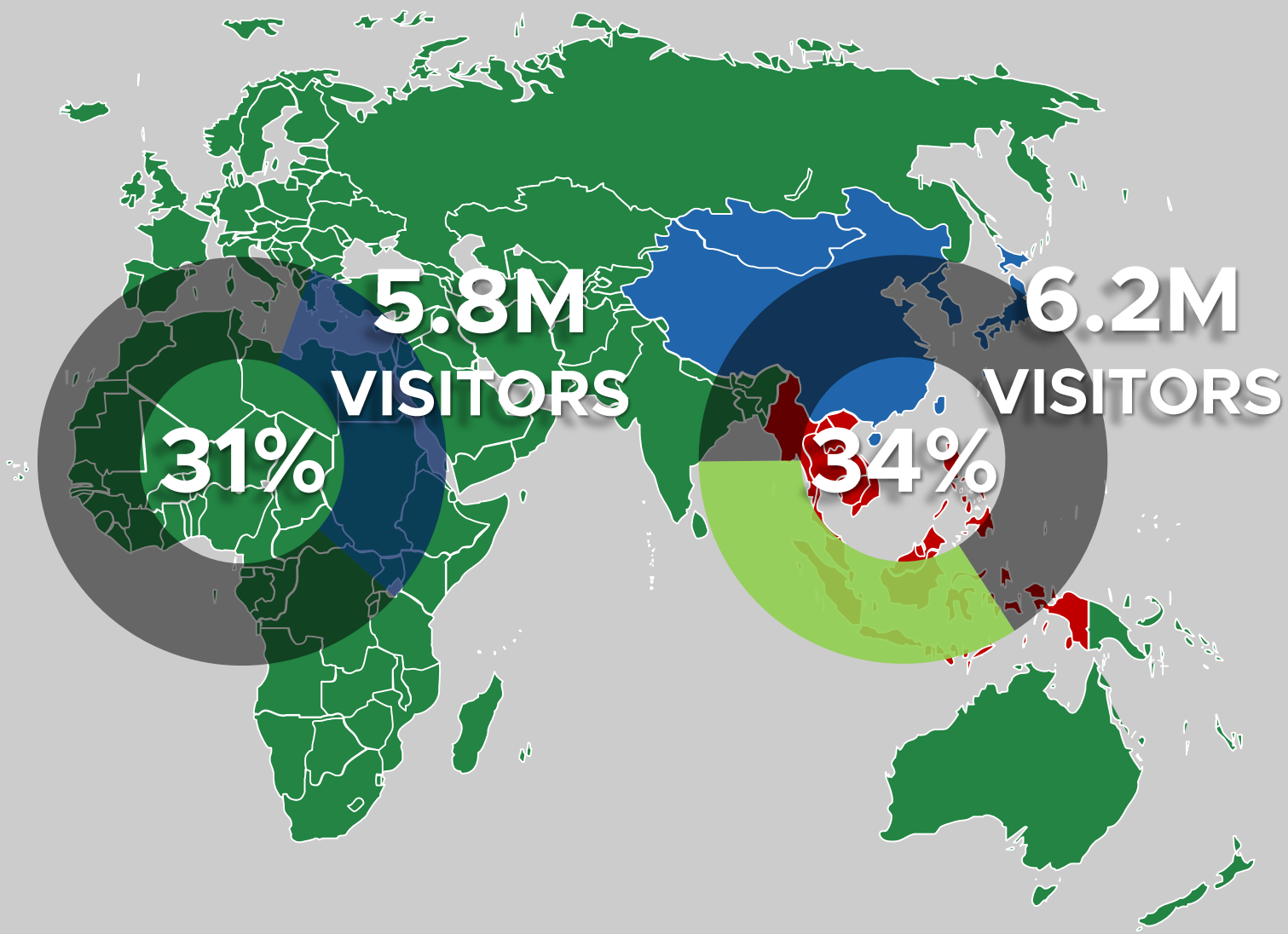
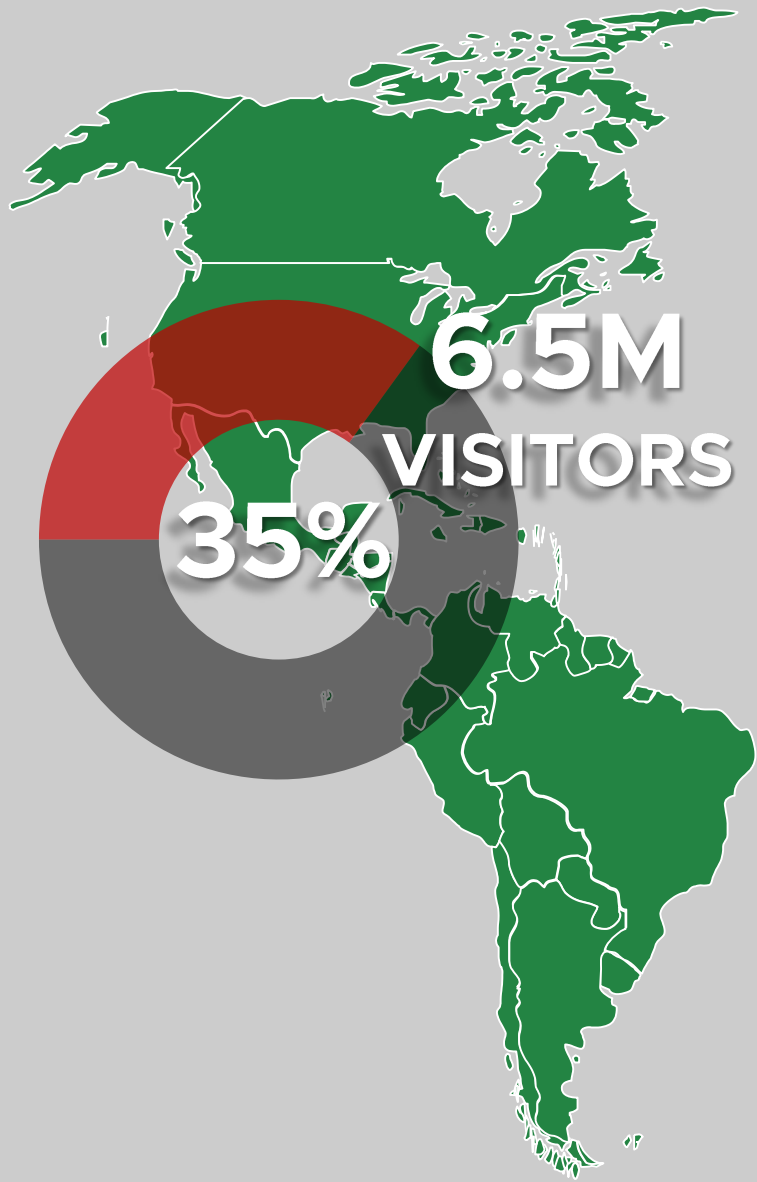


2

**BUILDING
RESILIENCE
IN OUR
SOURCE MARKETS**







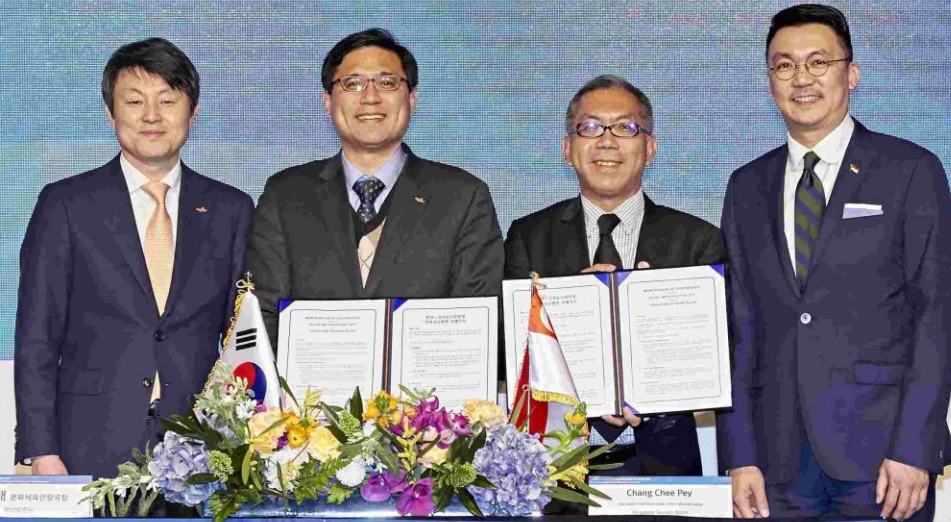






부산광역시-싱가포르관광청 관광교류 활성화를 위한 양해각서 체결식

Busan Metropolitan City & Singapore Tourism Board
Memorandum of Cooperation Signing Ceremony



조영태 문화체육관광국장
부산광역시

Chang Chee Pey
Singapore Tourism Board



부산광역시-싱가포르관광청
관광교류 활성화를 위한 양해각서 체결식
Busan Metropolitan City & Singapore Tourism Board
Memorandum of Cooperation Signing Ceremony

2019년 2월 20일 (수) 파라다이스호텔 부산 그랜드 볼룸





SINGAPORE TOURISM BOARD – TRAVELOKA
MOC SIGNING CEREMONY





SINGAPORE TOURISM BOARD – ALIBABA GROUP

JOINT SIGNING CEREMONY
新加坡旅游局 - 阿里巴巴集团 战略合作签约仪式





3

DEVELOPING
COMPETITIVE
TOURISM
ENTERPRISES



EILEEN KOH
ASSISTANT EXECUTIVE HOUSEKEEPER
GRAND COPTHORNE WATERFRONT



SHANG YINGZI
CHIEF CONCIERGE
AMARA SINGAPORE



SIM LEE TIANG
FLORIST
MANDARIN ORIENTAL SINGAPORE



MOHAN AYAHSAM Y
MICE BANQUET MANAGER
RESORTS WORLD SENTOSA



HAFIZ FUAD
AUDIO VISUAL TECHNICIAN
SOFITEL CITY CENTRE



KHARTINI SALIM
REVENUE MANAGER
PARK HOTEL CLARKE QUAY



QAYYUM SAHIDIN
PERSONAL TRAINER
W SINGAPORE - SENTOSA COVE



WEE ENG GUAN
HOTEL ARTIST
GRAND COPTHORNE WATERFRONT



MUHAMMAD FAIZ BIN IBRAHIM

DRIVEWAY AMBASSADOR
MANDARIN ORCHARD SINGAPORE

1

DIGITALISATION

2

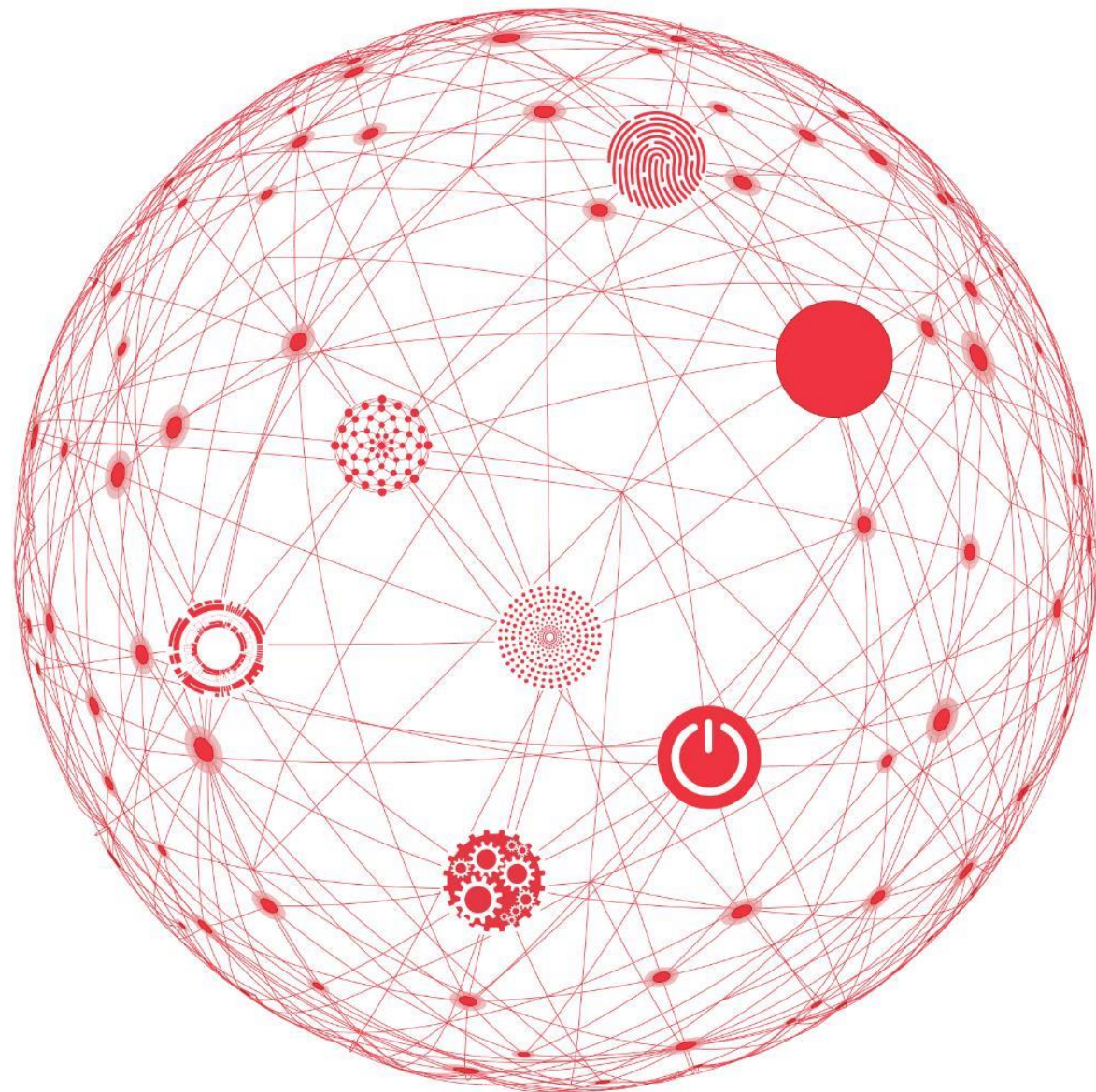
MARKETING

3

TECHNOLOGY



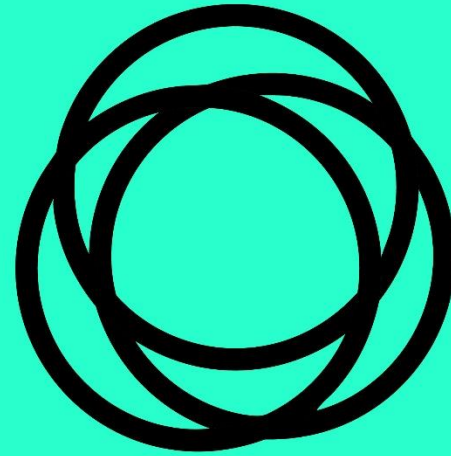
SMART HOTEL TRANSFORMATION WORKSHOPS



STB MARKETING COLLEGE

learn. apply. share.

SINGAPORE
TOURISM BOARD



TECH
COLLEGE

4

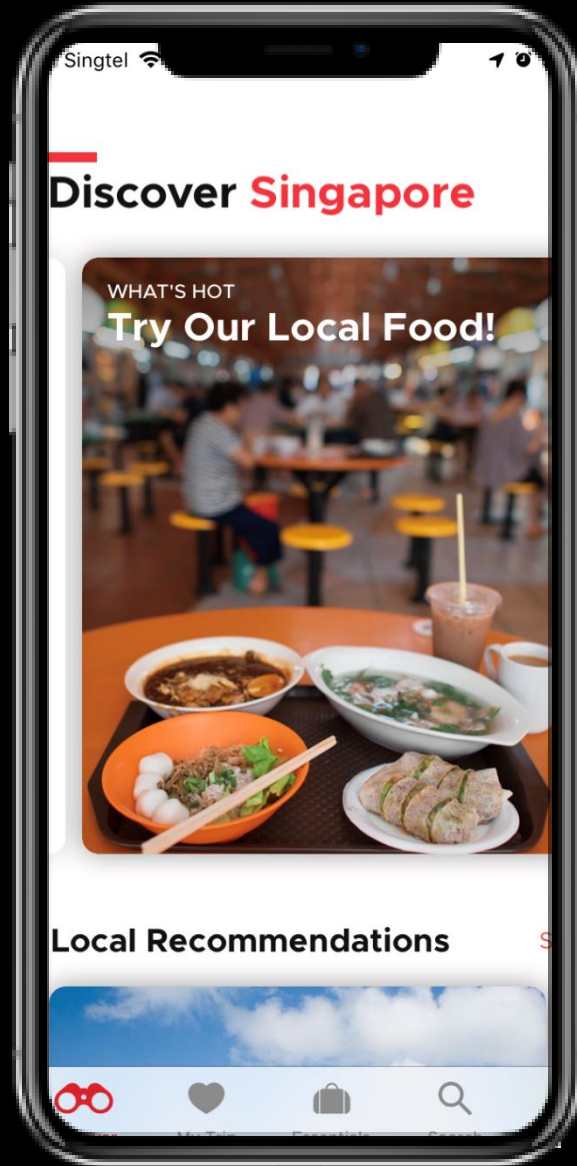
TRANSFORMING

THROUGH

DATA &

TECHNOLOGY





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HEAR WHAT OUR PARTNERS HAVE TO SAY

< 1 / 4 >

"By integrating with TIH, we will be able to contribute updated content to create greater awareness of Sentosa's offerings." - Mr Quek Swee Kuan (Chief Executive Officer, Sentosa Development Corporation)

Dashboard / Tourism Information / Product & Experience Listings / 南部山脊

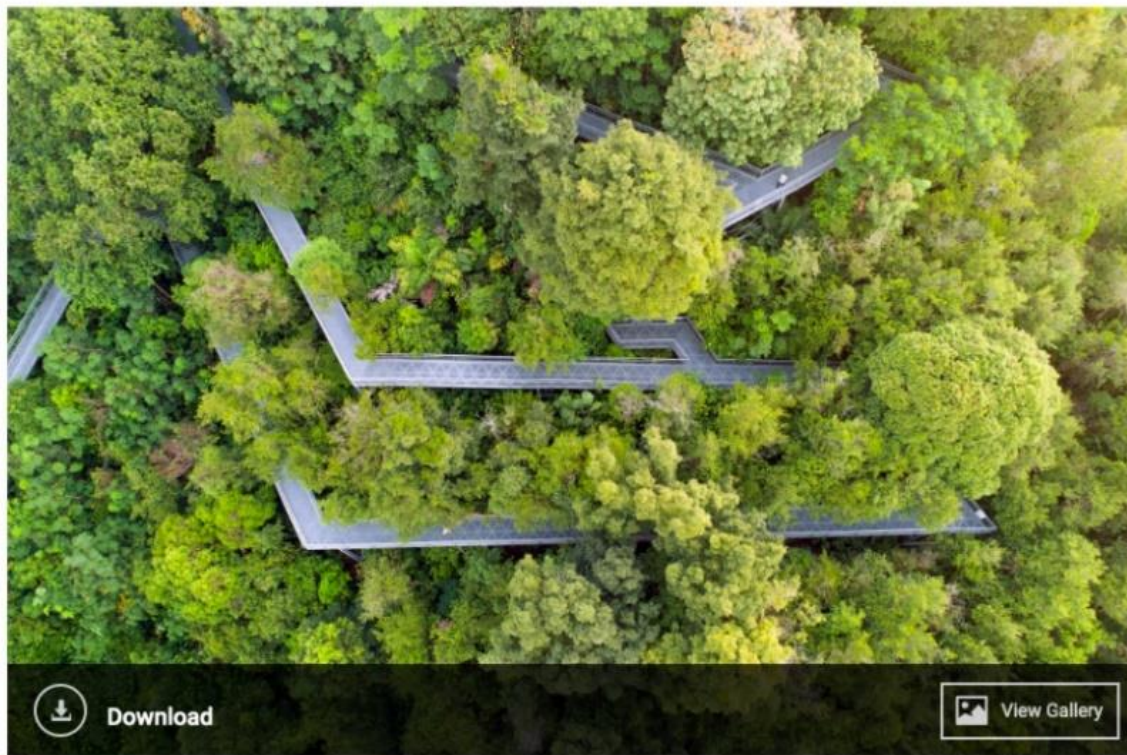
南部山脊



新加坡最美的一条徒步路线

Posted by: Singapore Tourism Board

户外



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View Gallery

中文 - 简体

LOCATION

南部山脊
The Southern Ridges
Singapore 099203

See On Map

CONTACT INFO & OPERATING HOURS

Daily
Open 24 hours

YOU MIGHT BE INTERESTED IN



新加坡河驳船游



国家博物馆



花柏山景



南部山脊

想逃离或“飞脱”都市的钢筋水泥，与大自然更靠近一点，南部山脊 (Southern Ridges) 绝对是值得探索的好去处。这里不光让您身处大自然，同时也能将城市、海港、南部岛屿全景尽收眼帘。南部山脊是一条全长 10 公里的绿色开闢地带，通过风景如画的山脊和小径，将新加坡南部地区广受欢迎的公园和花园小丘陵连为一体。想象一下走在一道横跨两座小山峰之间、离地 36 米高的天桥。“亨德森波浪桥”

SENTOSA x ENTERPRISE SCHEME



SINGAPORE TOURISM INCUBATOR



5

ENHANCING
OUR
DESTINATION
ATTRACTIVENESS

A group of people are seated at a table on a rooftop terrace at night. They are engaged in conversation and dining. The terrace has a glass railing and a bar area with a well-stocked bar. In the background, a city skyline is visible, featuring several tall buildings, some of which are illuminated. A prominent building with a large dome is also visible. The overall atmosphere is vibrant and social.

**BTMICE
ARRIVALS
+10%
GROWTH**



venues
a Show

PO
SUNTEC SINGAPORE
HotelAsia





SINGAPORE

EXPO



Credit: Marina Bay Sands





• WIRED • TO
CONNECT • •

SACEOS
Meetings • Incentives • Conventions • Exhibitions
SINGAPORE

ufi The Global
Association of the
Exhibition Industry

Asia Pacific Executive Development Programme MOU Signing Ceremony

24 July 2018







Credit: ION Orchard



Credit: Jewel Changi Airport Devt.

TOURISM
INDUSTRY
CONFERENCE
2019









ENTRANCE
artist impression



JURONG LAKE DISTRICT



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