



# TOURISM RECOVERY DIALOGUE 2020

## MESSAGE BY MR KEITH TAN

CHIEF EXECUTIVE  
SINGAPORE TOURISM BOARD



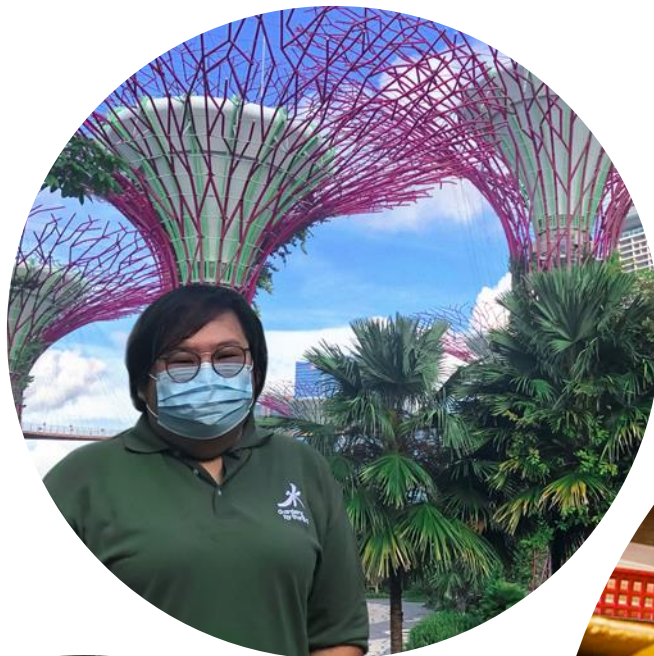
Passion  
Made  
Possible



# REOPEN TOURISM SAFELY

Find out more about STB's  
advisories and guidelines

<https://go.gov.sg/stb-advisory-on-covid19>



# 3 KEY DIRECTIONS TO EMERGE STRONGER

SUSTAIN

RECOVER

TRANSFORM



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# **SUSTAIN**

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- **Support good businesses**
- **Redesign jobs**
- **Strengthen capabilities**



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# RECOVER

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- Encourage Singaporeans to support local businesses
- **singapore**rediscovers campaign



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# Partner communities and businesses to create value through experiences and promotions



## PARTNER COMMUNITIES

Partner photography communities, tour agencies & guides to create experiences that help locals rediscover hidden gems and stories.

## CURATE PRECINCT EXPERIENCES

Create authentic experiences that will entice locals to reconnect with local culture

## PARTNER BUSINESSES TO OFFER VALUE

Work with attractions, hotels, tours & precincts to develop high quality experiences and attractive promotions.



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# TRANSFORM

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- **Reimagine the way we do business and thrive in a new normal**
  - Create contactless experiences
  - Provide new experiences for products and offerings
  - Manage crowds real-time
  - Redesign workplaces for staff safety
  - Maintain high sanitisation and hygiene standards



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# Reimagine new ways for customers to experience your offerings and products



Find out how these tech providers can help you transform your business at our **digital marketplace** on 29 & 30 July 2020.

**THRIVING IN THE  
“NEW NORMAL”**

**Digital Marketplace for the SG Tourism Industry**

For all tourism businesses in Singapore:  
find out more from shortlisted solution providers  
on how you can get ready for the COVID new normal.

Register now at  
<https://go.gov.sg/covidopencallwebinars>

Organised by



Supported by



A dedicated **co-innovation space** for the tourism industry to test new ideas and support their transformation journey.



# Hello From The Wild Side



- **Wildlife Reserves Singapore** digitalised interactions with the animals to allow the public to engage with the animals during the circuit breaker period.



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# SINGAPORE FOOD FESTIVAL GOES VIRTUAL FOR THE FIRST TIME



- Masterclasses by local culinary talents
- Curated offerings delivered to your doorstep
- Enabling locals to support our F&B industry
- Showcasing local culinary talents globally



Passion  
Made  
Possible



# PARTNER INDUSTRY TO SAFELY RESUME BUSINESS & LEISURE EVENTS



- Reimagine **Safe Business Events** so that Singapore can become the world's safest, most trusted and innovative business destination



Passion  
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# 3 KEY DIRECTIONS TO EMERGE STRONGER

## SUSTAIN

Support good businesses,  
redesign jobs and  
strengthen capabilities

## RECOVER

Encourage locals to support  
local businesses  
**singaporediscovers**  
campaign

## TRANSFORM

Reimagine the way we do  
business and thriving in a  
new normal



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# SINGAPORE IS WELL POISED TO EMERGE STRONGER AND BETTER FROM THIS CRISIS

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Passion  
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**THANK YOU**