



Tourism Innovation Challenge for Attractions

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About STB



VISION

A vibrant and inspiring Destination Singapore that we are proud of

MISSION

To shape a dynamic tourism landscape for Singapore in partnership with industry and community

Our work

Planner	To ensure the long-term development and growth of the tourism sector
Promoter	To market Singapore's multi-faceted appeal as a premier business and leisure destination
Regulator	To review and update the tourism regulatory framework to ensure its relevance in the current business environment
Industry Development	To support and facilitate growth of relevant industries by attracting investments, building capabilities and growing markets
Precinct Development	To champion place management of Singapore's tourism precincts to deliver authentic and sustainable destination experiences
Owner, Manager & Operator	To execute major projects such as F1, development of International Cruise Terminal (ICT) and run STB-owned assets such as the Singapore Visitors Centre

■ Our tourism industries



Attractions



Cruise



Hotels



Integrated
Resorts



Travel Agents /
Tourist Guides



BTMICE
Business Travel, Meetings, Incentive
Travel, Conventions & Exhibitions

■ Healthy tourism performance



TOURISM
RECEIPTS

First half of 2018
S\$13.4
billion



INTERNATIONAL
VISITOR
ARRIVALS

First half of 2018
9.2
million

■ Attractions is a key tourism industry



On the global front, the Attractions industry saw **strong worldwide attendance growth** over the past years. In particular, visitation for APAC's top 20 attractions were up by about 7% from 2016 to 2017.

Singapore attractions continue to capture mindshare of visitors



TTG Travel Awards
Wildlife Reserves Singapore
Best Theme Attraction Operator
(2018)

Tripzilla Excellence Awards
AJ Hackett Sentosa
Best Attraction
for Adrenaline Junkies

TripAdvisor Traveller's Choice
Gardens by the Bay
Top 25 Landmarks in Asia
Supertree Grove (2018)

National Gallery Singapore
Best Theme Attraction (2017)

Sentosa
Best Destination

Singapore Zoo
Ranked #4 globally (2017)

River Safari
Best Family Attraction

Universal Studios Singapore
#1 Amusement Park in Asia (2017)

Our attractions are pushing for new developments to drive experiences and visitorship



Technology becomes increasingly important for the Attractions industry



“The point of technology is **not to reduce the human element but magnifying it.** Technology is for everyone on the ground who’s making a real difference to your **guest experience.**” – Local Measure



VR experience at the Great North Museum Hancock in UK, allowing **for greater exploration**

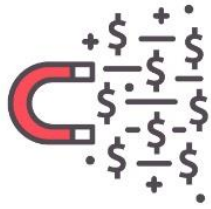


AR experience for National Geographic-themed blockbuster allowing guests in China **to view and interact** with “come-alive” dinosaurs of the past



Smart theme park collaboration between Dubai Parks and Resorts & UAE telco Etisalat **to enable seamless guest experience** with smart ticketing, parking, spending, and more

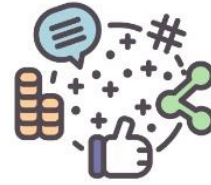
■ Current Challenges



Rising costs



Rising regional competition



Increasing visitor expectations



Manpower constraints

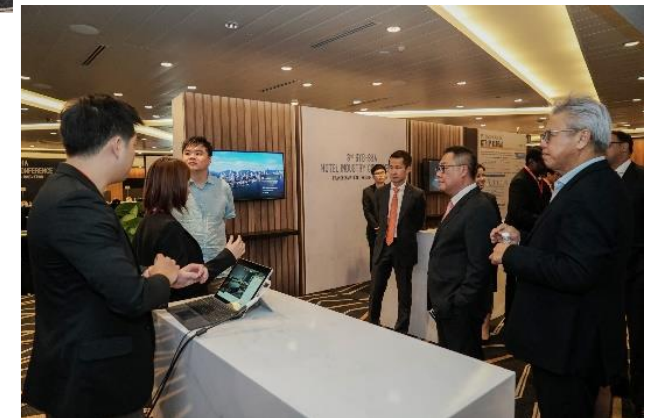
Hotel Challenge 2017



7 Challenge Statements

28 Proposals received

18 Projects co-funded



Travel Agents Challenge 2017

5

Challenge Statements

25

Proposals received

5

Projects co-funded



MICE Challenge 2018

7

Challenge Statements



18

Proposals received

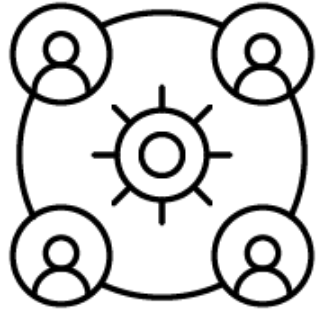


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Projects co-funded*



Attractions Challenge 2019



Managing labour more effectively to enhance productivity

1. Connect and train suitable labour
2. Automate ticketing processes for operational efficiencies



Designing world-class customer service

3. Improve wayfinding
4. Improve language and cross-cultural communication

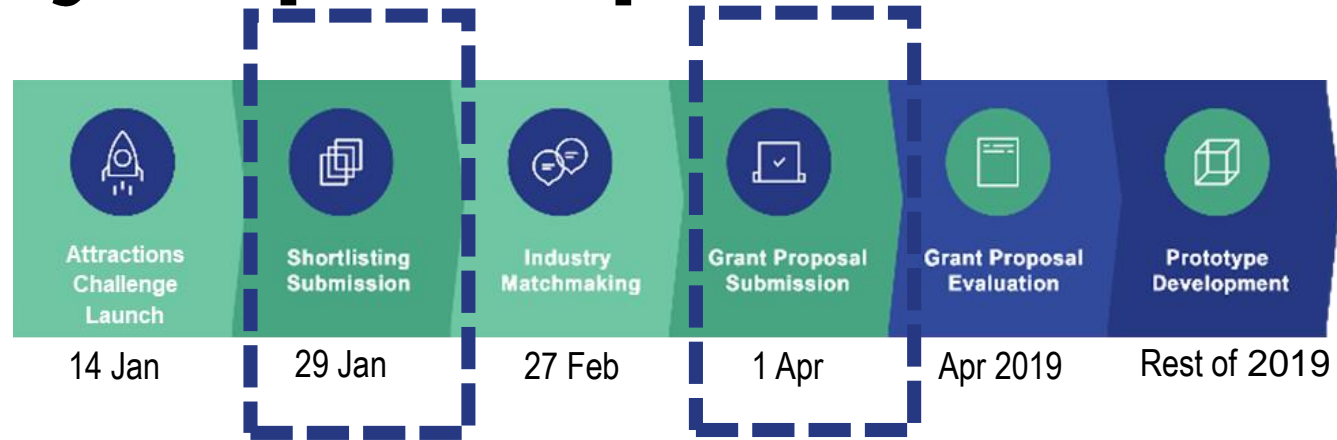


Enhancing visitor experience and driving revenue

5. Rejuvenate assets and refresh content
6. Manage queues and crowds
7. Track visitor movement and behaviour

How can you participate?

WHEN



WHO

- Singapore Registered Entity
- Company or Consortium

WHY

For successful applicants:

- Up to 70% STB funding (qualifying costs)
- Work with at least 1 pilot partner from Attractions industry
- Showcase at industry events

■ FAQs on funding support

- What are some possible funding arrangements?
 - Subject to approval, STB can support up to 70% of the qualifying project costs
 - Remaining costs can be a commercial arrangement between tech companies and the Committed Pilot Partner

- What are some of the ‘qualifying’ project costs*?
 - Examples of qualifying costs are related hardware and software costs critical to the development of the solution, and internal and third party manpower costs
 - Examples of non-qualifying costs are hardware / equipment and software costs not related to the project (e.g. solutions for basic business functions), off the shelf packaged solutions, maintenance costs, and marketing costs

- How is the funding disbursed?
 - On a reimbursement basis, subject to key project milestones
 - Applicants would need to engage a third party auditor to audit qualifying costs before submitting a claim to STB



Thank you

We look forward to your submissions