

STB Americas x Air Canada Canadian Trade FAM Feb – Mar 2023

Introduction

To drive demand for the inaugural Air Canada Vancouver-Singapore flight beginning Apr 3, 2024, STB Americas with Air Canada is jointly hosting a FAM trip to increase Canadian trade's knowledge on the newest attractions and hotels in Singapore. STB Americas is calling for Singapore trade partners for support and sponsorship.

Name of Fam Trip	<i>STB Americas x Air Canada Canadian Trade FAM</i>
Dates of Fam	<i>27 Feb – 2 Mar, 2024</i>
Group Size	<i>7 (6 trade + 1 Air Canada Representative)</i>
Country of Participants	<i>Canada</i>
Profile	<i>Leisure Trade</i>
Type of Sponsorship	<ul style="list-style-type: none">• <i>Accommodation (Full or Co-sponsorship)</i>• <i>Attractions and Experiences (Full or Co-sponsorship)</i><ul style="list-style-type: none">• <i>Meals (Full or Co-sponsorship)</i>
Additional details/criteria for sponsorship	<i>Open to all</i>
Information about FAM Participants	<i>Participants are either C-suite or Director-level of tour operator/travel agency with decision making power for the development of new products.</i>
Eligibility	<ul style="list-style-type: none">• <i>All Singapore-based stakeholders are open to apply.</i>• <i>STB will shortlist and inform stakeholders of the outcome once the EOI closes.</i>• <i>STB reserves the right to decline/accept at their discretion</i>
Expression of Interest Opens	<i>2/2/2024</i>
Expression of Interest Closes	<i>16/2/2024, 00:00</i>
Point of Contact	<p><i>For more details and expression of interest, please contact:</i></p> <p><i>Jayne Yeo</i> <i>Manager, STB Americas</i> <i>Jayne_yeo@stb.gov.sg</i></p>