

# STB Americas Influencer FAM January 2024 with @davidwma and @jeremyjacobowitz

## Introduction

Singapore Tourism Board (STB) Americas will be hosting a US Media Fam for travel content creators/influencers with a focus on Singapore's hidden gems and unique experience and Singapore travel content to support the new Made in Singapore Campaign. STB Americas is calling for Singapore trade partners for support and sponsorship.

<b>Name of Fam Trip</b>	STB Americas Influencer FAM with @davidwma & @jeremyjacobowitz
<b>Dates of Fam</b>	5 – 10 March 2024
<b>Group Size</b>	2
<b>Country of Participants</b>	USA
<b>Profile</b>	KOL
<b>Type of Sponsorship</b>	<ul style="list-style-type: none"> <li>• Accommodation (Full or Co-sponsorship)</li> <li>• Attractions and Experiences (Full or Co-sponsorship)</li> <li>• Meals (Full or Co-sponsorship)</li> </ul>
<b>Additional details/criteria for sponsorship</b>	Hidden Gems/Unique Experiences, Adventure Travel, Foodie
<b>Information about FAM Participants</b>	<p>David Ma of <a href="#">@DavidWMa</a> is an American filmmaker and content creator best known for his beautiful videos both of travel and food. He has had major travel partnerships with American Express where he travelled to London to showcase all the spots where some of the world's favorite films were made. For this partnership with STB Americas he's travelling to Singapore to showcase how amazing Singapore is as a filming destination.</p> <p>Along with him he is bringing major food influencer Jeremy Jacobowitz of <a href="#">@jeremyjacobowitz</a> who is a staple in the U.S. foodie space. His content focuses on food and beverage including street food and fine dining restaurants. He will be showcasing the diverse culinary and cocktail scene that Singapore has to offer.</p> <p><b>David Ma Social Media Stats:</b></p> <p>TikTok Followers: 1.3M</p> <p>TikTok Engagement: 5.6%</p> <p>Instagram Followers: 131.7K</p> <p>Instagram Engagement: 1%</p> <p><b>Jeremy Jacobowitz Social Media Stats:</b></p> <p>TikTok Followers: 293k</p> <p>TikTok Engagement: 2.73%</p>

	<p><i>Instagram Followers: 495.8K</i></p> <p><i>Instagram Engagement: 11%</i></p> <p><i>STB Americas is contracting her as a part of their Prove Your Passion digital campaign to bring content creators who have never been to Singapore before and show them the best that Singapore has to offer and why SG is an extraordinary destination. The KOLs will be sharing their trip via social media especially Instagram and Tiktok.</i></p>
<p><b>Eligibility</b></p>	<ul style="list-style-type: none"> <li>• <i>All Singapore-based stakeholders are open to apply.</i></li> <li>• <i>STB will shortlist and inform stakeholders of the outcome once the EOI closes.</i></li> <li>• <i>STB reserves the right to decline/accept at their discretion</i></li> </ul>
<p><b>Expression of Interest Opens</b></p>	<p><i>17/2/2024</i></p>
<p><b>Expression of Interest Closes</b></p>	<p><i>1/3/2024</i></p>
<p><b>Point of Contact</b></p>	<p><i>For more details and expression of interest, please contact:</i></p> <p><i>Marissa Castro, STB Americas Digital Marketing Manager</i></p> <p><i>Marissa_castro@stb.gov.sg</i></p>