



Passion
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New Sponsorship Opportunity — STB India Friends of Singapore 2.0 Influencer Campaign

Be Part of Singapore's Biggest Influencer Push in India

STB India is inviting Singapore tourism stakeholders to join a high-impact influencer campaign targeting India's most valuable outbound travellers. This is your opportunity to put your product in front of millions of high-intent Indian consumers — at the moment they are dreaming, planning, and deciding where to go.

<p>Background</p>	<p>Why This Campaign Delivers</p> <p>Year 1 of the Friends of Singapore — Is This Even Singapore? campaign set a new benchmark for destination marketing in India. Through 21 strategically selected creators spanning entertainment, cricket, music, fashion, and lifestyle, the campaign achieved 175.8M total reach, 190M video views, and 7.2M engagements. Beyond the numbers, it was precisely targeted — reaching 7 in 10 international Indian travellers, with an estimated 60–70M unique Indian viewers post-dedupe, 47–55M of whom fell in the high-value 18–44 age band, concentrated 65–70% in Mumbai, Delhi, Pune, Bengaluru, and Hyderabad. This was not just scale — it was the right audience, at scale.</p> <p>Friends of Singapore 2.0 — Bigger, Deeper, Built for Conversion</p> <p>Building on that momentum, Year 2 scales up with a minimum of 25 creators across mega, macro, and micro tiers. The campaign deploys a deliberate 70/30 platform split — Instagram for mass discovery and YouTube for long-form itinerary content designed to drive planning behaviour, not just passive viewing.</p> <p>STB India will also partner with a prominent travel trade partner - OTA to enable direct conversion tracking, closing the loop between inspiration and booking.</p>
<p>How it works</p>	<p><u>How it works</u></p> <ul style="list-style-type: none"> • To participate, we ask you to provide a sponsorship deal of your products for the influencer campaign which will be featured in the content published on the creators' channels. • The offer should be made available from July 2026 – March 2027. Possibility to amend the offer during the promotional period. Highlight any black-out period. <p>Examples of offers and how they can look like (determined by you):</p>



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	<p>1.Hotels: Sponsorship for 1 room for 3N/4D, when available, etc.</p> <p>2.Tour / Experience: Sponsorship tickets for 2 pax.</p> <p>3. Restaurants: Hosted dining experience for 2 pax.</p>
Audience	<p>India's outbound travel market is one of the fastest growing in the world, and its most valuable travellers are choosing Singapore. This programme puts your product directly in front of two high-spending segments — digitally-savvy urban professionals aged 22–35 with strong disposable incomes, and affluent dual-income families travelling with children, whose total trip spend to Singapore commonly ranges from SGD 6,000–15,000 or more. These are quality-driven, experience-seeking travellers who make booking decisions based on trusted influencer content, and who actively spend on premium accommodation, dining, and curated experiences. With household incomes ranging from ₹15 lakhs to ₹1 crore and above, and India now firmly among Singapore's top tourism source markets, the commercial opportunity is significant and growing. Partnering with this programme means your brand reaches the right Indian travellers — before they book, at the moment it matters most.</p>
Advertising Promotion	<p>Your sponsorship is not just content placement — it comes with STB India's full marketing firepower behind it, at no media cost to you.</p> <ul style="list-style-type: none"> • Massive organic reach through 25+ carefully selected creators across mega, macro, and micro tiers on Instagram and YouTube, putting your product in front of millions of high-intent Indian travellers. • Paid digital amplification to extend content well beyond organic audiences, ensuring your product is seen by the right people, repeatedly. • Direct booking facilitation through STB India's travel trade partner, converting inspiration into actual reservations for your property or experience. • Premium PR coverage in top-tier Category A publications, lending editorial credibility and brand prestige to your participation. • STB's brand halo — associating your product with Singapore's most ambitious and best-resourced destination marketing campaign in India to date.
Participants	<p>STB India is inviting Singapore-based suppliers who are interested in increasing their presence in the Indian market and infinity for their Singapore products.</p> <p>Who Can Apply?</p> <ul style="list-style-type: none"> • Hoteliers & hotel chains • Attractions • Tour & experience companies • Restaurants



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Eligibility	All Singapore-based stakeholders are open to apply. <ul style="list-style-type: none">• STB will shortlist and inform stakeholders of the outcome once the EOI closes.• STB reserves the right to decline/accept at their discretion
Expression of Interest Opens	18 June 2026
Expression of Interest Closes	10 July 2026, 5 pm IST
STB Virtual Briefing session	29 June 2026 ; 11:30 am IST <i>*Link will be shared separately</i>
Point of Contact	For more details and expression of interest, please contact: Pooja Raut at email: pooja_raut@stb.gov.sg