STB Americas Media Fam November 2026

Introduction

Singapore Tourism Board (STB) Americas will be hosting a US Media Fam for influencers with a focus on Singapore's unique luxury experiences and fine dining to support the Passion Made Possible campaign to reach the early careers audience. STB Americas is calling for Singapore trade partners for support and sponsorship.

Name of Fam Trip	*STB Americas Media FAM with Influencers*
Dates of Fam	*5 Nov – 10 Nov 2026*
Group Size	3
Country of Participants	USA
Profile	Journalist
Type of Sponsorship	• *Accommodation (Full or Co-sponsorship)* • *Attractions and Experiences (Full or Co-sponsorship)* • *Meals (Full or Co-sponsorship)*
Additional details/criteria for sponsorship	*Hidden Gems/Unique Experiences, Luxury*
Information about FAM Participants	*STB Americas (STBA) is collaborating with influencers on a fam trip to Singapore where they will be covering Singapore for their channel with a focus on luxury travel.* *Please reach out to Cory for further details on their profile.*
Eligibility	• *All Singapore-based stakeholders are open to apply.* • *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	*3/11/2026*
Expression of Interest Closes	*10/11/2026*
Point of Contact	*For more details and expression of interest, please contact:* *Cory McBryan, PR Manager Americas* *Corinne_McBryan@stb.gov.sg*