

STB Vietnam We Don't Wait For Fun KOLs Content Partnership

Introduction

Singapore Tourism Board (STB) Vietnam will be hosting 2 prominent Vietnamese celebrities to inspire Early Careers to see Singapore in a new light. We aim to help them discover the many exciting experiences waiting to be uncovered here. We are seeking sponsorship from Singapore tourism industry stakeholders to showcase new products and experiences available in Singapore.

Name of Fam Trip	STB VN – We Don't Wait For Fun KOLs Content Partnership April 2026
Dates of Fam	8 – 12 April 2026
Group Size	10 Pax (2 celebrities + 8 supporting team members)
Country of Participants	Vietnam
Profile	<i>Celebrities</i>
Type of Sponsorship	<p>Full or co-sponsorship of:</p> <ul style="list-style-type: none">Accommodation, Attractions and Experiences catering to Early Careers and suitable for the Vietnam market.Meals – Lunches and/or Dinners. Showcase Singapore's rich and diverse food offering, especially traditional food or innovative and interesting concepts. <p><u>Note:</u> We are looking for curated experience for the celebrities. The supporting team only required ticket access to the locations for filming / assisting the celebrities.</p>
Additional details/criteria for sponsorship	<p>Key area to focus:</p> <ul style="list-style-type: none">Experiences that can tell the Singapore story targeting early career segment with diverse range of activities for solo traveller and friends.New / innovative experiences and attractions that are news-worthy or Instagram-worthy to generate good content for Vietnamese KOLs.
Information about FAM Participants	<p>1. Jun Pham, Trip dates: 8 – 12 April 2026 (5D4N) Jun Pham is a Vietnamese singer, actor and writer who first rose to fame as a member of 365daband. Over the years, he has built a versatile solo career, gaining recognition as a singer, actor, writer and television host. Jun is currently one of the most beloved and talked-about artists on Vietnamese television, thanks to his engaging presence on reality shows.</p> <ol style="list-style-type: none">Facebook: 2.4M followers AVG 5K InteractionTikTok: 1.7M followers AVG 70K InteractionInstagram: 1.7M followers AVG 7K InteractionYouTube: 493K subscribers AVG 20K Views <p>2. Duy Khanh Zhou Zhou, Trip dates: 10 – 12 April 2026 (3D2N) Duy Khanh is a prominent Vietnamese actor and comedian, celebrated for his versatility and charm. Known for his comedic roles and vibrant personality, he captivates audiences through television shows, films and online content.</p> <ol style="list-style-type: none">Facebook: 2.4M followers Average interaction: 6KTikTok: 1.4M followers Average views: 30KInstagram: 1.2M followers Average interaction: 2KYouTube: 1.02M subscribers Average views: 150K

Eligibility	<ul style="list-style-type: none"> • All Singapore-based stakeholders are welcome 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 • The experiences / attractions / accommodations will be discussed and selected by the celebrities based on their personal interest so that the content will be authentic.
Expression of Interest Opens	26 January 2026
Expression of Interest Closes	11 February 2026, 15:00 (SGT)
Point of Contact	<p>For more details and expressions of interest, please contact:</p> <p><i>Toai Nhi Quan, Manager, Vietnam</i></p> <p><u>guan_toai_nhi@stb.gov.sg</u></p>