

# Reignite your passion and presence

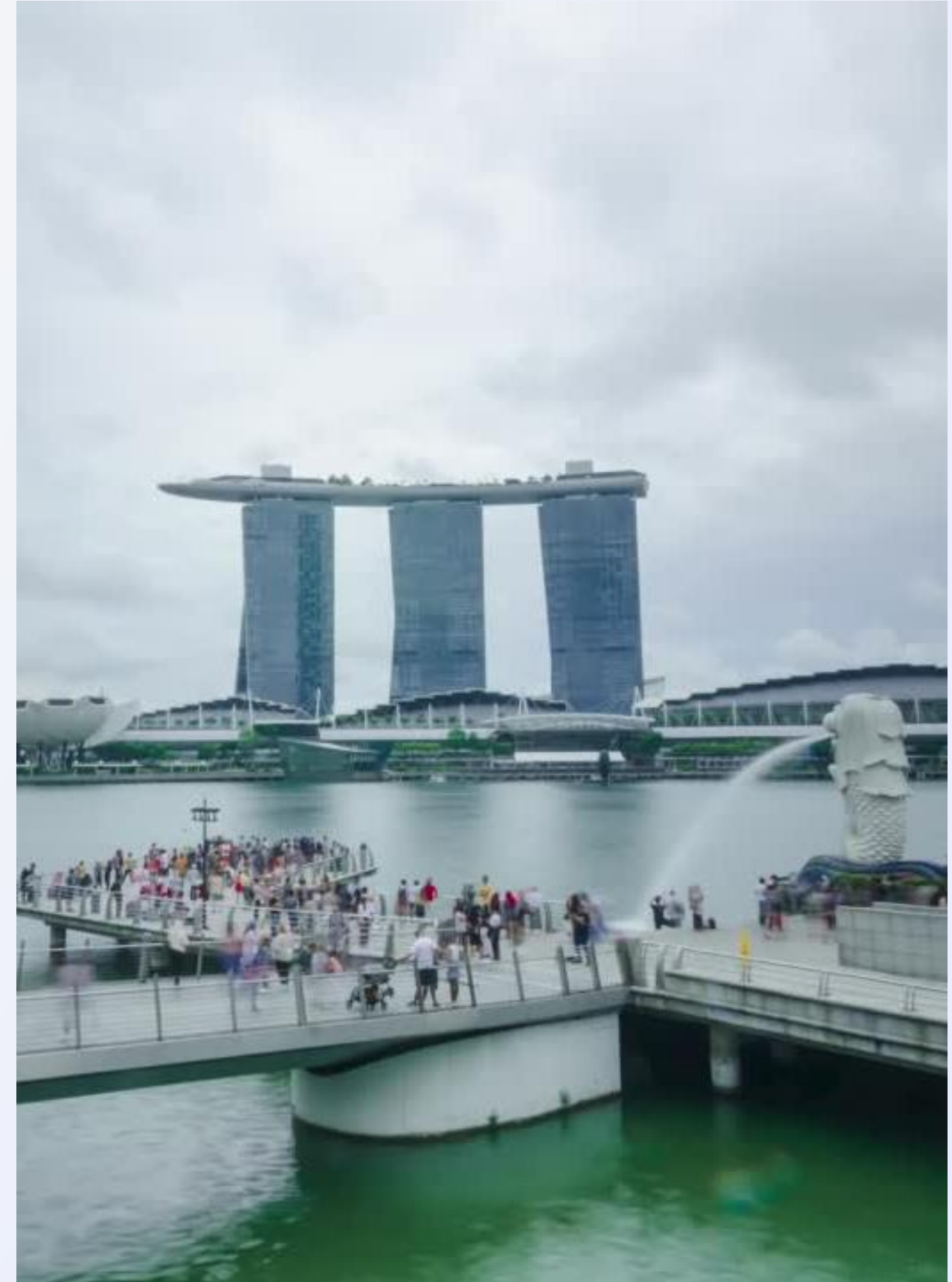
Pei Shyuan  
Yong

You've memorised your script  
You've perfected your route  
You've done every requirement

**Still no jump in jobs, referrals or pay?**

✅ **Credibility, relevance, and connection = jobs, tips, reviews, return gigs.**

**But how?**





# Like you, we are **SG** Tourist Guides





# Meet P.S.

## THEN

CAG, PwC, Deloitte  
@Sunrice Culinary Academy ,  
Le Cordon Blue  
WSET (Wine & Spirits  
Education Trust) Level 2



## NOW

Cooking, Eating, Researching  
on Food Anthropology,  
Feeding People





# Meet Yong

## NOW

🎬 Founder & Heritage Educator at **The Urbanist Singapore**: 75,000+ followers across IG & TikTok

🌐 Featured in **The Straits Times, Channel NewsAsia, Zaobao, Class 95, Singapore Design Week, SG Heritage Fest**

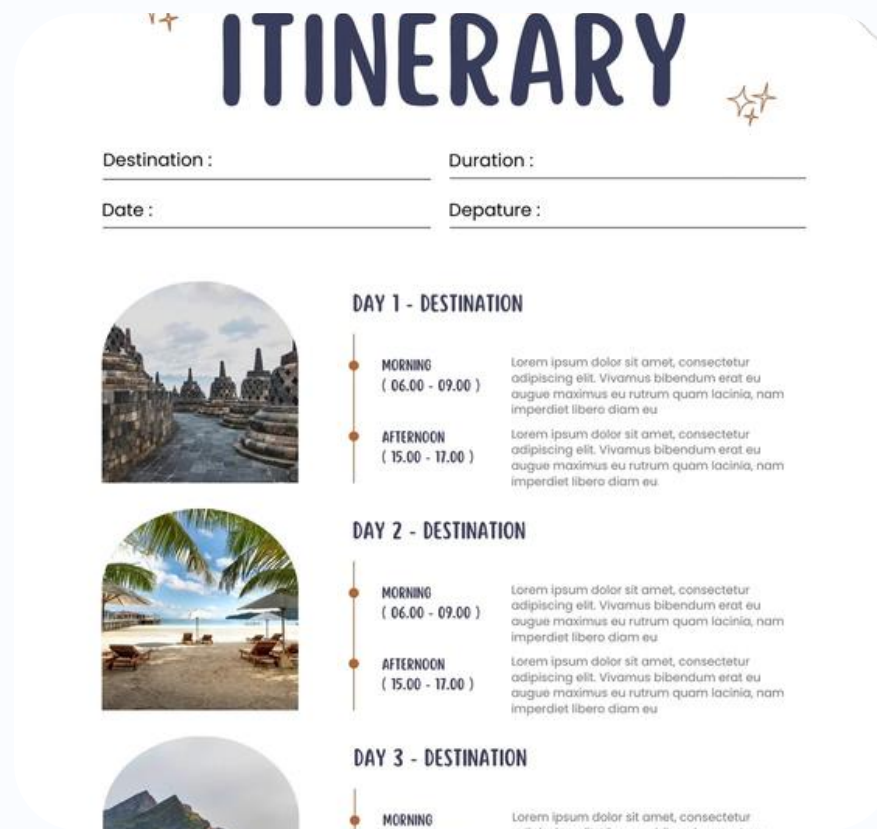
👣 Hung out with **British High Commissioner, Google Singapore, New York University, National Heritage Board, Ministry of Education and more**

## THEN

Urban Planner,  
International Relations,  
Education Strategy



# Common Issues



## Generic Itineraries

Similar itineraries featuring iconic attractions, widespread reliance on nearly identical paths means most visitors experience Singapore similar ways.



## Diverse marketplace

The vibrant ecosystem offers visitors an overwhelming array of competing options, from free walking tours, self-guided apps to curated experiences,



## Macroeconomic factors

Uncertain macroeconomic climate, characterized by trade policy uncertainty, tighter financial conditions, and diminishing confidence is creating headwinds for global growth and consumer spending patterns."



# LIKE THAT HOW?

**Let Passion shine through!**



# This is what passion means to me



It's not about being loud or dramatic.

It's that story you still love telling, with heart, even after 100 tours.

Passion isn't a performance.  
**It's care, repeated.**





**This is what  
passion means  
to me**



**Love +  
Purpose +  
Energy**





# Everyone's passion is different

PS  @everydaytourcompany

Yong  @urbanist.singapore



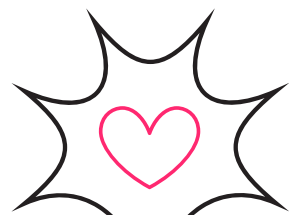
 @alvinchiong1688



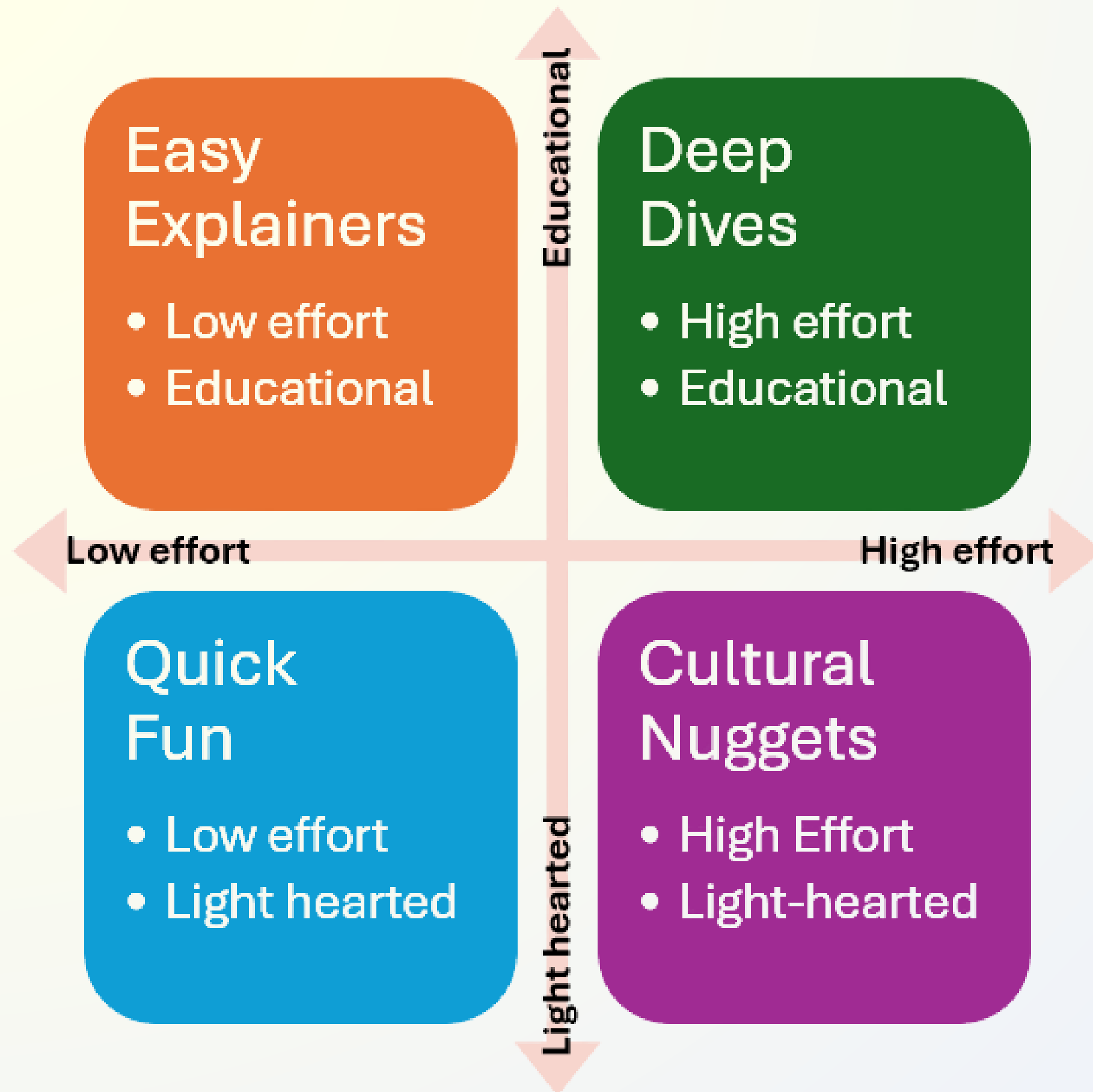
 @thepoetscientist



 @jeronimoloco











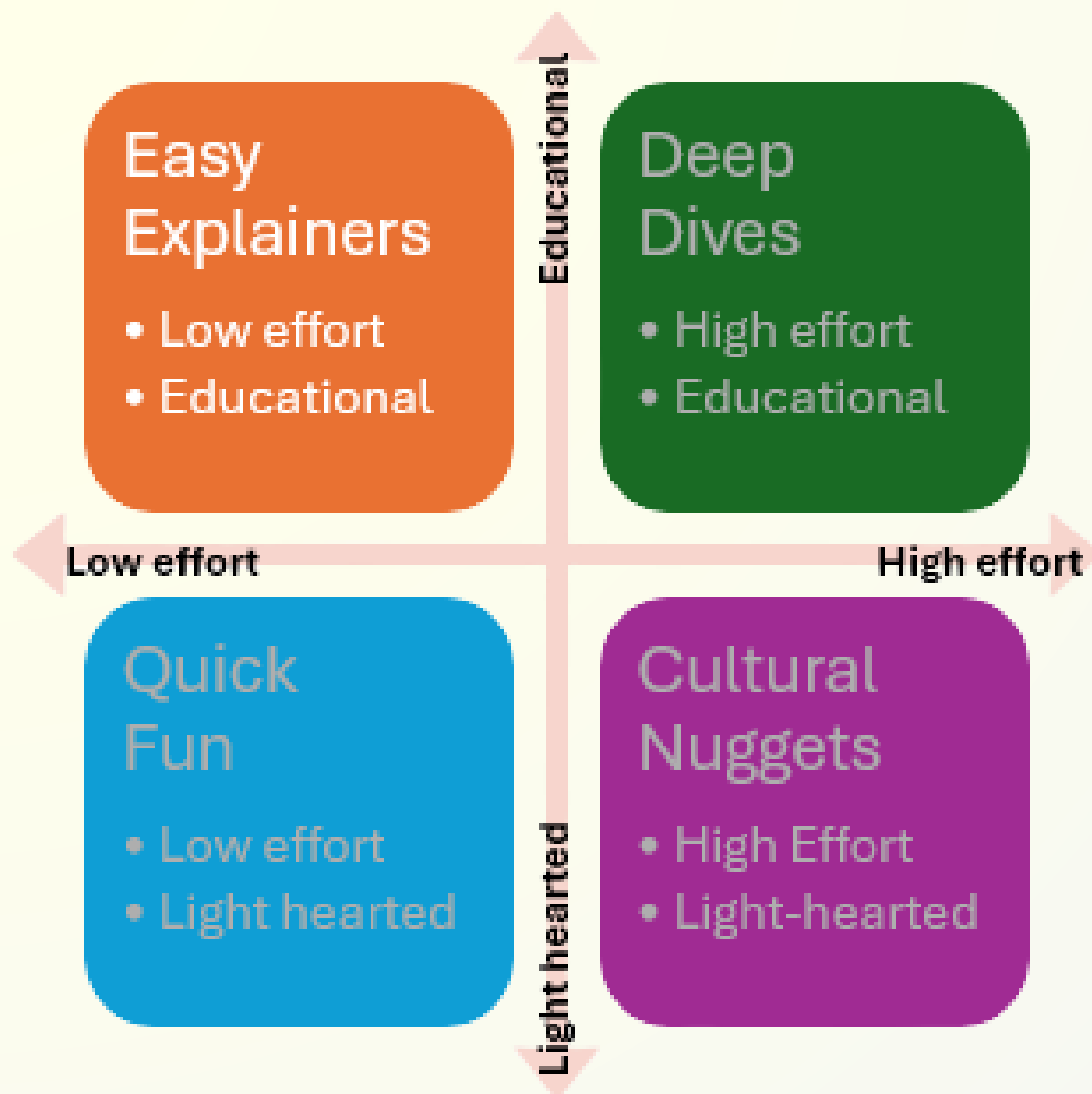
# The Passion-Content Compass

4 ways to express your passion:

-  Easy Explainers
-  Deep Dives
-  Quick Fun
-  Cultural Nuggets

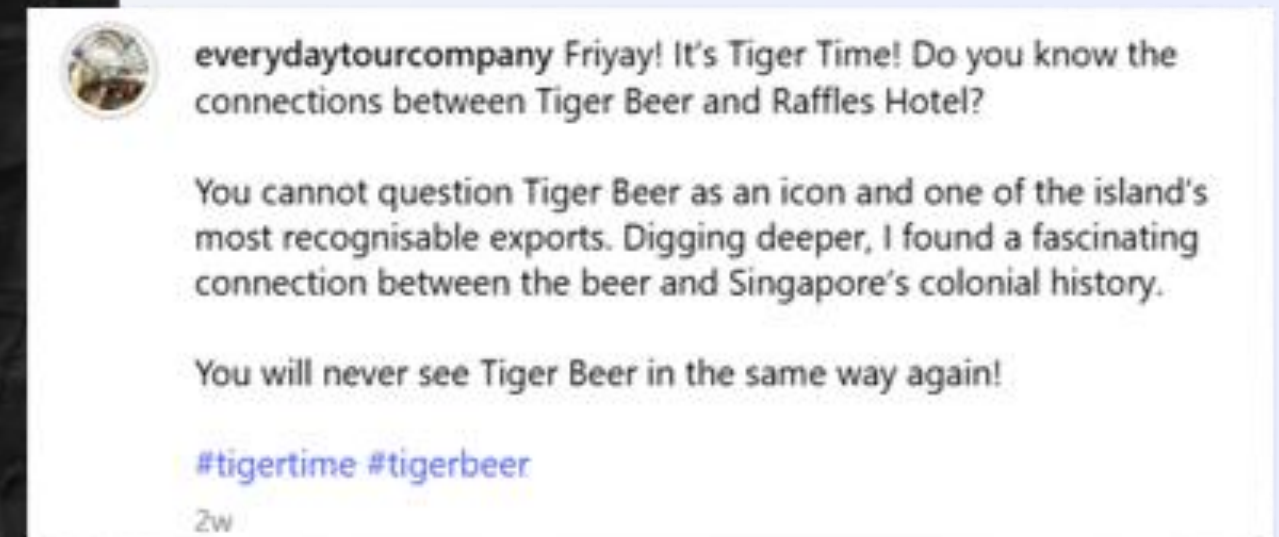
Start with your strength.



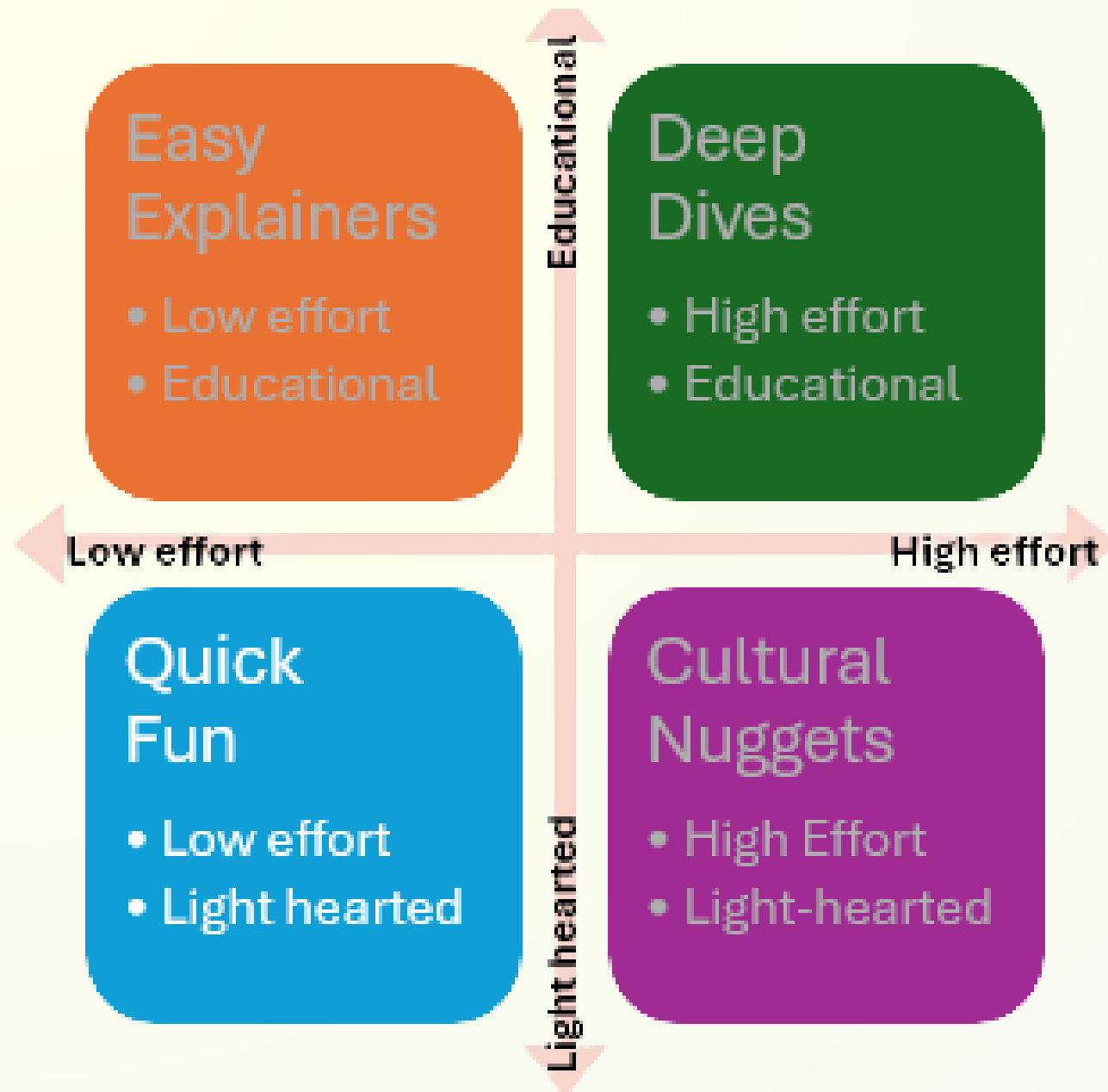


# Easy Explainers

Not everything needs to be dramatic.  
Sometimes, it's a simple things that clicks.







# Quick Fun

Quick, fun & visual.

Works as an entry point.



alvinchiong1688 Chinatown Heritage Centre

Grand Reopening today

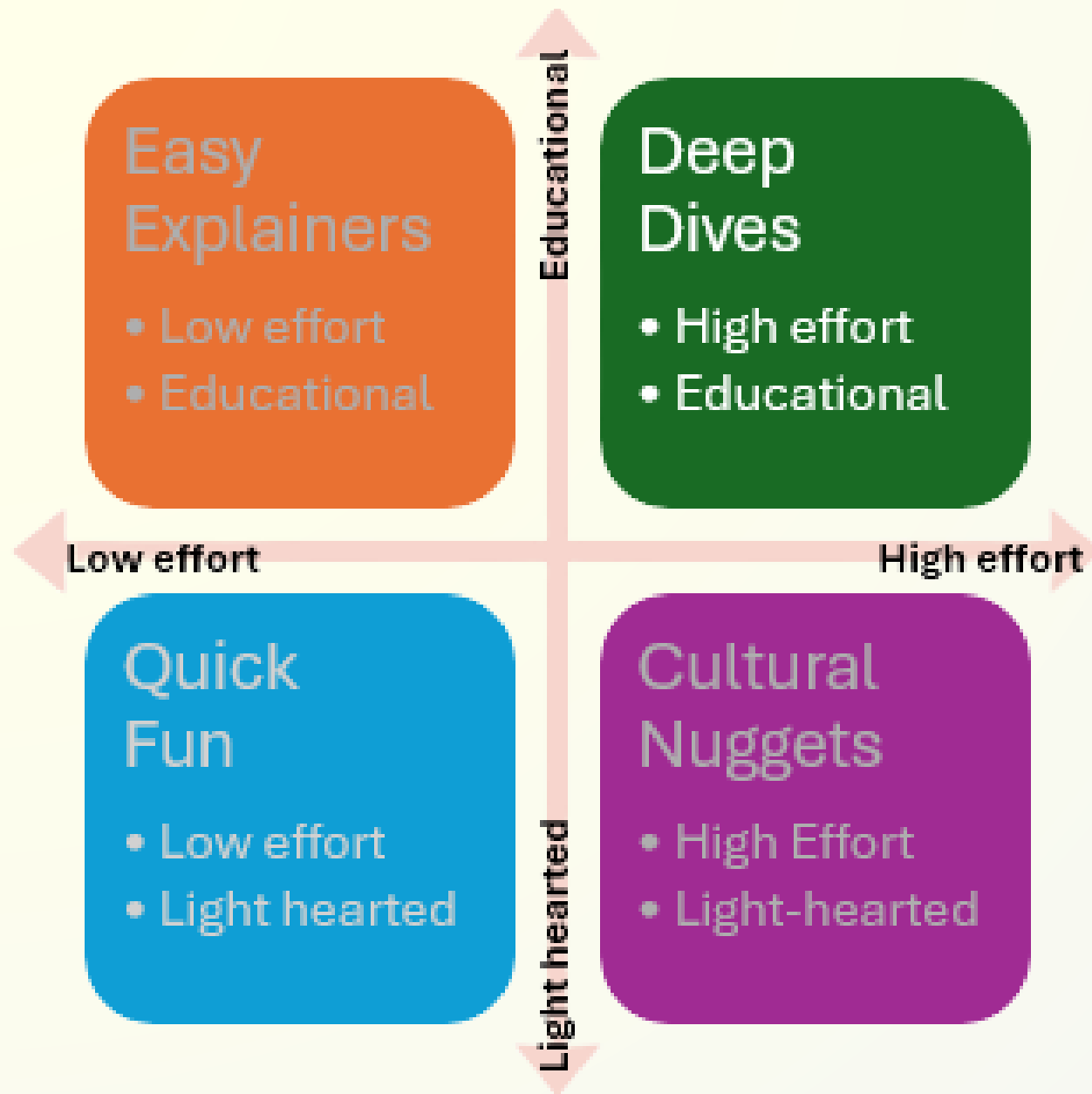
Blessed to be part of the team here

We really enjoy ourselves and having so much fun today... 🥳 🥳



7w





# Deep Dives

Add context.  
Add history.  
Add meaning.



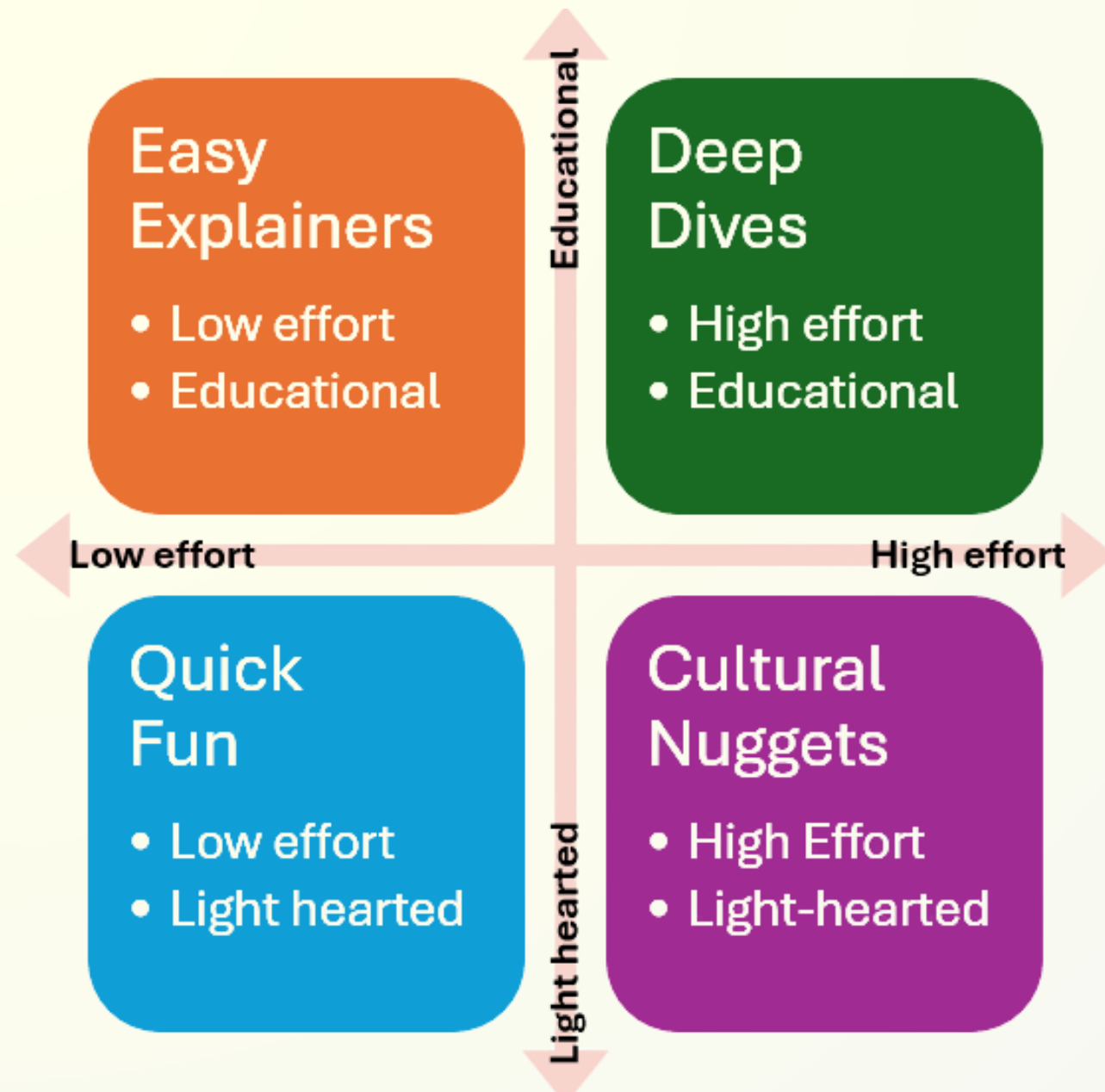
urbanist.singapore Did you know the elegant fountain at Raffles Hotel's Palm Garden once stood in wet markets? 🛒  
First at Telok Ayer Market, then Orchard Road Market 🍊 before vanishing and resurfacing here. ✨  
History flows in the most unexpected places. 📖

[#TheUrbanistSingapore](#) [#RafflesHotel](#) [#SingaporeHeritage](#)  
[#TelokAyer](#) [#OrchardRoad](#) [#HiddenHistories](#)  
[#FountainWithAStory](#) [#PalmGardenSecrets](#) 🏛️ 🌴

5d

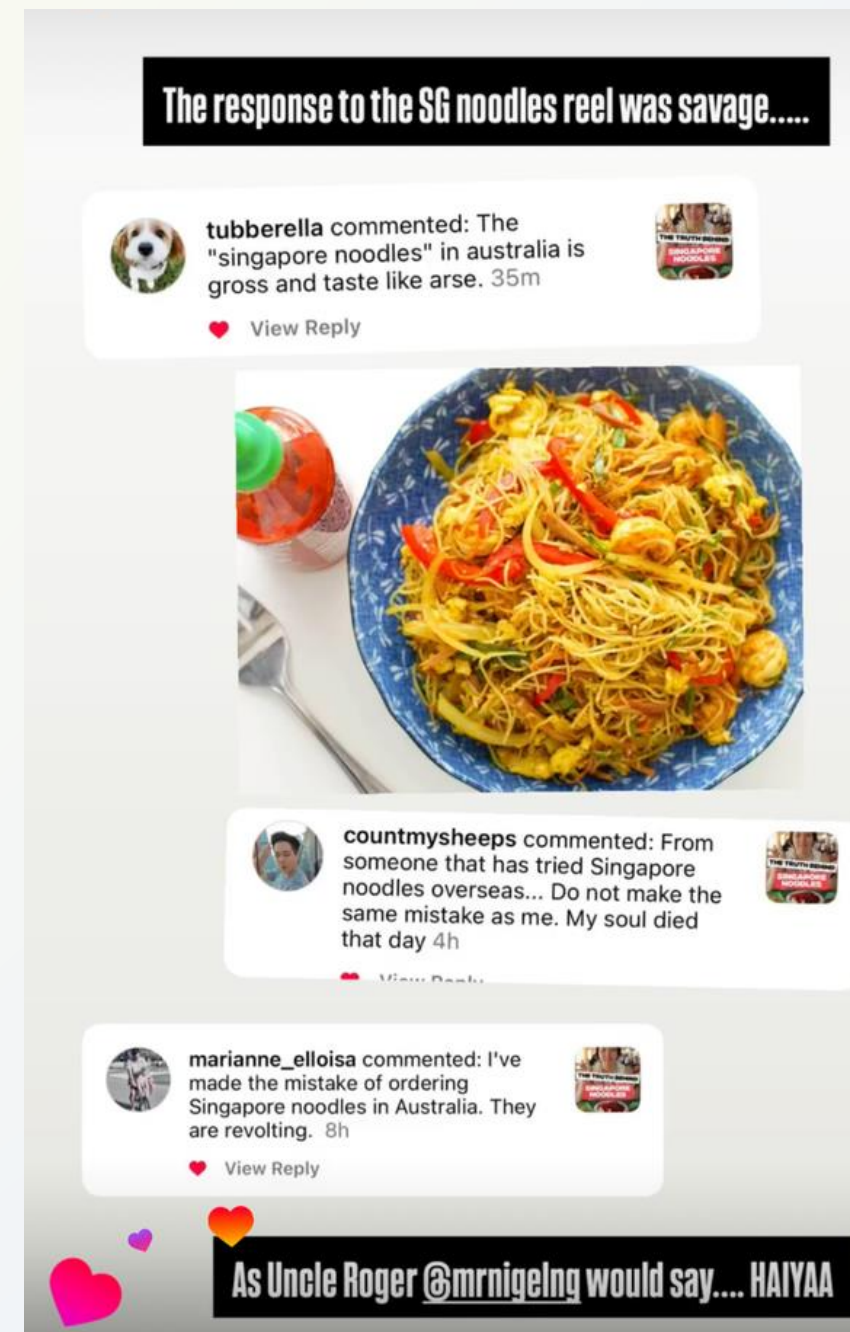






# Cultural Nuggets

Cheeky, curious, some effort to create.





It's not just about social media.

**A portfolio of your passion and interests  
builds CREDIBILITY, RELEVANCE, CONNECTION.**

 **Credibility, relevance, and connection =  
jobs, tips, reviews, return gigs.**





◆ You don't need to 'know it all'

◆ You don't need a strategy

✦ You don't need to be perfect

**Just start!**



Reignite  
your  
passion  
and  
presence

Remember, let your  
passion SHINE and..  
JUST DO IT!