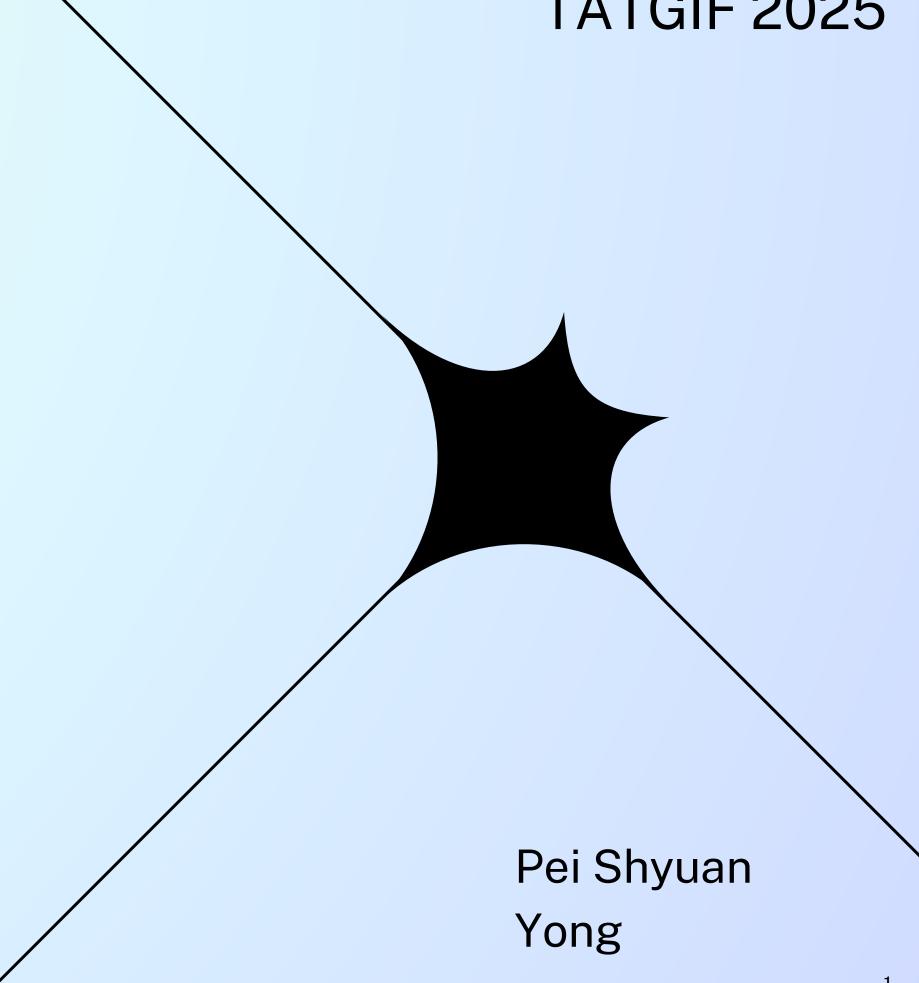
TATGIF 2025

Reignite your odssion and presence

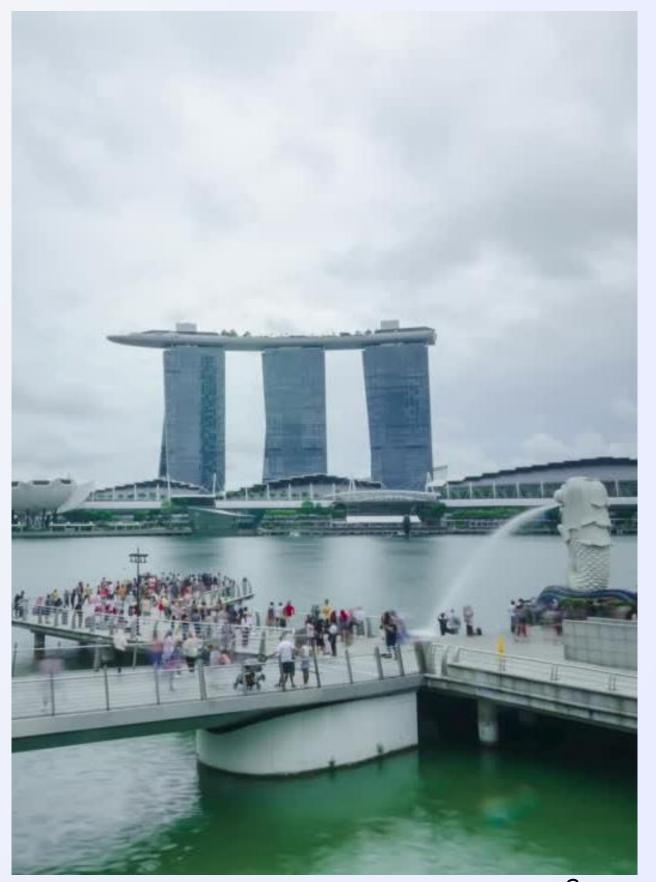


You've memorised your script You've perfected your route You've done every requirement

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



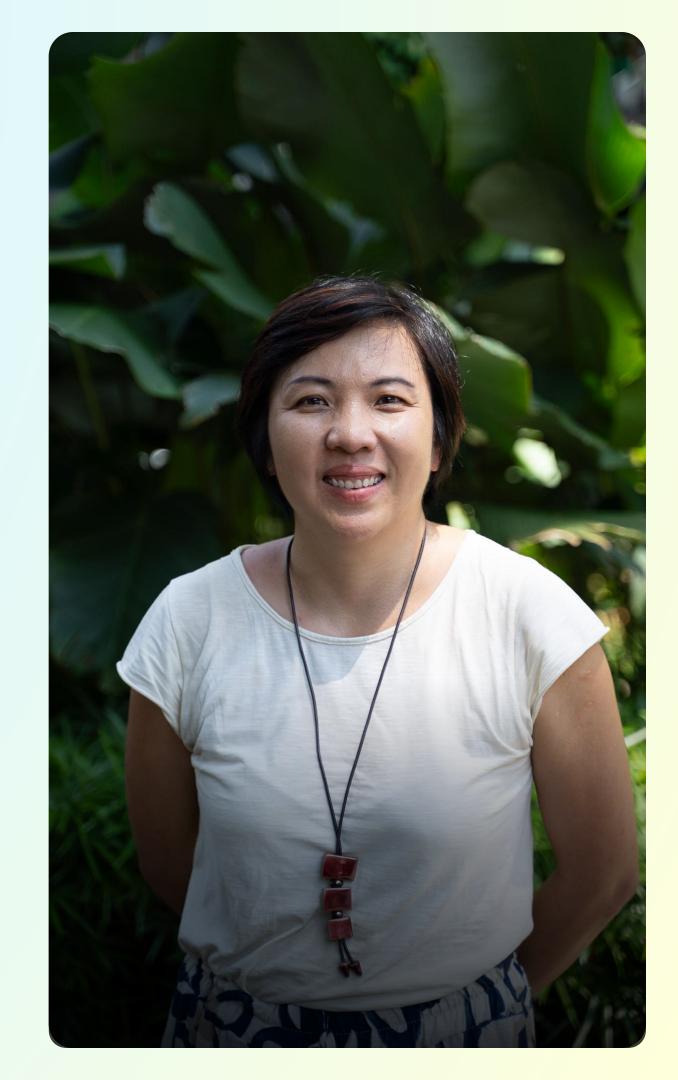
NOW

Cooking, Eating, Researching on Food Anthropology, Feeding People

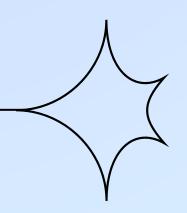
Local Flavor: the best places to eat and drink in Singapore

Pei Shyuan Yeo
Apr 24, 2024 - 5 min read





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.

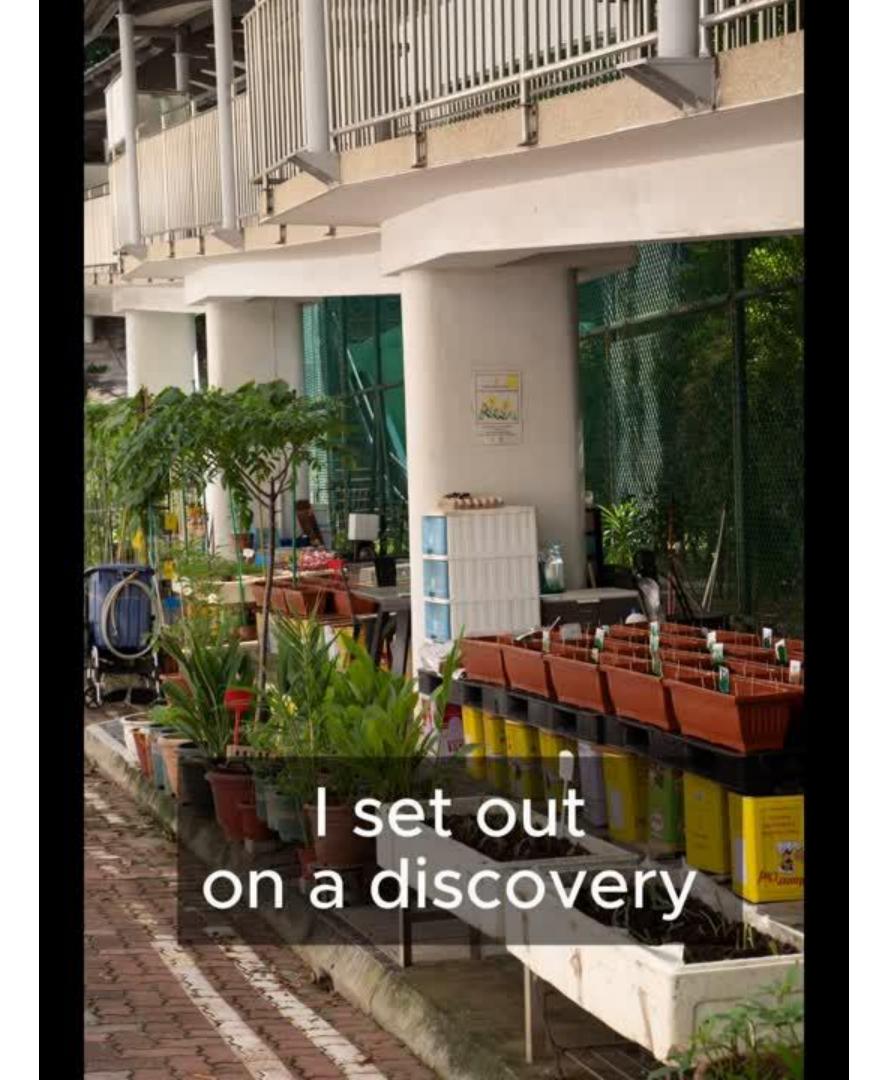
It's care, repeated.



This is what passion means to me



Love +
Purpose +
Energy



Everyone's

PS @everydaytourcompany

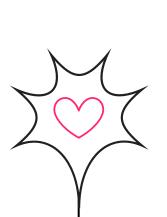
Yong



@urbanist.singapore

passionis

different





0

@alvinchiong1688

@jeronimoloco

- Low effort
- Educational

Low effort

Quick Fun

- Low effort
- Light hearted

Educational

Light hearted

Deep Dives

- High effort
- Educational

High effort

Cultural Nuggets

- High Effort
- Light-hearted

The Passion-Content Compass

4 ways to express your passion:

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

Start with your strength.

- · Low effort
- Educational

Low effort

Quick Fun

- Low effort
- Light hearted

Deep Dives

Educationa

Light hearted

- High effort
- Educational

High effort

Cultural Nuggets

- High Effort
- Light-hearted

Easy Explainers

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



everydaytourcompany Friyay! It's Tiger Time! Do you know the connections between Tiger Beer and Raffles Hotel?

You cannot question Tiger Beer as an icon and one of the island's most recognisable exports. Digging deeper, I found a fascinating connection between the beer and Singapore's colonial history.

You will never see Tiger Beer in the same way again!

#tigertime #tigerbeer

Zw.

Low effort

Quick Fun

- Low effort
- Light hearted

Deep Dives

- High effort
- Educational

High effort

Cultural Nuggets

High Effort

Light hearted

Light-hearted

Quick Fun

Quick, fun & visual. Works as an entry point.



- Low effort
- Educational

Low effort

Quick Fun

- Low effort
- Light hearted

Education

Deep Dives

- High effort
- Educational

High effort

Cultural Nuggets

- High Effort
- Light-hearted

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.

5d



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Low effort

Quick Fun

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Deep Dives

- High effort
- Educational

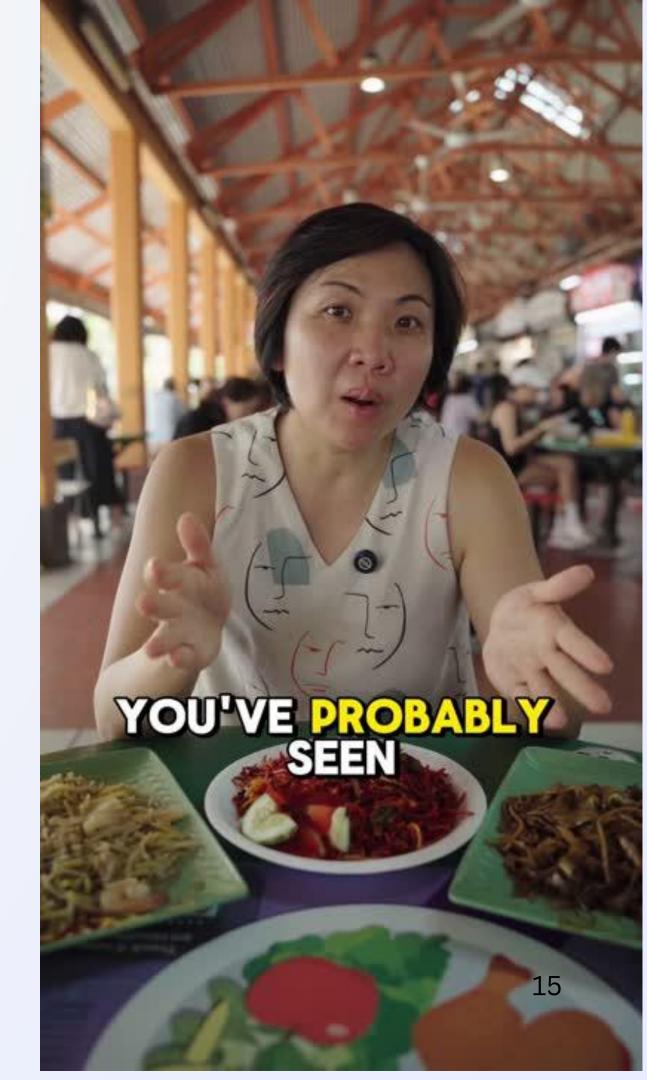
High effort

- High Effort
- Light-hearted

Cultural Nuggets

Cheeky, curious, some effort to create.

The response to the SG noodles reel was savage. tubberella commented: The "singapore noodles" in australia is gross and taste like arse. 35m countmysheeps commented: From someone that has tried Singapore noodles overseas... Do not make the same mistake as me. My soul died marianne elloisa commented: I've made the mistake of ordering Singapore noodles in Australia. They As Uncle Roger @mrnigelng would say.... HAIYAA



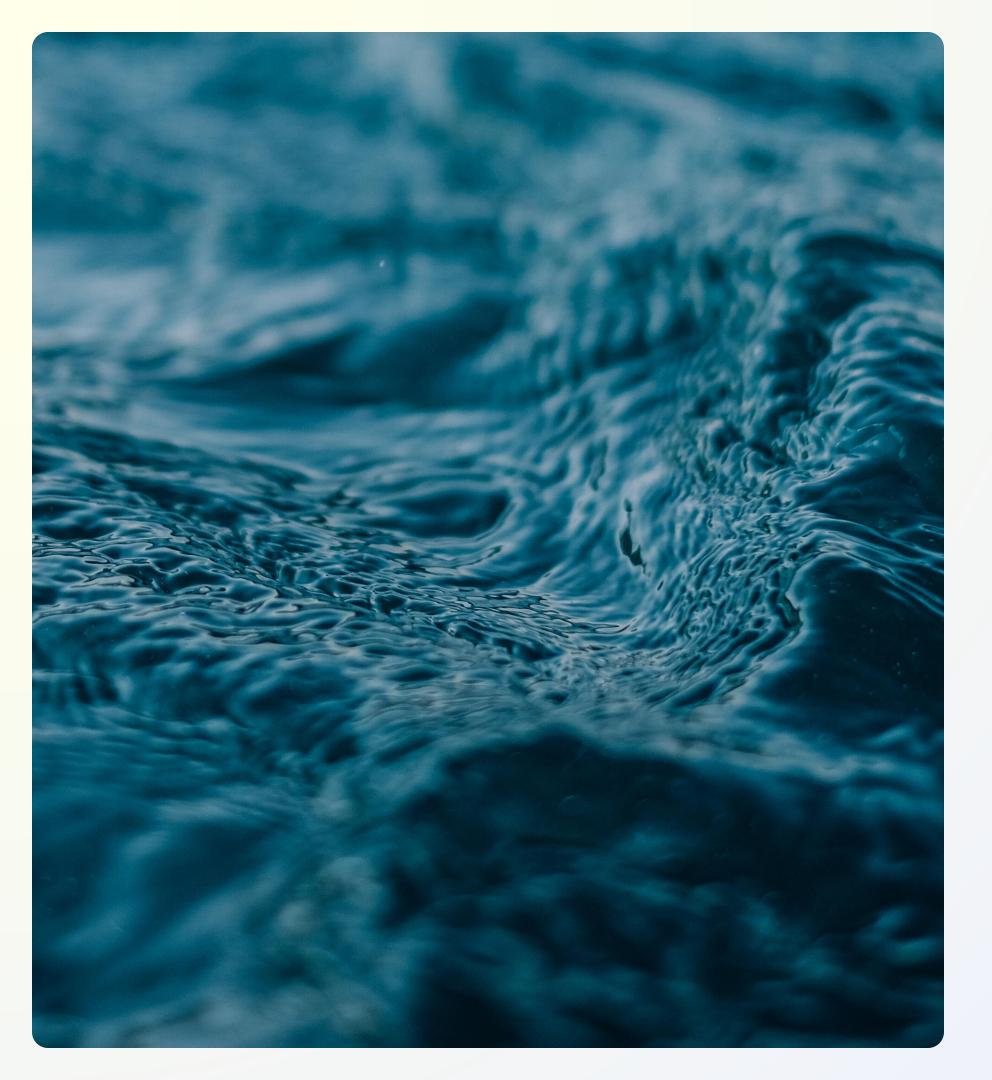
Cultural Nuggets

- Light hearted

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!

TATGIF 2025

Reignite your passion and presence

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