

STB Greater China Taiwan SAW KOL/Media Fam Trip Jan 2026

Introduction

Singapore Tourism Board is partnering 1-2 KOL/media to highlight art-based experiences during Singapore Art Week 2026, with a focus on showcasing the destination's vibrancy and prioritizing experiences that opened/refreshed in the last 3 years. The selection of KOL/media is in progress and the KOL/media reach will be primarily to Taiwan audience.

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| Name of Fam Trip | STB GC – Singapore Art Week KOL Fam Jan 2026 |
| Dates of Fam | 20 to 24 January, 2026 |
| Group Size | Up to 4 pax (2 KOL/media) |
| Country of Participants | Taiwan |
| Profile | KOLs with interest and coverage on art experiences |
| Type of Sponsorship | Full or co-sponsorship of: <ul style="list-style-type: none">• Accommodation: single/twin room basis with breakfast (2 rooms for at least 2 nights)• Experiences and attractions• Meals |
| Additional details/criteria for sponsorship | The trip is designed to highlight art-related experiences available during Singapore Art Week, together with other new experiences to showcase Singapore as an appealing destination for travelers with varying preferences. Specific to accommodation arrangement, it is preferred for breakfast to showcase local flavors. In return, participating hotels and experience providers will be highlighted in the content outcome. |
| Information about FAM Participants | The FAM trip will include up to 2 pax per KOL, totaling up to 4 pax. |
| Eligibility | <ul style="list-style-type: none">• 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 | 15 Dec 2025 |
| Expression of Interest Closes | 2 Jan 2026 |
| Point of Contact | For more details and expression of interest, please contact: Liu Jiejun, Senior Manager, Greater China. Liu_jiejun@stb.gov.sg |