

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.	
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	<p>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.</p> <p>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.</p>
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