

New Fam Sponsorship Opportunity

Minimum information that should be displayed on corporate website:

Page Title	STB Korea Leisure Trade FAM x August 2026
Introduction <i>Singapore Tourism Board (STB) Korea is hosting a Singapore familiarisation trip for Korea's top leisure trade partners and is calling for support and sponsorship from Singapore-based trade partners.</i>	
Name of Fam Trip	<i>Korea's top leisure trade Fam in Singapore</i>
Dates of Fam	<i>25-29 August 2026 (3N5D or 4N5D depending on the flight schedules)</i>
Group Size	<i>7 pax (Korean leisure trade partners only, not including STB accompanying person)</i>
Country of Participants	<i>South Korea</i>
Profile	<i>Korea's Top leisure trades (TTAs + OTAs)</i>
Type of Sponsorship	Full or Co-sponsorship of <i>Accommodation: 7 pax on single-room basis with breakfast included</i> <i>Attractions and Experiences</i> <i>Meals</i>
Additional details/criteria for sponsorship	<i>Newest experiences/ activities that would be appealing to Korean travellers, especially for Family with Kids</i>
Information about FAM Participants	<i>Key representations from Korea TTAs such as Hana Tour, Mode Tour and Yellow Balloon and OTAs such as Good Choice Company, Nol-universe, MyRealTrip and Triptopaz.</i>
Eligibility	<i>All Singapore-based stakeholders interested in the Korean market are open to apply.</i> <i>STB will shortlist and inform stakeholders of the outcome once this Expression of Interest (EOI) closes.</i> <i>STB reserves the right to decline/accept any sponsorship at its discretion.</i>
Expression of Interest Opens	<i>29/06/2026</i>
Expression of Interest Closes	<i>10/07/2026, 12:00 (SGT)</i>
Point of Contact	<i>For more details and expression of interest, please contact: OIC: Ha Kyoung LIM (Ms), Senior Manager, lim_ha_kyoung@stb.gov.sg</i>

