

GPSS Leisure Trade Fam October 2025 - DMC

Introduction

STB Europe will be hosting a Leisure Trade familiarisation trip to Singapore targeting UK and German Tour Operators (Product Managers) for Grand Prix Singapore Season (GPSS) 2025 and is seeking sponsorship from Singapore-based tourism industry DMCs.

The program will focus on three themes:

1. GPSS Experiences
2. Nature and culture experiences
3. New / reinvented offerings catering to the Leisure audience

Objectives:

1. To drive top of mind awareness of Singapore as an attractive leisure destination
2. To build destination and product awareness and encourage the tour operators to incorporate these experiences as part of a holiday package to Singapore
3. To showcase new, unique or refreshed products and experiences in Singapore
4. Experience the highlights of GPSS and generate further interest as a Purpose of Visit (POV) to Singapore

STB will provide a draft programme as a guideline to those expressing interest, the appointed DMC will need to remain as close as possible to this programme.

Please note STB has already allocated F1 Tickets to the participants and we will cover the costs of these.

Name of Fam Trip	Pan – European GPSS leisure Trade Fam
Dates of Fam	2 – 6 October 2025
Group Size	8 Tour Operators
Country of Participants	UK and Germany
Profile	Top Leisure Tour Operators
Type of Sponsorship	Full or co-sponsored 5 days programme including meals, transport, experiences, attractions, tour guide
Additional details/criteria for sponsorship	<i>The overall communication objective is to drive awareness of Singapore's experiences including but not only GPSS and to showcase an exciting calendar of events and experiences that the tour operators can introduce in their programmes for UK and Germany</i>
Information about FAM Participants	<i>4 product managers from UK and 4 Product Managers from Germany. Most might be familiar with Singapore's traditional offering so the itinerary will need to include also new products for them to experience and promote.</i>

Eligibility	<ul style="list-style-type: none">• All Singapore-based DMCs stakeholders are open to apply.• STB will shortlist and inform stakeholders of the outcome once the EOI (expression of interest closes)• STB reserves the right to decline/ accept at their discretion<ul style="list-style-type: none">• STB reserves the right to award in parts
Expression of Interest Opens	18 August 2025
Expression of Interest Closes	28 August 2025
Point of Contact	<p>For more details and expression of interest, please contact:</p> <p>Maria Pangoli, Manager, Northern & Southwestern Europe.</p> <p>maria_pangoli@stb.gov.sg</p>