

# STRENGTHENING DESTINATION COMPETITIVENESS THROUGH CONSUMER INSIGHTS AND SEGMENT-FOCUSED MARKETING

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**VIBRANT &  
CREATIVE**



**MULTICULTURAL &  
COSMOPOLITAN**



**CITY IN  
NATURE**

# SINGAPORE GRAND PRIX 2025



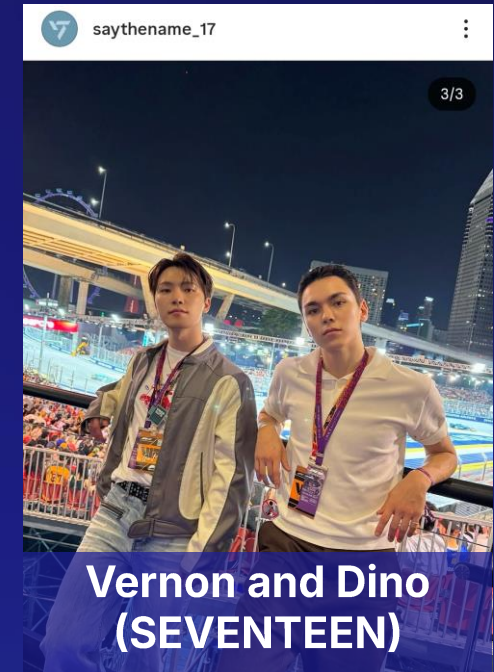
David Corenswet



Dylan Wang



Ross Butler



Vernon and Dino  
(SEVENTEEN)



Divine

# SINGAPORE ART WEEK 2026



**Nick Jonas**  
Collector



**Zhu Zhu**  
Curator



**Ha Ji-won**  
Artist

# SINGAPORE ART WEEK 2026



# CONTEMPORARY ART EXPRESSIONS

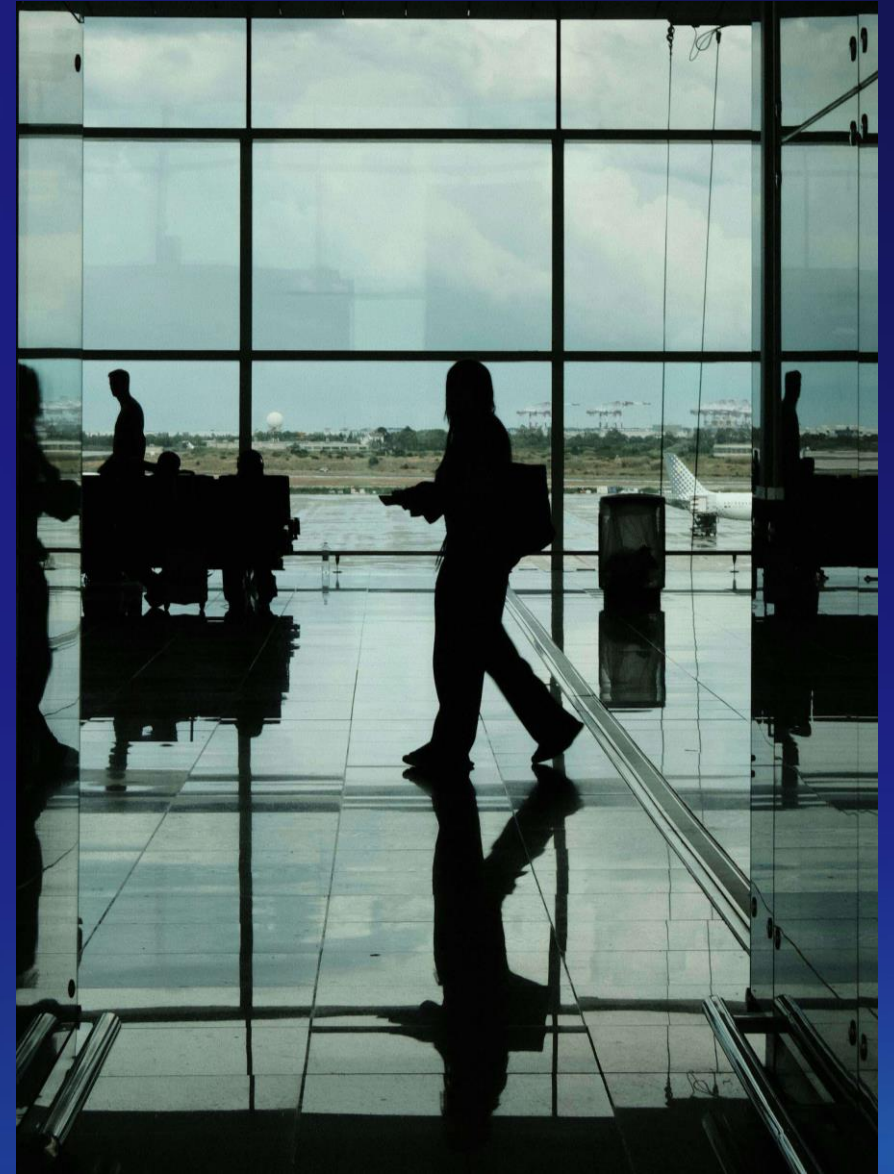


POP MART x National Museum of Singapore x STB  
SKULLPANDA CAGE-UNCAGE Singapore

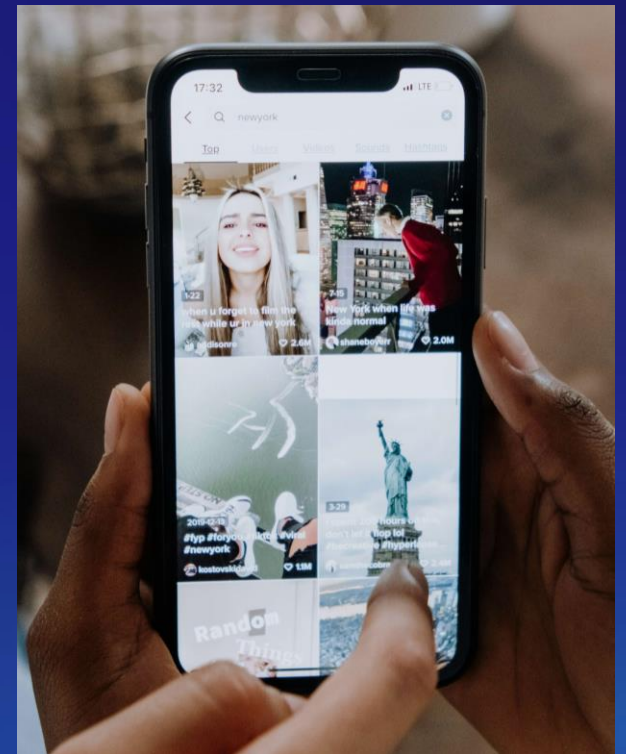
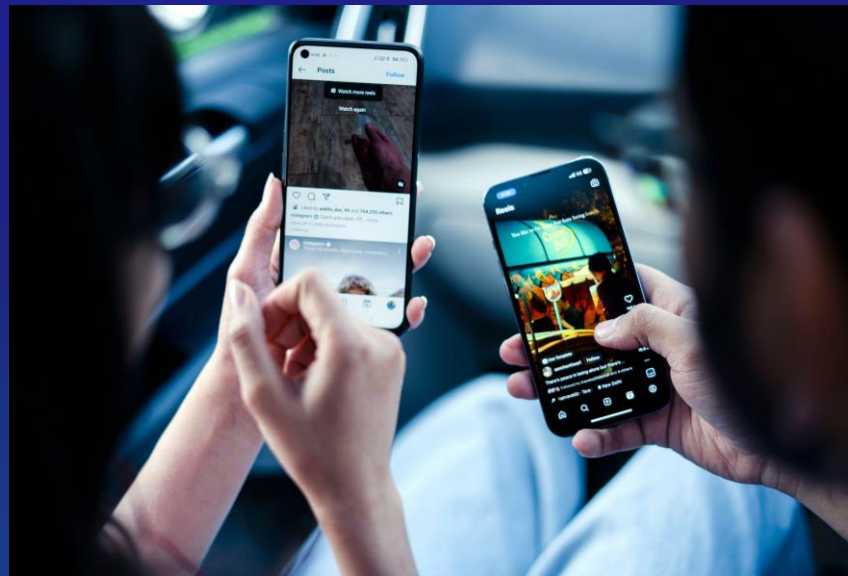
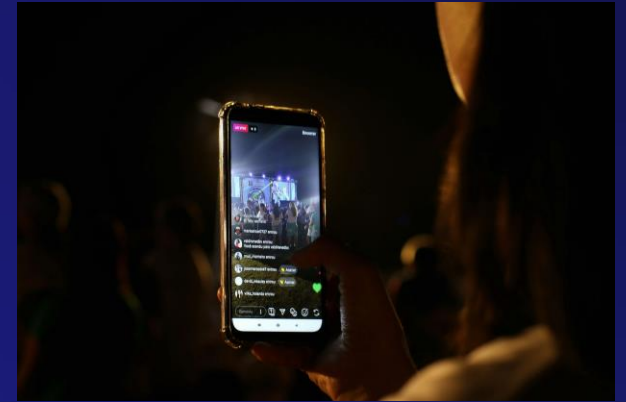


CHAGEE x Asian Civilisations Museum x STB  
Garden of Senses: A Tea Reverie

# CHANGING TRAVEL & CONSUMER LANDSCAPE TODAY



# CHANGING TRAVEL & CONSUMER LANDSCAPE TODAY





# MARKETING STRATEGY 2040



**MS2040  
SHIFT #1:  
LONGER TERM  
PARTNERSHIPS**

Image credit: Universal Music Group



**Nick Jonas' Social Campaign at  
Singapore Art Week  
(2026)**



**OneRepublic's Video for  
Instrumental Track 'Singapore'  
(2025)**

# MS2040 SHIFT #1: LONGER TERM PARTNERSHIPS



GET UP TO **30% EXTRA\***

**GST REFUND**  
WITH MASTERCARD TODAY

A collection of fashion accessories including a red handbag, a yellow handbag, a watch, a bracelet, and a pair of red shoes.

Global Blue by SGIFG | Singapore | Passion Made Possible

GET **450+**  
**OFFERS**

AND **TOURIST PERKS**

A variety of Singaporean food dishes including a bowl of rice with meat and vegetables, a plate of seafood, and a bowl of noodles. A smartphone is shown in the bottom left corner displaying an app interface.

KRIS+ by Singapore Airlines | Singapore | Passion Made Possible



VISA | pelago | Singapore | Passion Made Possible

**SEASONS**  
MADE IN SINGAPORE

Summer adventures all year round. Enjoy 15% off attractions and tours with Visa on Pelago. T&Cs apply.

A scenic view of a rocky outdoor walkway with a railing, surrounded by lush greenery and a blue sky. A QR code is visible in the bottom right corner.

RAINFOREST WILD ASIA

Start exploring on Pelago.com

Save while dining out in Singapore with **Grab Travel Pass.**

Up to 20% off dining with Grab

Bonus vouchers with Visa

A blue, fluffy mascot character holding a chopstick, standing next to a table of food including dumplings and a bowl of soup.

Grab | VISA | Singapore | Passion Made Possible

MS2040  
SHIFT #2:  
SEGMENT  
INSIGHTS



# MS2040 SHIFT #3: LONG-RUNNING CONTENT

# EARLY CAREERS CAMPAIGN



**MS2040  
SHIFT #3:  
LONG-RUNNING  
CONTENT**

**EARLY  
CAREERS  
CAMPAIGN**



**MS2040  
SHIFT #3:  
LONG-RUNNING  
CONTENT**

**EARLY  
CAREERS  
CAMPAIGN**

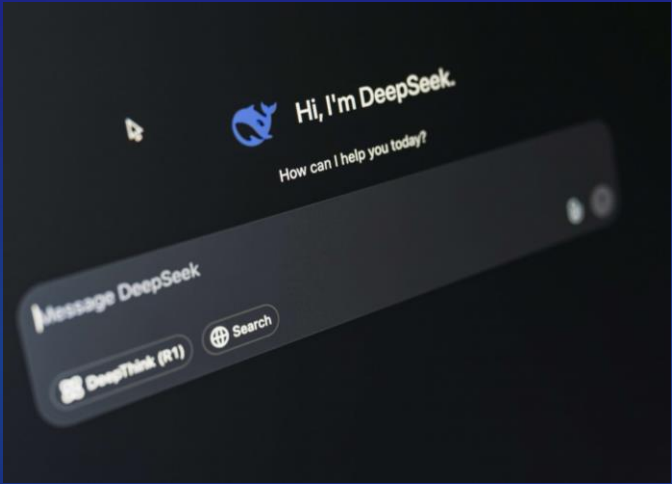
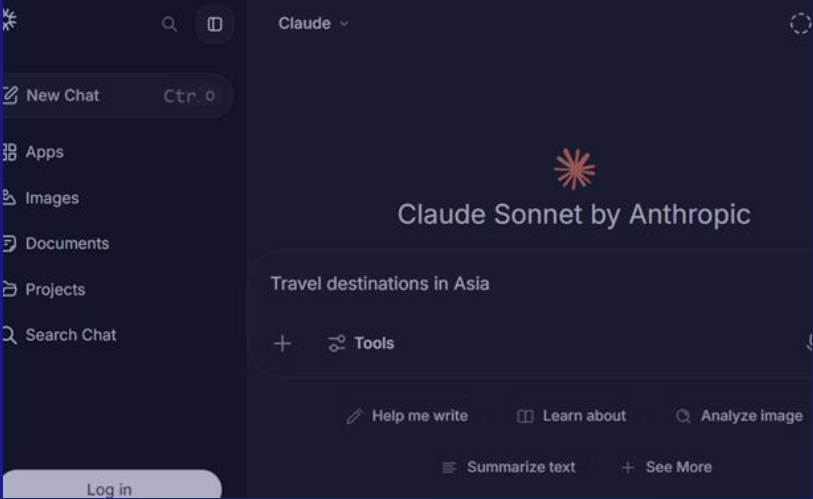
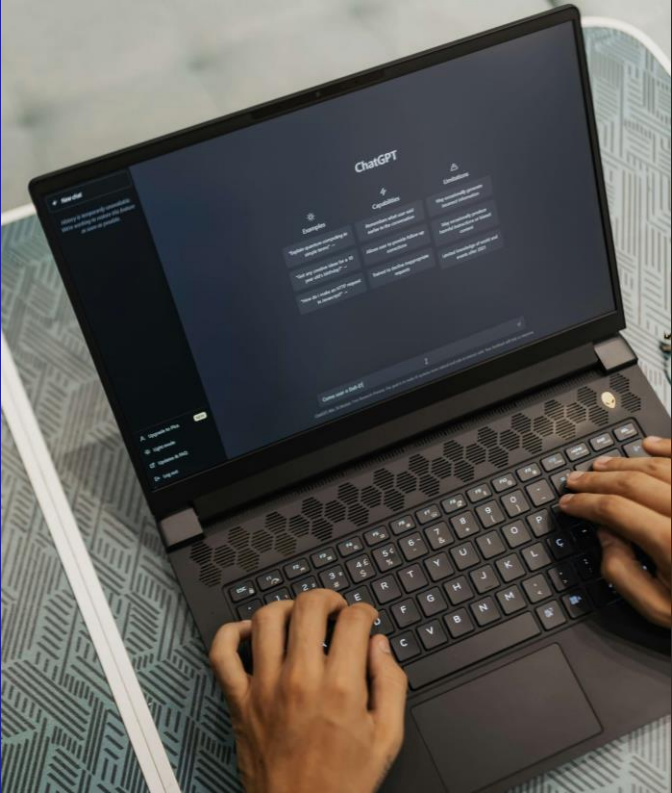


**MS2040  
SHIFT #3:  
LONG-RUNNING  
CONTENT**

**FAMILIES  
WITH KIDS  
CAMPAIGN**



# MS2040 SHIFT #4: ENHANCING DESTINATION DISCOVERY



**MS2040  
SHIFT #4:  
ENHANCING  
DESTINATION  
DISCOVERY**



**SAFE  
MODERN CLEAN  
CULINARY CULTURE**



FEAST

# MS2040 SHIFT #4: ENHANCING DESTINATION DISCOVERY

## Heritage. Made in Singapore.

Whether you're hunting for mouthwatering food, stories or architecture, explore the vibrant cultures and rich heritage of Singapore and create your own adventures.

DISCOVER TOP CULTURAL EXPERIENCES →



## What's Happening



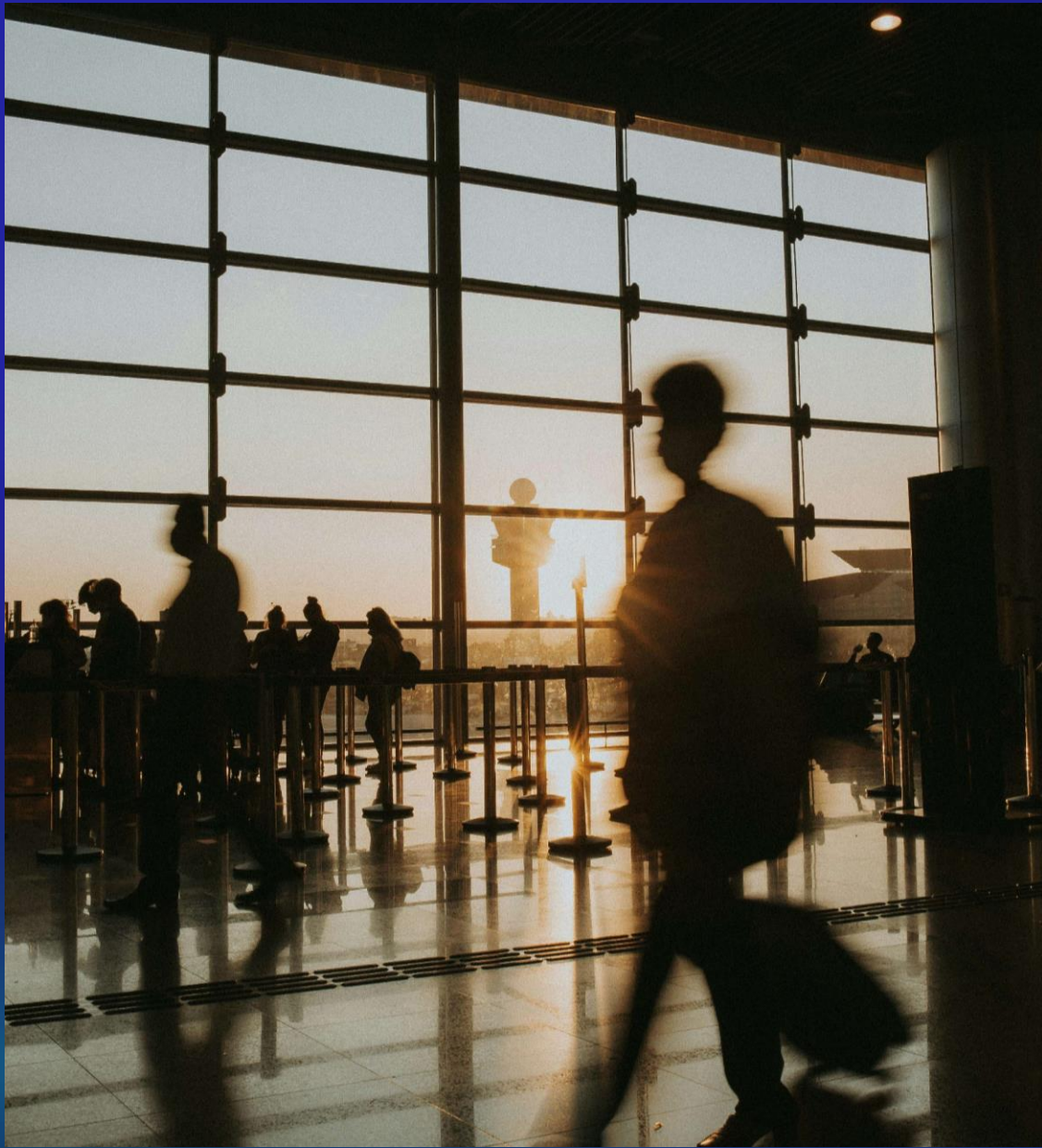
27  
MAY '26

### Hari Raya Haji

Muslims in Singapore remember their faith with prayer and reflection during Hari Raya Haji, also known as the Festival of Sacrifice.

FIND OUT MORE →









**THANK YOU!**

