

STB Greater China ViuTV “How Did You Grow Up” Shooting (April 2026)

STB Greater China Hong Kong Viu TV’s “How Did You Grow Up” Shooting (April 2026)

Introduction

ViuTV, one of the Hong Kong's leading creative TV broadcasters, is pleased to present a unique partnership opportunity for the upcoming 15-episode series, "How Did You Grow Up".

The program focuses on the global education landscape, exploring the intersection of academic excellence and lifestyle in Singapore, Germany, and Dubai. The Singapore segment features the celebrity mother Shiga Lin (連詩雅), whose influence and authentic perspective provide a powerful bridge to the viewers. The program is set to further strengthen the positioning of Singapore as the premium destination for family education tourism and the ideal "Third Classroom" for Hong Kong families. By featuring the edu-tainment offerings in Singapore, it will showcase multicultural learning environment and world-class educational facilities through authentic storytelling. Family-friendly attractions and experiences will be highlighted in the program to complement educational tourism, including nature-based learning and cultural immersion opportunities.

The programme will broadcast to Hong Kong audiences via ViuTV Ch.99 and stream through their digital platforms in July 2026.

Name of the Fam Trip	Hong Kong ViuTV “How Did You Grow Up” Shooting (Apr 2026)
Dates of Fam	7-18 April 2026
Group Size	7
Country of Participants	Hong Kong
Profile	Celebrity mom Shiga Lin and TV Crew from Hong Kong
Type of Sponsorship	Co-sponsorship of <ul style="list-style-type: none">Accommodation, on both single and two-occupancy basis(ideally, hotels should have family-and-kids-friendly facilities)Attractions and Experiences cater to Families with Kids
Additional details/criteria for sponsorship	Able to address STB's narrative below: <ul style="list-style-type: none">Raise awareness and generate travel desire and intent by promoting Singapore as a travel destination suitable for family travel and kid education;Showcase Singapore as an ideal destination with many edu-tainment focused options for childrenactivities, a city in nature, new and exciting attractions focusing on fun yet educational family time that are also widely welcome by the local families in Singapore
Information about FAM Participants	<ul style="list-style-type: none"><i>Shiga Lin, the celebrity mom will be accompanied by her PA and 5-people shooting crew.</i><i>A portion of the video scene is anticipated to be filmed in hotel rooms, popular attractions, as well as restaurants.</i>
Eligibility	<ul style="list-style-type: none">All Singapore-based hospitality stakeholders interested in the Hong Kong market are open to apply.Stakeholders may wish to propose deliverables for STB considerations (optional)

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	<ul style="list-style-type: none">• STB will shortlist and inform stakeholders of the outcome once this Expression of Interest (EOI) closes.• STB reserves the right to decline/accept any sponsorship at its discretion.
Expression of Interest Opens	23 February 2026
Expression of Interest Closes	6 March 2026
Point of Contact	For more details and expression of interest, please contact: Joey Chow @ joey_chow@stb.gov.sg