

Sponsorship Opportunity for Virtuoso Symposium in May 2027

STB Americas is calling for sponsorship from Singapore tourism partners to showcase highly curated and luxury experiences/products for Virtuoso Symposium 2027 designed for North American leisure trade decision makers.

Background	<p>Established in 1986 and headquartered in U.S., Virtuoso is a leading international travel consortium specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,200 travel agency partners consisting of more than 21,000 elite travel advisors in 54 countries around the world including North America. Every year, Virtuoso holds a symposium at an international destination. This is a high-level business meeting that brings together the most influential decision-makers of the luxury travel industry, including Virtuoso's top leadership and senior executives from Virtuoso member agencies and preferred partners. The symposium features a discussion on travel trends, challenges, opportunities, and the future of travel in general, all while experiencing the selected destination.</p> <p>STB Americas is bidding for the 5-Day Virtuoso Symposium to be held in Singapore in May 2027, with the goal of showcasing appealing Singapore hotels, luxury tourism products/experiences and tour itineraries that cater to the North American luxury travelers.</p>
Objectives	<ul style="list-style-type: none"> • Dates: 18-22 May 2027 (16-17 May setup days) • Attendance: Approximately 375 pax • Accommodation: Room block of 350 rooms from Virtuoso Singapore properties. Of which, approximately 25% must be suites • Airfare: Support required for Business class and Economy class tickets
Participants	Virtuoso Leadership and North American Leisure Trade decision makers who are Virtuoso suppliers and members
Types of Sponsorship	<p>In line with STB objectives to showcase Singapore as a destination with reimagined, new, and/or unique bespoke luxury experiences, we are looking for the following sponsorships (include but not limited to):</p> <ul style="list-style-type: none"> • Accommodation at 5-star hotels and must be a preferred supplier of Virtuoso • F&B experiences beyond pure dining • Attractions that offer luxury/bespoke experiences • Tours and Experiences catering to North American luxury travelers
Criteria for Sponsors	<ul style="list-style-type: none"> • Preferred Singapore Hotel Suppliers of Virtuoso • Singapore Destination Management Companies that offer MICE services and current supplier of North America Tour Operators, and cater to U.S. Luxury Travelers • Off-site venues that offer luxury/bespoke experiences, e.g. attractions, restaurants and so on
For RFP and queries, please contact	<p>Britt Sorensen Ulrich, Senior Manager, Leisure Trade Britt_ulrich@stb.gov.sg</p> <p>Please reach out to STB Americas for Virtuoso Symposium 2027 RFP details. Note that all proposals must be submitted by 1 August 2025 (SG time zone). Thank you.</p>