

# STB Greater China Taiwan KOL July 2025

## Introduction

This campaign will highlight Singapore's urban transformation story through an emotional and narrative-driven approach, showcasing how the city has evolved in recent years. It will highlight new offerings and experiences, bringing to life the vibrancy and diversity of Singapore as a dynamic city destination. Singapore Tourism Board invites Taiwanese KOLs who resonate with early career or families with young kids to share this narrative through four key storytelling angles: 1) SG as a City in Nature, 2) SG as Multicultural and Cosmopolitan, and 3) SG as Vibrant and Creative 4) SG as a Culinary Capital.

<b>Name of Fam Trip</b>	STB GC –KOL Fam trip 2025
<b>Dates of Fam</b>	1. 25-29 July 2025 2. 29 July – 1 August 2025
<b>Group Size</b>	1. 25-29 July 2025: 5 pax (3 adults, 2 kids) 2. 29 July – 1 August 2025: 4 pax
<b>Country of Participants</b>	Taiwan
<b>Profile</b>	KOLs
<b>Type of Sponsorship</b>	Full or co-sponsorship of: <ul style="list-style-type: none"><li>Accommodation: double / quadruple room basis with breakfast</li><li>Experiences and attractions</li><li>Meals</li></ul>
<b>Additional details/criteria for sponsorship</b>	The purpose of this trip is to invite KOLs from Taiwan to a fresh perspective on Singapore's transformation and refreshed offerings. Their storytelling aims to communicate a sense of nostalgia being met with surprising new finds in Singapore, thereby illustrating Singapore's dynamic energy and rich multicultural charm. The campaign aims reach a wide range of audiences, in hope of capturing multi-generation travel too.
<b>Information about FAM Participants</b>	1. KOL #1: KOL that resonates with family with young kids, with a primary following of females (~70% followership) and more than 40% under 35 years old. Content relates to a wide variety from music to food to product unboxing and daily living. 2. KOL #2: KOL that resonates with early careers, with a primarily following of females (~65% followership) and more than 50% under 25 years old. Content features a couple navigating different experiences in a quirky and humorous way.
<b>Eligibility</b>	<ul style="list-style-type: none"><li>All Singapore-based stakeholders are open to apply</li><li>STB will shortlist and inform stakeholders of the outcome once the EOI closes</li><li>STB reserves the right to decline/accept at their discretion</li></ul>
<b>Expression of Interest Opens</b>	07 July 2025
<b>Expression of Interest Closes</b>	25 July 2025

**Point of Contact**

For more details and expression of interest, please contact:  
Chloe Cai, Senior Manager, Greater China. [chloe\\_cai@stb.gov.sg](mailto:chloe_cai@stb.gov.sg)