

Market Access Fund Self-Assessment Checklist

Before applying, please ensure your project meets the following:

- Project aims to primarily drive leisure travel to Singapore. Projects targeting only MICE segments can refer to the Business Events in Singapore (BEiS) scheme.
- Applicant is a Singapore-registered tourism business.
- Target market is a previously identified market under STB's Tourism 2040 strategy (i.e. Brazil, Cambodia, Kazakhstan, Mexico, Poland, Saudi Arabia, Spain), or other yet-to-be identified markets in regions (e.g. Africa), or secondary cities within key source markets¹.
- Project has not commenced (i.e. no work started, payments made, or contracts signed).
- Project includes business development and/or marketing activities aimed at promoting Singapore's tourism products or the destination.
- Project commits to at least one of the following outcomes:
 - Growth in business networks (measured by number of new business contracts signed with in-market partners and/or number of new connections made through networking events)
 - Growth in awareness (measured through ability to achieve marketing volume, value and/or engagement rates)
 - Growth in visitor arrivals (measured by volume and/or value of sales)

If all above criteria are met, you may proceed with your application.

¹ Markets may be reviewed and updated over time in line with evolving travel trends and market opportunities.

Project Executive Summary

The project executive summary serves as a guide on the information required by STB to assess if your proposed project is eligible for grant and if you could proceed with the application.

Project Title:

Business Name:	
Unique Entity Number (UEN):	
Travel Agent (TA) License No. (if applicable):	
Contact person (<i>contact of person who submitted this form</i>):	Name: Designation: Contact No.: Email:
Nature of Business:	<input type="checkbox"/> Attractions <input type="checkbox"/> Cruise <input type="checkbox"/> Hotels <input type="checkbox"/> Integrated Resorts <input type="checkbox"/> Meetings, Incentive Travel, Conventions & Exhibitions (MICE) <input type="checkbox"/> Travel Agents / Destination Management Companies
Date of Submission:	

Project Objective

Please describe the objective of the project.

Project Description

Please describe the scope of the project, addressing what the target market is, how the market was identified, any past and existing efforts to penetrate the market etc. Please provide as many details as possible on the project business development and/or marketing activities you are planning for.

Project Assessment

Please clearly state the benefits of the project where applicable.

1. Growth in Business Networks| Please state how this project drives business development efforts and encourages network/channel-building, in terms of growing the number of partnerships forged or business contacts made.

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2. Growth in Awareness of Company's Products | Please state how this project helps to drive marketing efforts to profile Singapore and/or its tourism products to a global audience, in terms of marketing volume/value/engagement.
3. Growth in Business Sales | Please state how this project increases your business sales volume and/or revenue, thereby driving greater visitorship to Singapore from the key target source market.

Project Schedule

Please provide a broad timeline for the project.

Expected Date of commencement:

Expected Date of completion:

Duration (months):

Short Description of implementation plan including key project phases and milestones:

S/N	Key Project Phases & Milestones	Start Date	End Date

Project Cost

Please provide an estimated breakdown of the business development and/or marketing-related costs for the entire project, from pre-commencement to execution (add more rows where necessary).

Type of costs to be incurred	Estimated Cost (in S\$)	Remarks (if any)
Professional Services		
Business Development		
Marketing		
Travel-related		
Others (i.e. project expenditure external audit/visitors survey etc.)		
Total Estimated Project Cost		