

Promotional Opportunity for Singapore For Advisors Incentive 2026

STB Americas is inviting Singapore tourism stakeholders to join us for an opportunity to increase your product visibility on the Americas market

[FREE TO PARTICIPATE].

Background	STB Americas works closely with the leisure travel trade in the United States, Canada and Mexico to raise the awareness of Singapore as a destination for their clients. We developed a self-familiarisation programme in 2025 for the North American travel advisors to encourage them to have first-hand experience of Singapore and be able to recommend the destination to their clients. The self-familiarisation programme offers advisors trade discounts at Singapore hotels, attractions, restaurants, tours, and airlines. This will serve as an incentive for the advisors to become familiar with Singapore and build their confidence in recommending and booking the products they experienced for their clients. Together, we are increasing awareness and potential bookings for Singapore. We invite all interested stakeholders to participate in this special 2026 promotion to the North American advisors.
How it Works	<u>How it works:</u> - To participate, we ask you to provide a discount/deal for your product for the self-fam to encourage the travel advisors to sample your product. - You decide the requirements, e.g. the preferential rate/deal for your product, black-out dates and any other restrictions as needed. A suggestion is to allow for 'X' number bookings per day/week/month, etc. Existing trade offers are welcome. - The offer should be made available from January – December 2026. Possibility to amend the offer during the promotional period. - The advisors will book directly with the supplier and will be required to provide their company information along with IATA or a preferred identification by the supplier. - Examples of offers and how they can look like (determined by you): <i>Hotels: XX% off on 3 hotel nights, 3 nights for the price of 2, upgrade when available, etc.</i> <i>Airlines: Special rate for airline travel, e.g. 75% off qualified fare, etc.</i> <i>Tour / Experience: 2 people for the price of 1, XX% discount per person.</i> <i>Attractions: 2 people for the price of 1, XX% discounted entrance fee.</i> <i>Restaurants: Special menu at prix fix price, welcome drink, or XX% off lunch/dinner</i>

Audience	- Travel Advisors in the United States, Canada and Mexico including: - Consortiums (Virtuoso, Travel Leaders Network, Signature Travel Network, AMEX, Ensemble and more) - Independent luxury travel advisors - Tour operator and cruise line reservation staff And more...
Advertising Promotion	STB Americas will build an advertising promotion around the campaign to reach a qualified audience of travel advisors not limited to: - Digital advertising company - Internal Singapore-centric travel advisor databases - Tour operator & cruise line executives and their reservation and sales staff
Participants	STB Americas is inviting Singapore-based suppliers who are interested in increasing their North American presence and infinity for their Singapore products. Who Can Apply? - Airlines - Hoteliers & hotel chains - Attractions - Tour & experience companies - Restaurants How to Apply: - Simply fill in the form online and you will be contacted by STB Americas with further details. You can access the form here.
Criteria for Participants	- Singapore partner must provide a discount to benefit the travel advisor that would entice the advisors to travel to Singapore and experience the product firsthand. No participation fee is involved.
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