NAVIGATING THE FUTURE OF TOURISM THROUGH INNOVATION



Travel Agent Roadmap – Positioning the Industry for Sustainable Growth





3.20pm - 3.30pm

AGENDA

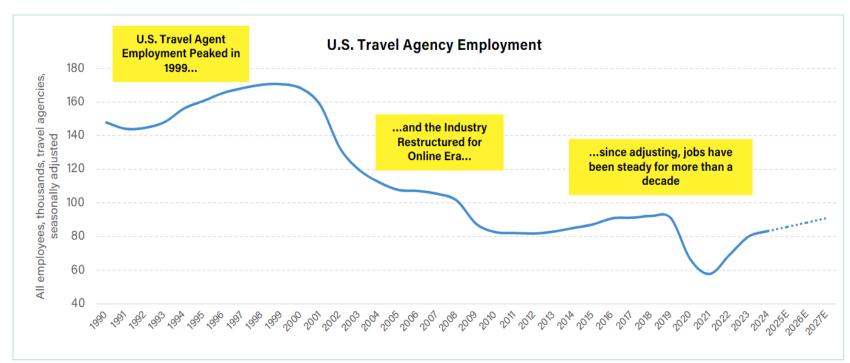
2.00pm – 2.05pm	Introduction
2.05pm – 2.20pm	 Where are we today? 2025 IVA/TR and T2040 by STB (5mins) Inbound & Outbound Trends Sharing by Expedia (10 mins)
2.20pm – 2.30pm	Refreshed TA Roadmap
2.30pm – 2.50pm	Pillar 1: Digitalisation and Productivity - Tech resources by STB (5mins) - Sharing by Amadeus (5 mins) - Activity (10 mins)
2.50pm – 3.00pm	Pillar 2: Innovation and Sustainability - Sustainability resources by STB (5mins) - Activity (5 mins)
3.00pm – 3.20pm	 Pillar 3: Jobs and Skills Manpower resources by STB (5mins) Sharing by NTUC Learning Hub (5 mins) Activity (10 mins)

Feedback & Closing



WHERE ARE WE TODAY?

Globally, traditional TAs have faced significant challenges, first from the rise of Online Travel Agents (OTAs), then from direct bookings, which disrupted traditional business models and eroded market share e.g. -20% in 10 years for hotel bookings.





The chart shows the decrease in U.S. TA employment, which correlates with the decrease in demand for traditional TA services, due to the disruption caused by OTAs:

- 1. The number of U.S. TAs declined significantly from 32,000 to 10,000 (a 69% decrease) between 1998 to 2011.
- 2. This trend is similarly observed in Australia and Europe. For Australia, as a proxy, Flight Centre (Australia's largest travel agent) closed 400 of its 1,000 brick and mortar stores in 2020 as a result of OTA pressures and the impact of COVID.
- 3. For Europe, revenue earned by travel agencies have also stagnated between 2012-2019.





Today, we face a more complex operating environment for tourism globally, marked by economic pressures and geopolitical tensions. STB will continue to monitor and assess its impact on the tourism sector.

ORLANDO, Florida, June 23 (Reuters) - With the dollar poised for its worst first-half performance since 1986, the selling may seem to be coming from everyone, everywhere, across every asset class.

To some extent, that's true. Investors globally appear to be gradually reducing their exposure to dollar-denominated assets, driving the greenback down to its lowest level against a basket of major currencies in three and a half years. But some pressure points are greater than others.

Reuters: Who's selling? Breaking down the dollar's breakdown

Channel News Asia: "Singapore Airlines cancels all flights to Dubai until Wednesday amid Middle East conflict" SINGAPORE: Singapore Airlines (SIA) has cancelled all flights between Singapore and Dubai until Wednesday (Jun 25) as the conflict between Israel and Iran continues.

In a notice on its website, the Singapore carrier announced that the cancellations followed "a security assessment of the geopolitical situation in the Middle East".

Less than two weeks after the Trump administration imposed a travel ban on 12 countries – and restrictions on seven others – it is considering an expansion to include 36 more, according to a State Department cable seen by Reuters and the Washington Post.

Skift: Trump Travel Ban: U.S. Weighs Restrictions on 36 More Countries

2025 Projections



17M - 18.5M

VISITOR ARRIVALS 8.3M as at Jun 2025



\$29B - \$30.5B

TOURISM RECEIPTS \$8.1B as at Mar 2025



Tourism 2040: Setting the stage for long-term growth

Key Thrusts

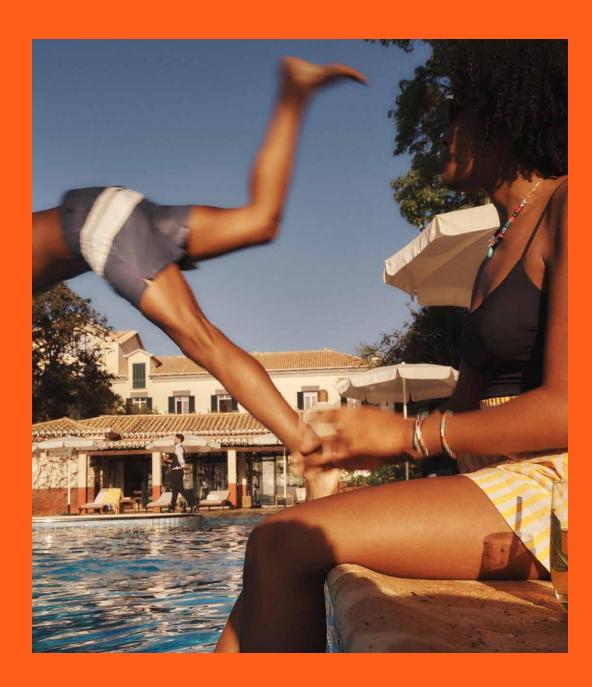
- Cultivating future **Demand** to seize high-growth opportunities
- Creating an attractive **Destination**, as we push ahead with new initiatives to strengthen our tourism offerings
- Advancing the **Development** of a future-ready tourism sector

Projection

Tourism Receipts will reach between S\$47B - 50B







"Expedia Group continuously works to blend technology with travel, making journeys simpler and more enjoyable. This report is our opportunity to reflect on what travelers are seeking and how our partners are innovating," said Ariane Gorin, CEO of Expedia Group.

oetour Oo

In 2025, travelers are not only taking the road well-traveled, they're also taking detours to experience new places.

Detour Destinations are less wellknown and less crowded than tourist hotspots, but these rising stars are well worth putting on an itinerary, either as an add-on or the main destination.

Expedia's list of Detour Destinations all experienced an increase in searches over the past year, and 63% of consumers say they are likely to visit a detour destination on their next trip*.





Expedia's Detour Destinations

Based on percentage increase in flight searches on Expedia:

Santa Barbara, California, USA (detour from LA)

Waikato, New Zealand (detour from Auckland)

Girona, Spain (detour from Barcelona)

Fukuoka, Japan (detour from Tokyo)

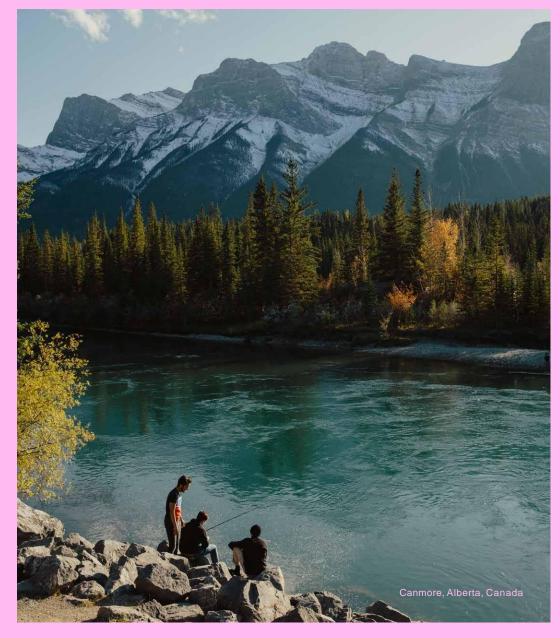


Abu Dhabi, UAE (detour from Dubai)

Krabi, Thailand (detour from Phuket)

Canmore, Alberta, Canada (detour from Calgary)







Goods Getaways

It's time to leave the keychains and fridge magnets at the gift shop. Travelers are going the distance in search of treasures they can't get at home and can't go home without. On TikTok, everything from a chocolate bar from Dubai, skincare products from Korea, candy from Japan, and butter from France have gone viral. Gen Z can't wait to get their hands on these specialty goods.

In addition to sightseeing and visiting tourist attractions, travelers are also frequenting local supermarkets and grocery stores to find local delicacies. Global survey data show that 39% of travelers usually visit a grocery store and 44% shop to buy local goods they can't get at home*.

Coffee tours in Costa Rica, tea tastings in China, and matcha experiences in Japan are some of the most popular goods getaway experiences on Expedia. Travelers are clearly entering a new souven-era**.

**Based on global activities data on Expedia between Jan. 1-Aug. 1, 2024







All-Inclusive Era

Sometimes all-inclusives get a bad rap, but today's all-inclusive resorts are getting a major glow up and Gen Z is here for it. One-third of Gen Zers say their perception of all-inclusives has changed for the better and 42% say that an all-inclusive resort would be their preferred hotel type*. #allinclusive has been trending on TikTok** and searches on Hotels.com using the 'all-inclusive' filter jumped 60% year-over-year***. Major chains like Hyatt and Marriott have entered the all-inclusive category, and resorts around the world are elevating the all-inclusive experience.

^{**} Trending hashtag data from TikTok: Creative Center

^{***}Based on global hotel search data on Hotels.com between Jan. 1-July 1, 2024 vs. July 2-Dec. 31, 2023



Why is the next generation of travelers opting for all-inclusives? Forty-one percent (41%) of Gen Zers say minimal stress is the top reason they are living in the All-inclusive Era, followed by ease of booking (39%) and because it gives them a feeling of luxury (38%)*.

Need inspiration? Hotels.com curated this list of new All-Inclusive Era stays across the globe for your next vacay.

AVA Resort
Cancun, Mexico

Alpinresort ValSaa – Sport & Spa Saalbach, Austria

Secrets Playa Blanca Costa Mujeres, Mexico

Royalton CHIC Antigua Saint John's, Antigua

Hotel Riu Palace Mauritius Le Morne, Mauritius

Hotel Restaurant Renaissance



When choosing hotels, travelers aren't just booking rooms. They're booking tables. Hotel restaurants are significantly contributing to hotel revenues**, so hotels are stepping up their dining experiences and travelers are paying attention. Positive reviews about hotel restaurants, chefs and bars increased by 40% YoY on Hotels.com***.

Nearly a third of travelers say room service from a famous restaurant in the hotel would make them more likely to book, while 31% say restaurant tables reserved exclusively for guests would be their top reason*.

Here's a taste of the latest hotel restaurant picks from Hotels.com:



Hotel del Coronado Coronado, California

In 2025, the Hotel del Coronado will expand its culinary experiences for guests with the grand opening of the world-famous Nobu restaurant

Susana Balbo Winemaker's House Chacras de Coria, Argentina

Vino enthusiasts can enjoy an exclusive gastronomic experience with expertly curated wine pairings at this boutique hotel owned by renowned Argentinian winemaker Susana Balbo

ROMEO Napoli Naples, Italy

Il Ristorante Alain Ducasse is a new endeavor from the Michelin-star winner who appointed culinary talent Alessandro Lucassino as executive chef of this fine dining experience.

rave ave avel Trave JOMO



We're all familiar with FOMO (the fear of missing out). People renting private vacation homes are embracing JOMO, the joy of missing out.



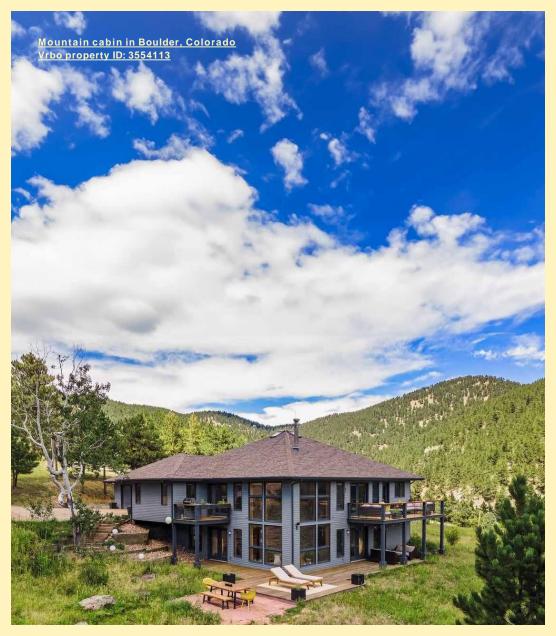
Vrbo data shows continued interest in beach and mountain destinations known for leisure and relaxation**, and travelers believe JOMO Travel can help improve their mental health and overall well-being. Sixty-two percent (62%) of travelers say **JOMO Travel reduces stress** and anxiety, and nearly half say **JOMO Travel allows them to** better reconnect with loved ones.



^{**}Based on Vrbo search data between Jan. 1-July 4, 2024 vs Jan. 1-July 4, 2023

Survey data revealed that the leading types of vacation rentals for JOMO Travel are charming beach houses, secluded lakeside lodges and cozy mountain chalets. JOMO Travelers are also in search of vacation rentals with swimming pools, tranquil gardens, a hot tub or spa, and porches with a view to help them relax and disconnect*.









The Phenomena-List

Recent eclipses sold out rural, private vacation homes in their path. That set off a wave of travelers going to great lengths to witness natural phenomena. Whether it's looking toward dark skies to stargaze or see the Northern Lights or heading to the beach to watch sea turtles hatch, travelers want a front- row seat to breathtaking natural wonders.

Survey data revealed that the top natural phenomena travelers want to experience is seeing the Northern Lights (61%), followed by geological phenomena (30%) like volcanos, geysers, and hot springs. Additionally, 80% of travelers say it's important that they can stay in a place that offers a prime viewing spot for these events*. Often located in wide open spaces, private vacation rentals give travelers unobstructed views of natural marvels.

International Dark Sky Park Arches National Park, Utah



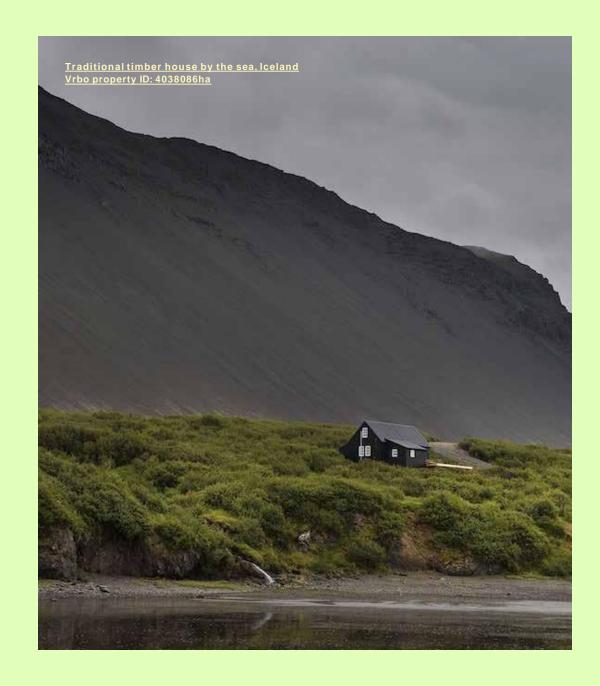
Ballet of Japanese cranes Hokkaido, Japan







Bioluminescent plankton Vero Beach, Florida



Volcanoes, lava fields, and black sand beaches Reykjavík, lceland



Starling murmurations
Somerset, U.K.





Set-Jetting Forecast



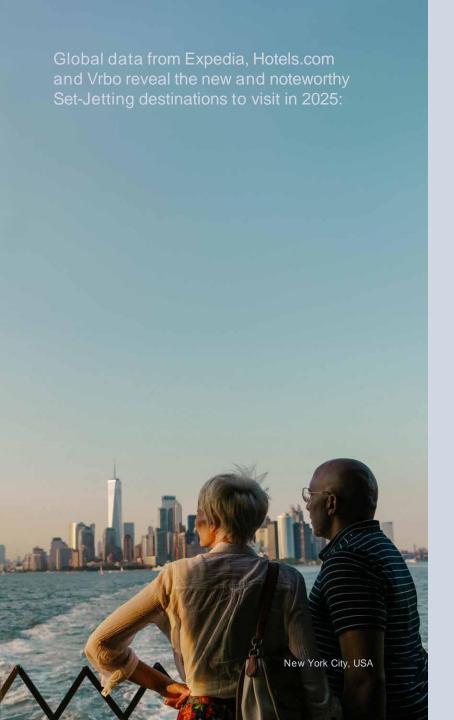
Expedia spotted Set-Jetting as an emerging travel behavior in 2023, and entertainment on screen is still growing as a source of travel inspiration. Two-thirds of travelers shared that movies, streaming services and TV shows have influenced their travel choices, and 36% say TV and films are more influential on their travel plans than they were last year*.

In 2025, it's time for *Emily in Paris* to move over — *The Real Housewives of Dubai* are the new travel tastemakers. According to Expedia data, interest in Dubai increased more than 30% year-over-year after the series aired**.

In addition to heading to Set-Jetting destinations, travelers are exploring famous filming locations of their favorite TV and film franchises. The U.K. remains a leading Set-Jetting stop with hundreds of *Bridgerton*, *Harry Potter*, *Game of Thrones*, *and Outlander-themed* tours available to book on Expedia.***

^{**}Based on Expedia travel data between June 1 – Sept. 1, 2023 vs. June 1 – Sept. 1, 2022

^{***}Based on Expedia activities data between Jan 1 - Aug 1, 2024



Dubai The Real Housewives of Dubai

Montana & Wyoming Yellowstone

New York City And Just Like That

Cape Town One Piece

Scotland The Traitors



REFRESHED TRAVEL AGENT ROADMAP

12 discussions involving >50 industry stakeholders in charting a strategic roadmap that is <u>birthed by the industry</u>, for the industry.

WHO

- TA Roadmap Committee (TARC): 14 industry stakeholders across 5 TA segments, including NATAS representatives, industry veterans and 2nd generation leaders.
- <u>Industry:</u> >35 TAs, 4 Institutes of Higher Learning (IHLs), IMDA and NATAS representatives

TOPICS

- Review current TA landscape and past initiatives
- Understand industry trends, challenges, threats and opportunities
- Envision the TA of Tomorrow
- Brainstorming interventions with rest of the industry





Understanding the TA landscape and crafting the vision with TARC.





Validating the vision with 70 TAs at Travel Agents and Tourist Guides Industry Forum





The refreshed TA Roadmap envisions TAs in 2040 to be "Curators Of Travel That Inspire".



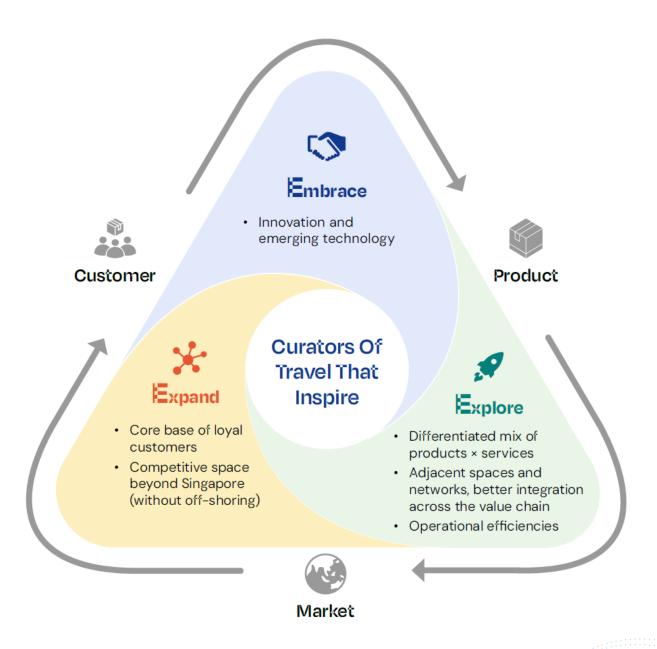




Curators design journeys with the individual in mind, where every experience is relevant, meaningful and rich in value. A journey of discovery, opening doors to **new perspectives**, **opportunities and adventures**.

Every travel is a transformative experience that sparks curiosity, broadens horizons, and fuels a deeper connection to the world.





A successful travel agent is defined as one that continually creates value for customers through 3'Es', with the capabilities to align product offerings to meet the evolving market demands and consumer needs.



Examples of local TAs that embraced emerging technology



EMBRACE EMERGING TECHNOLOGY

Integrated genAl into their Wechat mini-program, automating the design and sales of travel itineraries







Examples of local TAs that explored adjacent spaces and networks



EXPLORE ADJACENT SPACES AND NETWORKS

Partnered Bhutan to charter 12 direct flights to the country, more than double of past decade





Leverage on this toolkit for ideas, grants and courses!

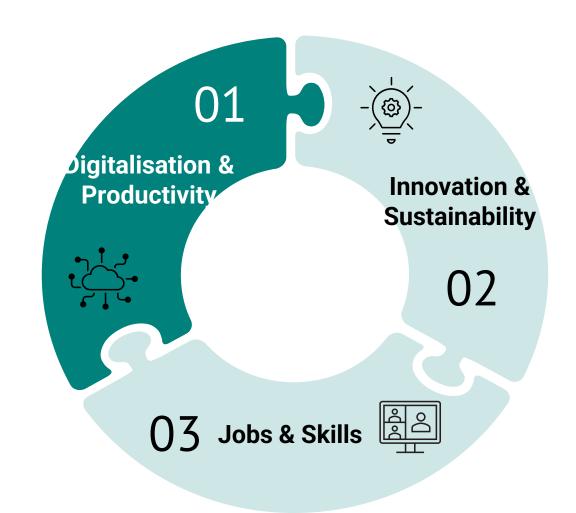




https://go.gov.sg/travel-agent-indus try-toolkit



1st Pillar: Digitalisation & Productivity





Digital Adoption Framework (DAF) AT A GLANCE..

STAGE 1: FOUNDATIONAL

STAGE 2: SCALING AND OPTIMISATION

STAGE 3: INNOVATION AND DIVERSIFICATION

Operational Efficiency

E-Commerce Solution (e.g. Online Booking System) coupled with E-Payment Gateway(s)

- OTA Platforms/Affiliate Programmes
- · Cloud-Based Office

- · Holistic Travel Management System
- Basic Travel Risk Management modules (e.g. providing automated travel advisories)
- Fully Integrated Travel Management Ecosystem with Al-Powered Booking and Recommendations System
- Advanced Travel Risk Management Modules (e.g. real-time risk assessment and alerts, comprehensive emergency response systems)



• Basic Digital Marketing

- Data Analytics (Descriptive & Diagnostic)
- Sustainability-Related Modules (e.g. carbon calculator)
- · Paid Campaigns

Data Analytics (Prescriptive & Predictive)

Business Growth

Customer Experience

•

Basic Customer Relationship Management System

· User-Friendly Website

- Advanced CRM System
- Mobile-first with optimisation and features (e.g. in-app chat, responsive design, click-tocall, maps)
- Omnichannel Marketing (e.g. integrated across multiple touchpoints)
- GenAl Chatbots

Begin your Tech Journey today!

PHASE 1: ASSESS DIGITAL READINESS

PHASE 2: DISCOVER AND EVALUATE SOLUTIONS

PHASE 3: IMPLEMENT SOLUTIONS

6 Objective

Understand current digital maturity and identify gaps.

- Use the DAF to assess your company's digital maturity, identifying tech gaps in the areas of operational efficiency, business growth and customer experience
- Prioritise solutions that supports your company in the long run:
 - Cloud-Enabled Services
 - m Digital Outreach

Objective

Explore suitable digital solutions.

- Access existing platforms in the market where applicable (e.g. <u>Expedia's Travel</u> <u>Agent Affiliate Platform, GlobalTix's</u> <u>Marketplace, IMDA's Discovery Engine</u>)
- Understand the overall tech adoption journey
- · Assess vendors who best meet your needs

Objective

Adopt technology to streamline operations and enhance service delivery.

- For the selected solution, explore feasibility of the following support schemes:
 - Business Improvement Fund
 - Experience Step-up Fund
 - Productivity Solutions Grant

Outcome

Clear understanding of travel agent's current digital standing and improvements needed.



Awareness of market solutions and ability to assess vendors effectively, ensuring a smoother project implementation.

Outcome

Achieve operational efficiencies and/or enhanced customer engagement, supporting business scalability.

BUILD CAPABILITIES AND SKILLS

6 Objective

Objective 1: Strengthen internal skills for digital adoption.

- Work with training partners (e.g. <u>NTUC Learning Hub</u>) for upskilling in:
 - Change management, Data analytics, Digital marketing
- Tap on STB's programmes (e.g. <u>Singapore Tourism Accelerator (STA)</u> and <u>Tcube</u>).

Objective 2: Create a culture of continous learning and innovation within your team.

 Leverage emerging technologies, such as AI, to enhance trip planning and streamline customer engagement.

Outcome

Teams are empowered to leverage new tools effectively and adapt to evolving technology (e.g. Al).

TECH SHOWCASE AT THE ELEVATE ZONE













Supported by



Technology Partner

amadeus

HUB@NATAS TATGIF 2025 (Showcase session)



HUB@NATAS

Solution Overview

Agencies are experiencing one or more of these challenges today..

- Navigating multiple booking platforms
- Manual and time-consuming processes
- Lack of a seamless mid-back office

As a result...

- Disrupted customer experience
- Missing out on potential revenue stream from value added services
- Incurring higher cost as a business







What is HUB@NATAS?

- Online platform for non-IATA agencies to book a variety of travel content from ticketing agencies and travel providers
- Consists of B2B Portal, Front Office and Mid & Back Office which covers end-toend operations
- Fully equipped with automation and validation to streamline end-to-end operations

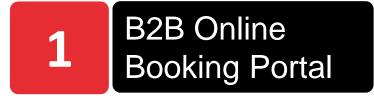


Amadeus IT Group and its affiliates and subsidiaries

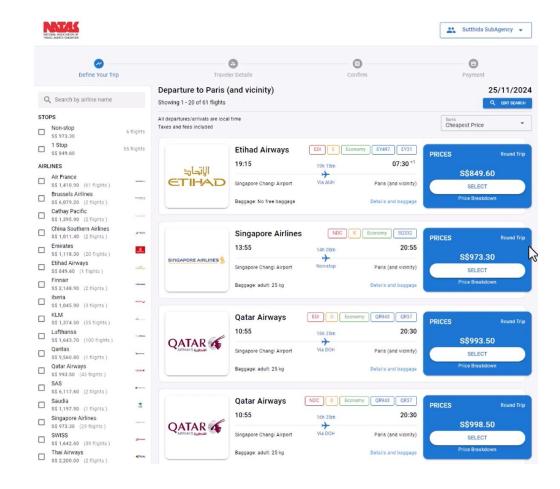
Streamline end-to-end operations through 2 main solutions

Common kitchen booking system that enables existing travel agents to pivot to a low cost, virtual, digital information platform (Digitalization of Travel Agents – DTA)





- Search and book both Air and Non-Air contents*
- Set and apply markup
- Payment and credit management
- Issue air tickets**
- Exchange and refund
- Booking dashboard



^{*} Non-Air contents include Hotels, Transfers and Insurance

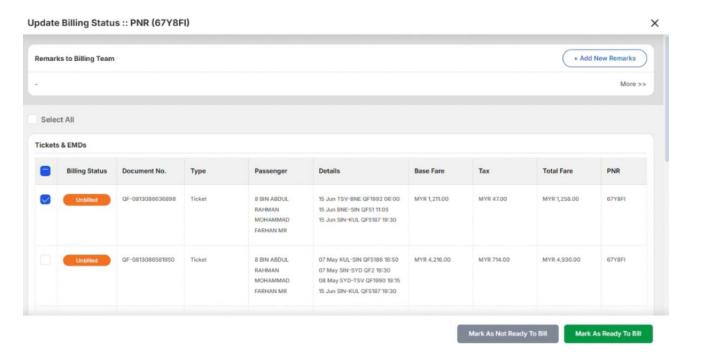
^{**} Subject to the ticketing agency's configuration

Amadeus IT Group and its affiliates and subsidiaries

Streamline end-to-end operations through 2 main solutions

For more info

Common kitchen booking system that enables existing travel agents to pivot to a low cost, virtual, digital information platform (Digitalization of Travel Agents – DTA)





- Automatically capture sales, markup from bookings
- Issue invoices (automatically or manually)
- Add payment to suppliers
- Generate accounting reports



Less control over margin

> Standard fares only

Manual backend Ops

Multi booking portal

Auto ticketing

Self servicing

Work-flow with

HUB@NATAS

Automatic mark ups

Unlock private fares*

Full automation

One-stop shop

No more waiting to issue tickets

24/7 self-servicing of PNRs Enhance respond time to your customers

Take full control over margin Apply mark ups seamlessly to ensure financial success

Access private fares of consolidators Stay competitive and increase customer value

Streamline your operations with automated, error-free data transfer

Book air and non-air products in one unified flow Compatible with Amadeus Selling Platform Connect**

VS.

amadeus

^{*}Subject to the ticketing agency's configuration

^{**} Applicable to Amadeus users only



Built for non-IATA agencies

- Maximize sales through content, deals and promotions
 - Book NDC fares without TIDS
 - Access private fares of consolidators
 - Set markups
- Value Added Service
 - Direct and indirect suppliers for Air, LCC, Hotels, travel insurance, tour packages
- Elevate your services to enhance customer satisfaction
 - Zero delays with auto-ticketing and self-servicing functions
 - Book from multiple sources via single platform.
- Improve business performance by automating workflows from Point-of-sales booking to your backend financial reporting

Built for IATA agencies (Consolidators)

- Save time and investment in developing own B2B Portal
- Expand your customer base to non-IATA agencies without GDS access
- Scale up your business volume with less resources through automation
 - Auto-ticketing
 - Self-Servicing
 - Credit Management
 - Margin Management
- Protect your revenue and prevent ADM with automated exchange & refund, Married Segment Abuse Detection



Amadeus IT Group and its affiliates and subsidiaries

HUB@NATAS Early Bird Promo



Enquiry about NATAS Membership

membership@natas.travel

Enquiry about HUB@NATAS

marc.lee@amadeus.com

Standard Price

\$688

Per month

NATAS Member Price

\$488

Per month

NATAS
Promo Price*

\$390

Per month

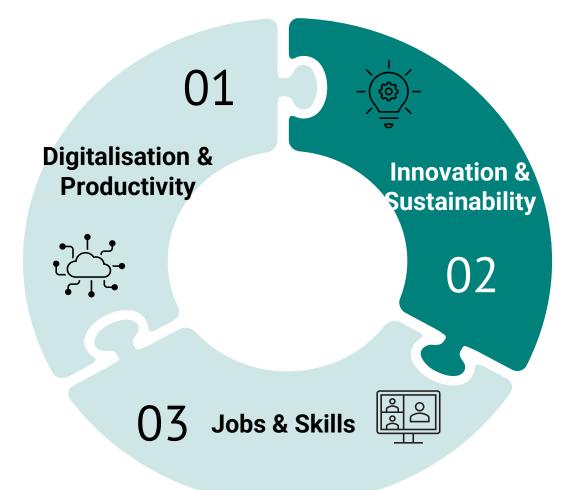
| *Early Bird Promo for NATAS member |

- Minimum 1 year subscription
- Enjoy additional 3 month free access
- Promo period ends by 31st Dec, 2025

amadeus



2nd Pillar: Innovation & Sustainability



Innovate to add value to your customers eg. creating new or improved ideas, methods or products. Think boldly, experiment creatively and diversify your offerings.

GARMIN



- Integrated satellite positioning technology, which
 was predominantly directed at military and
 specialized sectors, into products across various
 sectors from aviation to automotive, and from
 fitness to outdoor recreation
- Evolve in tandem with changing technological landscapes and created the world's first wristbased GPS trainer



Innovate to add value to your customers eg. creating new or improved ideas, methods or products. Think boldly, experiment creatively and diversify your offerings.

DENZY GELATO



- Expanded from a humble gelato cafe to a thriving central kitchen supplying over 50 flavours to some 100 companies in just five years, producing 12 tonnes of gelato monthly through automation
- Customer-first approach to test their prototype with customers and friends to understand its true utility and value before proceeding with full-scale production
- Collaboration with like-minded partner, Alchemy
 Foodtech, a local food innovation company, to develop products that not only have no sugar added, but also offer functional benefits



Join the breakout session with Nav from Ideactio and School of MetaSkills!



What Kills Innovation: Identify Innovation Killers and Develop Antidotes

Ever wondered what really kills innovation in people and in organisations?

Innovation killers are camouflaged in plain sight, both in our personal behaviours and organisational culture.

In this talk, Nav Qirti will unpack three innovation killers of Myopia, Monkey Mind and Inertia with examples, followed by a systematic method to address them.

https://www.ideactio.com/aboutus



Pg 20-26 of Toolkit

You can also play a part in contributing to Singapore's green efforts!





Going G.R.E.E.N.

- **G** Get clear on what sustainability means
- R Review your products and partners
- E Educate your staff and clients
- E Engage with ready partners
- N Nudge change





Available Resources

- Tap on grant schemes
- · Attend courses





Commit to Progress

- Integrate sustainability into end-to-end operations
- Demonstrate commitment through certification



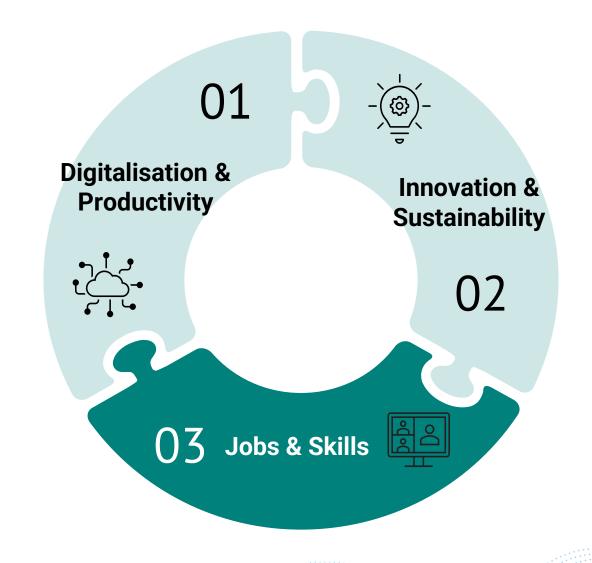
SUSTAINABILITY SHOWCASE AT THE ELEVATE ZONE







Pillar 3: Jobs & Skills



Build stronger teams, enhance workforce capabilities and ke Pg 29-38 of Toolkit pace with industry changes through this framework!



ATTRACT

the right talent

- Diversify the talent pool and create a more inclusive workforce
- Expand outreach to students and job seekers
- Hire fresh entrants to the sector and reskill the existing workforce

2



RETAIN

valuable employees

- Reference industry job roles and emerging skills
- Enhance industry capabilities, mindsets, and job roles



GROOM

future leaders

- Equip leaders with essential skills to navigate future challenges
- Reskill high-potential individuals for global or regional roles
- Tailor in-house leadership programmes to meet business needs



Tourism





Why NTUC LearningHub?

2.6 million

2004, in areas of:





& Cloud







training places since





Workplace Safety & Health



Human Resources & Coaching



Wide selection of

programmes with reputable partners

Virtual Live Classes for online home learning

Robust curriculum and process

Appointed CET centre for Retail, Healthcare, WSH*, ICT and **Critical Core Skills**

Additional NTUC funding for **Union Members**

Champion for training horizontal skills in Critical Core Skills, Tech-lite and WSH*

*WSH: Workplace Safety and Health



LHUB as Articulator, Aggregator & Activator for Training



the demand of skills











ENTERPRISE & WORKERS VIEW

Companies & Employees CTC Companies & Unionised Workers

Providing insights and identifying In-demand and Emerging Jobs and Skills



SECTOR VIEW

Government Organisations, Trade Associations and Chambers and Unions

- Providing sector insights and requirements to help shape and support National/Sectoral policies



AGGREGATE

the demand of skills













ACTIVATE the supply of skills

Micro Funding (up Sector Jobs-**Digital** Job Certification to 70% for **S**kills **Placement Transformation** & Stackable Sporeans & **Advisory Credentials**









Product & Experience Development



Sales & Marketing



Emerging Skills



Sustainability in Tourism

Tech Enablers

for Tourism

Customer &

Experience

Excellence

Service

Integration of Sustainable Practices for Green Tourism Experience

Integration of Emerging Trends for Experience Curation, AVL Technical Expertise

> Service Leadership, Service Design

Storytelling for Sustainability and Regeneration

Social Media Marketing, CRM Data Strategy

Sales Mastery, Hosting and Service Storytelling, Customer Loyalty & Retention **Carbon Management**

Data/ Al in Tourism

Inclusivity and Accessibility, Project Management

Local Certification issued by SACEOS International Certification issued by GSTC

Local Certification issued by SACEOS International Certification issued by PCMA

Local Certification issued by SACEOS International Certification issued by CXPA





Certified Travel Professional Programme (CTP)

First-of-its-kind industry certification in Singapore

Joint initiative: NTUC LearningHub and NATAS

This programme aligns with the Travel Agent Roadmap's focus on technology and sustainability skillsets.

Up to 70% Funding available for Singaporeans and PRs







Benefits for You and Your Organization

Master In-Demand Skills

Tech, sustainability, sales and service strategies

Q

Learn Through Practice

Expert-led with real case studies



Industry Recognition

Certified by industry leader NATAS

Your Pathway to the

Certified Travel Professional (CTP) Certification

(Leisure and/or Corporate Travel Tracks)



Core Module

Mastering the Essentials of Travel Professionalism



Training hours: 10 hours

Full course Fee: \$500

(Up to 70% funding)

Upcoming Class on 31 July



- 31 July 2025 (Thurs)
- 29 September 2025 (Mon)
- 2nd half of November 2025





One General Elective Module

Either from Service, Sustainability or Technology Skills Pillar



Training hours: Up to 18.5 hours

Full course Fee: Up to \$925

(Up to 70% funding)



One Specialised Elective Module

Either from Corporate or Leisure Travel Track



Training hours: 16 hours

Full course Fee: Up to \$670

(Up to 70% funding)

Your Pathway to the Certified Travel Professional (CTP) Certification (Leisure and/or Corporate Travel Tracks)

PROGRAMME STRUCTURE

To receive the CTP Certification (Leisure and/or Corporate Travel), complete:

- 1 Core Module
- 1 General Elective Module
- 1 Specialised Elective Module (Corporate or Leisure Track)
 All within 12 months (Total of 6 training days)

RECERTIFICATION

Maintain your competitive edge by staying aligned with industry standards.

- Required every 18 months from date of completion of certificate
- Complete any 2
 Elective Modules to recertify

Complete the Core Module							
Core Module Title	Training Hours	Full Course Fee	Course fee after 50% funding	Course fee after 70% funding			
Mastering the Essentials of Travel Professionalism	10	\$500.00	\$250.00	\$150.00			

Select One General Elective Module							
General Elective Module Title	Skills Pillar	Training Hours	Full Course Fee	Course fee after 50% funding	Course fee after 70% funding		
WSQ Service Storytelling: Elevate Customer Experience	Service Excellence	10	\$500.00	\$250.00	\$150.00		
Tour and Travel Services Product and Experience Development and Delivery (L3)	Sustainability	16	\$650.00	\$325.00	\$195.00		
Product, Content and Experience Performance Management (L3)	Sustainability	16	\$650.00	\$325.00	\$195.00		
Enhancing Events with AI	Technology	18.5	\$925.00	\$462.50	\$277.50		
Physical Experience Design with Tech Enhancement	Technology	16	\$720.00	\$360.00	\$216.00		

Select One Specialised Elective Module under the Corporate Travel Track OR Leisure Travel Track							
Corporate Travel Track Elective Module Title	Skills Pillar	Training Hours	Full Course Fee	Course fee after 50% funding	Course fee after 70% funding		
Sporting Events Planning and Management	MICE	16	\$438.00	\$234.00	\$140.40		
Technical Meetings and Event Production	MICE	16	\$670.00	\$335.00	\$201.00		
Corporate Travel Track Elective Module Title	Skills Pillar	Training Hours	Full Course Fee	Course fee after 50% funding	Course fee after 70% funding		
Inclusive Wellness Experience Management	Wellness	16	\$598.00	\$299.00	\$179.40		
Wellness Travel: Sleep Tourism	Wellness	16	\$650.00	\$325.00	\$195.00		

Additional notes:

• Trainees who have completed one Specialised Elective Module under one of the two tracks will be certified as either CTP (Corporate Travel) or CTP (Leisure Travel).

-- NITUC Contal Enhancing

- Trainees who have completed a minimum of one Specialised Elective Module under both the Corporate and Leisure tracks, will receive a CTP Certification (Corporate / Leisure Travel).
- 50% course fee funding is applicable for Singapore Citizens aged 39 and below and for all Singapore Permanent Residents. 50% course fee funding is applicable for Singapore Citizens aged 40 years and above.





CTP Core Module – Mastering the Essentials of Travel Professionalism

Real Industry Challenges

- Service gaps cost customers
- Poor recovery damages reputation
- Difficult customers mean missed sales

Skills You'll Master

- Turn complaints into loyalty
- Handle disruptions smoothly
- Close deals confidently
- Build product expertise



Gain insights from Industry practitioners and Expert Trainers



Raymond Khoo

35+ years tourism education

Curriculum design expert

Former Tourism & Hospitality Dean



Sue Wong
30+ years tourism experience
Trilingual WSQ trainer
STB-licensed guide





Join our upcoming class

MASTERING THE ESSENTIALS OF TRAVEL PROFESSIONALISM

Course Format

- 1 day (8 hrs) in person class
- 2 hr pre-class
 Asynchronous E-learning
- Implementation-led training, group discussions and role-playing

Course details

- SGD 500 (Before Funding)
- July 31, 2025
- NTUC Trade Union House (Outside Bras Basah Mrt)

Limited Availability – Enquire now!

Email: jayson.chia@ntuclearninghub.com

Phone: +65 8816 7344







CTP General Electives

These modules **address industry gaps**, from eco-conscious travel demands to digital tools and customer experience mastery. By integrating these electives, CTP ensures agents and guides **stay competitive** in a fast-evolving industry.



Future-Proof Careers

Critical emerging skills for modern travel pros, Aligns with LHUB - STB MoU's key focus areas



Meet Traveler Demands:

Sustainability

83% prefer sustainable options



Tech Integration

67% expect tech-enhanced experiences



Service Premium

91% pay more for stellar service



Featured General Elective Modules



Sustainability - WSQ Tour and Travel Services Product and Experience Development and Delivery

(SGD 650 before funding) Develop eco-conscious travel products



Tech – WSQ Enhancing Events with Al

(SGD 925 before funding) leverage AI to automate event planning and operations



Service Excellence -WSQ Service Storytelling: Elevate Customer Experience

(SGD 500 before funding) Elevate through strategic storytelling





Featured Specialized Electives

Leisure Track

WSQ INCLUSIVE WELLNESS EXPERIENCE MANAGEMENT

(SGD 598 before funding)

√ Elevates Luxury Customer Experiences:

- Curated for high-net-worth travelers (78% prioritize accessible wellness)
- Ideation for tailored programs: private adaptive therapies, VIP concierge wellness

✓ Enhances Medical Tourism Initiatives:

 Supports "Feel Good Singapore" initiative for premium health tourism

√ Skills You'll Gain:

- Accessible itinerary design
- · Programming planning for diverse needs
- Inclusive service delivery for diverse needs and cultural sensitivity.



Corporate Track

WSQ SPORTING EVENTS PLANNING AND MANAGEMENT

(SGD 468 before funding)

✓ Positions SG as sports tourism hub (F1, SEA Games, World Aquatics Championships)

✓ Drives 15–20% of high-value tourism revenue and expands MICE revenue

✓ Skills You'll Gain:

- VIP experience packaging
- Event risk management
- Stakeholder coordination



Scan for More Info on the NATAS Certified Travel Professional Programme

