

STB Americas KOL Sponsorship Opportunity

Page Title

STB Americas Influencer FAM trips February & March 2026

Introduction

Singapore Tourism Board (STB) Americas will be hosting three groups of Influencers to celebrate life's milestones in Singapore especially during the LNY time period. They will be showcasing fun and romantic spots to their audience. These content creators will be showing everything that Singapore has to offer during this eventful time including, food/beverages, events, experiences, and attractions. STB Americas is calling for Singapore partners for support and sponsorship.

Name of Fam Trip	STB Americas Influencer FAM trips February & March 2026
Dates of Fam	Feb 22 – March 9
Group Size	6 (3x groups of 2pax)
Country of Participants	USA
Profile	KOL
Type of Sponsorship	<ul style="list-style-type: none">• Accommodation (Full or Co-sponsorship)• Attractions and Experiences (Full or Co-sponsorship)• Meals (Full or Co-sponsorship)
Additional details/criteria for sponsorship	Hidden Gems/Unique Experiences, Adventure Travel, Foodie, Luxury Experiences, Romantic Experiences

Lexi Hidalgo (@lexxhidalgo), Trip Dates: 22 Feb – 1 March

Lexi Hidalgo's content feels personal, real, and rooted in lived experiences. Having recently gotten married, Lexi is in a natural storytelling moment where romance, partnership, and shared adventures are top of mind. Singapore gives her the perfect setting to bring that to life, from dreamy date nights and iconic views to moments that feel intimate and unscripted.

Social Media Stats:

[Instagram](#): 815K followers; **ER:** 7.5%

[TikTok](#): 2.7M followers; **ER:** 3.3%

Ashley Hesseltine (@ashhess), Trip Dates: 2-8 March

Ashley is a lifestyle creator and podcast host who leads candid conversations around dating, relationships, and modern love on her podcast Girls Gotta Eat. Recently married, this will be her first international trip with her husband and her first time in Asia.

Social Media Stats:

[Instagram](#): 182K followers; **ER:** 8.9%

[TikTok](#): 57.4K followers; **ER:** 0.5%

Information about FAM Participants

Emily Daugherty (@foodiesnitch), Trip Dates: 4-9 March

Emily is a food and lifestyle creator who turns every meal into a memorable experience. She's a great extension for the Aunties Not Algorithms campaign, bringing Romance Made in Singapore to life by showing how shared dining, from bustling hawker stalls to elevated restaurants, creates authentic, romantic moments. With her approachable storytelling, Emily makes Singapore's culinary scene feel like the ideal backdrop for connection, adventure, and meaningful experiences.

Social Media Stats:

*[Instagram](#): 78.5K followers; **ER:** 3%*

*[TikTok](#): 102.7K followers; **ER:** 2.2%*

Eligibility

- All Singapore-based stakeholders are open to apply.
- STB will shortlist and inform stakeholders of the outcome once the EOI closes.
- STB reserves the right to decline/accept at their discretion

Expression of Interest Opens

15 January 2026

Expression of Interest Closes

27 February 2026

Point of Contact

For more details and expression of interest, please contact:

Marissa Castro, STB Americas Digital Marketing Manager

Marissa_castro@stb.gov.sg