

New Fam Sponsorship Opportunity – Nat Geo

Page Title	STB London Media Fam with National Geographic (UK). December 2025
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Introduction
Singapore Tourism Board (STB) London is supporting National Geographic Traveller UK

Name of Fam Trip	STB London Media Fam with National Geographic (UK). December 2025
Dates of Fam	7 – 11 December 2025
Group Size	1 Journalist
Country of Participants	UK
Profile	Leisure Media
Type of Sponsorship	- Accommodation (Full or Co-sponsorship) - Meals/ Drinks with a Chilli Crab focus (Full or Co-sponsorship)
Additional details/criteria for sponsorship	
Information about FAM Participants	National Geographic Traveller has confirmed that Singapore will serve as the showcase destination for a new editorial format debuting in the March 2026 issue. The proposed story, titled “In Search of the Best Chilli Crab in Singapore,” will explore the origins and evolution of one of Singapore’s most iconic dishes – sampling different interpretations across settings such as hawker stalls, the restaurant where it was invented, modern fusion venues, fine-dining establishments, and even bars offering chili crab-inspired cocktails or beers.
Eligibility	All Singapore-based stakeholders are open to apply
Expression of Interest Opens	20 November 2025
Expression of Interest Closes	28 November 2025, 17:00 (SGT)
Point of Contact	For more details and expression of interest, please contact: Melanie Jones, Principal Manager, Northern & Southwestern Europe. Melanie_jones@stb.gov.sg