

STB Greater China Fly Cruise trade and media FAM Trip (Oct 2026)

Introduction

STB Greater China will be hosting a joint Trade and Media Familiarisation Trip with StarDream Cruises aboard the Genting Dream. The 6D5N programme, titled **"Singapore: Asia's Premier Fly-Cruise Hub – Experience the Dream"**, is designed to immerse approximately 90 trade partners and 24 media representatives from across Mainland China in Singapore's latest tourism offerings, as part of a fly-cruise itinerary spanning Singapore, Penang, and Kuala Lumpur. This initiative directly supports STB's strategy to position Singapore as a compelling fly-cruise gateway and drive inbound tourism from the Mainland China market.

To showcase Singapore as a world-class fly-cruise destination, we would like to present unique venues, attractions, and experiences that go beyond traditional offerings, while amplifying Singapore's diverse entertainment, leisure, and cultural proposition.

Name of the Fam Trip	"Singapore: Asia's Premier Fly-Cruise Hub – Experience the Dream"
Dates of Fam	19–24 October 2026 (Media); 20–24 October 2026 (Trade) Sailing via StarDream 20–23 October 2026
Group Size	114 pax
Country of Participants	Mainland China (Eastern, Northern, Southern, and Western regions)
Profile	Mainland China-based travel agents, tour operators, and media representatives (including TV broadcasters and Xiaohongshu KOLs) specialising in fly-cruise and outbound travel products
Type of Sponsorship	Sponsorship of: • Accommodation — Hotel stays on a single/twin basis at four- to five-star properties suitable for trade and media professionals, specifically: 2 nights (19 and 23 October) for up to 24 media participants, and 1 night (23 October) for up to 90 trade participants. • Meals — Welcome dinner and lunch at quality Singapore restaurants or hotels, to be held on 23 and 24 October for up to 114 participants. • Attractions and experiences — Unique and memorable attractions and experiences that showcase Singapore's latest tourism offerings and highlight Singapore's entertainment and lifestyle proposition, on 19 October for up to 24 media participants, and on 23/24 October for up to 114 participants. • Transportation — Ground transportation for airport transfers and pre-cruise itinerary for media, as well as post-cruise itinerary for media and trade, covering: a) 24 media participants on 19 October (airport to hotel and site-to-site visit transportation) and 20 October (hotel to cruise terminal) b) Up to 114 participants on 23 October (cruise terminal to hotel and evening experiences) and 24 October (hotel to airport)
Additional details/criteria for	Sponsors should be able to address STB's narrative below:

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sponsorship	• Showcase Singapore as a premier fly-cruise destination with diverse and unique offerings. • Present new or refreshed venues and attractions beyond traditional tourism products. • Amplify Singapore's entertainment, dining, and after-dark proposition. • Support the positioning of Singapore as a compelling pre- and post-cruise experience hub.
Information about FAM Participants	• <i>The fam participants are Mainland Chinese-based travel agents, tour operators, and media professionals with a focus on fly-cruise and outbound leisure travel. Trade participants include team leaders and operations officers from agencies across Eastern China (e.g. 上海春秋, 上海锦江, 浙江光大), Northern China (e.g. 北京七海, 北京春秋, 青岛海外), Southern China (e.g. 深圳海外, 广州康辉), and Western China (e.g. 重庆美亚, 四川多美旅行社). Media participants include Great Bay Area TV and 8–10 Xiaohongshu (RED) KOLs with follower bases of 100,000–300,000 each.</i>
Eligibility	• <i>All Singapore-based hospitality and tourism stakeholders interested in the Mainland China market are welcome to apply.</i> • <i>Stakeholders may wish to propose deliverables for STB's consideration (optional).</i> • <i>STB will shortlist and inform stakeholders of the outcome once this Expression of Interest (EOI) closes.</i> • <i>STB reserves the right to decline or accept any sponsorship at its discretion.</i>
Expression of Interest Opens	24 Sep 2026
Expression of Interest Closes	30 Sep 2026
Point of Contact	For more details and to submit your Expression of Interest, please contact Tracy Li from StarDream Cruises at tracy.li@stardreamcruises.com , and kindly copy Joey Chow from the Singapore Tourism Board at joey_chow@stb.gov.sg ."