

# STB Greater China Taiwan KOL March 2026

## Introduction

This campaign will highlight Singapore's urban transformation story through an emotional and narrative-driven approach, showcasing how the city has evolved in recent years and create new, unforgettable memories in Singapore. It will highlight new products and experiences, bringing to life the vibrancy and diversity of Singapore as a dynamic city destination. Singapore Tourism Board is collaborating with a Taiwanese media outlet (Dcard), and will invite media and KOLs to share the narrative through the perspective of early careers and multi-generational family travel.

<b>Name of Fam Trip</b>	STB GC – Media & KOL Fam trip 2026
<b>Dates of Fam</b>	March 2-6, 2026
<b>Group Size</b>	8 pax (7 adults and 1 child)
<b>Market of Participants</b>	Taiwan
<b>Profile</b>	Media, KOL
<b>Type of Sponsorship</b>	<p>Full or co-sponsorship of:</p> <ul style="list-style-type: none"> <li>Accommodation (minimum of two nights, up to four nights): <ul style="list-style-type: none"> <li>➤ 1 quadruple room with breakfast (or family suite) and</li> <li>➤ 2 twin rooms with breakfast</li> </ul> </li> <li>Experiences and attractions</li> </ul>
<b>Additional details/criteria for sponsorship</b>	Fam participants are invited to a fresh take on Singapore, demonstrating the city's transformation and latest highlights, which holds potential for new emotional connection and memories. Through their storytelling, they will communicate the city's dynamic energy and rich multicultural charm. By engaging their diverse follower bases across various demographics, the campaign aims to maximize outreach and resonance among a wide range of audiences.
<b>Information about FAM Participants</b>	<p>The trip will consist of media personnel and KOL from Taiwan media outlet, Dcard. The group will be made up of 5 early careers, 2 active silvers and a young child.</p> <p>Dcard is a well-known media platform among the young demographics in Taiwan, producing content through interactive formats such as talk shows and street interviews. The platform has a strong social media presence, with 1.41 million YouTube subscribers and 362k Instagram followers.</p>
<b>Eligibility</b>	<ul style="list-style-type: none"> <li>All Singapore-based stakeholders are open to apply.</li> <li>STB will shortlist and inform stakeholders of the outcome once the EOI closes.</li> <li>STB reserves the right to decline/accept at their discretion</li> </ul>
<b>Expression of Interest Opens</b>	9 February 2026
<b>Expression of Interest Closes</b>	20 February 2026
<b>Point of Contact</b>	<p>For more details and expression of interest, please contact:</p> <p>Liu Jiejun, Senior Manager, Greater China. <a href="mailto:Liu_jiejun@stb.gov.sg">Liu_jiejun@stb.gov.sg</a></p>