

STB Greater China Taiwan Media Fam Sep 2026

Introduction

STB will host up to 10 travel media titles from Taiwan in September, to reinforce Singapore's vibrant appeal and showcase the destination's latest products and experiences, especially to the Early Careers segment (aged 25-39 years). This initiative aims to also highlight how our proximity, density and constant reinvention allow visitors to have diverse experiences even if they have visited Singapore before.

Name of Fam Trip	STB GC – Media Fam trip 2026
Dates of Fam	September 6-10, 2026
Group Size	14 pax
Market of Participants	Taiwan
Profile	Media
Type of Sponsorship	Full or co-sponsorship of: • Accommodation: Single room basis with breakfast, up to three nights • Experiences and attractions that are suitable for Taiwan market • Lunches and/or Dinners: meals showcasing Singapore's rich and diverse food offering, especially traditional food or innovative and interesting concepts • Ground transportation
Additional details/criteria for sponsorship	This fam trip is designed to showcase Singapore's latest attractions and experiences and allow media partners to experience the city's diverse experiences; from adrenaline to zen, or heritage to modern, all in one destination and with efficiency. This trip also aims to bring out how one can discover fresh experiences With regard to accommodation arrangements, it is preferred that breakfast offerings highlight local flavors to enhance the overall cultural experience.
Information about FAM Participants	The trip will consist of up to 10 pax from Taiwan travel trade media outlets, 2 representatives from STB-appointed PR agency and 2 STB staff. STB GC is still pending confirmation from media titles, but the profiles will cover • travel trade media • media titles primarily targeting the Early Careers segment, with followers of each media title ranging from 119k to 792k, and average monthly circulation of 936k visits to their media platforms
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	6 July 2026
Expression of Interest Closes	20 July 2026
Point of Contact	For more details and expression of interest, please contact: Liu Jiejun, Senior Manager, Greater China. Liu_jiejun@stb.gov.sg