



Breakout Session A1: Tech adoption done right – Assessing needs, choosing wisely and implementing successfully

23 July 2026



Passion
Made
Possible



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AGENDA

2:30 PM



STB's sharing

- Recap on Tourism 2040, Travel Agents of Tomorrow
- Refresher on STB's resources:
 - Travel Agent Industry Toolkit
 - Digital Adoption Framework (DAF)
 - TA Industry Digital Plan (IDP)

2:45 PM



IMDA's sharing

- Deep-dive into TA IDP and leveraging it for common problem statements

3:00 PM



Hands-on Workshop

- Defining Your Business Requirements – Equipping you with the language and structure to communicate your needs effectively

3.45 PM



Change Management: Why It Matters and How to Implement It Effectively

- SWDA's sharing: Support for Career Conversion & New Workforce Capabilities

4:00 PM



End of Session

*By 2040, STB projects that Tourism Receipts will reach **\$47 - \$50 billion**.
Our vision for Singapore by 2040 is to:*



Be a world-class destination with **diverse, unique and inspiring** experiences.



Be a **vibrant and endearing home** that Singaporeans and residents proudly advocate for.



Be a **global city for innovation**, where companies and talents co-create sustainable tourism growth.

Our Tourism 2040 vision rest on *three key pillars*:

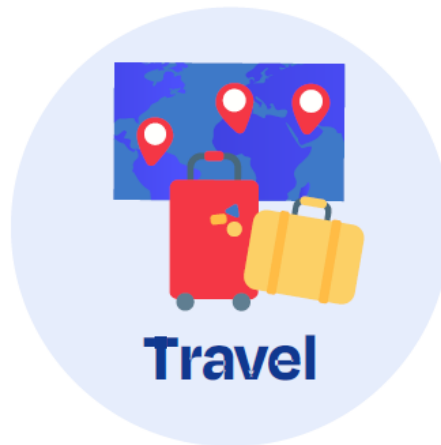


CURATORS OF TRAVEL THAT INSPIRE

Vision for Travel Agents in 2040 is to be Curators of Travel That Inspire



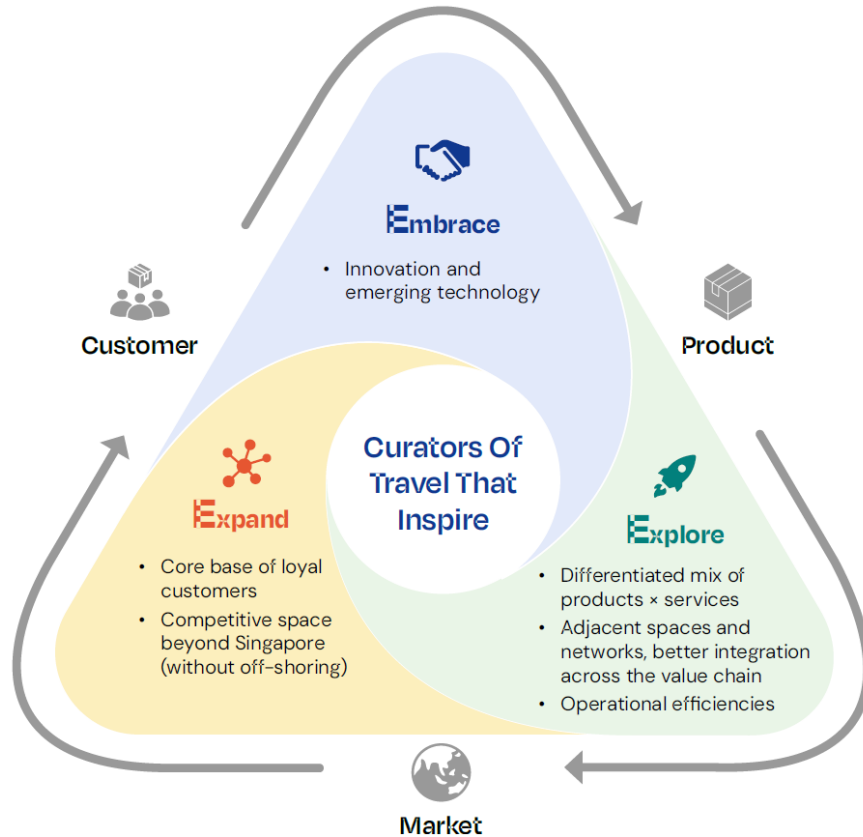
Curators **design journeys with the individual in mind**, where every experience is relevant, meaningful and rich in value.



A journey of discovery, opening doors to **new perspectives, opportunities and adventures.**



Every travel is a transformative experience that **sparks curiosity, broadens horizons, and fuels a deeper connection to the world.**



*A successful travel agent is defined as one that continually creates value for customers through **3'Es'**, with the capabilities to align **product** offerings to meet the evolving **market** demands and **consumer** needs.*



TRAVEL AGENT INDUSTRY TOOLKIT

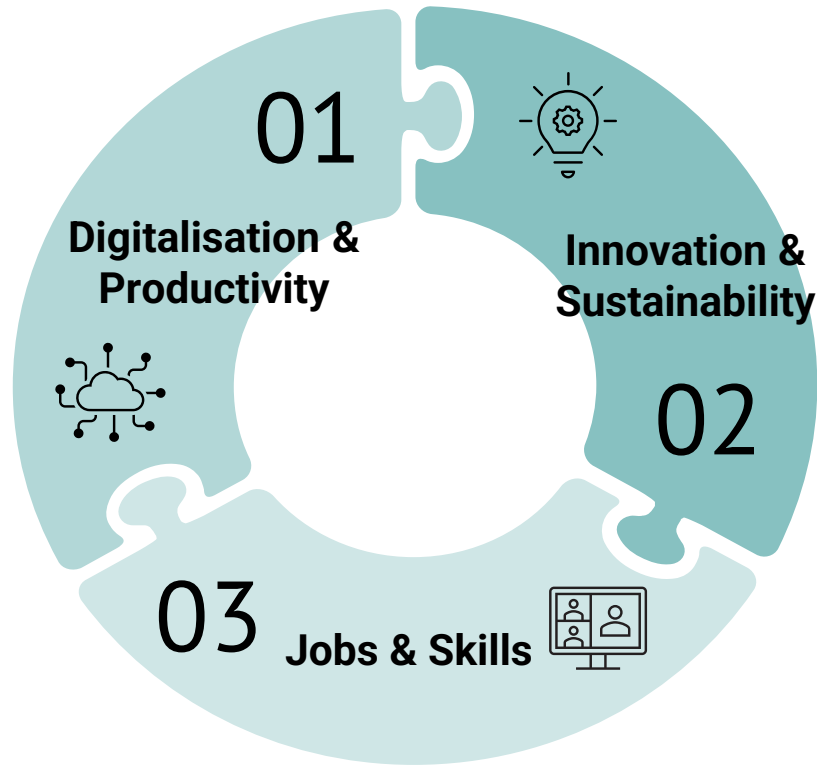


*Leverage this toolkit
for ideas, grants and
courses!*

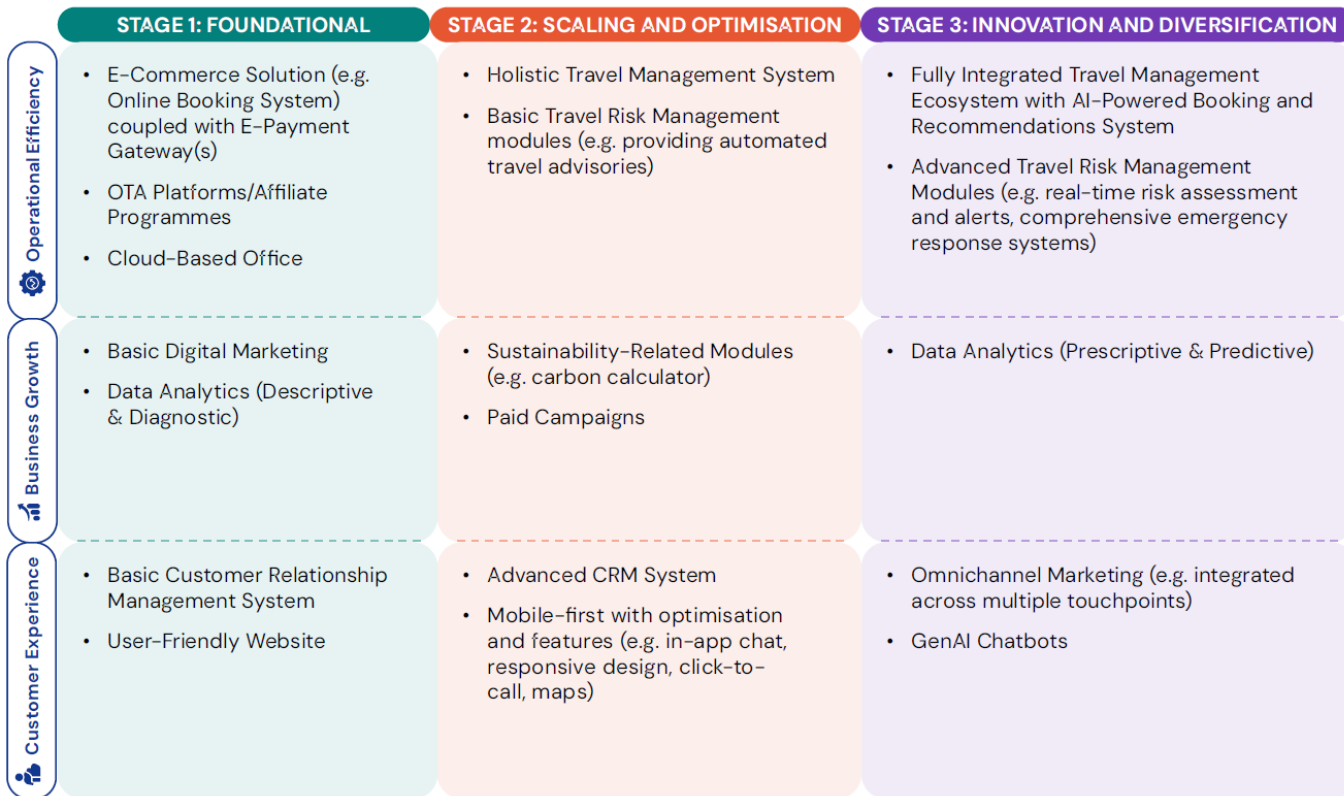


<https://go.gov.sg/travel-agent-industry-toolkit>

Aside from digitalization, the toolkit features resources to support your journey in sustainability, innovation and talent development efforts.



Digital Adoption Framework (DAF) at a glance..



The Travel Agent Industry Digital Plan (IDP) was launched earlier this May, aimed at identifying opportunities for digitalisation and digital solutions to support your business needs.



Scan the QR code to find out more!

Industry Digital Plan
Travel Agent

Table of Contents

Operations & Corporate Functions
Customer Relations
Marketing Operations
Data, Risk & Intelligence Management

Travel Management
Fragmented manual travel management processes result in low productivity and complexity in managing itinerary changes.

Knowledge Management
Disorganised, fragmented, and inconsistent document storage lead to inefficiencies.

Accounting
Manual financial reconciliation may increase audit risks and delay access to important business information and insights.

Travel Management System

Handle the end-to-end processes of travel bookings, operations, and administration.

Key Benefits

- 1 Improve operations efficiency - Save up to 60% in manhours on manual travel bookings and operations
- 2 Streamline operations - Integrate bookings, customers, and supplier functions into one platform to simplify travel operations
- 3 Boost sales with insights - Obtain real-time data on bookings, costs, and performance to derive actionable insights e.g. leveraging forecasted demand to upsell destinations or differentiated services for customer groups

Solutions for Travel Management System

Popular solutions curated in partnership with the Singapore Tourism Board.

Athena
by Athena Innovations

Key Features

- A full-featured solution comprising front, mid and back office to automate the full process flow of a travel agency.
- Online and real-time reporting tools with charts and graphs to analyse data.
- Tools to enable managers to make decision by the presentation of the real-time data of the agency.

[Find out more](#)

Interactive Business Solution
by Interactive Business Solution Pte Ltd

Key Features

- Get to know and analyse your current business flow, work out how you can make it better.
- Build the system with optimized business flow and enriched user experiences.
- Deploy the well-tested system and start your business with powered up productivity.

[Find out more](#)

The Travel Management System (TMS) is a key solution to drive productivity for travel agents by reducing manual administrative tasks, enabling staff to focus on higher-value activities such as customer engagement and product development.

- A TMS enables travel agents to **manage end-to-end operations**, including itinerary creation, reservations, ticketing, reporting and other core business functions. Through grant-supported projects, STB has observed **an average of 60% manhour savings** among travel agents that have adopted a TMS.

Some TMS vendors¹ for consideration

Rave Tech



MyTourix



Psibertech Solutions



Kyanon Digital



Scan the QR code to check out more solutions under the IDP



To accelerate the adoption of TMS across the industry, STB is providing a time-limited enhanced grant support for SME TAs implementing a TMS.

- The enhanced support of **50%** will be made available from **1 August 2026 to 31 July 2027**, with applications approved on or after 1 August 2026 considered eligible¹.



Scan the QR code
to find out more
on BIF

To qualify for the enhanced support:

- The following core modules **must** be included as part of the solution, with a clear description of what each module will do.



E-Commerce



Inventory Management



Quotation Management



Supplier Management



Booking Management



Price Management



Content Management

- The proposed solution should deliver at least **15 manhours² of savings** across the organization to demonstrate meaningful productivity gains.
- Note:** In 2027, TMS will be onboarded on EDGE, a new grant scheme spearheaded by EnterpriseSG. More details will be made available through the TA IDP in Q4 2026.

¹ Applicants should hold a travel agent licence for minimally one year prior to applying for the BIF grant, to demonstrate sufficient operational experience and identify areas where support would be beneficial.

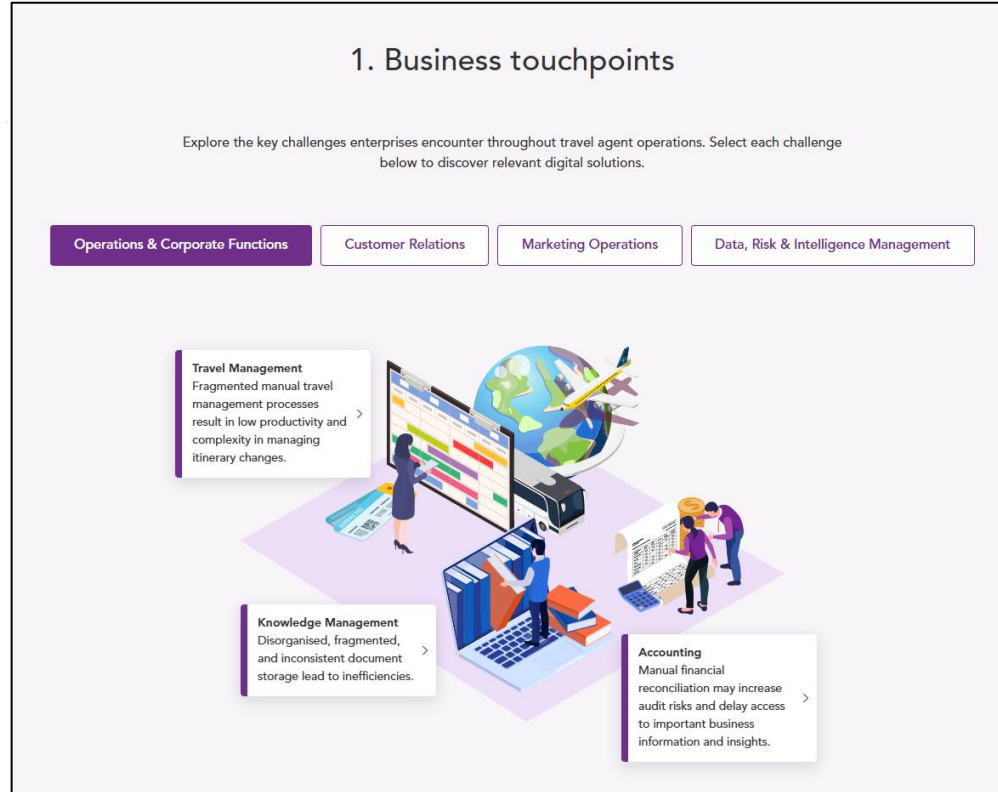
² The 15-manhour benchmark serves as a general guide. Applications that fall below this benchmark will be assessed on a case-by-case basis, considering the company's business profile and the overall productivity benefits of the proposed solution.

Travel Agents IDP Sharing

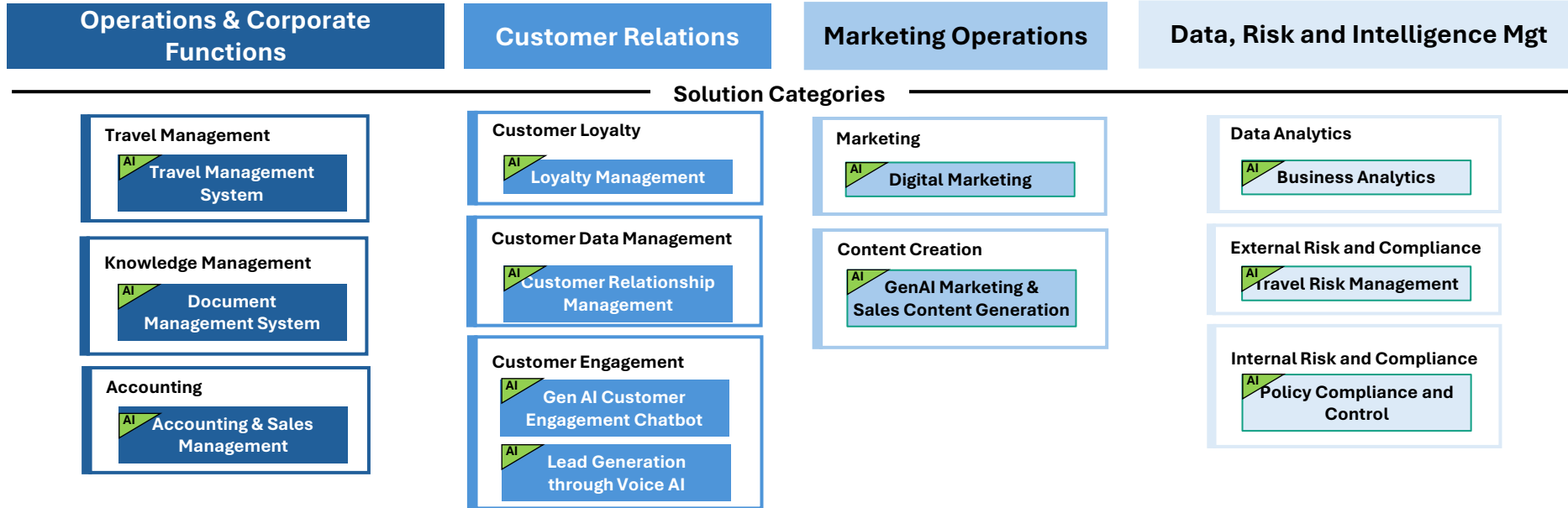


Overview

IDPs are practical, intuitive field guides for digitalization
Solving key business challenges, through grant supported solutions



Digital solutions are categorised into 4 business touchpoints to address key business challenges



Key Challenge: Multiple manual, tedious administrative processes

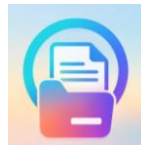
Operations & Corporate Functions

Solution Category



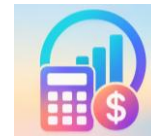
Travel Management System

Handles end to end processes of travel bookings, operations and administration



Document Management

Store, manage and secure access to documents via cloud



Accounting Management

Streamlines cashflow tracking, financial reporting, invoicing

Potential Vendors



MyTourix



Funding Schemes

BIF

PSG

PSG

Key Challenge: Finding cost effective ways to boost revenue and enhance customer engagement

Customer relations

Solution Category



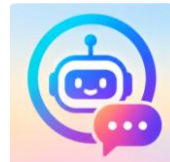
✓ Loyalty Management

Manages loyalty programmes, memberships, promotions and reward schemes



✓ Customer Relationship Management

Centralised customer database to track leads and sales opportunities



✓ Gen AI Chatbot

Boost customer engagement by responding to customer queries 24/7



✓ Lead Generation through Voice AI

Leverage AI to automatically identify, qualify and capture new leads

Potential Vendors



Funding Schemes

PSG

PSG

PSG

BIF

Key Challenge: Creating targeted, efficient marketing campaigns

Marketing Operations

Solution Category



Digital Marketing

Leverage SEO, and Social Media Marketing with real-time insights to **boost reach**.



Gen AI Marketing and Sales Content Generation

Use GenAI to **create tailored content** like social posts, ads, emails and creative campaigns,

Potential Vendors

*creative*world

W360

ADDLLY AI

Guidesify

Funding Schemes

PSG

PSG

Key Challenge: Using a data driven approach towards risk management and compliance

Data Risk & Intelligent Management

Solution Category



Business Analytics

Review past and current data to **make data driven decisions**



Policy Compliance and Control

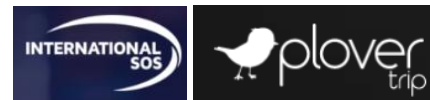
Ensure adherence to **internal guidelines and external regulations**



Travel Risk Management

Keep travellers safe by **spotting and handling risks** before and during trips

Potential Vendors



Funding Schemes

BIF

BIF

BIF

Feedback on Travel Agents IDP

We would love to hear your feedback :

This would allow us to understand sentiments from the ground and fine tune the IDP further

1. What are the top solution category that are most relevant to you
2. What are the top solution category that are least relevant to you
3. What are some common concerns when it comes to adopting new solutions?
4. Anything we missed?

**Scan to share
your feedback**



Start your journey today!

PHASE 1: ASSESS DIGITAL READINESS

Objective

Understand current digital maturity and identify gaps.

- Use the DAF to assess your company's digital maturity, identifying tech gaps in the areas of operational efficiency, business growth and customer experience
- **Prioritise solutions** that supports your company in the long run:
 - Cloud-Enabled Services
 - Digital Outreach

Outcome

Clear understanding of travel agent's current digital standing and improvements needed.

PHASE 2: DISCOVER AND EVALUATE SOLUTIONS

Objective

Explore suitable digital solutions.

- Access **existing platforms** in the market where applicable (e.g. [Expedia's Travel Agent Affiliate Platform](#), [GlobalTix's Marketplace](#), [IMDA's Discovery Engine](#))
- Understand the overall tech adoption journey
- Assess vendors who best meet your needs

Outcome

Awareness of market solutions and ability to assess vendors effectively, ensuring a smoother project implementation.

PHASE 3: IMPLEMENT SOLUTIONS

Objective

Adopt technology to streamline operations and enhance service delivery.

- For the selected solution, explore feasibility of the following **support schemes**:
 - [Business Improvement Fund](#)
 - [Experience Step-up Fund](#)
 - [Productivity Solutions Grant](#)

Outcome

Achieve operational efficiencies and/or enhanced customer engagement, supporting business scalability.

BUILD CAPABILITIES AND SKILLS

Objective

Objective 1: Strengthen internal skills for digital adoption.

- Work with training partners (e.g. [NTUC Learning Hub](#)) for upskilling in:
 - [Change management](#), [Data analytics](#), [Digital marketing](#)
- Tap on STB's programmes (e.g. [Singapore Tourism Accelerator \(STA\)](#) and [Tcube](#)).

Objective 2: Create a culture of continuous learning and innovation within your team.

- Leverage emerging technologies, such as AI, to enhance trip planning and streamline customer engagement.

Outcome

Teams are empowered to leverage new tools effectively and adapt to evolving technology (e.g. AI).

Hands-on activity:

Defining Your Business Requirements

Defining Your Business Requirements

Company Name:

Total Number of Employees:

Travel Agency Service Segment (e.g. Inbound, Outbound, Corporate etc)

Current Digitalisation Level	Problem Statements		Priority & Readiness Assessment
1. Which best describes your company's current level of digitalisation? ☐ Mostly manual (paper-based / human tracking) ☐ Basic digital tools (e.g. Excel, standalone systems) ☐ Integrated systems (e.g. ERP, MES, WMS) ☐ Integrated systems with automation / analytics / AI-enabled Current solutions (list as many as you can recall, with vendor names) 2. What are your company's priorities right now for digitalisation? ☐ Unfamiliar with digital solutions and looking to experiment with easy-to-adopt solutions. ☐ Looking to digitalise processes. ☐ Looking to scale up operations, and potentially expansion to international/regional markets. ☐ Combination of the above 3. How does management currently use operational data for decision-making? ☐ Decisions are mainly experienced-based ☐ Data is extracted manually when needed ☐ Regular reports are generated (weekly/monthly) ☐ Real-time dashboards are used for monitoring KPIs 4. Is your company open to exploring AI-enabled solutions where relevant? ☐ Not at this stage ☐ Open to learning more ☐ Actively experimenting with AI ☐ Already using AI tools in daily work processes If you selected Option 3 or 4 above, what are these tools? 5. How would you describe your IT infrastructure and cybersecurity practices? ☐ Basic setup with minimal safeguards ☐ Standard antivirus and firewall protection ☐ Structured IT policies and regular backups	1. Operations & Corporate Functions ☐ Finance & Administration - Manual invoicing, reconciliation, scheduling and payroll - Delayed reporting and compliance risks ☐ Sales, Orders & Operations - Manual sales, quotations, bookings, itineraries and supplier management - Limited visibility of bookings, fulfilment and operations ☐ Digitalisation & Integration - Reliance on manual processes and individual staff - Limited system integration and real-time information 2. Customer Management ☐ Customer Management - Fragmented customer records - Limited customer insights and segmentation - Manual tracking of interactions and feedback ☐ Customer Enquiries - Manual handling of enquiries - Repetitive queries and delayed responses ☐ Customer Loyalty - Limited customer retention initiatives - No structured loyalty or rewards programme - Limited engagement with	3. Marketing Operations ☐ Marketing Operations - Manual content and campaign management - Limited audience targeting and automation - Reduced marketing reach and effectiveness 4. Risk & Intelligence Management ☐ Risk Management - Limited visibility of business and travel-related risks - Manual risk monitoring and assessment - Delayed response to operational, compliance and external disruptions ☐ Data Management - Fragmented data management - Limited reporting and analytics - Reduced decision-making insights 5. Any other business touchpoints?	1. What key business outcomes are you aiming to achieve through digitalisation? ☐ Improve productivity ☐ Reduce manpower reliance ☐ Improve compliance / traceability ☐ Improve profitability ☐ Support business expansion ☐ Improve customer experience 2. Is your organisation ready for change? Consider your financial readiness, management commitment and people capabilities. ☐ Not ready: limited internal capacity ☐ Some readiness: need external guidance ☐ Ready: management and team aligned ☐ Very ready: resources already allocated 3. Based on the challenges identified, which improvement areas will your organisation prioritise over the next 12 months? (Pick & Rank Top 3 Priorities) ☐ Operations & Corporate Functions - Automate finance and administrative processes. - Digitalise sales, quotations, bookings and operational workflows. - Improve system integration and real-time operational visibility. ☐ Customer Management Functions - Centralise customer information and insights. - Automate customer enquiries and engagement. - Strengthen customer loyalty and retention. ☐ Marketing Operations - Streamline content and campaign management. - Strengthen audience targeting and marketing automation. - Improve marketing reach and campaign effectiveness. ☐ Risk & Intelligence Management - Strengthen risk monitoring and business continuity. - Centralise data, reporting and business intelligence. - Improve operational visibility and decision-making. 4. How soon are you planning to begin implementation? ☐ Immediate to 3 months ☐ 3 months to 6 months ☐ 6 months to 1 year

	Priority #1: e.g. Automating Invoicing & Financial Processes	Priority #2: e.g. Digitalising Quotations, Itineraries & Bookings	Priority #3: e.g. Centralising Customer Data & Insights
S Specific	What manual activity will be automated? Which process is being improved?		
	E.g. Implement integrated accounting system linked to sales orders to eliminate manual invoicing process	E.g. End-to-end sales and fulfilment, from customer enquiry to booking confirmation.	E.g. The Customer Relationship Management (CRM) & Marketing Process: Merging siloed data into a single, unified profile for every customer.
M Measurable	What is the current error rate? What is the expected time reduction?		
	E.g. Current: 5-day invoice cycle → Target: 1 day Current: 10-day month-end close → Target: 3 days	E.g. Reduce quote generation and itinerary building time by 60-80% (e.g., from 4 hours down to 30 minutes per client).	E.g. 100% data accuracy for active clients, and a 70% time reduction in pulling reports or preparing customer history before sales calls.
A Achievable	Does the company have the skills or resources? Internal capability?		
	E.g. Finance Manager has been appointed as OIC supported by Sales Team. Staff training is required.	E.g. Appoint an internal project champion and leverage vendor-led training to bridge capability gaps.	E.g. Partner with an external implementation vendor to set up data architecture and clean existing data, combined with mandatory internal training sessions.
R Relevant	Does this reduce operational bottlenecks? Does it improve cashflow?		
	E.g. Improves cashflow management and reduces admin time by 50%	E.g. Faster digital quotes and integrated payment links mean clients approve and pay deposits quicker, significantly accelerating cash inflow.	E.g. It eliminates the need for staff to manually retrieve customer information and enables targeted cross-selling, upselling and automated customer follow-ups.
T Time	When will this project be implemented? When is the expected go-live?		
	E.g. Implementation starts March 2027. Go-live June 2027. To achieve targets by Sept 2027.	E.g. Go-live by Q4 2026, ahead of the peak travel/booking season	E.g. Data migration complete by end Q32026, with full company go-live by Q42026.
E Expected Outcome	What is the expected business outcome after implementation?		
	E.g. Faster cashflow cycle and streamlined finance operations, with invoice processing reduced to 1 day and month-end closing completed within 3 days by Q2 2027.	E.g. Faster turnaround times for clients, increased conversion rates due to professional digital proposals, zero double-bookings, and a scalable operations model that handles 2x the volume without hiring more staff.	E.g. A "single source of truth" for the company. Higher customer retention rates through personalized service, faster response times, and data-driven marketing campaigns that yield higher ROI.
R Resources	Available Support?		
	E.g. Adopt Accounting System & Sales Management pre-approved under Productivity Solutions Grant by EnterpriseSG.	E.g. Leverage existing grant support such as Business Improvement Fund or Productivity Solutions Grant (PSG).	E.g. Leverage existing PSG resources

*Technology adoption alone does not guarantee success. **Effective change management** helps ensure new solutions are embraced by employees and deliver meaningful productivity gains.*

Technology + People = Successful Digital Transformation

Implement Technology



Change Management:

- Communication
- Training
- Processes

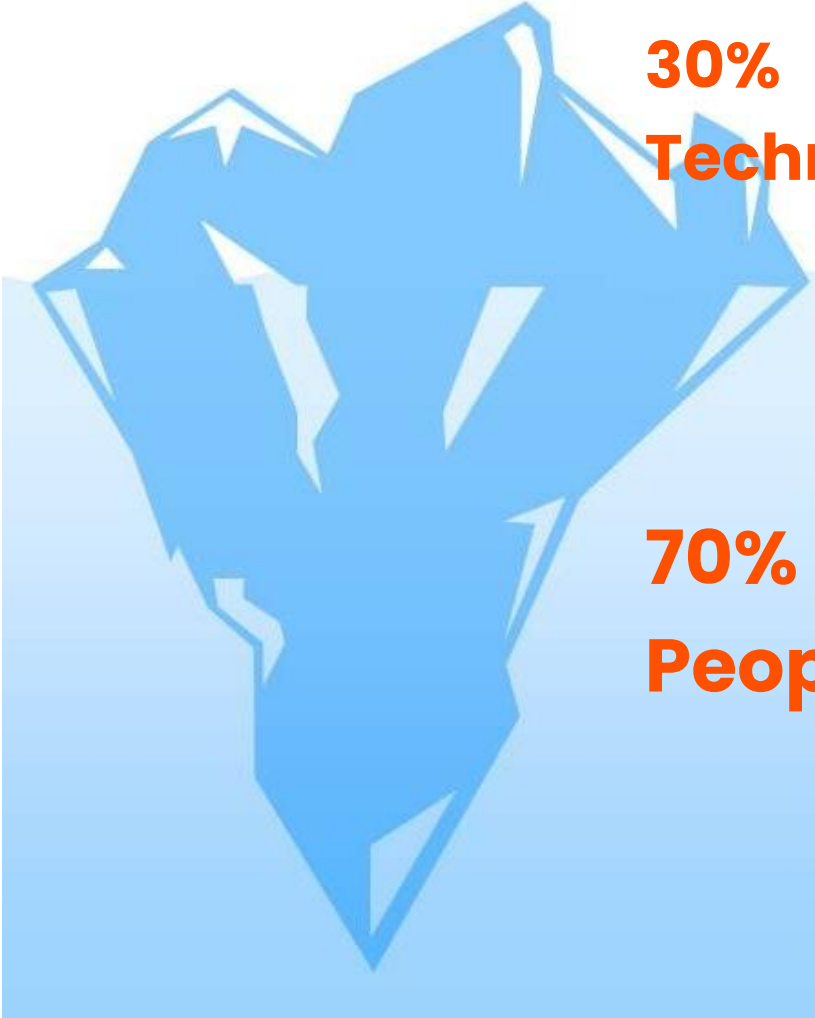


Successful Adoption



**Improved Productivity
& Better Customer
Outcomes**

Technology creates value only when employees are equipped to adopt new ways of working.

An iceberg floating in water, with the tip above the surface and the much larger base submerged. The tip is light blue and jagged, while the submerged part is a darker blue. The water is represented by a light blue gradient.

30%

Technology, Data & Algorithms

70%

People & Process

Career Conversion Programme (CCP) for Tourism Professionals

Funding Support (For both eligible full-time, part-time employees)

- Up to **70% Salary Support**, capped at \$5,000
- Up to **90% Salary Support**, capped at \$7,500 (≥ 40 years old / unemployed ≥ 6 months)

Reskilling (Existing Employees):	3 months
Place & Train (New Hires):	up to 6 months (PMET only)

Key Eligibility criteria

- To qualify for CCP, trainees must be reskilled in **at least two growth skills** –
 - **Two job specific skills** within a job archetype or
 - **One job specific skill** from a job archetype and **one critical core skill** with transferable knowledge, skills and abilities
- Companies must develop a **training plan** to address skills gaps and responsibilities of the new job role

Emerging Growth Skills for AI / Process Automation

Potential Job Role: Business Development / Marketing



Consumer Intelligence Analysis

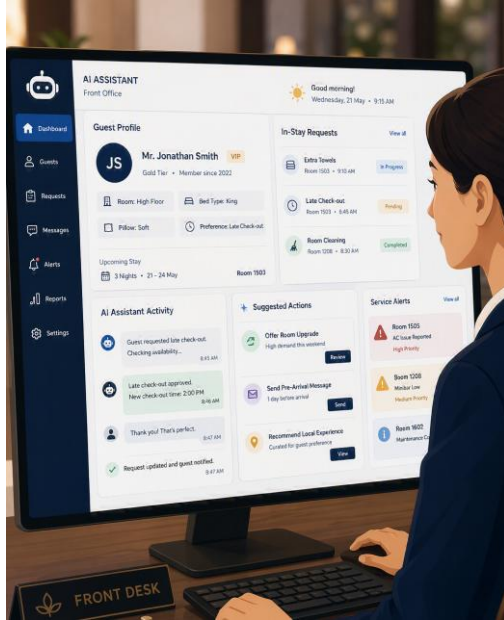
- **Define and validate guest segmentation parameters** for the agentic AI to monitor, including behavioural patterns, booking history and demographic profiles across key source markets.
- **Develop workflows** to review and act on AI-generated guest intelligence reports, identifying emerging demand trends and translating insights into campaign briefs.
- **Establish feedback loops** to continuously refine the AI's segmentation logic based on campaign performance and evolving guest preferences.

Digital Marketing

- **Configure agentic AI campaign triggers and rules**, such as when to activate a flash promotion, which guest segment to target and which channels to deploy across OTAs, email and social media.
- **Review and approve AI-drafted marketing content** across channels, applying brand voice and cultural sensitivity checks particularly for regional audiences.
- **Evaluate AI-generated campaign** performance reports and recommend parameter adjustments to improve conversion rates and return on marketing spend.

Emerging Growth Skills for Customer Relations Management

Potential Job Role: Customer Relations



Data Analytics

- **Examine consumer booking patterns, demographic profiles, and digital behaviour** to understand customer preferences for optimising pricing strategies, and the online booking experience
- **Analyze social media mentions, photo locations, and hashtag** usage to understand visitors' digital footprint and optimize both physical spaces and marketing strategies based on authentic visitor behaviour and preferences
- **Monitor mobile app usage, QR code scans, and digital interaction points** to optimize content strategy and visitor experience

Service Innovation

- **Map current guest journey and identify touchpoints** where agentic AI can enhance personalisation or reduce friction, such as automated pre-arrival preference capture or real-time in-stay request fulfilment.
- **Design and test new AI-enabled service concepts** — for example, proactive room readiness notifications or AI-curated local experience recommendations — and gather guest feedback to iterate.

STRONG TEAMS,



STRONGER BUSINESS

Need support for

- **Advice on embarking on workforce development?**
- **Career Conversion Programme, other resources?**

Speak to us to find out more!



Closing

Multitude of resources available for you to kickstart your journey in adopting technology

- Travel Agent Industry Toolkit (Slide 9)
- Travel Agent Industry Digital Plan (Slide 12)
- Grant Support (Slide 14)

Technology adoption alone is not sufficient for the company's progression. Ensuring employees embrace and adapt is key.

- Effective Change Management (Slide 28)
- SWDA's resources (Slides 29 – 32)

Understanding your business needs, identifying gaps that can be addressed through technology, and clearly communicating these requirements to prospective vendors will facilitate a more efficient and effective solution evaluation process.

- Defining Your Business Requirements

Note: These resources will be uploaded on STB's TATGIF page post-event.



GENERATIVE AI WORKSHOP

EMPOWER YOUR TOURISM BUSINESS WITH GENAI: FROM INSPIRATION TO ACTION



ABOUT THE WORKSHOP

The tourism landscape is evolving rapidly, and this intensive workshop is designed to take you from theory to execution. Tailored for the travel and hospitality sector, you'll explore real-world GenAI case studies across the traveller journey and build practical customer service workflows.

SESSION 1

29 July 2026, Wednesday | 2pm to 4.30pm

[Register Now!](#)

Registration closes: 24 July 2026, Friday

SESSION 2

14 August 2026, Friday | 2pm to 4.30pm

[Register Now!](#)

Registration closes: 10 August 2026, Monday

 **Lorong AI @ One-North, 69 Ayer Rajah Cres., Level 3 Vidacity, Singapore 139961**

**Seats are limited and capped at 2 persons per organisation - register now to secure your spot!*

WHAT YOU'LL WALK AWAY WITH

- A clearer understanding of how GenAI is reshaping the traveller journey
- A hands-on experience to build practical customer service workflows

WHO SHOULD ATTEND

Tourism and hospitality professionals in **Customer Service, Guest Relations, Tech Operations, or Product Development** role(s) looking to harness AI in their work.

**Basic familiarity with ChatGPT is helpful but not required.*

ABOUT THE SPEAKER



Albert Issa, AI Success Engineer at OpenAI

Albert Issa is an AI Success Engineer at OpenAI, helping organisations turn AI strategy into practical deployment and adoption. He brings 18 years of experience across product, technology, design, and engineering, and has led multidisciplinary teams to launch AI products across APAC.



Prefer a Marketing Focus?

If your priority is branding and content creation rather than customer service, look out for our **upcoming GenAI workshop focusing on Marketing this September**.



POWERED BY
SINGAPORE
TOURISM
BOARD

Register Now!

Session 1

29 July 2026,
Wed
2pm to 4:30pm



Session 2

14 August 2026,
Fri
2pm to 4:30pm



We appreciate your feedback!

