



STB partners with more than 40 stakeholders for Golden Jubilee campaign launch

Singapore, 27 May 2015 – The Singapore Tourism Board (STB) unveils today the array of special deals and experiences under the Golden Jubilee campaign. More than 40 tourism stakeholders have come together to offer these deals and experiences as part of a \$20 million marketing outreach in seven key markets.

"2015 is not only a tremendous milestone for Singapore, but also an opportunity for STB to leverage the international attention to ramp up marketing efforts for destination Singapore," said Ms Lynette Pang, Assistant Chief Executive of STB's Marketing Group. "We invited the tourism industry to partner us on this opportunity, and the response from across the various tourism industries has been heartening."

From May to December 2015, visitors will be able to choose from a range of attractive airfares, hotel stays, retail experiences, dining deals, and admissions to attractions. More than 35 hotels have come on board to offer two-night packages with a third night free (for bookings up to end of August 2015). Under "Kids Play for Free", children enjoy free admission into participating attractions (terms and conditions apply).



Innovative local brands such as Supermama and LOVE SG are offering specially-designed SG50 collectibles that reflect Singapore's culture, and serve as unique souvenirs of Singapore

During the Great Singapore Sale, tourists who spend a minimum of \$50 will get a chance to win \$500 in the form of a MasterCard pre-paid card, with one winner daily¹. Visitors can also enjoy hassle-free shopping, airport transfers, hotel delivery, personal shopping services and more at some of Singapore's shopping malls and department stores.

Beyond the myriad deals, visitors will also be able to experience events such as Pedestrian Night. The popular Pedestrian Night on Orchard Road² will return for a second run from July to December this year to add buzz to Singapore's iconic shopping belt. In addition to entertainment-themed activities on the pedestrianised road every first Saturday of the month, visitors can look forward to in-mall or in-store events organised by Orchard Road stakeholders. More details on Pedestrian Night will be shared at a later date by the Orchard Road Business Association.

The Golden Jubilee campaign is launched in time to coincide with the Great Singapore Sale (launching 29 May) and will be marketed in Indonesia, China, India, Philippines, Japan, Korea, and Vietnam.

¹ Under the Daily Rewards programme conducted by Singapore Retailers Association, locals who spend a minimum of \$50 during the Great Singapore Sale stand a chance to win a prize of S\$500. If the S\$50 was spent on a MasterCard, MasterCard will increase the prize win to S\$1,000.

² Pedestrian Night was a six-month pilot initiative held from October 2014 to March 2015 that saw a section of Orchard Road turn into a temporary pedestrianised road filled with themed activities on every first Saturday of each month. It is organised by the Orchard Road Business Association (ORBA).

"SG50 is a once-in-a-lifetime event for Singapore, and has caught the interest of the world, placing us on numerous lists of top places to visit. With the exciting Golden Jubilee campaign, we look forward to celebrating this milestone with both locals and international visitors," added Ms Pang.

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Note to editor: The full scale of deals will be online on 9 June 2015. More tourist promotions and deals will be added thereafter. Please visit YourSingapore.com for the latest details on the Golden Jubilee offers.

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About the Singapore Tourism Board

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "YourSingapore" brand.