



Singapore Tourism Board and Trip.com Group forge three-year global partnership to co-market Singapore; Trip.com Group sets up International Headquarters in Singapore

Singapore, 17 November 2020 – The Singapore Tourism Board (STB) and Trip.com Group today signed a three-year Memorandum of Understanding to jointly market Singapore as the destination of choice for travellers, and to enhance visitors' experience in Singapore. In addition, Trip.com Group announced that it has set up its International Headquarters (IHQ) in Singapore.

STB and Trip.com Group's partnership will leverage Trip.com Group's fast-growing global network as a leading international online travel services provider, as well as its ability to draw insights on traveller behaviour and needs from its large user base. The partnership will also cover multiple areas of collaboration, from marketing and data analytics, to product and industry development.

Joint Global Marketing

As international travel gradually resumes, STB and Trip.com Group will embark on a series of joint marketing campaigns in several markets designed to attract visitors to the city-state. The campaigns will focus on markets such as Mainland China, Hong Kong, South Korea and Thailand. These will be rolled out in phases based on the respective market's readiness to travel and prevailing travel policies. STB and Trip.com Group will curate and deliver inspirational and engaging content via various media channels to showcase the Singapore destination story and to position Singapore as a safe and compelling destination of choice for travellers.

Product and Industry Development

STB and Trip.com Group will also customise and promote a range of travel products, itineraries and experiences tailored to different types of travellers, including Free and Independent Travellers (FITs) and leisure groups from STB's key target segments, as well as corporate and MICE (Meetings, Incentives, Conferences & Exhibitions) visitors. STB and Trip.com Group will also exchange insights on key traveller segments and regional travel trends, with industry

stakeholders in Singapore and key markets. This is to equip them with useful insights that can help them reach out to consumers more effectively and to enhance the visitor experience in Singapore.

Mr Keith Tan, Chief Executive of the Singapore Tourism Board, said: “We are pleased to partner with the Trip.com Group to jointly market Singapore as the destination of choice for travellers. As Singapore gradually and safely re-opens our borders, this partnership will help drive the recovery of Singapore’s tourism sector as consumers look to travel in this new COVID-19 environment. We look forward to safely welcoming visitors back to Singapore, to enjoy our great food, unique culture, beautiful parks, and fun experiences.”

Trip.com Group’s International Headquarters in Singapore

This MOU marks the latest partnership between Singapore and Trip.com Group, which has recently set up its IHQ in Singapore. Supported by the Singapore Economic Development Board (EDB), Trip.com Group’s IHQ will focus on marketing, sales, and Research and Development (R&D).

Mr Ang Chin Tah, Vice President and Head of Digital Industry Singapore said: “We are proud to partner with a leading industry player like Trip.com Group as the skies gradually reopen. Trip.com Group’s collaboration with STB and their decision to locate their IHQ here demonstrate continued confidence in Singapore’s stability, access to talent, and vibrant ecosystem of partners. Together, we can meet the challenges posed by the pandemic head on, and create growth and job opportunities in the travel and tech sector for companies and Singaporeans.”

Mr. James Liang, Co-founder and Chairman of Trip.com Group, said: “Singapore, with its top-class facilities and unique tourism offerings, has always been one of the most sought-after destinations by global travellers. Within hours of the official announcement on the easing of travel restrictions on Mainland China, searches by our App users for flights and hotels relating to Singapore jumped 379% per cent. During our 60-minute “BOSS Live” broadcast in July, we sold more than 10,000 hotel room nights in Singapore – with a gross merchandise value exceeding RMB 15.83 million (approximately S\$3.21 million).”

“As international travel resumes, we believe Singapore will be the first port-of-call for many international visitors and we are delighted to have the opportunity to work closely with STB to develop and grow Singapore’s standing as the one of the top tourist destinations over the next few years.”

For media queries, please contact:

Trip.com Group

Trip.com Group PR

Email: pr@trip.com

Tel: (+86) 21 3406 4880 ext 196455

Singapore Tourism Board

Ms Audrey Kang

Email: Audrey_Kang@stb.gov.sg

Tel: (+65) 6831 3567

About Trip.com Group

Trip.com Group is a leading one-stop travel service provider comprising of Trip.com, Ctrip, Skyscanner, and Qunar. Across its platforms, Trip.com Group enables local partners and travelers around the world to make informed and cost-effective bookings for travel products and services, through the aggregation of comprehensive travel-related information and resources, and an advanced transaction platform consisting of mobile apps, Internet websites and 24/7 customer service centers. Founded in 1999 and listed on NASDAQ in 2003, Trip.com Group has become one of the best-known travel brands in the world, with the mission of 'making every trip the perfect trip'.

For additional information, visit [Trip.com Group Newsroom](#)

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore’s key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

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