Experience Step-Up Fund (ESF)
Call for Proposals:
Tours and Technology

Industry Briefing

4 September 2015

Singapore
TOURISM
BOARD
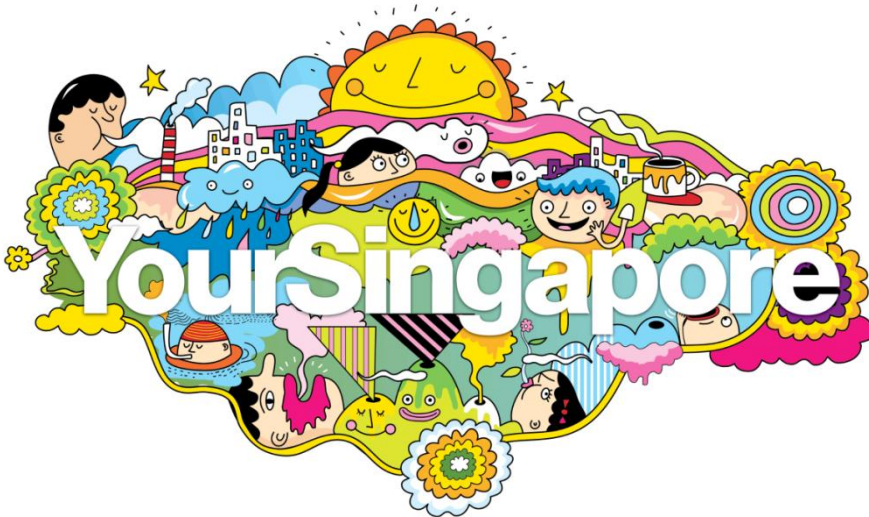
Agenda

1. **Tour & Technology Landscape**

2. **Details of Experience Step-up Fund & Call-For-Proposal**

   a) Fund Objective

   b) Support Parameters

   c) Evaluation Criteria

   d) Application Process

3. **FAQs & Q&A**

TOUR & TECHNOLOGY LANDSCAPE

Tour Development & Technology

Visitors are increasingly seeking varied and engaging experiences that allow them to gain a deeper appreciation and understanding of Singapore.

Examples of factors influencing a visitor's experience:

Local/engaging experiences

Ease of way finding

Information availability

Digital connectivity

Customized information/ experience

Visitor experience can be enhanced with:

- **Tours:**
  - Local Immersion Tours E.g. Walking tours at precincts, heritage trails
  - Innovative Tours: E.g. Culinary tour with hands-on activities, back-of-house tours

- **Use of Technology:** E.g. navigation apps, interactive visual panels at attractions and precincts, information translation apps

Areas of Opportunities

1) Discovering the lesser known side of Singapore

For visitors to experience the local way of life and gain a deeper appreciation of Singapore.

2) Interactive & Immersive experiences

To give visitors more tangible takeaways and create a more memorable experience in Singapore.

3) Interest based / Customisation

To meet the needs of niche visitors.

Areas of Opportunities

1) Discovering the lesser known side of Singapore

Examples:
- Tours to explore our *local culture and heritage* e.g. national monuments

- *Off the beaten track* tours e.g. exploring Singapore's heartlands, wet markets

2) Interactive & Immersive experiences

Examples:
- Tours with *family friendly activities* incorporating education factors

- Interactive activities and *hands-on experiences* e.g. food sampling, cultural cooking experience, local craft making etc

3) Interest based / Customisation

Examples:
- *Tours focusing on particular interest* e.g. nightlife, culinary, nature, sports

- Tours specially catered to *specific markets* e.g. dietary requirements, multiple languages

- Tours catering to *business travellers* or *student groups*
  - *Back-of-house / industry insight* tours e.g. Aviation & transport, architecture
  - Tours to share factors leading to the *Singapore success story* - Social Fabric, Liveable Home, Water Solutions, City in a Garden

Self-guided tours for FITs (e.g. Walking trails around a precinct)

Areas of Opportunities

1) Interactive and Richer Storytelling

To provide compelling and engaging experience for visitors, by incorporating interactivity and richer content.

2) Personalised Journey

To enhance visitor experience through seamless navigation and the push-out of targeted information.

3) Technology as a Differentiator

To differentiate the place experience through innovative and impactful technologies.

Areas of Opportunities

1) Interactive and Richer Storytelling

Examples:

- **Interactive visual panels** allowing visitors to understand the precinct story

- The use of **augmented/virtual reality** to create a more immersive experience

2) Personalised Journey

Examples:

- **GPS system** to guide visitors from a MRT station to an attraction

- **Navigation applications** within a particular precinct/attraction that also push out targeted value-adds
e.g. discounts, information

3) Technology as a Differentiator

Examples:

- **Holograms** at airport/attractions/ precincts

- The use of **virtual reality** to showcase the history of a precinct

Content translation to be more visitor friendly

Types of technology: *E.g.* Mobile App, Wearables, Augmented Reality, Virtual Reality, NFC, RFID, iBeacons

EXPERIENCE STEP-UP FUND
& CALL-FOR-PROPOSALS

Experience Step-up Fund (ESF)

- $10 million fund to boost visitor experience

Objective

To encourage businesses to develop **new tourism experiences** which will enhance overall visitor experience and satisfaction in Singapore.

Call-For-Proposals

1. Development of **new/enhanced tours**

2. Adoption of **innovative technologies for enhanced experiences**

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SUPPORT PARAMETERS

CFP Support Parameters

| Target Grant Applicants | All Singapore registered businesses, companies, associations and Singapore government bodies. |

TOURS

1   **Licensed Travel Agents**

2   **Other Singapore Registered Businesses**
(content providers/ tourism businesses)

> *Should you wish to run the tour:*
> - *Collaborate with a licensed travel agent*
> - *Obtain a travel agent licence*

TECHNOLOGY

1   **Tourism businesses (e.g. Attractions; Precinct Business Associations; Travel Agents)**

2   **Technology companies**

CFP Support Parameters

Level of Support

Up to 70% of qualifying costs (for development phase):

- **Third-party costs including**
  - Professional services
    - E.g. Consultancy, testing & certification, feasibility studies, external audit
  - Equipment & Materials
    - E.g. Quantifiable fixed assets investment, hardware and software, materials used in fabrication of prototypes, freight charges
  - Production
    - E.g. Construction of product, production of content
  - Marketing (up to 6 months after launch of product)
    - E.g. Creative design and creation of marketing collaterals for promotion in Singapore/overseas

- **Internal cost including**
  - Manpower (on applicant's payroll with project-specific job scopes)
    - **Only for new or enhanced tour development**
    - Bulk of work scope of manpower should cover at least 2 of the following:
      1) Content development and research; or
      2) Scripting; or
      3) Logistics (e.g. liaise with stakeholders, tour arrangements)
    - Capped at maximum 30% of total grant quantum

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EVALUATION CRITERIA

CFP Evaluation Criteria

Performance Targets

At least one of the following:

Improvement in visitor satisfaction

E.g. Measured by pre-post consumer survey and/or satisfaction rating

Increase in total / induced visitor footfall

E.g. Measured by actual attendance/ visitorship/ utilization (for technology)

Increase in total / induced revenue

E.g. Pre-post project profit & loss statements

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CFP Evaluation Criteria

Evaluation Criteria

Strength of concept (50%)

- Relevance of concept in tapping on opportunities within tour and technology landscape
- Differentiation from existing offerings
- Potential to achieve at least one of the three KPIs

Strength of business plan (35%)

- Feasibility of proposal
- Sustainability of business model
- Marketing and sales strategies
- For collaboration projects *(E.g. tourism biz with tech companies, TAs and Non-TAs):* feasibility and sustainability of partnership model

Company's competencies, track record and financial status (15%)

- Ability, track record commitment to drive and successfully deliver the project
- Financial stability
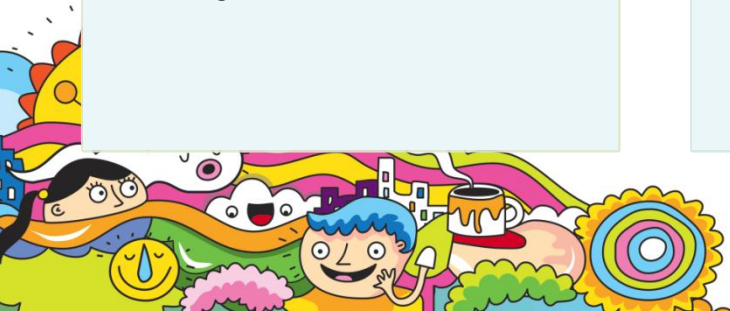
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APPLICATION PROCESS

CFP Application Process

Proposals can be submitted anytime from now till 5 February 2016.
There will be a bi-monthly evaluation in <u>October 2015, December 2015 and February 2016</u>. Proposals must reach STB mailbox by the <u>5th of the month, 5pm</u>.

- Mailbox (No. 17) open daily for applications submission.

- Bi-monthly submission deadline for evaluation.
 5th October 2015, 7th December 2015, 5th February 2016

- Evaluation of proposals by STB.

- Applicants notified of outcomes estimated within 2 months from the bimonthly evaluation date.

- Grant* offered to successful applications.

Project must not have commenced before STB grant offer.

**Example: A proposal submitted on 21 Nov 2015 will be evaluated in the Dec cycle.
A confirmed response can be expected by Feb 2016.**

on from STB.

CFP Application Details

Applications are now open!

Applicants must submit one signed hardcopy and one digital copy (saved onto a CD/DVD or thumb drive) of the grant application form, along with supporting materials in one sealed package to STB (Mailbox No 17).

The application form for Experience Step-up Fund (Call for Proposals) is available for download on the **"Experience Step-up Fund (ESF)" page under the tab, "Assistance & Licensing", at www.stb.gov.sg.**

Enquiries: STB_ESF@stb.gov.sg

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FREQUENTLY ASKED QUESTIONS

Frequently Asked Questions

1. Besides tour development and technology initiatives, what are the other projects and experiences that can qualify for ESF?

Categories	Projects that may be supported under ESF
Development of new products and experiences	• Enhance existing attractions and precincts with new products/experiences including new tours.
Content enhancement at existing attractions and precincts	• Content delivery to be made available in different languages, for e.g. translation cost, update content in existing signage and content boards, etc.
Amenities enhancements within retail malls and attractions	• Addition of VIP lounges, Kids' club and other experiential elements, within existing retail malls, etc.
Infrastructure enhancement	• Retrofitting of existing venues. • Upgrade of precinct infrastructure e.g. street market stalls, canopy insulation. Note: Infrastructural upgrade must lead to a direct enhancement of visitor experience

Please approach the relevant Line Units to indicate interests for these projects or write in to us at STB_ESF@stb.gov.sg

Frequently Asked Questions

2. Is there a limit to the number of the ESF applications each company/entity can submit during each application cycle?

- No, there is no limit to the number of proposals that each company can submit for support through the ESF. However, each proposal must be different.

3. Can I re-apply for the ESF using the same concept/proposal if it was unsuccessful the first time round?

- If your proposal was unsuccessful the first time round, you can only re-apply for the grant if material or significant changes were made to the unsuccessful proposal.

4. What are some projects which are out-of-scope for ESF?
- Projects already supported by other grants/committed as a KPI to STB
- Projects submitted by non-Singapore registered companies
- Projects that drive productivity outcomes, which can be supported under Business Improvement Fund (BIF).

Frequently Asked Questions

5. Can I submit a proposal in collaboration with one (or more) company (companies)?

- Yes, proposals can be submitted in collaboration with other company (companies), however there should be only one applicant per ESF proposal. All partnership details should be included in the proposal (i.e. non-TAs collaborating with TAs should submit partnership details and written proof of collaboration).

6. If I am currently not a travel agent, can I submit my proposal for tour development?

- Yes, you may submit your proposal for tour development. However, as a TA licence is required for the conduct and arrangement of tours, you will need to apply for a TA licence or collaborate with an existing licensed travel agent if you wish to run the tour.

Frequently Asked Questions

7. How do I as a business apply for a TA licence?

The pre-requisites to apply for a TA licence are:

a) Register a company in Singapore through Accounting & Corporate Regulatory Authority (ACRA). (https://www.acra.gov.sg/home/)

b) Registered business must have a minimum paid-up capital and net worth of S$100,000

c) Applicant for TA licence must nominate a suitable person as the key executive (KE) who is responsible for the proper administration and management of the affairs of the travel agency. The KE nominee should preferably be a Director in the company. If the KE nominee is a foreigner, he/she should have a valid employment pass / entrepreneurial pass.

Information on application for a travel agent licence and a comprehensive user guide are found on:

- **STB corporate website Assistance and Licensing page:** https://www.stb.gov.sg/assistance-and-licensing/licensing/Pages/TRAVEL-AGENT-LICENCE.aspx#Eligibility
- **TRUST (Travel Related Users' System) website:** https://trust.yoursingapore.com/trust/Faq?Category=5

Information on tourist guides licence can be found on:

- **Guides Online Website:** https://guides-online.yoursingapore.com/tgls/displayFAQ1.jsp

QUESTIONS?