

# Homebound SINGAPORE

A special edition of Inbound Singapore

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**EXPERIENCE SINGAPORE VIRTUALLY.** Unique Singapore buys / All-access virtual pass to Singapore's art and culture scene / Rediscover the Civic District / Picture Perfect / Marketing tips

## Dear Travel Partners

Welcome to *Homebound Singapore*, a special issue of *Inbound Singapore*.

In this issue, we have specially curated a list of immersive virtual tours and art exhibitions to pique the interest of your customers. Your customers can also shop for homegrown Singapore brands in the comfort of their homes.

Insightful tips for your marketing strategies would be shared which we hope would be useful, as you stay connected to your customers during these challenging times.

We hope that this issue inspires and assists you in your engagement plans with your customers. Look forward to welcoming your customers to Singapore when travel resumes.

Keep well and stay safe.

From Singapore Tourism Board



Multi-label stores along Haji Lane



Tea set from TWG



Epigram Books

## Unique Singapore buys

Inspire your customers with retail delights from these homegrown brands.

### TASTE OF LUXURY

Your customers are in for a treat when they shop at **TWG Tea's** online store. Established in Singapore in 2008, TWG Tea offers more than 800 types of tea, and has salons and boutiques in various locations in Singapore. It's a favourite amongst tea aficionados worldwide, and their online shop offers a convenient way for their loyalists to get access to their favourite tea-infused scented candles, gourmet delicacies, patisseries and tea accessories easily.



Visit **TWG**

### QUIRKY SOUVENIRS AND KEEPSAKES

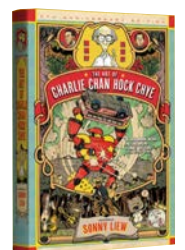
A one-stop destination for quirky items, **Naiise's** collection presents unconventional souvenirs that will surely delight. Your customers will find curry puff (deep-fried or baked pastry with curried fillings) cushions, prints and postcards. Whether they evoke nostalgia or bring out the laughs with products featuring daily Singaporean lingo or *Singlish* phrases, there's something for everyone at Naiise.



Visit **Naiise**

### A BOOK A DAY

Shop for Singaporean authors and non-fiction books at **Epigram Books**. Your customers can take their pick from novels to picture books, memoirs to cookbooks, short novels, and even poetry. Tell your customers to keep a lookout for their award-winning titles such as the graphic novel *The Art of Charlie Chan Hock Chye* (winner of three Eisner Awards) and *The Naysayer's Book Club* (Singapore Book Awards 2019 Book of the Year).



Visit **Epigram Books**

# All-access virtual pass to Singapore's art and culture scene

A collection of the hottest virtual events happening now.

## SIFA v2.020

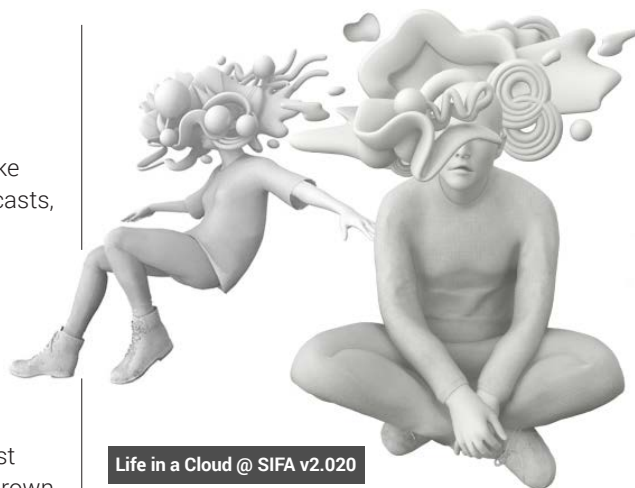
Singapore's annual performing arts festival, the **Singapore International Festival of Arts**, goes virtual with **SIFA v2.020**. Your customers can take part in virtual talks, workshops, vodcasts, performances, and more.

[Visit SIFA v2.020](#)

## STREETS OF HOPE

Organised by **Gillman Barracks**, **Streets of Hope** is the first and largest presentation of art pieces by homegrown Singaporean artists. The exhibit aims to spread positivity through the various uplifting pieces. Over 150 artists submitted original artworks and your customers can learn more about each artist and see their work in full in the online gallery.

[Visit Streets of Hope](#)



Life in a Cloud @ SIFA v2.020

## TIME PASSES

Conceptualised amidst social distancing, **Time Passes** aims to capture the care and tenderness that persist despite limited physical interaction. The exhibit showcases the realisations that have surfaced during the pandemic and how these have transformed our way of life.

[Visit the Singapore Art Museum](#)



Singapore Art Museum

IMAGE COURTESY OF ARTIST

## VIRTUAL BINGO TOUR

Level up your customer's virtual tour experience with the Virtual Bingo Tour. The added bingo program brings a new element of fun and excitement that will keep your customers engaged from start to finish.

[Visit Monster Day Tours](#)

# Rediscover Singapore's Civic District

The Civic District is located right at the heart of Singapore's downtown and houses many of the city's historical, architectural and cultural landmarks.

## CLASSIC LANDMARKS

Revisit Singapore's iconic landmark in this **Merlion Park 360° tour**. Your customers can also admire the Merlion in its full glory and catch glimpses of other popular landmarks like the **Fullerton Hotel**, **Esplanade - Theatres on the Bay**, **Singapore Flyer**, and **Marina Bay Sands®**.

[VisitSingapore.com VR](#)



## DELIGHTFUL EXPERIENCES

Relive the sights and sounds of **Spectra – A Light & Water Show** at Marina Bay Sands® in this 360° video. Your customers can get a panoramic view of the 15-minute light and water show featuring a symphony of music, dancing fountain jets, and colourful visual projections.

[Watch the video](#)

## MORE FROM THE CIVIC DISTRICT

### TREASURES UP CLOSE AND PERSONAL

The ACM Treasures in AR tour organised by the Asian Civilisations Museum (ACM) promises to take your customers on a cross-cultural exploration. There are three galleries to discover: jewellery, fashion, and textiles.

[Visit ACM](#)

### ALL EARS

Encourage your guests to download the Gallery Explorer app by the National Gallery Singapore to gain access to the gallery's latest virtual tours and exhibits.

[Visit National Gallery Singapore](#)



## Picture perfect

Miss seeing Singapore at night? Download these amazing Singapore backdrops to jazz up your next virtual meeting.



### **FORMULA 1™ SINGAPORE AIRLINES SINGAPORE GRAND PRIX**

Relive the exhilarating moments of the Singapore Grand Prix. The streets of Singapore roar to life with the revving of race car engines at the **Formula 1™ Singapore Airlines Singapore Grand Prix**.

 [Get background here](#)



### **MARINA BAYFRONT**

The Marina Bay area offers a panoramic view of some of Singapore's iconic landmarks like the distinct towers and observation deck of the SkyPark at **Marina Bay Sands®**, the lotus-inspired design of the **ArtScience Museum™**, and the eye-catching **Singapore Flyer**.

 [Get background here](#)



### **CLARKE QUAY**

Located along the Singapore River, Clarke Quay was once a bustling wharf and home to godowns and commercial houses. Today the area is a thriving nightspot popular for its trendy restaurants and watering holes.

 [Get background here](#)



### **SUPERTREES AT GARDENS BY THE BAY**

Liven up your next virtual meeting with the **Garden Rhapsody** light and sound show. You customers will enjoy the Supertree Grove framed by the amazing colours of tropical Singapore.

 [Get background here](#)

# Drive customer conversions

Maintain top of mind recall of your brand with your customers with these remarketing and retargeting strategies!

## RECAPTURE YOUR CUSTOMERS' INTEREST AND CONVERT THEM

Remarketing and retargeting are digital marketing tools that can help increase customer engagement by encouraging them to leave their email addresses, subscribing to your mailing list, liking your social media pages or even purchasing something from your site.

## REMARKETING VS RETARGETING

The difference lies in the strategy and method of delivery. Remarketing is a way to connect with customers who previously interacted with your website or mobile app, while retargeting focuses on paid ads.

## WHY ARE THESE STRATEGIES IMPORTANT?

Contrary to popular belief, consumers do not mind seeing marketing emails and ads at all – as long as these are relevant to them. Sending them marketing materials of products or related products they have previously browsed can reignite their interest and possibly lead to a conversion.

## TIPS AND TRICKS FOR A SUCCESSFUL RECAPTURING CAMPAIGN

### • Personalise your remarketing email

Encourage conversions by providing relevant and useful ideas and recommendations to connect with your customers. For example, customers with kids might be more receptive to family vacations, affluent customers may want to see luxury resorts, while younger travelers may respond better to more



adventurous itineraries or off-the-beaten path destinations.

### • Use dynamic marketing for retargeting ads

Make your customer's browsing history work in your favour by drawing leads back to your site when they view similar or related sites. For example, they may see an ad about your safari tours or nature-themed tours when they view an article related to animals, nature or travel.



### • Create responsive ads

Make sure your ad displays in the best format from whatever device they are viewed on. Some ways you can do this is to pick images that look good both in full scale and scaled down, and by taking note of how the different text combinations will be displayed.



### • Upsell and cross-sell to existing customers

Retarget customers who have made previous purchases by offering similar tours or experiences. For example, if they have previously gone on a spa holiday, a nature-themed experience may pique their interest.

### • Schedule ads at the right time

Research your target audience to find out when they will most likely be online to see your ads. This way,

you can focus on running your ads only during these optimum time frames – helping you save time and money, and see more success in your campaign.



### • Optimise marketing efforts across multiple mediums

You can create remarketing campaigns across multiple mediums such as Google, social media sites, EDMs, and other remarketing technologies. A full understanding of your customers ensures that any data collected can be leveraged to personalised ad campaigns. For example, you can focus your ads on Facebooks to capture new audiences aged 30 to 65 (the core demographic of Facebook users) or send EDMs to upsell to your current customers.



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All information is accurate and valid at time of dissemination.

