



Singapore Tourism Board

Company Description

The Singapore Tourism Board (STB) is a statutory board under the Ministry of Trade and Industry of Singapore. It champions the development of Singapore's tourism sector, one of the country's key service sectors and economic pillars, and undertakes the marketing and promotion of Singapore as a tourism destination.

The tourism sector currently contributes 4 per cent to Singapore's gross domestic product. Tourism plays an essential role in reinforcing Singapore's status as a vibrant global city that is a magnet for capital, businesses and talent. It also enhances the quality and diversity of leisure options for local residents and helps to create a living environment that Singaporeans can be proud to call home.

STB strives to ensure that tourism remains an important economic pillar through long-term strategic planning, and by forging partnerships, driving innovation and ensuring excellence in the tourism sector. It continues to market Singapore's multi-faceted appeal as a premier business and leisure destination, and offer empowering and customised experiences. 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. This is a unified brand between STB and Economic Development Board (EDB) which will allow the international marketing of Singapore for tourism and business purposes. STB also regularly reviews and updates the tourism regulatory framework to ensure its relevance in the current business environment, while providing support and incentives to catalyse the private sector to take the lead in investing for growth.

While STB leads in driving tourism development, it cannot do it alone; continued support from industry players is crucial in ensuring the success and sustainable growth of the sector. In the face of growing challenges such as resource scarcity and increasingly discerning travellers, there is a need to focus on yield-driven quality growth. As such, STB and tourism industry players have to work collaboratively to continue to innovate and create value for visitors. STB also aims to facilitate the sharing of experiences, expertise and resources among industry players to raise industry capability and competitiveness, maximise business opportunities and forge long-term win-win partnerships.

Strong support and active participation from Singapore residents are also imperative to the tourism sector as they are an integral part of Singapore's identity and appeal. STB will continue to work with tourism industry partners to nurture public engagement as part of its tourism development efforts; every local resident is a potential advocate for tourism and together, their collective ideas and energies can contribute to the sustainable development of the tourism sector.

Company Details

Head Office

Singapore

Main Business

観光政策立案・施行、観光客誘致、国際会議・展示会誘致

Established

1964年（日本支局1973年）

URL

www.visitsingapore.com（コーポレートサイト <https://www.stb.gov.sg/>）

Offices

Main Office

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