

# AFA ON ENABLING SAFE & INNOVATIVE VISITOR EXPERIENCES

## A STORY ABOUT OPENING DOORS TO THE WORLD SAFELY AMIDST A PANDEMIC

### ONE COMMON GOAL:

Reconnect with the world through safe and innovative visitor experiences



### Achievement

Developed and piloted prototypes that set the foundation for the subsequent development of a commercially-viable framework that can be scaled to support more and larger-scale international business events going forward.

### How it was done

Partnered with prominent industry stakeholders to develop a range of prototypes for safe business events, safe leisure itineraries, and travel enablers to facilitate a safe and seamless journey for participants.

### Outcomes

- Piloted the prototypes at TravelRevive – powered by ITB Asia and Singapore Tourism Board (STB) – the first international travel roadshow to take place physically in Asia Pacific during COVID-19
- Brought together prominent stakeholders like Changi Airport Group (CAG), Singapore Hotel Association (SHA), Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS), and National Association of Travel Agents Singapore (NATAS), and government agencies such as the STB and Ministry of Health (MOH)
- Learnings gathered from the launch of TravelRevive were quickly incorporated to refine the prototype for a subsequent event – Geo Connect Asia 2021 – for more than 1,000 attendees from 55 countries

“We have been able to work closely with many industry stakeholders and government agencies to develop a prototype for safe trade shows and exhibitions.”

Kwee Wei-Lin  
Co-Lead, Alliance for Action on Enabling Safe and Innovative Visitor Experiences  
President of Singapore Hotel Association & Head of Hotels of Pontiac Land Group



“The Meetings, Incentives, Conferences, and Exhibition (MICE) sector is important for us as an Alliance, because it is a single event that brings together business and leisure travel elements.”

Lee Seow Hiang  
Co-Lead, Alliance for Action on Enabling Safe and Innovative Visitor Experiences  
CEO of Changi Airport Group

