

# PEP-SBF Awards 2022

Pro-Enterprise Initiative (PEI) Award - Silver



## Name of Initiative

Performing Arts Tours Pilot Grant (PATPG)

## Agency

Singapore Tourism Board (STB)



### Could you share briefly on what was the impetus that eventually led to the initiative, and how did you motivate yourself/your team to pursue it?

The COVID-19 pandemic and border restrictions had a severe impact on the tours and performing arts sectors, creating strong impetus for both arts practitioners (APs) and tour operators (TOs) to explore new business models and reach new audiences.

Against this backdrop and given growing consumer demand for more experiential offerings, STB and the National Arts Council (NAC) saw an opportunity to bring together these two groups of stakeholders who, under usual circumstances would not interact, to leverage the storytelling expertise of APs to spark innovation and develop new immersive experiences in the tour industry.

### What were the challenges that you / your team encountered, and how did you / your team overcome them?

Regulatory hurdles had to be overcome, as under the Singapore Tourism Board Act, any individual who provides guiding services to one or more tourists for remuneration must hold a valid tourist guide licence, unless specifically excluded by legislation. As such, APs who want to attempt to conduct performing arts tours might find themselves in a grey area, should they intend to provide guiding services as part of the tour.

To address this, STB carved out a regulatory sandbox to allow APs involved in the shortlisted performing arts tours to be exempted from the requirement of holding a tourist guide licence in connection with their participation in these tours. This served to encourage TOs and APs to explore and test-bed how performing arts can be incorporated into tours without regulatory restrictions for the pilot.

### What was the most memorable moment while working on this project?

This was definitely witnessing the projects come to life in the form of unique performing arts tours! It was also encouraging to receive feedback from the TOs and APs that the PATPG furthered their understanding and transfer of knowledge between the two industries while encouraging them to explore and expand the range of products they offer.



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### Supporting Media/ Illustrations

**Pilot tours launched as part of the PATPG included:**

#### **Voices: Memories of Kampong Lorong Buangkok**

Explore Singapore's last remaining village, Kampong Lorong Buangkok, through the eyes of the residents Roland, Kak Rosnah and Lily. Inspired by real stories of the villagers, *Voices: Memories of Lorong Kampong Buangkok* will bring you on a journey to experience the serenity, songs and tales of the village.



**Credit:** Let's Go Tour Singapore

#### **The Secret Life of Haw Par Villa**

Watch Haw Par Villa come to life as Tiger King, Boon Haw, brings you through the Tiger Balm Gardens to encounter the history, mythologies and characters that live amongst the dioramas of the establishment. In this interactive, hybrid tour-performance, audience members will also be invited to take part in games and activities centred on topics of philosophy, ethics and morality.



**Credit:** Patch and Punnet, Strawberries Inc. and ROTOTORO