

Revitalizing tourism and commerce in Singapore

In 2020, Singapore's tourism industry was hit hard by international travel restrictions and reduced demand due to COVID-19. To help, the Singapore Tourism Board (STB) partnered with Visa to focus on two priorities: producing analytics to support local SMBs and launching marketing campaigns to rejuvenate tourism.



Action



[Visa and STB co-published a report](#) investigating COVID-19's economic impact on Singapore's tourism industry and providing data-driven insights for local businesses.



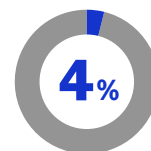
STB also launched the #WhereYouShopMatters and #SingaporeRediscovered marketing campaigns to encourage Singaporeans to shop at local retailers.



These were followed by [international promotions](#) to boost Singapore's profile as a tourist destination once global travel resumed.

Result

The collaboration helped provide new insight for local tourism and lifestyle businesses adapting to the "new normal" (such as the shift to digital commerce) while helping to raise awareness of Singapore's tourism sector, which accounts for 4% of the country's GDP.



[4% of Singapore's GDP comes from tourism](#)

Discover more ways that communities are leveraging payments data.

[Read the white paper](#) from Visa and Kearney.