



# Sustainable Tourism Development in Singapore

Ms Ong Huey Hong  
Chief Sustainability Officer, Singapore Tourism Board



Official (Open)

These slides are property of STB and shall not be reproduced or distributed without STB's written permission.

# Singapore – A City in Nature, where Large Experiences come with Small Footprints



**Small, low-lying, island city-state of ~734km<sup>2</sup>** (~49km from east to west and 28km from north to south with a coastline of 228km)<sup>1</sup>



**More than 40% of Singapore is covered in greenery<sup>2</sup>**, with a target to hit over 50% by 2030<sup>3</sup>



**Population size of ~6mil<sup>1</sup>**



**Alternative energy disadvantaged** (due to urban density, limited land area, flat land, low wind speeds etc.). About 95% of our electricity is generated from natural gas.



**4 National Taps<sup>4</sup>** (Local catchment, imported water, desalination and NEWater)

<sup>1</sup> Department of Statistics, Singapore, 2024.

<sup>2</sup> National Parks Board Sustainability Report 23/34.

<sup>3</sup> Singapore Green Plan 2030.

<sup>4</sup> Our Water Story, PUB, Singapore's National Water Agency, 2024.

# Tourism positively impacts Singapore's economy and liveability



Tourism contributed **on average ~3% of Singapore's Gross Domestic Product** over the last 10 years<sup>1</sup>



The tourism sector **employs more than 71,000 workers**<sup>2</sup> across businesses including hotels, attractions, tours and MICE



Enhances the quality and diversity of leisure options accessible to residents thus **developing a liveable city that Singaporeans**<sup>3</sup> can be proud to call home

- Most residents want to make tourists feel positive about Singapore
- Majority viewed tourism's contribution to Singapore positively and agreed tourism promotes an overall positive image of Singapore
- Residents generally found Singapore's tourism experiences enjoyable and would revisit

<sup>1</sup> From 2014 to 2023, excluding 2020 to 2022 due to Covid-19 pandemic. Singapore Tourism Board.

<sup>2</sup> Manpower Research & Statistics Department, MOM's STB's survey of Singapore residents, 2023.

<sup>3</sup> Official (Open) - These slides are property of STB and shall not be reproduced or distributed without STB's written permission

# The Singapore Green Plan 2030 is a whole of nation movement that charts our sustainability ambitions and targets, positioning SG to achieve our net-zero emissions aspirations by 2050

## GREEN PLAN



### City in Nature

Create a green, liveable, and sustainable home for Singaporeans, and build up our carbon sinks by extending nature throughout our island



### Sustainable Living

Make reducing carbon emissions, keeping our environment clean, and saving resources and energy a way of life in Singapore



### Energy Reset

Use cleaner energy and increase our energy efficiency to lower our carbon footprint



**Singapore accounts for ~0.11% of global carbon emissions**, and we are committed to contributing to global efforts to address climate change



**Singapore ratified the Paris Agreement in 2015**, becoming one of the first few countries to do so, alongside 30 other countries



### Green Economy

Seek green growth to create new jobs, transform our industries and harness sustainability as a competitive advantage



### Resilient Future

Build up Singapore's climate defences and resilience, and enhance our food security



**The tourism sector is also committed to play our part** under the “Green Economy” pillar of the Green Plan



**Green Government and Green Citizenry**  
as Key Enablers

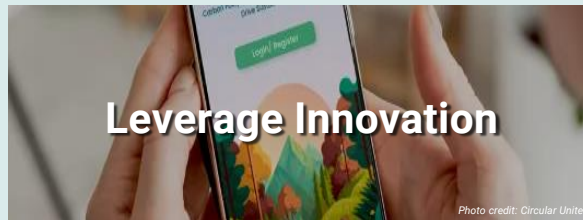


# Our Sustainable Tourism Strategy sets out actionable recommendations for the tourism sector in developing end-to-end sustainable experiences for the visitor

## 1 Becoming a Sustainable Urban Destination



## 2 Building a Sustainable Tourism Sector



## 3 Showcasing our sustainable experiences and stories as an innovative destination



**Singapore** Where Luxury Travel Meets Sustainability  
by Virtuoso

Nature, heritage, and community have always been cornerstones of the Singaporean way of life. Today, there are a myriad of ways for visitors to explore, enjoy, and learn from this Asian nation's sustainability.

# We have made good progress in sustainable industry development across the tourism sector



## Attractions

- **Launched GSTC Attraction Criteria** – STB supported the world's first global standard specifically designed for attractions
- Upcoming: **Attraction Sustainability Roadmap** in Q1 2025



## Hospitality

- **34% of hotel room stock** have achieved internationally-recognized sustainability certification (against target of 60% by 2025)



## MICE

- **Launched GSTC MICE Criteria** – STB supported the world's first global standard specifically designed for MICE. Singapore MICE Sustainability Certification (MSC) Framework has also been GSTC-Recognized.
- **4 purpose-built MICE venues and more than 20% of SACEOS<sup>1</sup> members** have achieved sustainability certification (against target of 6 venues and 80% of members by 2025)

<sup>1</sup>Singapore Association of Convention & Exhibition Organisers & Suppliers



## Travel Agents and Tourist Guides

- Partnership between NTUC LearningHub and National Association of Travel Agents Singapore (NATAS) **on the Certified Travel Professional (CTP) Programme** which includes upskilling in sustainability
- Upcoming: **Travel Agents Roadmap** with sustainability as one of the strategic focus areas in 1H 2025

# This progress has only been made possible through close public private collaborations. Ongoing stakeholder engagement is critical to develop and implement our quality tourism and sustainable tourism strategies.



## Consultation with diverse groups of stakeholders

- **Tourism-related businesses** (e.g. Attractions, Hotels, Travel Agents, Cruise, Integrated Resorts, Retail, Arts, Aviation)
- **Public**
- **Academia** (e.g. Institutes of Higher Learning)
- **Civil Society and Unions** (e.g. Nature Groups)
- **Government Agencies**



## Through a wide range of outreach approaches

- 1-1 engagements
- Focus group discussions
- Public exhibitions
- Industry engagement sessions

## Sustainable Tourism Strategy

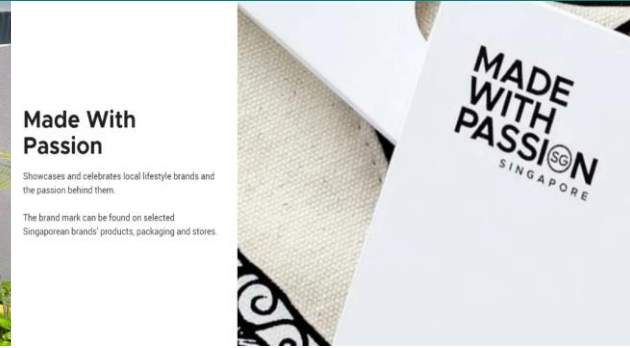
Over 50 stakeholders engaged over 40 engagements

Sustainable Tourism Conversations – annual platform with over 150 attendees from industry to exchange ideas and best practices for sustainable tourism

# Impact Story #1 – Tourism has a role to play in supporting locals and local businesses



PHOTO: THE ASCOTT LIMITED



## Ensuring Accessibility of Tourism Experiences to Locals

- Attractions such as Mandai Wildlife Reserve, Universal Studios Singapore and local museums offer discounted or free tickets to locals.
- The Singapore Grand Prix engages community via complimentary activities, e.g. school talks, live screenings, behind-the-scenes tours, and the annual Thursday Pit Lane Experience<sup>1</sup>.

## Ensuring Tourism Experiences are Inclusive

- Ascott's Partnership with SG Enable furthers their commitment to elevate disability, inclusion and accessibility standards. It aims to develop and deploy Ascott's disability inclusion policies, products, services and offerings in Singapore and beyond, creating inclusive and accessible experiences in its properties globally<sup>2</sup>.

## Profiling Local Businesses

- STB spotlights more than 150 local brands through our Made with Passion campaign.



Scan for more details!

<sup>1</sup> SingaporeGP 2023 Impact Report

<sup>2</sup> Ascott and SG Enable sign partnership to elevate disability inclusion and accessibility standards in the hospitality industry, 2024. Official (Open) These slides are property of STB and shall not be reproduced or distributed without STB's written permission.



## Impact Story #2 –

# MICE events can be leveraged to create purposeful and positive impacts in the destination, community and organisation



The **MICE Legacy Toolkit** launched in Mar 2024 empowers MICE event organisers with the knowledge and tools to plan events that create a positive and lasting impacts on the organisation, community, and host destination.



For example:

**Rotary International Convention 2024's** key legacy building initiative was the launch of a Mangrove Conservatory in Singapore which will serve as an integrated platform combining community outreach, education and applied research to improve climate resilience with mangrove<sup>1</sup>.

<sup>1</sup> SIT Launches Mangrove Conservatory with S\$680,000 Support from the Foundation of Rotary Clubs Singapore, 2024. Official (Open) These slides are property of STB and shall not be reproduced or distributed without STB's written permission.



This journey is a work in progress which requires the combined efforts of everyone. STB will continue to play our role in transforming Singapore into a City in Nature, where large experiences come with Small Footprints.



Official (Open)

These slides are property of STB and shall not be reproduced or distributed without STB's written permission.