



Enhancing Singapore's Resilience through Sustainable Tourism

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Passion
Made
Possible





Our constraints are more stark relative to other countries



Dense urban landscape

- Small, low-lying, island city-state of ~725 km²
- High population density of 8,000 per km²
- Competing land and infrastructure needs



Alternative-energy disadvantaged

- Limited land area
- Low wind speeds, low tidal range, lack of geothermal resources, no large river systems for hydropower



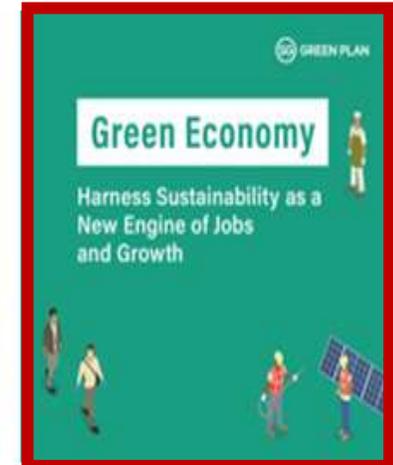
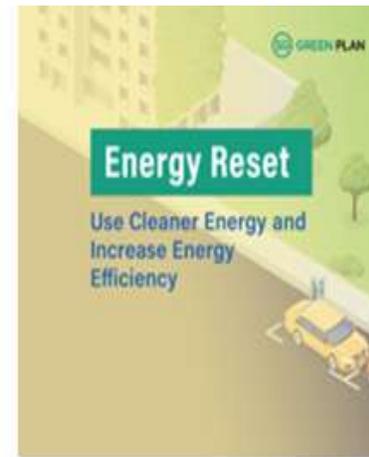
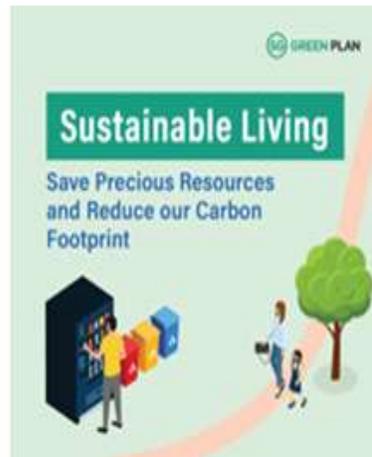
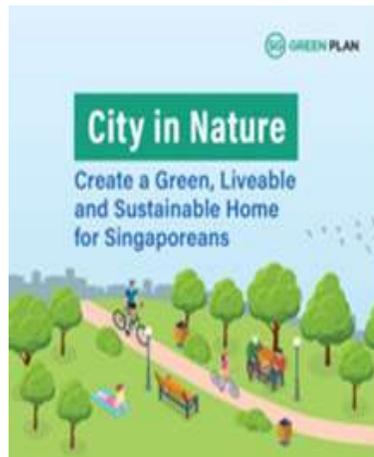
Export-oriented and Open Economy

- Trade = 3x GDP
- Lack of natural resources and hinterland
- Manufacturing as a key anchor of our economy



5 Pillars of Singapore Green Plan 2030

Singapore as a sustainable tourism destination



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

www.greenplan.gov.sg

Singapore's Tourism Sustainability Vision and Strategy



VISION

**A City in Nature, where Large Experiences
come with Small Footprints**



51.5 - 61.6 MILLION

visitors are interested in travelling to
Singapore sustainably over the next decade.

- Based on six study markets of Australia, China,
Indonesia, Japan, UK and USA.

TOURISM SUSTAINABILITY STRATEGY

1

Becoming a Sustainable Urban Destination



**MAKE
SUSTAINABILITY
FUN**



**DEVELOP SUSTAINABLE
TOURISM HARDWARE AND
SOFTWARE**



**CREATE A SUSTAINABLE
EXPERIENCE ACROSS ALL
CONSUMER TOUCHPOINTS**

2

Building a Sustainable Tourism Sector



**ASSOCIATIONS TO
PROVIDE INDUSTRY-
SPECIFIC DIRECTIONS
TO SHAPE BUSINESSES'
SUSTAINABILITY
STRATEGIES**



**LEVERAGE INNOVATION
TO SUPPORT
SUSTAINABLE TOURISM
OUTCOMES**



**BUILD THE
SUSTAINABILITY-RELATED
CAPABILITIES OF OUR
WORKFORCE**

3

Showcasing Singapore as a sustainable urban destination

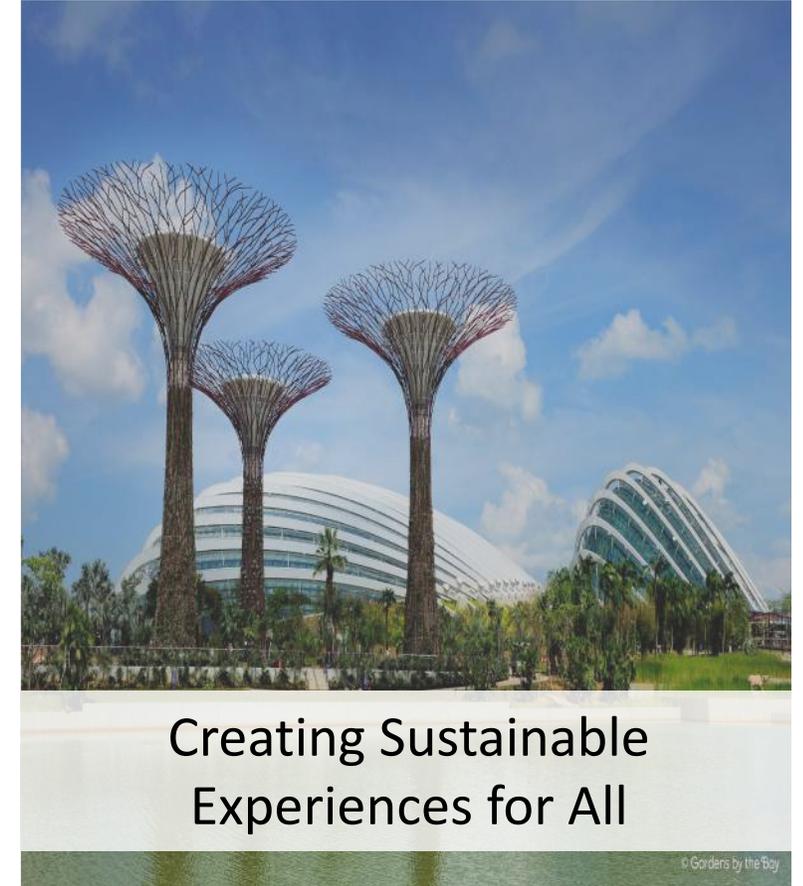
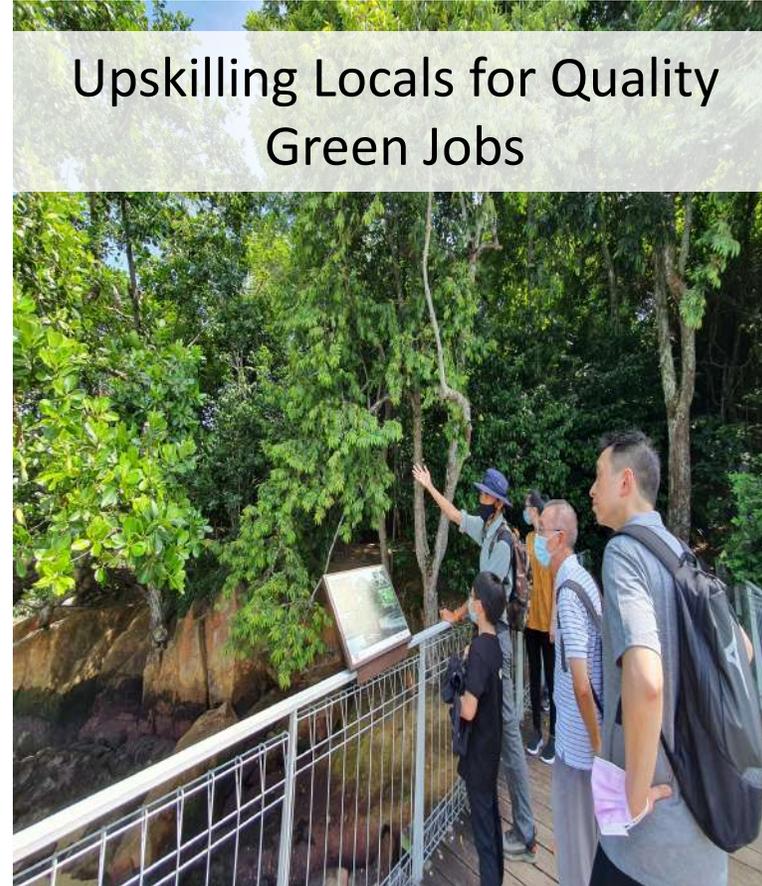
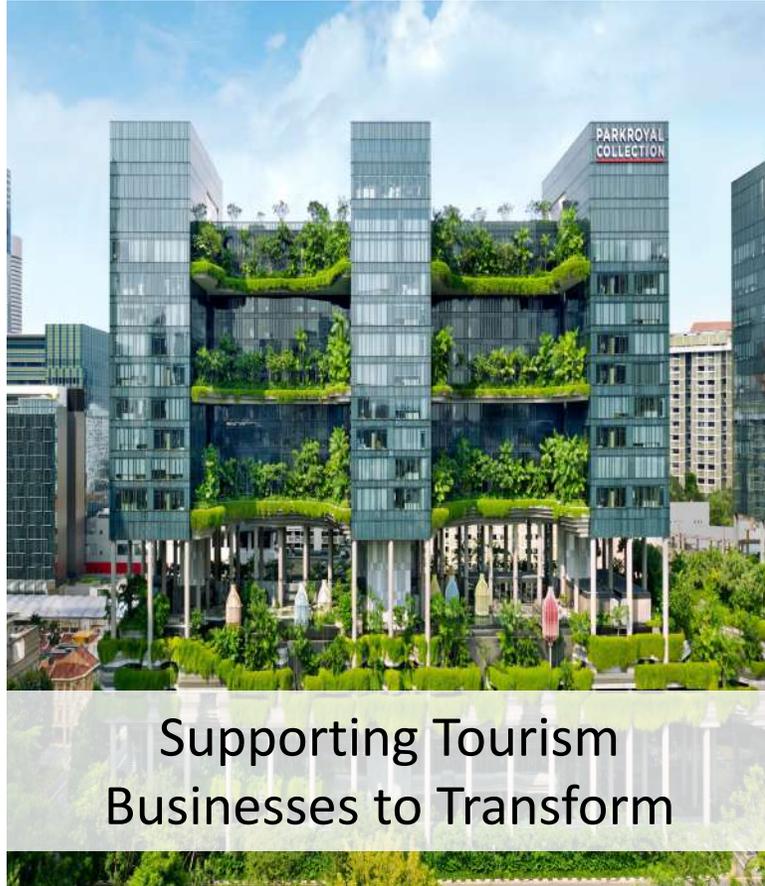


**SHOWCASE SUSTAINABLE
EXPERIENCES AND STORIES**

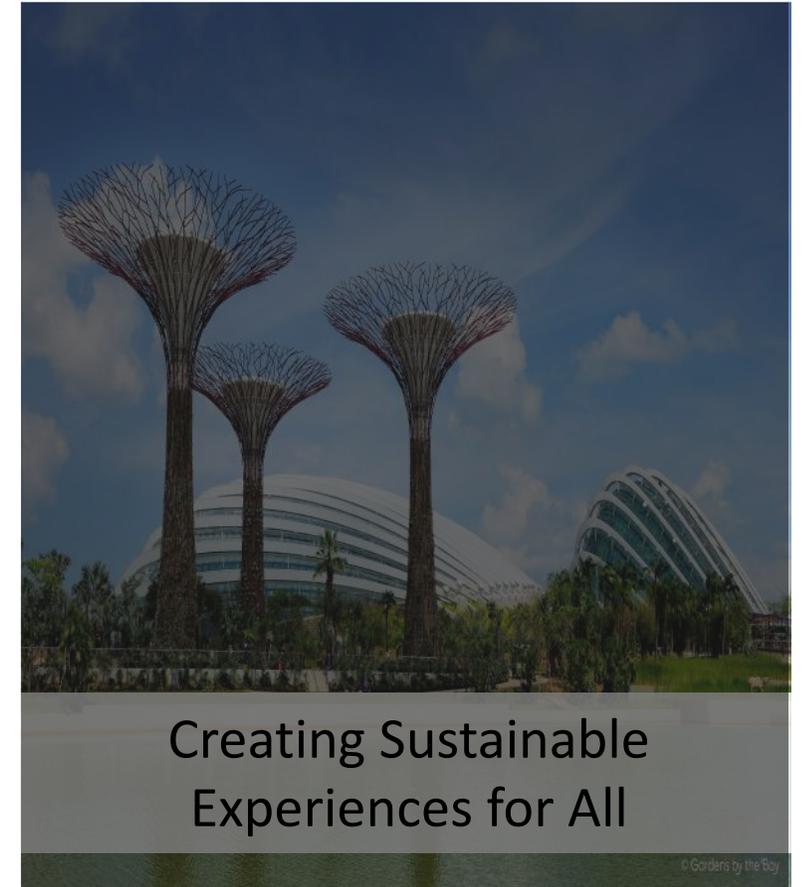
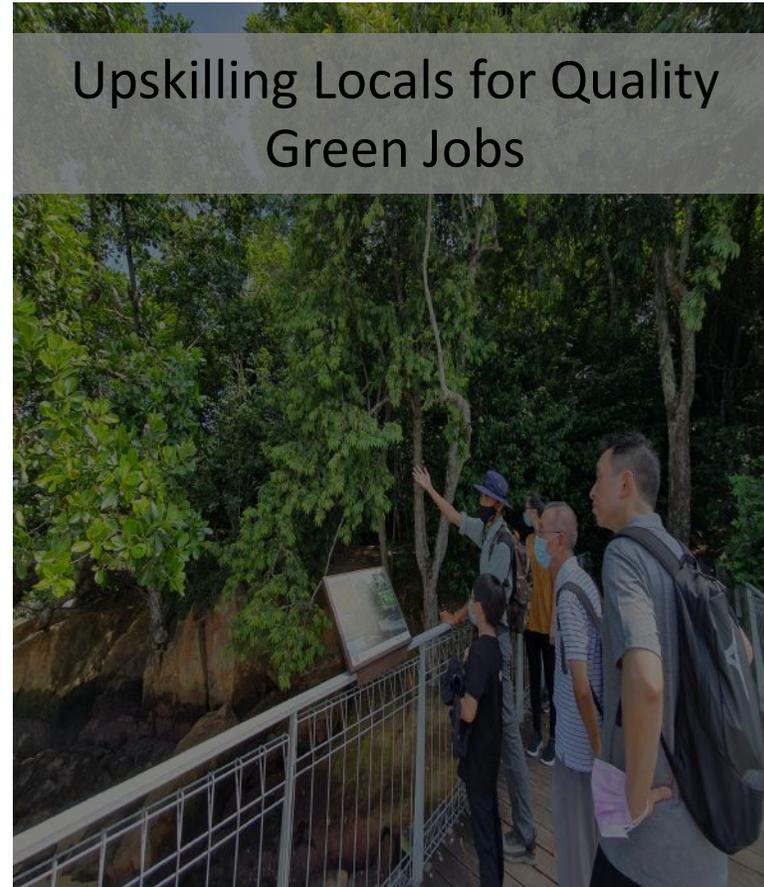
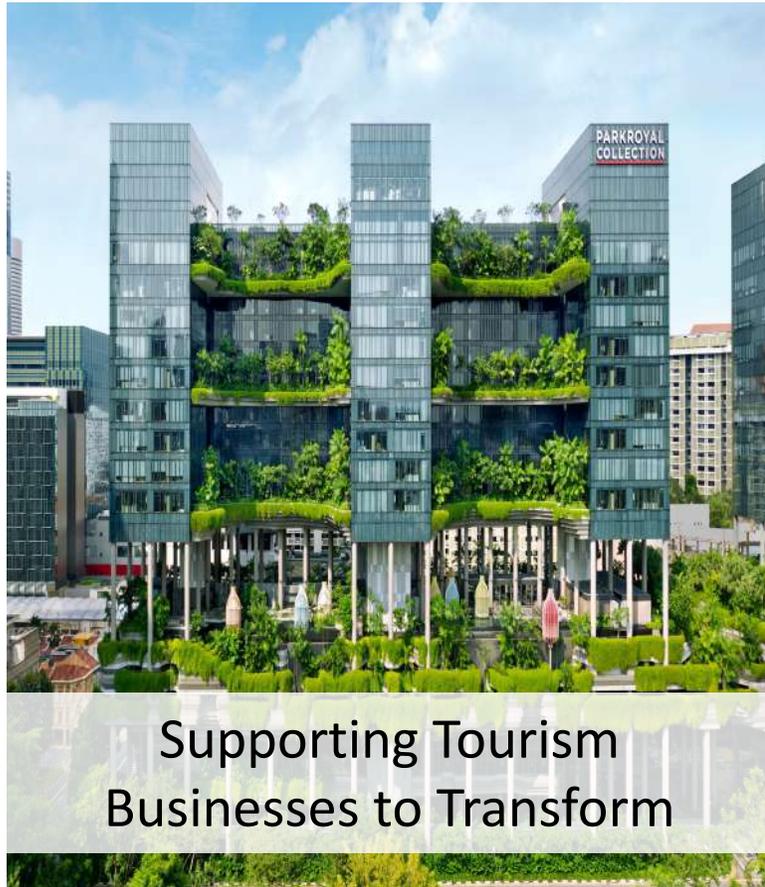


**HIGHLIGHT SINGAPORE'S STRENGTHS
AS AN INNOVATIVE DESTINATION**

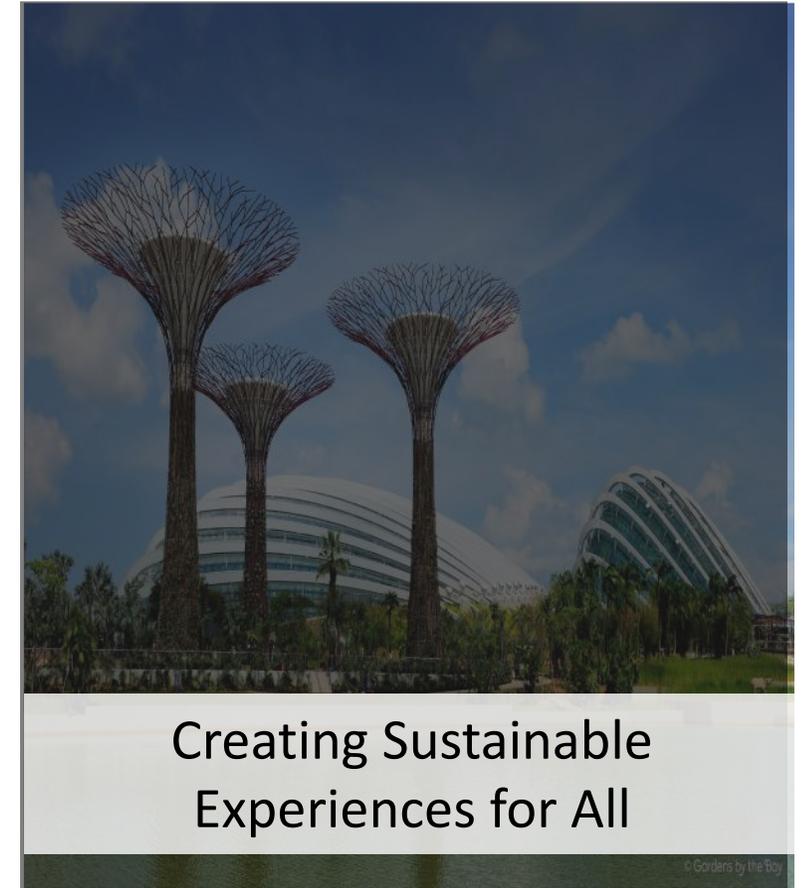
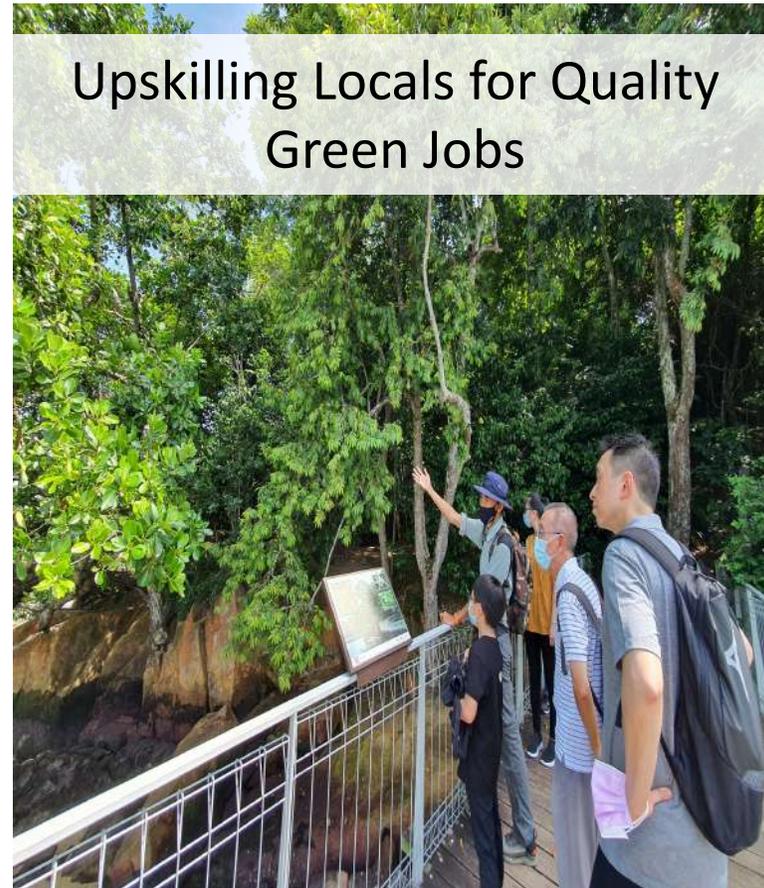
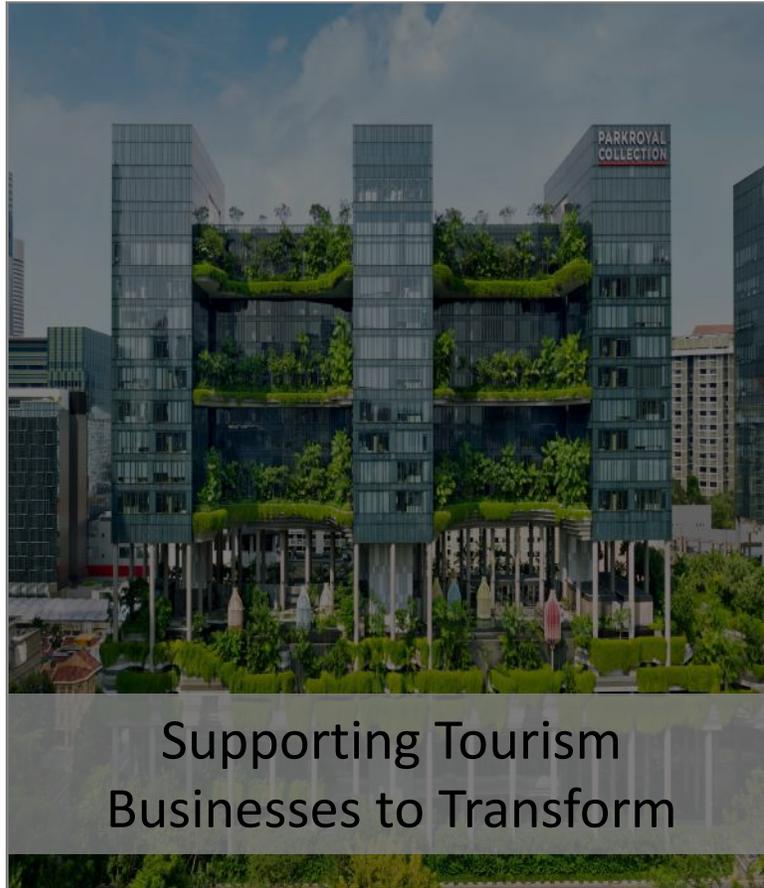
TOURISM SUSTAINABILITY PROGRAMME (TSP)



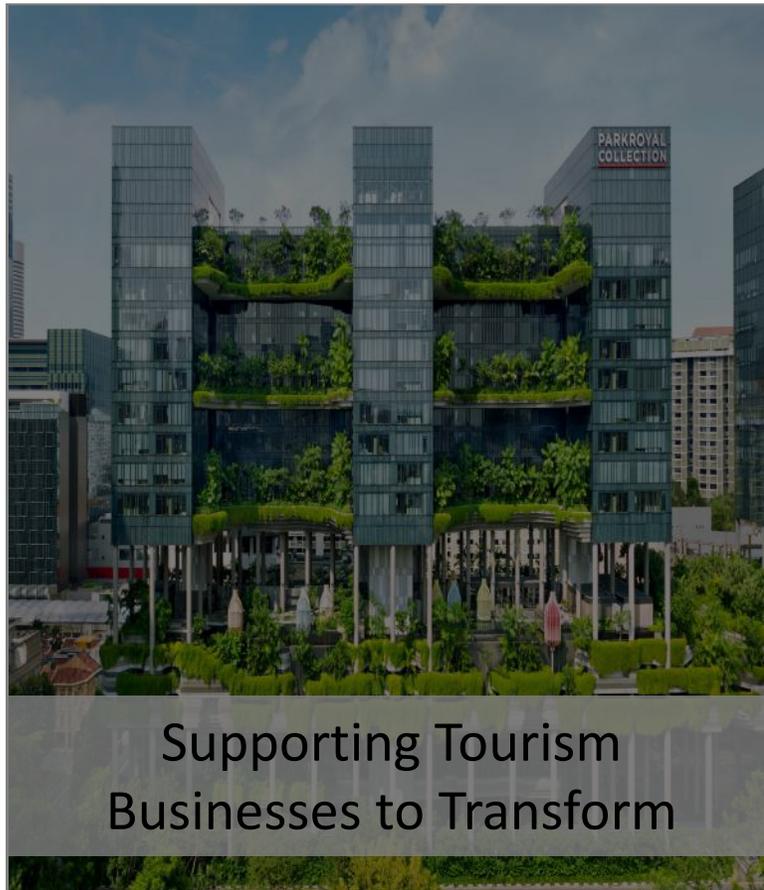
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TSP aims to support tourism businesses' sustainability journeys across all stages of development.

For more details: Scan the QR code or visit:

www.stb.gov.sg/content/stb/en/assistance-and-licensing/tsp.html

1. Capability Development and Growth

– Support sustainability capability development and training through grants



2. Innovation

– Support development and testbed of innovative sustainable solutions



3. Education and Awareness

– Provide information on best practices and spotlight areas of focus





Singapore was certified as a sustainable destination based on the GSTC's Destination Criteria in 2023

Thank you.

