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Singapore Tourism Board, Marina Bay Sands & UOB partner to enliven Marina Bay precinct

First-of-its-kind tripartite collaboration to introduce world-class programming and exclusive offers around the precinct



The partnership kicks off with a Lunar New Year drone light show at the Marina Bay waterfront in February.

Singapore (25 January 2024) – Singapore Tourism Board (STB), Marina Bay Sands, and UOB have spearheaded a first-of-its-kind partnership to enliven the Marina Bay precinct for locals and tourists. The partnership focuses on introducing appealing lifestyle and entertainment programming for the Bay, including the launch of over 50 exclusive experiences across hotels, attractions, retail shops and dining establishments, in partnership with more than 19 precinct stakeholders.

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This builds on the marketing efforts of all three parties – including STB’s Made in Singapore global brand campaign, Marina Bay Sands’ Bay Precinct Strategy, and UOB’s strategy to provide exclusive access to the best Travel, Shop, Dine and Entertainment events across ASEAN – to form a compelling tourism narrative for visitors.

Alongside engaging programming, this partnership will include a marketing campaign *Masterpieces. Made in Singapore*, leveraging STB’s global campaign that highlights how the ordinary is made extraordinary through a rich tapestry of unique and unexpected experiences made possible only in Singapore. Campaign communications will go out to key source markets such as Indonesia, Japan, Korea, Malaysia, Thailand and Vietnam, and post-arrival visitors already in Singapore.

Kenneth Lim, Assistant Chief Executive, Marketing Group, Singapore Tourism Board, said, “We are delighted to partner with Marina Bay Sands and UOB to collaborate with the wider Marina Bay precinct partners to enhance the vibrancy of the Marina Bay precinct by offering a series of unique experiences for visitors to enjoy. This partnership aims to excite and inspire our visitors to explore more of what Singapore has to offer.”

Irene Lin, Senior Vice President and Chief Marketing Officer (Resort Marketing), Marina Bay Sands, said, “The Marina Bay precinct has the potential to be a canvas for cutting-edge lifestyle programming, with its diversity of hotel, attractions, retail and dining partners located in close proximity to our integrated resort. The partnership with STB and UOB allows us to further develop our first-in-class Bay Precinct Strategy, which offers business travellers a richer and varied bleisure experience.”

Jacquelyn Tan, UOB’s Head of Group Personal Financial Services, said, “UOB is honoured to be a part of this groundbreaking partnership. As the leader in billings for consumer credit cards in ASEAN, we look forward to offering our cardholders across the region an unforgettable experience at the Marina Bay precinct. Whether it be dining, attractions, retail or entertainment, UOB is proud to showcase Singapore’s finest offerings through this partnership.”

World-leading events and programming

The partnership takes flight in February with a spectacular waterfront drone light show at the Bay, in celebration of Lunar New Year. Titled “The Legend of the Dragon Gate”, the show will present the story of the mythical Dragon King, brought to life through 1,500 drones set against the iconic Singapore skyline. Themes of family reunion and perseverance, as well as symbols of luck and prosperity, will feature prominently in the show. Visitors can usher in the Year of the Dragon with a 10-minute drone performance, which runs at 8pm on 6, 10, 11, 16, 17 and 18 February. After

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the complimentary show, they can also stay on for “Spectra – A Light & Water Show”, which runs at 8.30pm and 9.30pm on these dates.

Beyond the festive season, the three partners will also continue to embark on joint marketing initiatives to promote the Marina Bay precinct as a world-class lifestyle destination and entertainment hub. Such initiatives will be timed with upcoming opportunities in Q1 2024 such as the highly anticipated Taylor Swift | The Eras Tour in Singapore, of which Marina Bay Sands is the Official Presenting Partner and UOB is the Official Bank and Presale Partner, as well as the Rod Stewart “Live in Concert, One Last Time” tour held at Sands Expo & Convention Centre.

Appealing hotel, attraction, retail and dining promotions

To complement the drone extravaganza and further enrich the visitor experience around the Bay, the three partners have curated attractive promotions for UOB cardholders in Indonesia, Malaysia, Singapore, Thailand and Vietnam.

Cardholders can look forward to packages at hotels with a prime view of the drone light show, such as at Marina Bay Sands, The Fullerton Bay Hotel, and Mandarin Oriental, Singapore among others. They can also enjoy special deals at attractions such as Esplanade – Theatres on the Bay, Gardens by the Bay, and Singapore Flyer. Apart from hotels and attractions, there will be dining privileges at Marina Bay Sands’ celebrity chef and signature restaurants CUT by Wolfgang Puck, KOMA Singapore, Maison Boulud by Daniel Boulud¹ and Mott 32, as well as Fairmont Singapore’s Asian Market Café and Raffles Singapore’s Long Bar. More deals can be found in the appendix.

The programming and promotions add to the depth and strength of the Bay Precinct Strategy, announced by Marina Bay Sands last year. Leveraging the collective support from partners around the Bay, the strategy allows business event planners to customise events, through a myriad of hotels, attractions, retail and dining offerings.

More information on the Marina Bay precinct and the partnership can be found at the following websites:

- Singapore Tourism Board – <https://www.visitsingapore.com/see-do-singapore/places-to-see/marina-bay-area>
- Marina Bay Sands – <https://www.marinabaysands.com/masterpieces>
- UOB – go.uob.com/carddeals

¹ Opens on 8 February 2024

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APPENDIX

Examples of UOB cardholder promotions available:

HOTELS	
The Fullerton Bay Hotel Singapore	<p>The Perfect Stay package includes:</p> <ul style="list-style-type: none">• Applicable to Bay View Room with guaranteed Bay View• Complimentary set of exclusive Fullerton Lunar New Year red packets and Fullerton Bear per stay• Complimentary breakfast for up to two adults and two children (below 12 years old)• Children's amenities including one ice cream pass, one colouring activity book and one colouring set per child per stay
Marina Bay Sands	<p>The Perfect Stay package* includes:</p> <ul style="list-style-type: none">• Two nights stay at Sands Premier Room for two guests• Breakfast at RISE for two guests• S\$100 Resort Dollars redeemable at over 250 participating outlets at Marina Bay Sands <p>*Guest must also be a Sands LifeStyle member.</p>
Mandarin Oriental, Singapore	<ul style="list-style-type: none">• Applicable to a minimum two nights stay in Deluxe Room, Marina Bay View Room and Marina Bay Suites• Complimentary S\$280 dining credits applicable for embu, Cherry Garden, Dolce Vita and The Mandarin Cake Shop per stay• Complimentary seasonal welcome amenities• Complimentary drinks at MO BAR for two (one drink per guest from the MO BAR signature cocktails list)• HAUS 65 access and benefits
ATTRACTIIONS	
Esplanade – Theatres by the Bay	10 per cent off with a minimum of two or four tickets purchased for selected shows
Gardens by the Bay	10 per cent off Attractions Bundle which includes:

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	<ul style="list-style-type: none"> • One Cloud Forest and Flower Dome admission ticket • One Floral Fantasy ticket • One ride on the shuttle service
Marina Bay Sands	S\$48 per ticket for Dragon in the Sky, an exhilarating drone light show experience at SkyPark Observation Deck
DINING	
Asian Market Café, Fairmont Singapore	20 per cent off food bill
Long Bar, Raffles Singapore	S\$62++ for The Original Singapore Sling and Raffles1915 Gin Sling
Marina Bay Sands celebrity chef and signature restaurants	<p>Complimentary amuse-bouche and wine pairing, with a minimum spend of S\$388 for two diners* at the following restaurants:</p> <ul style="list-style-type: none"> • CUT by Wolfgang Puck • Maison Boulud by Daniel Boulud (opens on 8 February) • KOMA Singapore • LAVO Italian Restaurant and Rooftop Bar • Mott 32 • Spago Dining Room • WAKUDA Restaurant & Bar <p>*Diner must also be a Sands LifeStyle member.</p>

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is Asia's leading business, leisure and entertainment destination. The integrated resort features Singapore's largest hotel with approximately 1,850 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia's best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country's skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs more than 11,000 Team Members across the property. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit www.marinabaysands.com

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: www.stb.gov.sg or www.visitsingapore.com | Follow us: [STB LinkedIn](#), [STB Facebook](#) or [STB Instagram](#)

About UOB

UOB is a leading bank in Asia. Operating through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, UOB has a global network of around 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. Since its incorporation in 1935, UOB has grown organically and through a series of strategic acquisitions. Today, UOB is rated among the world's top banks: Aa1 by Moody's Investors Service and AA- by both S&P Global Ratings and Fitch Ratings.

For nearly nine decades, UOB has adopted a customer-centric approach to create long-term value by staying relevant through its enterprising spirit and doing right by its customers. UOB is focused on building the future of ASEAN – for the people and businesses within, and connecting with, ASEAN.

The Bank connects businesses to opportunities in the region with its unparalleled regional footprint and leverages data and insights to innovate and create personalised banking experiences and solutions catering to each customer's unique needs and evolving preferences. UOB is also committed to help businesses forge a sustainable future, by fostering social inclusiveness, creating positive environmental impact and pursuing economic progress. UOB believes in being a responsible financial services provider and is steadfast in its support of art, social development of children and education, doing right by its communities and stakeholders.

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For a hi-res image, please click [here](#). (Credit image as indicated in the caption)