

**USTOA'S SUSTAINABILITY IS RESPONSIBILITY (SIR) 3.0 SUMMIT BRINGS
TOGETHER INDUSTRY LEADERS TO SHARE BEST PRACTICES
FOR RESPONSIBLE TOURISM IN SINGAPORE**



USTOA SIR Attendees (Henderson Waves, Singapore)

This year's summit, held in Singapore, focused on sustainability in an urban setting.

NEW YORK – June 5, 2024 – The United States Tour Operators Association (USTOA) held the Sustainability is Responsibility (SIR) Summit from May 18 through May 21, 2024 in Singapore. This groundbreaking summit brought together representatives from member tour operators, destination marketing organizations, airlines, hotel companies, and other travel providers to learn and share valuable insights and best practices to encourage sustainable tourism. The 2024 SIR Summit was hosted by the Singapore Tourism Board.

USTOA President and CEO Terry Dale said this year's summit was just as impactful as the first one. "From engrossing panel discussions to exhilarating outings, this year's SIR offered a wealth of knowledge and opportunity for networking and learning how to be better stewards in the travel industry," Dale continued. "The level of commitment from our members to shape and build a better, more responsible travel experience for future generations is truly inspiring. Endless thanks to our generous hosts from the Singapore Tourism Board for sharing how this amazing destination is leading the charge towards a sustainable future for the travel industry."

"The Singapore Tourism Board, with the support of Singapore Airlines and Destination Asia, is honored to have hosted this year's SIR Summit and to contribute to USTOA's mission of fostering a more sustainable tourism industry. Sustainability is a top priority for Singapore, and our active engagement with

stakeholders, including local communities and businesses, underscores our commitment to this cause,” said Rachel Loh, Senior Vice President at Singapore Tourism Board, Americas.

In Singapore, the SIR Summit attendees joined key sessions at the PARKROYAL COLLECTION Pickering Hotel, a GSTC certified hotel property. They also listened and engaged with guest speakers from Destination Asia, Fullerton Hotels and Resorts, Gardens by the Bay, Mandai Wildlife Group, and Sentosa Development Corporation, who spoke about commitments to tackling some of the key environmental and social challenges facing the planet, including water use, waste reduction, climate change, and sustainable place management.



USTOA Attendees Attend Session at SIR 3.0 in Singapore

In addition to the multitude of thought-provoking speakers, the four-day summit in Singapore featured forums for discussions and idea sharing on a variety of topics including partnerships, goal setting, strategies, and more. Attendees participated in engaging breakout sessions and had the opportunity to visit several local sites that practice and promote sustainable acts.

Activities on the itinerary included an informative tour of the Urban Redevelopment Authority (URA) City Gallery to gain insights into Singapore’s thoughtful urban planning transformation and its future plans; a visit to Design Orchard, an integrated retail and incubation space aiming to groom local designers, where attendees learned and designed their own batik bags; an engaging tour in Kampong Gelam to discover more about the Malay heritage; a walk in nature at the Henderson Waves just a stones’ throw from the city center, along with a visit to the Sentosa Island, a GSTC certified destination, where attendees experienced friendly competition at the HyperDrive, Asia’s first indoor gamified electric go-kart circuit.

During the summit, Dale took the opportunity to announce the location of next year’s SIR Summit which will be held in Valencia, Spain in 2025, saying, “Valencia is an exciting destination for the summit that

offers a different landscape, challenges overcome, and solutions from those in Singapore and Norway, hosts of the SIR Summit in prior years. We look forward to hearing and learning so much more from this destination that is growing in popularity among travelers from the U.S.”

For more information on USTOA, visit www.ustoa.com.

About USTOA:

Representing \$16 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow six million travelers annually unparalleled access, insider knowledge, peace-of-mind, value, and freedom to enjoy destinations and experiences across the entire globe. Each member company has met the travel industry’s highest standards, including participation in the USTOA’s Travelers Assistance Program, which protects consumer payments up to \$1 million if the company goes out of business. As a voice for the tour operator industry for more than 50 years, USTOA also provides education and assistance for consumers and travel advisors.

About 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.

www.stb.gov.sg | www.visitsingapore.com

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