

June 2007

FACT SHEET

Digital Concierge

AIM

- A joint project by IDA and the Singapore Tourism Board (STB), the Digital Concierge programme seeks to create seamless and personalised services for visitors to Singapore. It is a key programme under iN2015, to help transform the Tourism, Hospitality and Retail (THR) sector, and differentiate Singapore as an attractive travel destination through the use of new technologies.

THE ACTION PLAN

- **How Digital Concierge will work** – Digital Concierge, when fully implemented in 2008, will give every visitor to Singapore his “own concierge” service, with access to personalised information and services, anywhere, anytime, via mobile networked devices connected to the widely available Wireless@SG or the existing mobile phone networks. Even while on the move, users can receive suggestions from their Digital Concierge, on activities, restaurants, shops and attractions, based on one’s stated preferences and location. Real-time information such as the latest retail promotions and event updates will also be available. Users can further tap into an online community for reviews and to contribute their own comments, photographs and other media.

Beyond benefits to users, Digital Concierge, via the use of new media such as Web 2.0, will also create new ways of doing business for the THR sector. The distinctiveness of the DC platform is that firms can innovatively service and market their offerings to customers, from providing and sharing information to offering transactions. In the process, DC not only puts power into the hands of users, but also endears businesses, big and small, to their customers.

- **What's currently in the works** – In conjunction with imbX 2007, a Digital Concierge pilot has been launched to identify pertinent technology and business issues for long term deployment. Delegates at imbX are able to access Digital Concierge services via a mobile application which they can download into their own mobile devices from the Digital Concierge website (www.digitalconcierge.sg). The pilot is developed by a consortium led by Frontline and The Cell City. It will run for nine months, and services such as the provision of essential tourist information, location-based recommendations on food, shopping and other activities, real-time event updates, assisted taxi bookings, and visitors' social network, will be deployed progressively.

NUMBERS TO NOTE

- When fully implemented in 2008, the Digital Concierge programme will support the Tourism 2015 goal of achieving 17 million in visitor arrivals and S\$30 billion in tourism receipts.

QUOTABLE QUOTE

- "We see opportunities for the user sectors, like tourism, to exploit infocomm. The Digital Concierge is an exciting use of infocomm that will create new ways of fulfilling the needs of visitors to Singapore and enrich their experience here. It will also create new channels for marketing and service for the tourism, hospitality and retail businesses." – ***Mr Chan Yeng Kit, Chief Executive Officer, Infocomm Development Authority of Singapore***
- "Digital Concierge, aimed at enhancing the visitor experience in Singapore, offers our visitors increased mobility and connectivity with instant access to tourism-related information and services on-demand and on-the-move. This initiative will not only benefit visitors and increase the service offerings to them, but also enhances the tourism industry's business competitiveness, efficiency and growth," - ***Mr Lim Neo Chian, Deputy Chairman and Chief Executive, Singapore Tourism Board.***

FOR MORE INFORMATION

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