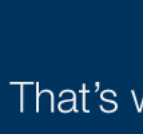


Singapore Isn't Just Hosting Events. It's Concentrating Influence.

Singapore's calendar isn't just busy, it's selective. From global CEOs and policymakers to high-spending "concert tourists," the city filters a **high-intent** audience that arrives to spend and decide.



MICE travellers spend nearly **2x** more than leisure visitors, and hotel occupancy averaged **82%** in 2025, peaking at **88%** around major events.



Singapore targets high-value, event-driven travellers who generate outsized impact.

That's why timing matters: when influence concentrates, so does opportunity, and the brands that win are there at the right moment.

(Sources: The Straits Times- MICE Sector as Key Growth Driver, The Straits Times- Singapore's Tourism Receipts)

Where Global Audiences Converge

From sold-out concerts to industry-defining summits, Singapore's upcoming calendar brings together entertainment and business at scale:

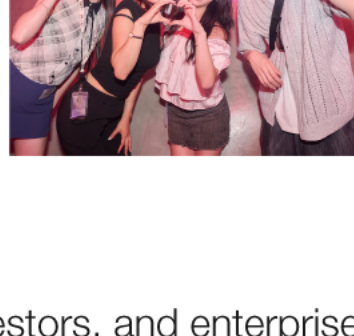


The Mega-Concert Takeover (May):

A surge of sold-out shows featuring IVE, DAY6, and Laufey pulls in 30,000–50,000 fans across key venues

Asia Tech x Singapore (20–22 May):

20,000+ global leaders, policymakers, and founders from 50+ countries converge at Singapore EXPO



SuperAI (10–11 June):

5,000+ AI founders, investors, and enterprise leaders gather at Marina Bay Sands Expo and Convention Centre

World Cities Summit (15–17 June):

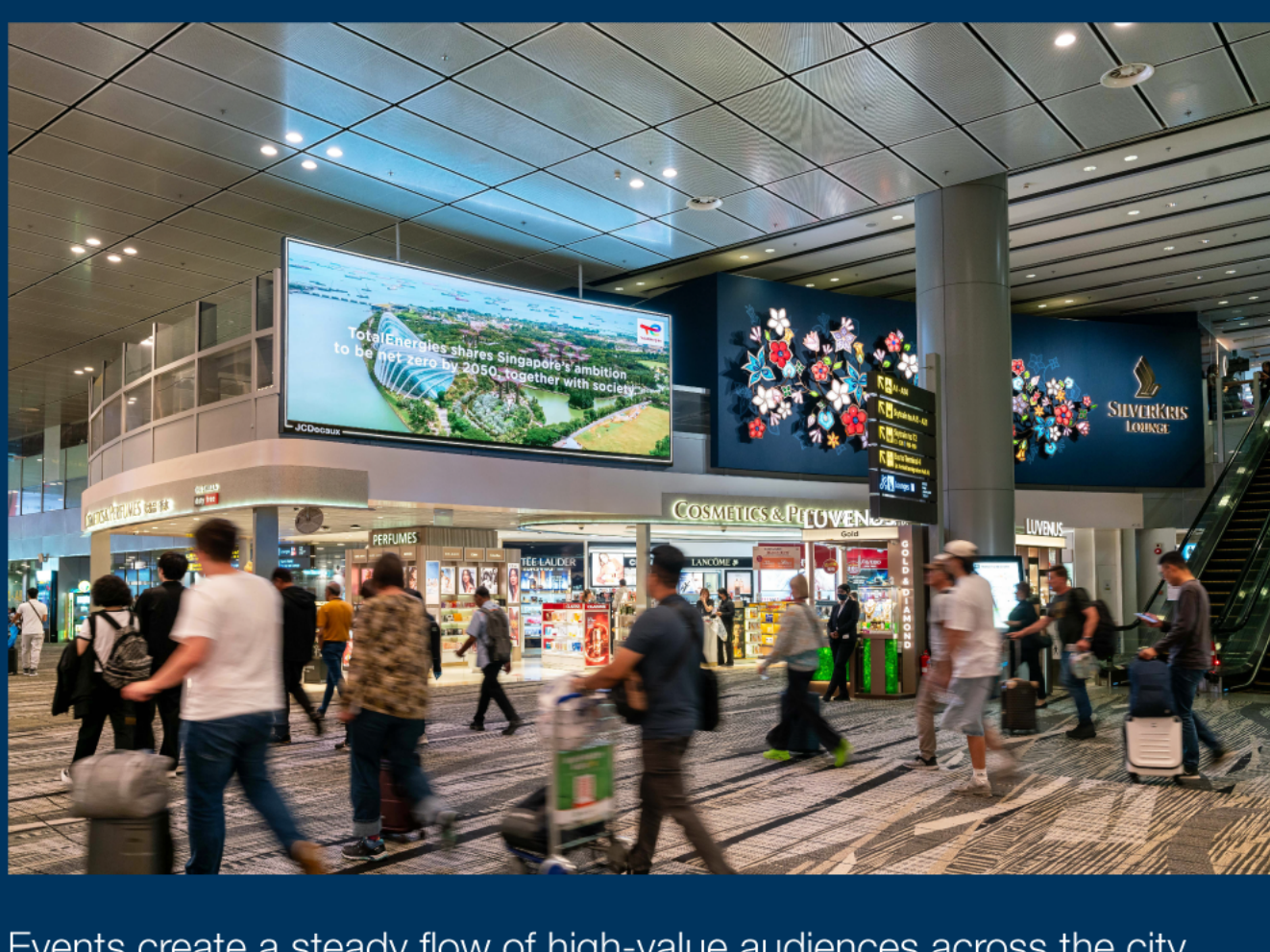
10,000+ policymakers and urban leaders from 100+ cities convene at Suntec Singapore Convention & Exhibition Centre



The "Sustainability & Urban" Mega-Week (15–19 June):

World Cities Summit and Singapore International Water Week combine to bring 25,000+ trade visitors and 2,500+ global leaders into Singapore

One Audience. One Seamless Journey.



Events create a steady flow of high-value audiences across the city, not just brief spikes. This allows brands to engage with the same key decision-makers across multiple high-impact touchpoints

The Arrival: Where Decisions Start

For MICE and concert travellers, Changi Airport is the starting line

71%

are more receptive to advertising when travelling.

80%

are more likely to make a purchase.



Brands advertised here are perceived as **innovative (84%)** and **global (83%)**.

(Source: JCDecaux Singapore 2026 Airport Audience Profiling Study)

The City: Where Consideration Becomes Choice



As audiences navigate Singapore's ecosystem of hotels and event venues, JCDecaux Malls* sit directly within these pathways, converting high-intent movement into action.

80%

of working professionals are open to discovering new brands in JCDecaux malls.

56%

are likely to visit a store after exposure.



Brands are perceived as more **premium (63%)** and **trustworthy (65%)**.

*JCDecaux malls include ION Orchard, Raffles City, Jewel Changi Airport, Suntec City, Funan

(Source: JCDecaux Singapore 2026 Mall Audience Profiling Study)

The Audience Is Already Here.

They're arriving. They're spending.

The advantage doesn't come from being present everywhere. It comes from being visible at the moments that matter most.

Secure Your Presence Today



Follow us on Instagram



Latest News



Campaign Showcase



Life at JCDecaux