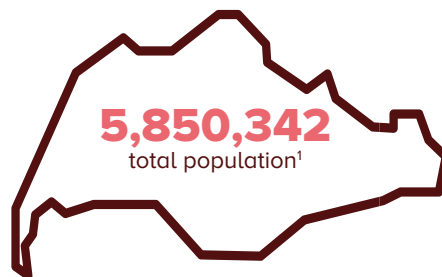


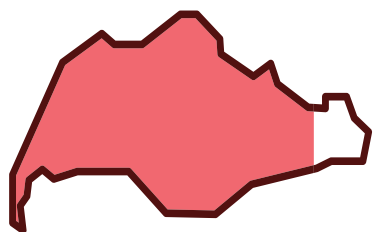
# THE VISITORS



## Singaporean-approved tourist attractions<sup>2</sup>



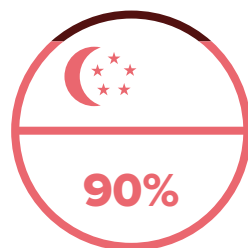
- Botanical Gardens
- Gardens by the Bay
- Jewel Changi Airport
- MBS Skypark
- Sentosa
- Singapore Flyer
- Singapore Zoo
- SEA Aquarium
- Universal Studios Singapore



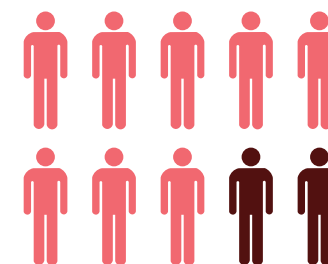
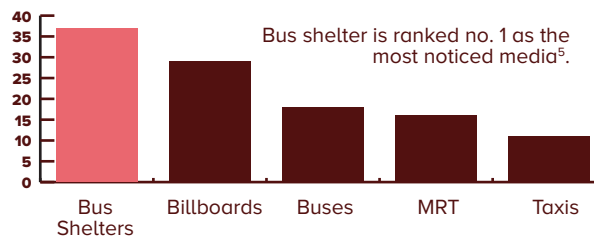
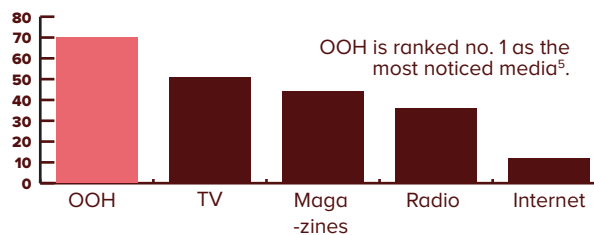
of bus shelter coverage is owned by Clear Channel<sup>3</sup>.

**443**

sites located within 1km from top tourist attractions in Singapore<sup>3</sup>.



Clear Channel's coverage amongst top tourist attractions. (locations include Chinatown, Gardens by The Bay, MacRitchie Reservoir, Marina Bay, National Gallery, National Orchid Garden, Singapore Botanic Gardens, Singapore Flyer, Singapore Zoo, The Orchard Road, etc.)<sup>4</sup>



**8 OUT OF 10**

respondents showed interest after seeing the ad<sup>5</sup>.



**103%**

of audience has returned in Uniquely SG ProxPax as of Feb 2021<sup>7</sup>.

## Uniquely SG ProxPax

The **Uniquely Singapore** pack is constructed to target tourists with each site in proximity of or en-route to tourist attractions, key shopping and cultural districts and hotels. Having presence around these key areas ensure traction, with an audience who is ready to shop while on vacation.

## Reach & Frequency<sup>6</sup>

**77.2%**  
1+ Reach

**13.3x**  
Average frequency

## LEXI<sup>7</sup>

**1,023,327**  
footfall

**100,740**  
views

## OutSmart Pin<sup>8</sup>



**Audience Reach**  
Hotel Visitors, Theme Park Visitors

**Places of Interest**  
Hotels, Resorts, Sentosa, Universal Studios Singapore