

Geo Podcast

The Future of Accessible Singapore Tourism

Seamless Audio Tours, Amplified Discovery, Aligned with STB 2040 Vision

Karni Tomer. February 2026.



Passion
Made
Possible



Hi, I'm Karni.

- 1 years in Singapore Tourism
- Close to 2,000 guided-tours produced
- \$50K/y Revenue generated
- 8 full-time local jobs produced
- Mother of 3 [my biggest pride!]



STB Goals:

Tourism 2040 & Sustainability

Attraction Amplification

Supports STB's 3-pillar strategy by making Singapore MORE ATTRACTIVE with innovative tech experiences that enhance visitor engagement and discovery

Sustainability Focus

Aligns with Green Plan 2030 through low carbon footprint audio distribution, eliminating physical printed guides and reducing tourism's environmental impact

Revenue Competitiveness

Generates sustainable monetization through platform partnerships and location-based advertising while keeping core experiences accessible to all visitors

Singapore Tourism: All-Time High

\$22.4B

Tourism Receipts

Jan-Sep 2024:
10% YoY growth
demonstrating strong
recovery trajectory

16.5M

Visitor Arrivals

86.4% of pre-pandemic
levels with
accelerating
momentum
quarter-over-quarter

\$37B

Projected
Annual Rev.

Expected full-year 2024
performance exceeding
pre-pandemic benchmarks



The Void: Millions of Tourists Without Guided Access



Segment Profile

Time-rich, budget-conscious tourists represent **23% of the global travel market** — a massive underserved segment seeking cultural experiences.

- Want rich cultural & historical experiences but can't afford S\$11/hr human guides
- Currently resort to fragmented tools: ChatGPT, Google Maps, outdated guidebooks
- Face friction: QR codes, permission requests, location tracking, new app downloads
- Particularly strong among Gen Z, Millennials, and Asian tourists traveling independently

Asia's Podcast Momentum: Unmatched Engagement & Trust



Consumption Dominance

81% of Asia-Pacific podcast listeners engage daily or weekly — higher than TV (64%) and social media (60%), making podcasts the most consistent media touchpoint

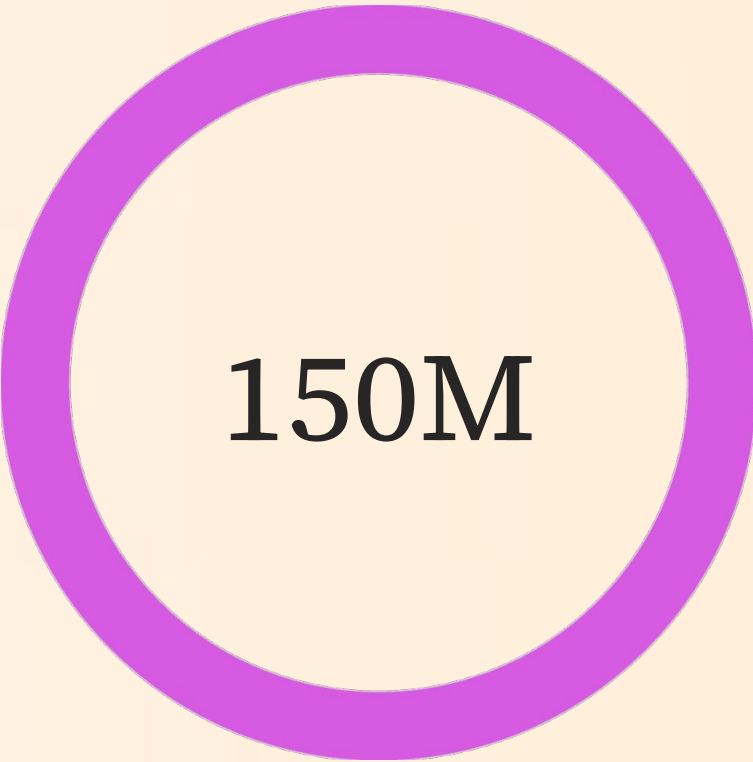


Action & Conversion

71% of listeners take action on podcast ads, demonstrating direct, high-intent consumer behavior that outperforms traditional digital advertising channels

This creates the perfect environment for location-based tourism content that drives real-world engagement and revenue.

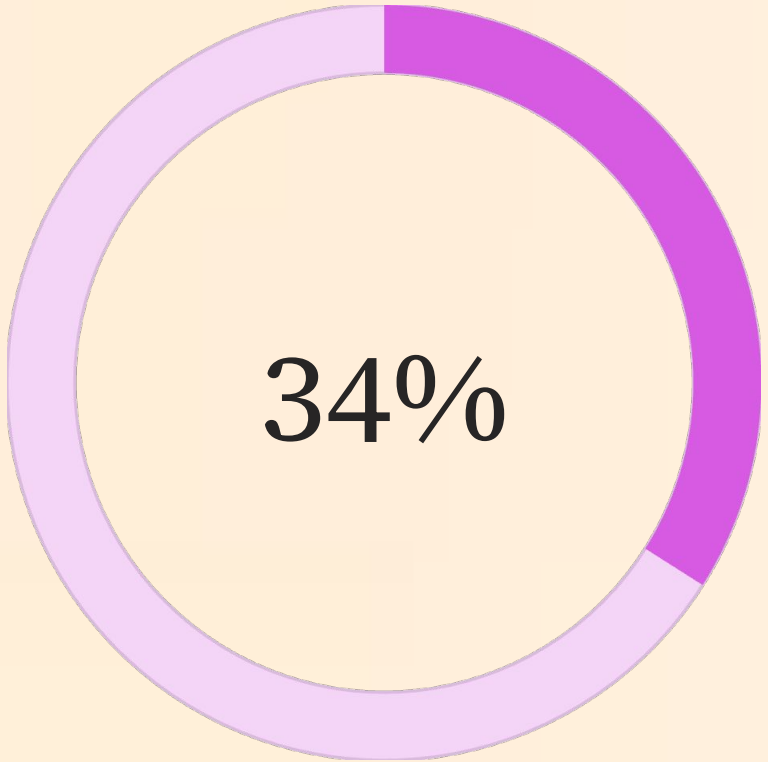
Asia-Pacific Market Explosion: 150M Listeners



150M

Asia-Pac Podcast Listeners

Current audience size (2025) with rapid expansion across all major markets



34%

Annual Growth Rate

CAGR in China market through 2033, outpacing most digital media formats



\$328B

Market Valuation

Projected China podcast market by 2034, signaling massive monetization potential

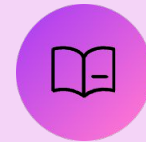
Geo Podcast: Zero-Friction Audio Tour Guide

Distribution: Seamlessly integrated on Spotify, Apple Podcasts, Pocket Casts — no app downloads needed



Zero Friction

No QR codes, location tracking, or permissions — works for all ages, especially elderly tourists who struggle with complex apps



Chapter Navigation

15-20 min chapters per location for walkable segments, allowing tourists to pause and explore at their own pace



Multi-Language

Tailored for Mandarin, English, Japanese, Korean audiences with culturally relevant storytelling and context



Offline-Friendly

Download and listen without active internet, eliminating roaming concerns and connectivity issues

User Journey: From Arrival to Deep Exploration



The seamless experience means tourists go from planning to guided exploration in under 60 seconds

— no registration, no downloads, no friction. **And can get perks on the way!**

Win-Win-Win Ecosystem

For Tourists

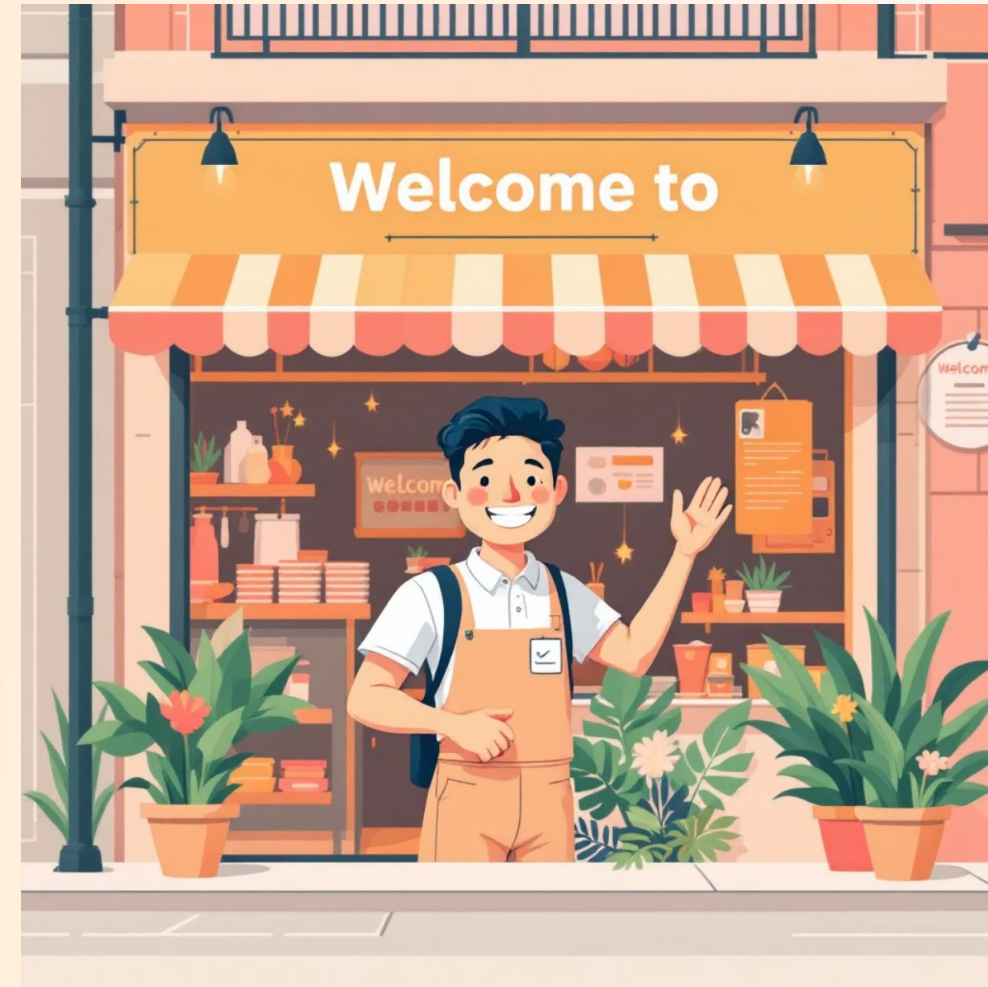
- Free, high-quality guidance comparable to paid tours
- Zero friction or downloads required
- Deep cultural learning with expert storytelling

For Local Businesses

- High-intent tourist foot traffic at optimal moments
- Location-targeted promotions with measurable ROI
- Time-sensitive conversion opportunities

For STB & Singapore

- **Enhanced visitor experience**
- **Extended dwell time**
- **Increased spending per tourist**
- **Amplified cultural storytelling**
- **All while reducing environmental impact.**
- Global PR on Local innovative tourism customer experience
- More traction & analytics on the local attraction demand
- Boost singapore tourism through free [!] distribution channels



Revenue Model: Dual Monetization

01

Platform Monetization

Revenue share through Spotify/Apple Podcasts ad networks.

With 45% of listeners trusting podcast ads and taking action, this creates sustainable baseline revenue.

02

Location-Based Partnerships (The Waze Model)

F&B, retail, and attractions pay for time-sensitive proximity promotions.

Example: **"25% off coffee at nearby Starbucks" when listeners reach Buddha Tooth Relic Temple.**

03

STB Premium Features

Seasonal content, exclusive curated tours, and **multi-language expansion funded through STB partnership**, reinforcing Singapore's position as innovation leader.

Part of Singapore's Innovation Ecosystem

STB 2024 Priorities (Achieved):

- ✓ **Technology-driven visitor experience:** Complements Google AR initiatives and DASHc analytics
- ✓ **Data & sustainability:** Low-carbon, trackable engagement metrics
- ✓ **Innovation through partnerships:** Eligible for Singapore Tourism Accelerator (STA) pilot programs

Why Audio Over AR/Apps

vs. AR (Google Maps)

Requires smartphone + active internet. Audio works on any device, offline.

vs. Dedicated Apps

No download friction. Uses trusted platforms (Spotify) tourists already use.

vs. Human Guides

Complements, not replaces. Frees guides for premium experiences; serves price-conscious segment.

vs. Printed Guides

Sustainable, updatable, engaging. No waste. Higher engagement metrics proven.

Why Audio already is viral

Usage & Engagement Statistics

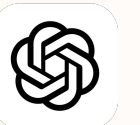
- At **The Museum of Modern Art (MoMA)** in New York, after making its audio program widely available through free Wi-Fi and broader distribution, the **audio guide take-up rate increased from about 5–8% to more than 45% of visitors**.
👉 This is a great headline-style stat showing clear growth in real audience engagement.
- A sector survey found that **about 68% of museums usually offer visitors an audio guide experience**, and those planning digital enhancements are increasing their use of audio.
- A **global market report** projects that the *museum audio tour devices market* (which supports audio guides) **grew from about \$175.9 M in 2024 to \$187.5 M in 2025**, with strong continued growth expected (nearly 7% CAGR), reflecting rising demand for audio-enhanced experiences.

Impact on Visitor Experience

- Studies show that using audio guides leads to measurable improvements in visitor engagement: museums employing digital audio guides report **up to a ~30–40% increase in visitor satisfaction and revisit rates**.
👉 This isn't just growth in use — it shows audio enriches the experience.
- At the Metropolitan Museum of Art, audio guide users were **much more likely to report a “better than expected” overall experience** compared with non-users, suggesting audio adds real value to visits.

Trend & Adoption Insights

- Around **72% of U.S. museums now offer digital audio guide platforms**, and many institutions in Europe (including France and the UK) have seen **double-digit increases in deployment and visitor engagement** with audio guides in recent years.



Pilot & Rollout Plan (2026-2027)

Q2 2026: Pilot Phase

East Coast (Katong, Changi), West Coast (Chinatown, Little India) — 2 core neighborhoods, 4 languages

Q3-Q4 2026: Scale & Partner

Expand to 10 districts. Secure F&B/retail partnerships. Launch location-based ad network.

2027: Full Launch

All major Singapore neighborhoods. Integrated tourism marketing. Demonstrated ROI for STB 2040 goal.

Measurable KPIs & ROI

Tourism Growth

Target: Capture 5-10% of time-rich segment

Est. S\$1-2B incremental annual revenue

Engagement

Target: 90%+ episode completion rate (industry benchmark: 70%)

Longer tourist stays, deeper exploration

Business Impact

Track foot traffic, location ad conversions, partner revenue uplifts

Data feeds into dashboard analytics

The Ask

- ✓ Strategic partnership with STB for pilot phase (Q2 2026)
- ✓ Promotion through official Visit Singapore channels
- ✓ Data sharing & integration with STB analytics platform
- ✓ Support from Tourism Accelerator for tech validation

Together,
we aim to STB 2040 vision
through accessible innovation

FAQ

Q: What languages will the audio tours be available in?

A: The tours are tailored for Mandarin, English, Japanese, and Korean audiences with culturally relevant storytelling.

Q: How do local businesses benefit from the platform?

A: They gain high-intent tourist foot traffic and can utilize location-targeted promotions with measurable ROI.

Q: What is the projected annual incremental revenue from the platform?

A: Geo Podcast is targeting the capture of 5–10% of the segment, estimating S\$1–2 Billion in incremental annual revenue.

Q: What is the primary request for a strategic partnership with STB?

A: The ask is for a strategic partnership for the pilot, PR & promotion via Visit Singapore channels, and data integration.

Q: Can the content be updated?

A: Easy update with uploading a new fresh episode. or even adding more locations!

Singapore's Geo Podcast.

Seamless Access. Infinite Discover.

Thank You.

Let's Shape Singapore's
Tourism Future Together



Chinatown Heritage Trail

Discover Singapore · Season 1

14:32

1:10:00

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⏭

Chapters

7 stops

1

Marina Bay Sands & Gardens
Marina Bay · 10 min

0:00

III

Chinatown Heritage Trail
Chinatown · 10 min

10:00

3

Little India Culture Walk
Little India · 10 min

20:00

4

Arab Street & Kampong Glam
Arab Quarter · 10 min

30:00

5

Orchard Road Shopping District
Orchard · 10 min

40:00

6

Singapore River & Clarke Quay
Clarke Quay · 10 min

50:00

7

Sentosa Island Adventures
Sentosa · 10 min

60:00