

60 years of tourism

A look back at some of Singapore's tourism milestones from 1964 to 2024

1970s

Jan 1, 1964

The Singapore Tourist Promotion Board (STPB) was established.



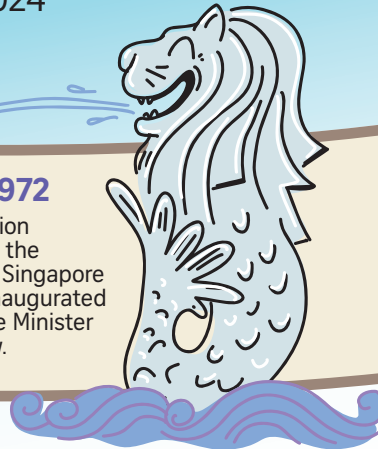
Jan 3, 1971

Jurong Bird Park opened with 78 aviaries. Its last day of operations was Jan 3, 2023, making way for Bird Paradise.



Sept 15, 1972

The first Merlion statue – near the mouth of the Singapore River – was inaugurated by then Prime Minister Lee Kuan Yew.



June 27, 1973

Singapore Zoological Gardens officially opened with a collection of 270 animals from over 72 species, and a staff of 130.

*1973 was also when Singapore achieved its "million-tourists-a-year" mark.

July 1, 1981

Changi Airport Terminal 1 officially became operational.



✈ 1980s

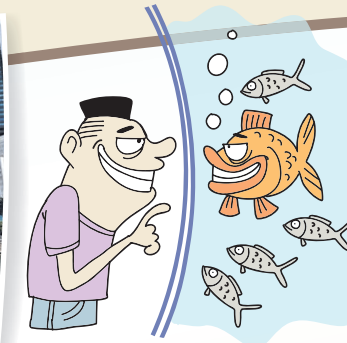
July 1987

Singapore River Cruise was awarded the tender licence to run sightseeing cruises.



May 13, 1991

Underwater World Singapore, Asia's largest tropical oceanarium, opened in Sentosa.



May 26, 1994

The Night Safari – the world's first night zoo – was officially opened by then Prime Minister Goh Chok Tong.



June 1996

Chijmes, a historical building complex and lifestyle enclave, was reopened to the public after restoration works.



Singapore
TOURISM
BOARD

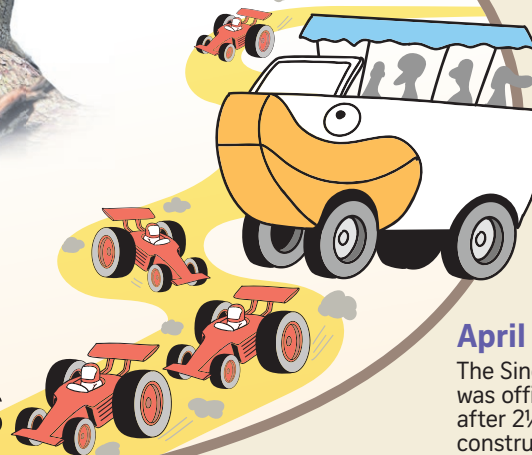
Nov 19, 1997

STPB was renamed Singapore Tourism Board.

2000s

Dec 7, 2002

Singapore Ducktours launched with two amphibious sightseeing vehicles that took visitors around the Civic District.



April 15, 2008

The Singapore Flyer was officially opened after 2½ years of construction. It sold a million tickets in its first year of operations.



Sept 26-28, 2008

Singapore's inaugural Formula One (F1) motor race was held at the Marina Bay street circuit. It was the first F1 race to be held at night.



2010s

Jan 20, 2010

Singapore's first integrated resort, Resorts World Sentosa, began opening in phases.

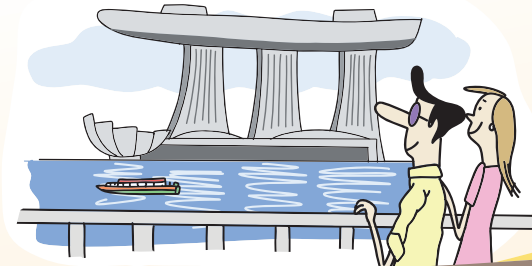
May 22, 2012

Marina Bay Cruise Centre was completed. It accommodated larger cruise ships and the rise in cruise passenger arrivals.



April 27, 2010

Marina Bay Sands began its phased opening, starting with its Mice (meetings, incentives, conferences and exhibitions) facilities, casino and hotel.



June 29, 2012

Gardens by the Bay opened to the public.



April 17, 2019

Jewel Changi Airport opened with 280 shops and food and beverage outlets.



2020s

July 22, 2020

The SingapoRediscovers domestic campaign* was launched during the Covid-19 pandemic to encourage citizens to support the tourism sector.

*Singaporeans aged 18 and older received \$100 worth of vouchers to spend on local attractions, hotels and tours.

April 3, 2023

The Free Singapore Tour for transit passengers at Changi Airport resumed with four daily guided tours, after a two-year hiatus due to the pandemic.

Using Street View on Google Maps mobile, users can scan their surroundings with their camera to reveal AR content that overlays their physical surroundings.

May 16, 2024

Singapore Tourism Board and Google announced location-based augmented-reality (AR) experiences on Google Maps.

