

# AI Reputation Analysis and Signal Evaluation - Singapore Tourism Board

## BRAND AI REPUTATION

### Government, Municipal & Public Sector Reputation: Singapore Tourism Board (stb.gov.sg)

<https://stb.gov.sg>

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

## GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

### 68.9 Avg Reputation

Based on 303 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Singapore Tourism Board has 6.1 points more reputation than the average for Government, Municipal & Public Sector.

## EXPERT VERDICT

This is a high-substance regulatory site that occasionally defaults to corporate fluff in its primary headings. It demonstrates high accountability by publicly naming disciplined entities, providing a level of substance rarely seen in marketing-heavy sectors.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site exhibits a dual nature: the H1 'Driving the Next Bound of Quality Growth' is pure industry jargon, yet the body text is exceptionally dense with substance. Specific named entities like 'Vacanza Global Travels Pte. Ltd.' and 'Sir Stamford Raffles statue' provide concrete nouns that anchor the broader claims. Dates are highly specific and current, with news items from 17 June 2026?just two days prior to the analysis date. However, H2s like 'Technology Transformation' and 'Quick Links' contribute to a minor fluff-to-substance imbalance at the heading level.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is very little drift between the homepage's high-level promise of 'Quality Growth' and the sub-page offerings. The 'Partnerships' page delivers specific investment and procurement opportunities, while the 'Events' page provides a clear record of industry forums. The only minor disconnect is the repeated footer H2s ('Singapore Tourism Board') which creates a redundant heading hierarchy that doesn't add informational value.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

### DIAGNOSIS: TRUST THEATRE

The `trust_theatre_flag` is triggered due to a `review_count` of 2 appearing without any corresponding `proof_links_count`. For a government entity, displaying unverified reviews is an unusual 'trust theatre' tactic that actually increases the BS score. Despite this, the site provides high forensic proof via the 'Suspension of Travel Agent Licence' announcement, which references the 'Travel Agents Act 1975'.

### EVIDENCE: PROOF DENSITY

The ratio of evidence to assertions is high. For every vague claim about 'quality growth', there is a corresponding specific proof point, such as the 'Tourism Analytics Network (Stan)' or specific grant programs. The technical credibility is bolstered by the presence of a 'Data Trust Charter' and 'Whistleblowing Framework' mentioned on the About page.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site uses standard public sector cliches such as 'digital solutions', 'future-proofing', and 'ever-evolving technological landscape'. The site structure is a boilerplate government template ('About Us', 'Events', 'Grants'). While the content is unique to Singapore, the value proposition of 'empowering the sector' could be swapped with any tourism board in the world.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The `schema_json` uses the generic `WebSite` type instead of the more authoritative `GovernmentOrganization` schema. There is no `Person` schema or `sameAs` links for board members or the CEO, which creates a slight authority gap. The site relies on the 'STB' brand authority rather than individual expert digital footprints.

### EVIDENCE: PERFORMANCE VS. CLAIMS

Claims like 'setting new benchmarks for exceptional experiences' are marketing-heavy and unsubstantiated. However, the mention of '67 finalists' for the Singapore Tourism Awards 2026 provides a specific, measurable event that grounds these performance claims. The disconnect is significantly lower than average because the board documents its regulatory failures (licence revocations) as clearly as its successes.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Government, Municipal & Public Sector Reputation: Singapore Tourism**

**Reputation: 75 / 100**

**Board (stb.gov.sg)**

### INDUSTRY CLASSIFICATION

The content perfectly aligns with the Government and Public Sector category. It focuses on regulatory functions (licensing), industry support (grants), and public announcements typical of a statutory board.

*"The score of 75 is primarily driven by the 'Trust Theatre' flag and the use of industry cliches in headings. It is significantly lowered by the presence of high-density forensic evidence, such as specific license revocations and exceptionally current news dates (June 2026)."*

### ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://stb.gov.sg> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: June 19, 2026

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