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SNBA Unveils ‘Redefine the Night’ Priorities and Enters a New Chapter as Singapore Nighttime Business Association

Association to prioritise precinct development, a cross-industry Nighttime Alliance and practical, precinct-focused transportation solutions

SINGAPORE, 1 September 2026 — The Singapore Nighttime Business Association (SNBA) has announced Redefine the Night, a long-term industry initiative to help build a safer, more vibrant, inclusive and economically productive nighttime economy for Singapore.

The initiative was introduced at an industry gathering held on 20 August 2026 at Timbre+ One North, with Minister of State Alvin Tan as Guest of Honour. The event brought together representatives from government, industry and academia to discuss how Singapore can strengthen its after-dark economy through closer coordination, evidence-led policy and practical pilots.

Redefine the Night responds to structural pressures highlighted in SNBA’s proposal, including an estimated 40 per cent decline in nightlife-establishment revenue since 2015, rising operating costs, changing consumer preferences and stronger regional competition. It reframes the nighttime economy as a broader platform spanning hospitality, tourism, retail, culture, entertainment, transportation, creative industries and community placemaking.

The wider direction comprises six pillars. In its first phase, SNBA will concentrate on three areas where coordinated action can deliver early, visible outcomes: precinct development, the formation of a Nighttime Alliance and improved nighttime transportation.

“Singapore’s nighttime economy is far broader than nightlife alone. It includes how our precincts are shaped, how industries collaborate and how people move between the experiences our city offers after dark. Redefine the Night is about building practical solutions with government, industry and communities that create value for businesses, residents and visitors.”

— Danny, President, SNBA

PART 1

Redefine the Night: Three Immediate Priorities

These three priorities are intended to create practical delivery models that can be tested, measured and strengthened through public-private collaboration.

01 Precinct development

SNBA will work with government agencies, merchant associations, landlords, operators, community stakeholders and event partners to develop distinctive precincts with clear identities rooted in their local character. Building on SNBA's first LEAD precinct initiative in Holland Village, the association intends to partner government agencies to co-lead at least four additional precinct activations over the next two years.

The objective is to move beyond isolated festivals towards sustained programming, destination marketing, placemaking and business collaboration. Each precinct programme should strengthen local participation first, while creating authentic experiences that also attract visitors. Outcomes will be tracked through measures such as business participation, footfall, visitor spending, community response and repeat visitation.

02 Setting up a Nighttime Economy Singapore Alliance

SNBA will convene trade associations and stakeholder bodies across hospitality, food and beverage, retail, arts and culture, tourism, entertainment, transportation and placemaking to establish Nighttime Economy Singapore Alliance. The alliance will provide a shared platform to consolidate ground feedback, coordinate research, develop joint pilots and engage government on issues that cut across multiple sectors.

The alliance is intended to complement, rather than replace, the work of individual associations. By bringing different parts of the nighttime ecosystem together, it can build stronger common positions, improve cross-sector implementation and draw on research partnerships and relevant learning from cities around the world.

03 Practical, precinct-focused transportation

The availability, convenience and cost of transportation directly influence how long people remain in a precinct, how many venues they visit and how much they spend. SNBA will therefore work with precinct partners, mobility providers and relevant agencies to study practical transportation solutions designed around the operating patterns and demand of individual precincts.

Potential workstreams may include coordinated shuttle services on selected evenings and event nights, clearer pick-up and drop-off arrangements, mobility partnerships and data-led pilots that identify where demand is strongest at different times. Each solution should be evaluated for affordability, safety, user take-up and economic impact before wider implementation.

PART 2

From Nightlife to Nighttime: A Broader Name for a Broader Economy

With the announce of Redefine The Night, the association will also official transit from Singapore Nightlife Business Association to the Singapore Nighttime Business Association. The acronym SNBA is retained to preserve continuity, while the new name reflects the association's broader mandate and the wider range of businesses and partners that contribute to Singapore after dark.

Nightlife remains an important part of SNBA's heritage and membership. However, the term nighttime more accurately captures an ecosystem that also includes dining, retail, live performance, arts and culture, tourism, transportation, events, services, precinct management and community experiences. The change enables SNBA to convene this broader ecosystem while continuing to champion responsible operations, business sustainability and constructive engagement with government.

"The change is more than a word. 'Nighttime' reflects the full economic and social ecosystem that comes alive after dark. It allows SNBA to bring more partners to the table while continuing to advocate for the businesses that have built and sustained Singapore's nightlife sector."

— Danny, President, SNBA

Next steps

SNBA will begin stakeholder engagement for the Nighttime Economy Singapore Alliance, identify suitable precinct and transportation pilots, and work with government, academic and industry partners to define measurable outcomes. Further details on individual workstreams will be announced as partnerships and pilot parameters are confirmed.

Online resources available from 1 September 2026

From 1 September 2026, SNBA's Redefine the Night white paper and supporting NTU study will be available to SNBA Members. Interested parties can register their interest via the Membership Sign Up Page at <https://snba.org.sg/memberships/>.

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About the Singapore Nighttime Business Association

The Singapore Nighttime Business Association (SNBA) represents and connects businesses that contribute to Singapore's nighttime economy. SNBA advocates responsible and sustainable growth, facilitates cross-sector collaboration, supports precinct development and works with government, academic and community stakeholders to strengthen Singapore after dark.

Media contact

Name: Yeo Kai Quan

Title: Senior Manager

Email: kai@snba.org.sg

Mobile: 8100 4090

Event Photographs



Photo 1 — Minister of State Alvin Tan, Guest of Honour, with SNBA President and event representatives at the Redefine the Night announcement. | Photo credit: [Singapore Nighttime Business Association]



Photo 2 — **Suggested caption:** Government, industry and academic representatives take part in the event panel discussion on Singapore's nighttime economy. | Photo credit: [Insert credit]