



MEDIA ALERT

SimplyGo Adventure Quest Comes to Life at Bugis+ This June School Holiday
Family-friendly pop-up features transport-themed photo spots, activity booths, collectibles and in-game rewards

SINGAPORE, 9 June 2026 – From 15 June to 5 July 2026, SimplyGo Adventure Quest will come to life at Bugis+ with a family-friendly pop-up that turns Singapore's public transport network into a real-world adventure.



To be held at Bugis+ Level 2 Atrium, the interactive pop-up invites families, students and commuters to step into a transport-themed experience inspired by Singapore's iconic bus and MRT culture – complete with photo spots, activity booths, exclusive collectibles and in-game rewards.

The pop-up is part of SimplyGo Adventure Quest, an in-app digital board game that encourages commuters to earn rewards by taking public transport, making SGQR payments at retail points and completing missions across Singapore.

At the SimplyGo Adventure Quest pop-up, visitors can:

- Snap photos at transport-themed installations inspired by Singapore's bus and MRT network.

SimplyGo Adventure Quest Pops Up at Bugis+ This June School Holidays

Description

If you're looking for something fun to do with the family this school holiday, SimplyGo has just the thing. The **SimplyGo Adventure Quest Pop-Up** is landing at Bugis+ from 15 June to 5 July 2026, bringing transport-themed activities, exclusive collectibles and in-game rewards to Bugis+ Level 2 Atrium.



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What's at the Pop-Up?

The pop-up features transport-themed photo spots, activity booths and a digital stamp hunt that ties into the SimplyGo Adventure Quest in-app game. Complete the quest and you could win **exclusive Mr. Merlion & Friends merchandise** by Goldwood Pte Ltd – think plushies, keychains, sticker packs, coasters and fridge magnets.

How the Adventure Quest Works

The SimplyGo Adventure Quest is an in-app game that rewards you just for commuting. Tap your **SimplyGo EZ-Link** or **SimplyGo Concession card** to earn steps and move across the Journey Board. Look out for special tiles along the way for bonus steps, cashback credits and merchant vouchers.

You can also refer friends to the game – both you and your referral get **\$2 cashback credits** when the referral is successful. (If the cashback incentive is fully redeemed, eligible referrers and referees will receive 2 bonus in-game steps instead. T&Cs apply.)

Event Details

- **Dates:** 15 June – 5 July 2026
- **Hours:** 11am – 10pm daily
- **Venue:** Bugis+ Level 2 Atrium

For more details on the Adventure Quest, visit simplygo.com.sg/adventure-quest.

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