

Singapore

Key Market Message

Coverage of the outbreak and potential impacts of H1N1 Influenza dominated media in early May. The major impact for Australia has been the initial cancellation or postponement of school excursions scheduled for the June school holiday period.

The positive news is leisure enquiries have rebounded with agents reporting a resumption of enquiries and few cancellations from core FIT traveller base. Some agents active in the school excursion market are reporting the possibility of cancelled trips being reinstated now that the extent of the outbreak becomes clearer.

1. Key Market Results and Achievements

- Tourism Australia and Qantas concluded the annual Brand Cooperative campaign in April. Initial booking results from Qantas are lower than the record result achieved in 2008. However, the campaign has achieved the best campaign related sales result for Qantas compared to other activities they have conducted in Singapore.
- The Come Walkabout campaign, a partnership between Tourism Australia, six State Tourism Organisations (STOs) and the nine Premier Aussie Specialist (PAS) agents, concluded late May. Final sales results are being collated. Interim feedback show that the campaign performed satisfactorily in driving consumer enquires for Come Walkabout packages and customised in-house packages for the agents.
- Particular feedback from agents on the Come Walkabout campaign is an increase in email enquiries from consumers reviewing the options on Australia.com. This reflects a continual evolution to online for research and enquiry being noticed in the market.
- Tourism Australia and Singapore Airlines launched the annual Brand Cooperative Campaign in April. Utilising the Baz Luhrmann produced *Come Walkabout* advertisements on television and cinema, the campaign offered special airfares to the five gateway cities serviced by Singapore Airlines.
- Phase two of the Great Australian Roadtrips campaign launched early May. In partnership with Chan Brothers, Commonwealth Travel Service, Hertz and Wego.com, Tourism Australia and the STOs developed a range of itineraries for the top 17 self-drive routes in Australia. A multi-media platform has been

developed to promote the routes, together with radio, print and online advertising. The partnership with Wego.com is a first for Tourism Australia with detailed itineraries and content being placed on the search engine with links back to Australia.com to encourage further exploration.

2. Australian Travel Market

2.1 Market performance

- Singaporean arrivals in March were 23,200, a decrease of 7 per cent relative to March 2008.
- Singaporean arrivals in April were 23,100, an increase of 35 per cent relative to April 2008. For the four months to April, visitor arrivals totalled 83,900, an increase of 7 per cent relative to the same period in 2008. In the year ending April 2009, there were 276,500 arrivals, an increase of 4 per cent relative to the previous twelve months.

2.2 Airline Issues/Changes

- Airlines continue to offer aggressive prices. Emirates released all-in fares at \$400 return to Melbourne and Brisbane and Etihad Airways is also offering the same all-in fares at \$400 to Brisbane.
- Singapore Airlines, in addition to releasing discounted fares for leisure travellers across all routes, introduced all-in fares for senior citizens at \$540 to Perth; \$732 to Adelaide/Brisbane/Melbourne/Sydney (with travel validity until 31 July).
- Singapore Airlines also introduced an all-in student fares (minimum 1 pax) at \$534 to Perth; \$748 to Adelaide/Brisbane/Melbourne/Sydney (with travel validity until 31 August).
- In view of the H1N1 Influenza outbreak, Singapore Airlines is waiving cancellation and itinerary change fees on a worldwide basis to all destinations. The waiver is valid for tickets issued prior to 28 April for travel to, and including 27 May on Singapore Airlines only.
- To date, no other major airlines have followed suit to waive cancellations but do allow postponement of trips on case on case basis.

2.3 Trade Information Summary (including Business Events)

- Travel agents reported cancellations for overseas education excursions to destinations such as Mexico, United States, Spain, Australia, Korea, Japan and China, following the circular from the Ministry of Education advising schools to reconsider overseas excursions in view of the swine flu outbreak.
- Travel agents also reported cancellations for leisure FITs and groups travelling to affected areas. Australia bookings are much less impacted as consumers adopt a 'wait and see' approach.
- Trade feedback indicated some organisations placing restrictions on corporate travel and using video link-ups as part of their precautionary measures. Most Singaporean government agents have curbed travel and put restrictions in place

such as imposed a seven to ten day quarantine period on all staff that travels to affected areas.

- As of May, there are 363 registered Aussie Specialists from 50 agencies. 114 are now qualified, achieving 31 per cent of total registered numbers. The number of qualified Aussie Specialists has increased 6 per cent over a period of six months.

3. Current and Upcoming Activities in Market

3.1 Consumer Marketing:

Dates	Project / Event	Partners
February – April 2009	<ul style="list-style-type: none"> • TA/Qantas Brand Cooperative Campaign – Transformation – Airpass Offer • TVC, print and online 	Tourism Australia, Qantas
February – June 2009	<ul style="list-style-type: none"> • Come Walkabout – TA, six state tourism organisations (STOs) and 9 Premier Aussie Specialist agents • Romance and Adventure themed packages. 	Tourism Australia, Tourism New South Wales, Tourism Victoria, Tourism Western Australia, South Australia Tourism Commission, Australian Capital Tourism, Tourism Queensland, Premier Aussie Specialist Agents
April – May 2009	<ul style="list-style-type: none"> • TA/Singapore Airlines Brand Cooperative Campaign – Transformation – Discounted return airfares to BNE, SYD, MEL, ADL and PER 	Tourism Australia, Singapore Airlines
May – June 2009	<ul style="list-style-type: none"> • Great Australian Roadtrips phase two • Promotion of the 17 top touring routes in Australia with multi-day itineraries and suggested experiences for each route 	Tourism Australia, Chan Brothers, Commonwealth Travel Service, Hertz Wego.com, all STOs
May - June 2009	<ul style="list-style-type: none"> • International Media Hosting Program (Qantas Gold Passes) <ul style="list-style-type: none"> - <i>Harpers Bazaar</i> embarked on a retreat / food & wine journey to Tasmania - Key media/<i>Daily Straits Times</i> attending the launch of Vivid Sydney and covering cool, hip & creative Sydney stories. - <i>Elle</i> travelling on the Great Sunshine Way - <i>The Edge</i> will be embarking on a Winter Ski holiday to Canberra and Victoria - <i>Appetite</i> will be attending the media preview of the Sydney International Festival 	<ul style="list-style-type: none"> - Qantas, Harpers Bazaar & Tourism Tasmania - Qantas, Tourism New South Wales & Straits Times, Life - Qantas, Tourism Queensland & Elle - Qantas, Tourism Canberra, Tourism Victoria and The Edge - Qantas, Appetite, Tourism New South Wales, Sydney International Food Festival

3.2 Trade Marketing:

Dates	Project / Event	Partners
April 2009	<ul style="list-style-type: none"> Product Development Forum – a total of 35 key product planners from 28 agencies attended. The forum was designed to provide updates to the product planners and help those planners attending ATE to finalise their preferences well before the closing deadline. 	Tourism Australia and all STOs
May 2009	<ul style="list-style-type: none"> Product training to Chan Brothers MICE team - 10 planners received training on unique incentives programmes to further help them to enhance the BE product knowledge and better promote Australia capability in Business Events to their corporate clients. 	Tourism Australia, Melbourne Convention and Visitors Bureau and Gold Coast Tourism
May 2009	<ul style="list-style-type: none"> Business Events Agent Famil – six BE agents participated in a joint Regional Agent Famil tot Melbourne and Gold Coast for a showcase of unique incentive products. 11 BE agents from Vietnam, Malaysia, Thailand and Indonesia participated in the famil as well. 	Tourism Australia, Melbourne Convention and Visitors Bureau and Gold Coast Tourism
Jun 2009	<ul style="list-style-type: none"> Business Events Corporate End User Relationship Development Target corporate end users of key BE agent - Chan Brothers to present Australia, specifically Melbourne and Gold Coast as an incentive and corporate meetings destination. 	Tourism Australia, Chan Brothers Travel, Melbourne Convention and Visitors Bureau & Gold Coast Tourism

4. Media Environment

- H1N1 Influenza reports dominated the media in the first one and a half weeks of the virus outbreak. However, media reports on the outbreak subsequently decreased and when Australia discovered its first confirmed case, there wasn't much focus in the media.
- Media in general are working with leaner teams and have limited resources to send for the International Media Hosting Program (IMHP). Therefore IMHP initiatives should be time sensitive and tie-in with events so they will commit to visit Australia now.
- In addition to IMHP, there are more opportunities in the current media environment, for example, customised feature stories, creative PR ideas and advocacy initiatives.

For more information on Tourism Australia's publicity, International Media Hosting Program (IMHP) and results, please visit www.publicity.australia.com

Alternatively for general media information visit www.media.australia.com

5. General Travel Outlook

5.1 Political and Economic Outlook

- On 14 April the Ministry of Trade and Industry (MTI) revised downwards their forecasts for the performance of the Singapore economy. They now expect the economy to shrink by 6 per cent to 9 per cent in 2009 as a result of the weakening global economic environment. – *Source: Ministry of Trade and Industry, Press Release 14 April 2009.*

5.2 Outbound Travel

- Overall outbound travel remains subdued in light of the current economic climate. The swine flu issue has impacted the school excursion market most notably for Singapore. Other types of travel have also been affected. Many government employees have been advised not to travel until the situation becomes clearer.

6. Next 60 Days

[Singapore]						
START DATE	END DATE	MARKET	PROJECT/EVENT	TARGET AUDIENCE	LOCATION	PARTNERS
Apr 09	Jun 09	Singapore	TA and Singapore Airlines Brand Cooperative Campaign - Transformation. Four STOs have aligned the timing of their individual marketing programs with SIA to coincide with this campaign and align the messaging about Australia.	Mass Market	Singapore	TA, Singapore Airlines, TQ, NSW, TWA, TVIC
Apr 09	Oct 09	Singapore	Great Australian Journeys phase two – second phase to reinforce and increase Australia’s positioning as the key self drive destination for Singaporeans. A range of information and content initiatives will drive traffic to partners for conversion whilst establishing key touring routes as individual brands in the market. There will be continued promotion of Australianroadtrips.com through to October mainly through PR and australia.com promotion.	DINKS and Singles primarily with overflow to family segment	Singapore	TA, All 8 STOs, Chan Brothers, Commonwealth Travel Services, Wego Travel Search, Hertz.