In 2012, Singapore was Australia’s sixth largest inbound market for visitor arrivals, the seventh largest market for total expenditure and 11th for visitor nights. It was also 13th for total dispersed nights\(^1\) during 2012.

Findings from Tourism Australia’s recent international tourism research project\(^2\), indicate that when selecting a holiday destination Singaporean visitors are wanting (in order of importance): a safe and secure destination, value for money, a family friendly destination, friendly and open locals, and good food and wine. Compared to other out of region destinations, Australia ranks very highly for safety and security, family friendliness, natural beauty and coastal scenery. The research shows that Australia delivers a positive holiday experience that exceeds the expectations of Singaporean visitors.

The latest forecast by the Tourism Forecasting Committee (TFC), released in October 2012, estimates that arrivals from Singapore will grow 3 per cent in both 2012/13 and 2013/14, with a 3 per cent annual compound growth rate expected between 2011/12 and 2016/17.

Key airlines and share of passengers in 2012\(^3\)

<table>
<thead>
<tr>
<th>Airline</th>
<th>Share of Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore Airlines</td>
<td>54%</td>
</tr>
<tr>
<td>Qantas</td>
<td>18%</td>
</tr>
<tr>
<td>Scoot</td>
<td>7%</td>
</tr>
<tr>
<td>Emirates</td>
<td>4%</td>
</tr>
<tr>
<td>Jetstar</td>
<td>50%</td>
</tr>
<tr>
<td>Other</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>3%</td>
</tr>
</tbody>
</table>

Table includes direct and indirect capacity

Visitor profile in 2012

- 82% repeat visitors\(^4\)
- 63% of total arrivals are for leisure\(^5\)
- 30-44 years largest demographic\(^5\)
- $4,027 average spend\(^4\)
- 21 nights average stay\(^4\)
- Apr-Jun and Oct-Dec peak booking period
- Nov-Dec and Jun peak travel period

Potential for the Singapore market to be worth by 2020 (Tourism 2020)

Total spend from Singapore in 2012 (up 2 per cent on 2011)\(^4\)

Singaporean visitor arrivals in 2012 (up 7.9 per cent on 2011)\(^4\)

Singaporean visitor nights spent in Australia in 2012 (up 12 per cent on 2011)\(^4\)

Singaporean visitor nights spent outside gateway cities in 2012 (up 13 per cent on 2011)\(^4\)

Australia ranks 4th among all out of region outbound destinations for Singaporean travellers\(^5\)

In this Market Profile

- Market Performance
- Consumer Research
- Aviation Landscape
- Distribution
- Find More Information

Sources:
1. Dispersed nights refer to nights spent outside gateway cities of Sydney, Melbourne, Brisbane and Perth
2. Tourism Australia, Australian Consumer Demand Research, conducted by BDA Marketing Planning, 2012
3. Department of Immigration and Citizenship (Aviation)
4. International Visitor Survey (Tourism Research Australia)
5. Australian Bureau of Statistics, Overseas Arrivals & Departures
6. Tourism Economics, Tourism Decision Metrics
In 2012, Singapore was Australia’s sixth largest inbound market for visitor arrivals. Arrivals to Australia from Singapore have seen a 2 per cent annual compound growth rate between 2002 and 2012. The market saw a dip in arrivals in 2002 to 2003, when the SARS outbreak in Asia affected outbound travel demand across the region. Arrivals from Singapore reached record numbers in 2011, off the back of solid economic growth, strong consumer confidence and good aviation capacity. The entry of low cost carrier Scoot’s services from Singapore to Sydney and Gold Coast in June 2012 has also stimulated holiday travel demand. For the period of July to December 2012, total arrivals out of Singapore have grown 14 per cent, primarily driven by Holiday arrivals which increased by 25 per cent.
1.2 Australia’s market share

Australia’s market share of Singapore outbound travel

- Outbound travel from Singapore remained flat in 2012 with 7.9 million trips, compared to 7.8 million trips in 2011.
- Australia’s share of Singapore’s total outbound travel has declined from 6 per cent in 2002 to 4 per cent in 2012.

Top five outbound destinations from Singapore

- In 2012, the top five outbound destinations from Singapore were Malaysia, Indonesia, China, Thailand and Hong Kong.
- Australia ranked 7th among all outbound destinations, unchanged from 2011.

7. Figures for 2012 in this section are based on forecast data, last updated 14 February 2013
Singapore Market Performance

Australia’s market share of out of region travel
- Out of region travel from Singapore excludes travel to South and South East Asia.
- Out of region travel from Singapore increased from 1.8 million trips in 2002 to 3.8 million trips in 2012.
- Australia’s share of Singapore’s total out of region outbound travel has declined from 15 per cent in 2002 to 8.4 per cent in 2012.

Australia’s competitor destinations from Singapore
- In 2012, the top five destinations for Singapore travellers, outside of South and South East Asia were China, Hong Kong, Taiwan, Australia and South Korea.
- Australia’s ranking among out of region destinations was unchanged in 2012, remaining at 4th.
1.3 Visitor arrivals by age and purpose of visit

Analysis of visitors from Singapore in 2012

- In 2012, the majority of arrivals from Singapore visited Australia for Leisure purposes, with Holiday representing 48 per cent of total arrivals, and Visiting Friends and Relatives (VFR) representing 15 per cent.
- The largest age demographic was 30 to 44 years, representing 34 per cent of total visitors.
- Of total Business arrivals from Singapore in 2012, there were 7,000 convention/conference visitors.
**SINGAPORE**

**Market Performance**

**Age demographic of visitors from Singapore for 2002-2012**

- Over the past decade, the 30 to 44 years of age demographic has been the largest visitor segment of Singapore, achieving a 2 per cent annual compound growth rate between 2002 and 2012.
- In 2012, the youth segment (15 to 29 year olds) reached its peak for the past decade and became the second largest visitor segment out of Singapore.

**Visitor segments from Singapore for 2002-2012**

- The Holiday segment has been the largest segment of visitors out of Singapore over the past decade, reaching its peak in 2012.
- The VFR segment has remained resilient, achieving an annual compound growth rate of 5 per cent between 2002 and 2012.
1.4 Spend by age and purpose of visit

Breakdown of spend by visitors from Singapore for 2008-2012

- On average from 2008 to 2012, the largest spending segments were Holiday and Education visitors, each representing 31 per cent of total spend. This was followed by Visiting Friends and Relatives (VFR), representing 11 per cent.
- The largest spending age group was 15 to 29 year olds, representing 43 per cent of total spend by Singaporean visitors.

Note: Data in graph refers to an average of 2008-2012
SINGAPORE Market Performance

Spend by age group from Singaporean visitors for 2002-2012

- Visitors aged 15 to 29 years have consistently spent more money in Australia over the past decade than any other age group, primarily attributed to Education purposes.
- Spend by visitors aged 15 to 29 reached its peak in 2012, accounting for 46 per cent of total spend by Singaporean visitors for that year, whereas spend by 30 to 44 year olds and 45 to 59 year olds declined.

Spend by purpose of visit segments for 2002-2012

- In 2012, spend by the Education segment overtook the Holiday segment, for the second time in the past decade.
- Spend by the VFR segment has been steady, demonstrating resilience in the past decade.
1.5 Visitor profiles for spend and nights

**Average visitor**

- **Spend per trip**: $4,114
- **Stay**: 20.9 nights
- **Spend per night**: $197

**Purpose of visit**

- **Holiday**
  - Spend per trip: $2,798
  - Stay: 10 nights
  - Spend per night: $279

- **Visiting Friends and Relatives**
  - Spend per trip: $2,766
  - Stay: 16.2 nights
  - Spend per night: $171

- **Business**
  - Spend per trip: $3,223
  - Stay: 8.9 nights
  - Spend per night: $361

- **Other (including education and employment)**
  - Spend per trip: $11,207
  - Stay: 80.5 nights
  - Spend per night: $139

**Age groups**

- **15 to 29 years**
  - Spend per trip: $6,693
  - Stay: 42.1 nights
  - Spend per night: $159

- **30 to 44 years**
  - Spend per trip: $3,127
  - Stay: 13.2 nights
  - Spend per night: $237

- **45 to 59 years**
  - Spend per trip: $3,408
  - Stay: 12.2 nights
  - Spend per night: $280

- **60 years & over**
  - Spend per trip: $2,818
  - Stay: 18.1 nights
  - Spend per night: $156

*International Visitor Survey (Tourism Research Australia)*

*Note: Data refers to an average of 2008-2012*
In 2012, Tourism Australia undertook a major international tourism research project into how global consumers view Australia and what most motivates them to visit, identifying the 'triggers' and experiences important to the consumer when selecting a holiday destination. The research involved 13,389 consumers across 11 markets, who have travelled long haul in the past two years and/or plan to travel long haul in the next few years.

The results below refer to the responses of Singaporean consumers.

2.1 What travellers from Singapore want in a holiday destination

Participants were asked what they look for when choosing *any* holiday destination. The graph below outlines the top five considerations of Singaporean respondents.

Their key considerations are: safety and security, value for money, a family friendly destination, friendly and open locals, and good food and wine.

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### Singapore: Top 5 Importance Factors

<table>
<thead>
<tr>
<th>Consideration</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>A safe and secure destination</td>
<td>73</td>
</tr>
<tr>
<td>A destination that offers value for money</td>
<td>56</td>
</tr>
<tr>
<td>A family friendly destination</td>
<td>37</td>
</tr>
<tr>
<td>Friendly and open citizens, local hospitality</td>
<td>37</td>
</tr>
<tr>
<td>Good food, wine, local cuisine and produce</td>
<td>35</td>
</tr>
<tr>
<td>World class beauty and natural environments</td>
<td>32</td>
</tr>
<tr>
<td>Great shopping / world class brand names</td>
<td>32</td>
</tr>
<tr>
<td>Rich history and heritage</td>
<td>30</td>
</tr>
<tr>
<td>Clean cities, good road infrastructure with clear signposts</td>
<td>29</td>
</tr>
<tr>
<td>A range of quality accommodation options</td>
<td>23</td>
</tr>
<tr>
<td>Spectacular coastal scenery</td>
<td>20</td>
</tr>
<tr>
<td>Native or cultural heritage or activities</td>
<td>20</td>
</tr>
<tr>
<td>Romantic destination</td>
<td>13</td>
</tr>
<tr>
<td>Flights with no stop-overs</td>
<td>13</td>
</tr>
<tr>
<td>Good leisure activities such as nightclubs/bars and/or casinos</td>
<td>13</td>
</tr>
<tr>
<td>Luxury accommodation and facilities</td>
<td>11</td>
</tr>
<tr>
<td>Different and interesting local wildlife</td>
<td>10</td>
</tr>
<tr>
<td>Ease of obtaining visa</td>
<td>8</td>
</tr>
<tr>
<td>Great swimming beaches</td>
<td>7</td>
</tr>
</tbody>
</table>

Read as: 73 per cent of Singaporean respondents ranked 'a safe and secure destination' in their top five considerations when choosing a destination.

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8. Tourism Australia, Australian Consumer Demand Research, conducted by BDA Marketing Planning, 2012
2.2 Associations with Australia

For Singaporean respondents, Australia is known for being a safe and secure and family friendly destination, with good food and wine and coastal scenery.

Compared to other out of region destinations, Australia ranks highly (first, second or third) for safety and security, family friendliness, friendly locals and natural beauty.

2.3 Opportunities for Australia highlighted by the research

The research shows that Australia delivers a positive holiday experience that exceeds the expectations of Singaporean visitors. This was particularly clear for their perception of Australia offering value for money, good food and wine, and natural beauty. Despite unfavourable exchange rates, Singaporeans who had visited Australia perceived their experiences delivered value for money. Noting that ‘value’ was not defined during the research and is considered a subjective term.

Food and wine ranked very highly amongst those who have visited Australia and sampled the country’s offering, compared to the perceptions of those who had not been. Likewise, Australia’s natural beauty exceeded the expectations of Singaporeans once they had visited. These present possible future marketing opportunities.

2.4 Preferred Australian experiences

Singaporean respondents prefer experiences in Australia which include aquatic wildlife, shopping, coastal or harbour settings and/or food and wine. Compared to the average across all markets, Singaporeans differed by ranking shopping and food and wine experiences in their top preferences.
3.1 Summary

- Singapore is an important aviation hub for Australia with numerous services from Singapore flying to nearly all of Australia’s gateway cities, with some serviced twice daily.
- Singapore’s hub status is expected to strengthen in the coming years as Singapore Airlines and its subsidiaries, SilkAir and Scoot, increase services to Australia. Jetstar has also set up a base in Singapore and Qantas increased its services originating in Singapore from March 2013.
- In 2012, there was strong capacity growth on the Singapore-Australia route, attributed to new entrants such as Scoot and SilkAir, and existing carriers opening up new routes.
- Singapore Airlines is the key carrier, carrying over half of all Singaporean tourists into Australia in 2012.
- Alliances continue to develop and shape the market:
  - Singapore Airlines and Virgin Australia continue to develop their alliance and recently announced plans to exchange equity (pending regulatory approval).
  - Scoot is reportedly in discussions with other carriers including Tiger Airways regarding codeshare opportunities (Source: CAPA centre for aviation).
  - The Qantas Group including its affiliate carriers such Jetstar Asia (based in Singapore) plans to increase coordination of services and marketing in Singapore.

### Key airlines and share of passengers

<table>
<thead>
<tr>
<th>Airline</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore Airlines</td>
<td>64%</td>
<td>57%</td>
<td>55%</td>
<td>57%</td>
<td>50%</td>
</tr>
<tr>
<td>Qantas</td>
<td>24%</td>
<td>20%</td>
<td>21%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Scoot</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>14%</td>
</tr>
<tr>
<td>Emirates</td>
<td>1%</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Jetstar</td>
<td>2%</td>
<td>8%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
<td>8%</td>
<td>11%</td>
<td>11%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Innovata, Northern Summer Scheduling Season (31 March 2013 to 26 October 2013)
Note: Table includes direct services to Australia only
3.2 Trends

Capacity

▷ In 2012, capacity from Singapore to Australia increased by 10 per cent, this was boosted by the entrance of new carriers Scoot and SilkAir, as well as existing carriers such as Singapore Airlines and Qantas increasing capacity. Further growth of approximately 25 to 30 per cent is expected during 2013.

▷ Australia has gained significant market share of aviation capacity out of Singapore compared to similar haul destinations. In 2013, it is forecast that Australia will overtake China in terms of capacity out of Singapore, and Australia is expected to gain additional market share in 2013. North Asian countries (excluding Hong Kong) have also reported strong growth in recent years.

Average loads

▷ Load factors or seat utilisation is the ratio of passengers carried to the number of seats available, expressed as a percentage.

▷ Despite strong capacity growth, average load factors remained at 80 per cent in both 2011 and 2012. Aggressive pricing could be a contributing factor to strong growth in Singaporean arrivals coming to Australia and Australians travelling outbound. Arrivals from Australians visiting Singapore increased 5 per cent.

▷ Average loads are particularly high during Australian school holidays (January/February, July) and softer during May.
4.1 Distribution system

Online booking is growing rapidly in Singapore as airlines and retail agencies expand their online presence for both group and Free Independent Travel (FIT). Consumers in Singapore are value-conscious and actively seek destination information and deals before making travel purchases.

**Wholesalers/ Large Agents**
*Commission Level: 10% to 15%*

- The traditional wholesaler model does not apply in Singapore. Large retail agencies brochure and market their own programs with links to Inbound Tour Operators (ITOs).
- Large travel agencies such as Chan Brothers, Dynasty Travel, Air Sino-Euro Associates (ASA Holidays), Qantas Holidays and Commonwealth Travel take reservations from consumers through their own retail network. Some also take reservations from smaller travel agencies which have limited access to ITOs and do not undertake consumer advertising.

**Retail Agents**
*Commission Level: up to 10%*

- There are approximately 900 travel agencies registered with the Singapore Tourism Board. More than 100 of these sell Australian products and packages. Around twenty key agencies partner with Tourism Australia and State and Territory Tourism Organisations (STOs) in marketing campaigns.

**Online**

- Major Online Travel Agencies (OTAs) are growing their presence in Singapore. Evolving technical capabilities such as dynamic packaging and online group booking, are helping to drive significant growth in bookings made through OTAs.
- Key OTAs include Expedia-AirAsia, Zuji, Misa Travel, Chan Brothers, Asiatravel.com, Priceline and Agoda.

**Aussie Specialists**

- The Aussie Specialist Program is the primary platform for Tourism Australia to train and develop retail agents to sell Australia.
- As at March 2013, there were 105 qualified Aussie Specialists in Singapore and a further 166 in training.

**Inbound Tour Operators**
*Commission Level: up to 30%*

- ITOs remain an important element of the distribution network in the Singapore market.

**Business Events**

- The primary business events segment in Singapore is the incentive market.
- The market is serviced by incentive houses and major traditional agencies which have a specific business events division.
- Group sizes are relatively small with an average of 40 to 60 passengers per trip.
Seasonality

- The peak booking periods for travel to Australia are April to June and October to December.
- The peak travel times are November to December and June.

Source: Australian Bureau of Statistics, Overseas Arrivals & Departures, 2008 to 2012
4.2 Trends

Distribution

- Singaporeans are increasingly comfortable with booking holidays online either through an airline, an OTA or a traditional travel agent that has a strong online presence. Some travellers still complete their travel purchase with a retail travel agent, due to travel offers and the need to plan complicated itineraries.
- The launch of low cost carrier, Scoot, has added competitive stimulus to the market, with traditional carriers responding with aggressive pricing strategies, offering promotional fares with longer travel period validity.
- Airlines and large travel agencies continue to be proactive in establishing websites and online services. The trend is growing fast as agencies understand they must have a stronger presence anywhere consumers are purchasing travel.
- Consumer travel fairs organised by the National Association of Travel Agents (NATAS) and other travel agencies occur in February/March/April and July/August/September. They are organised individually by the larger travel agencies or on a consortia basis for medium to small agencies.

Planning and purchasing travel

- Singapore is a mature market and consumers have a solid knowledge of Australia. The FIT sector continues to grow rapidly.
- Consumers in Singapore are value-conscious and actively review a range of destinations and information sources, seeking favourable deals before making travel purchases.
- There are a significant number of consumers who will purchase airfares directly from airlines and then secure ground arrangements from either an OTA or a retail agent.
- Travel search engines are important information sources for consumers as they expand search options beyond flights and hotels to packages and car hire. These travel search engines are also partnering with user-review sites and affiliating content to major internet portals and media sites.
- According to findings from Tourism Australia’s Consumer Demand Research project9, Singaporean respondents would mostly use online sources when planning a trip to Australia. This includes general internet searches and travel advice websites and travel booking websites. After online sources, respondents would talk to family and friends who have been to Australia.

4.3 Planning a visit to market

Top tips for sales calls

- To develop an ongoing relationship with Singaporean agents, plan for meetings at least four times per year. These meetings can be a combination of market visits and trade event attendance.
- Tourism Australia and most STOs are located together in Singapore. Make your first call to the Tourism Australia office to receive the latest market information and to provide a product update.
- Singapore is a small country and major agents are often clustered in close proximity to each other. You can easily make eight sales calls in one day.
- Avoid sales calls in the lead up to peak booking periods as agents are often heavily involved in consumer fairs and unable to meet you due to heavy workloads.
- The best time of the year for sales calls, contracting and product inclusions in new season launches is January. June is best for rate negotiation. October to December is useful for relevant product updates and planning for the next calendar year.
- For more general information on sales calls and planning a visit to market, please see Tourism Australia’s Planning for Inbound Success at www.tourism.australia.com/inboundsuccess

9. Tourism Australia, Australian Consumer Demand Research, conducted by BDA Marketing Planning, 2012

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SINGAPORE Market Profile April 2013
4.4 Key trade and consumer events

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATAS Holidays</td>
<td>Singapore</td>
<td>16-18 August 2013</td>
</tr>
<tr>
<td>NATAS Travel Fair</td>
<td>Singapore</td>
<td>TBC - Feb/Mar 2014</td>
</tr>
</tbody>
</table>

Where to Find More Information

Tourism Australia’s activities in Singapore are managed from Tourism Australia’s Singapore office. For more information visit Tourism Australia’s Corporate website at www.tourism.australia.com

Australian State and Territory Tourism Organisations operating in Singapore include the South Australian Tourism Commission, Destination New South Wales, Tourism Tasmania, Tourism NT, Tourism and Events Queensland, Tourism Victoria and Tourism Western Australia.

Also see: Singapore Country Brief published by the Department of Foreign Affairs and Trade at www.dfat.gov.au/geo