

MARKET OVERVIEW¹



Of the
10.7 MILLION

Singaporeans who travelled internationally during 2019,

2.6 MILLION travelled to Australia, making up **5%** of all Australia's international arrivals.

They spent
\$1.53 BILLION

and of that, **\$837 million (or 55%)** was for leisure (Holiday and Visiting Friends and Relatives).

On average, a Singaporean Leisure visitor spends **\$2,624** per trip to Australia.



In the year ending December 2019, Singapore was Australia's **sixth largest source market for international visitation** and **seventh most valuable for spend**.



Singaporean travellers spend on average **8 nights** holidaying in Australia, of which **44%** are spent in regional areas.



Over **85%** of Singaporean arrivals are repeat visitors and of that, **72%** have visited the country more than twice.



Peak periods of travel occur in May, June, November and December, with the four months representing **40%** of all travel.

CONSUMER BEHAVIOUR²

SAFETY AND SECURITY

is the top importance factor for Singaporeans when selecting a holiday destination followed by **world class nature and wildlife, value for money, good food and wine and friendly citizens**.



Amongst Singaporean, Australia is the **most highly associated destination when it comes to world class nature and wildlife and value for money**, and ranked second behind Japan for **safety and security, good food and wine, and friendly citizens**.

76%

of High Value Travellers from Singapore are aware of the experiences on offer in Australia with **89% considering visiting Australia in the next four years, and 50% are intending to visit in the next two years**.



While Australia **strongly holds its position as the second top destination** for Singaporeans to visit Australia's biggest competitors are Japan, Taiwan, South Korea and New Zealand.

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