



International Visitor Profile

Singapore

Visitor Profile 2007

Singapore Visitor Summary

- In 2007, there were 263,819 visitors to Australia an increase of 4% from the previous year, Singapore is rated as Australia's sixth largest inbound market for arrivals.
- In 2007, the average length of stay for Singapore visitors was 22 nights, lower than the average of 30 nights for all visitors.
- Travellers from Singapore accounted for 3% of all international visitor nights in Australia in 2007.
- Singapore is Australia's seventh largest source market in terms of total expenditure. In 2007, travellers from Singapore spent a total of \$1 billion on trips to Australia, with an average expenditure of \$4,450 per trip.
- In 2007, 22% of Singapore visitor nights were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from Singapore including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on www.TRA.Australia.com

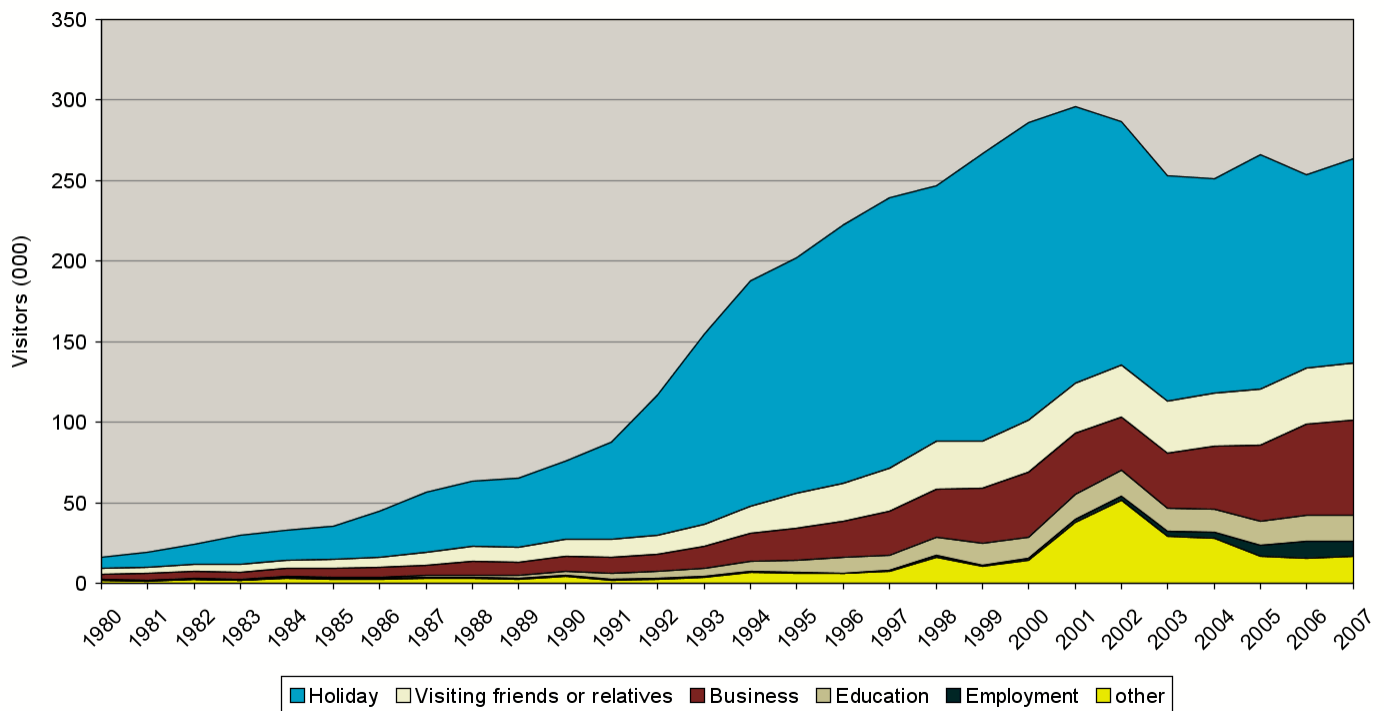
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Visitor Arrivals

- In 2007, the number of visitors from Singapore totalled 263,819 sixteen times the 16,427 arrivals in 1980 (Figure 1). Singapore is currently Australia's sixth largest inbound tourist market.
- In 2007, 127,047 visitors came for a holiday, 35,450 came to visit friends and relatives (VFR), 58,601 on business, 9,645 for employment, 16,294 for education and 16,783 for other purposes.
- Over the decade from 1998 to 2007, the annual average growth rate for visitors from Singapore was 1%.
- In 2007, 83% or 191,220 of all visitors from Singapore were repeat visitors (Figure 2). This is higher than the average of 57% across all markets
- Total visitor arrival numbers from Singapore increased by 4% in 2007 when compared to 2006.

Figure 1 - Visitors from Singapore by main purpose of visit 1980 - 2007



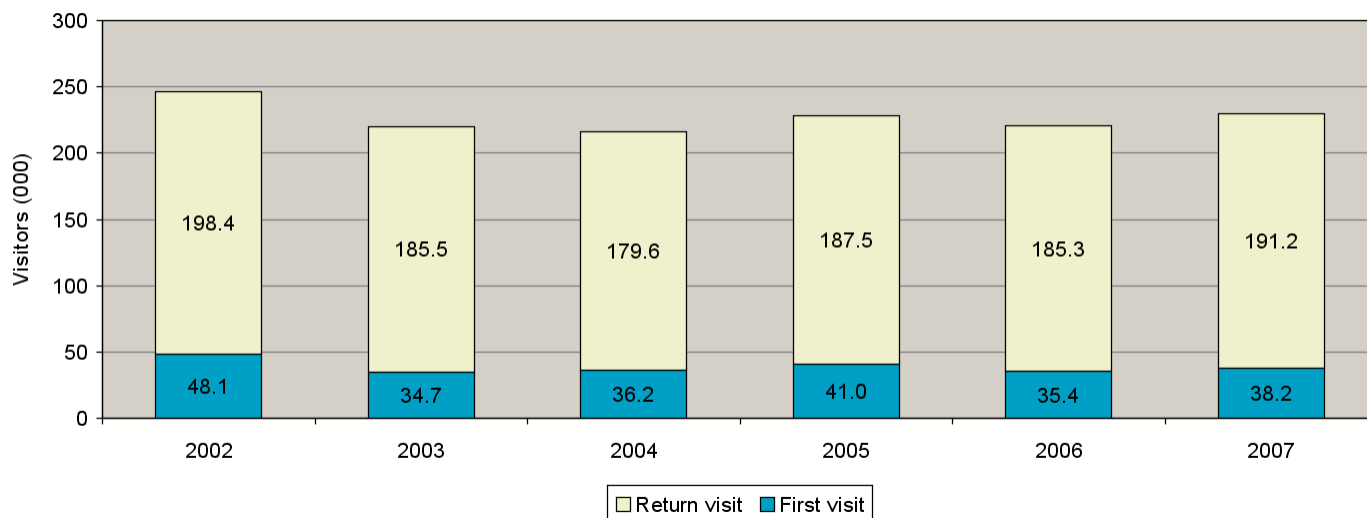
Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]

Base : All international visitors

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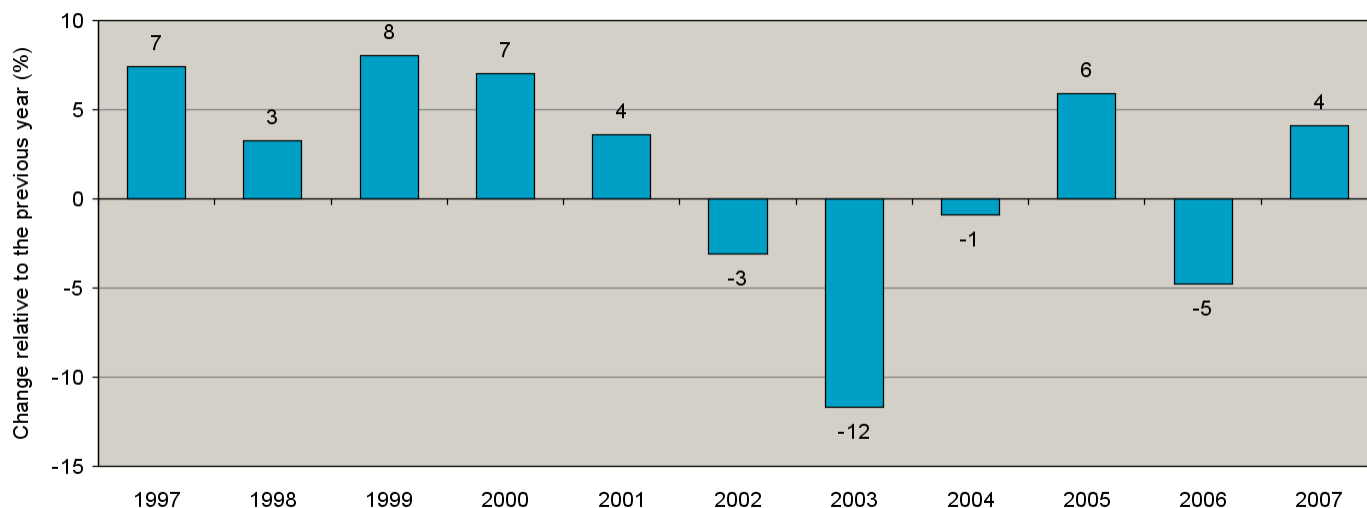
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Figure 2 - Visitors from Singapore by first or return visit 2002 - 2007



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from Singapore 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
 Base : All international visitors

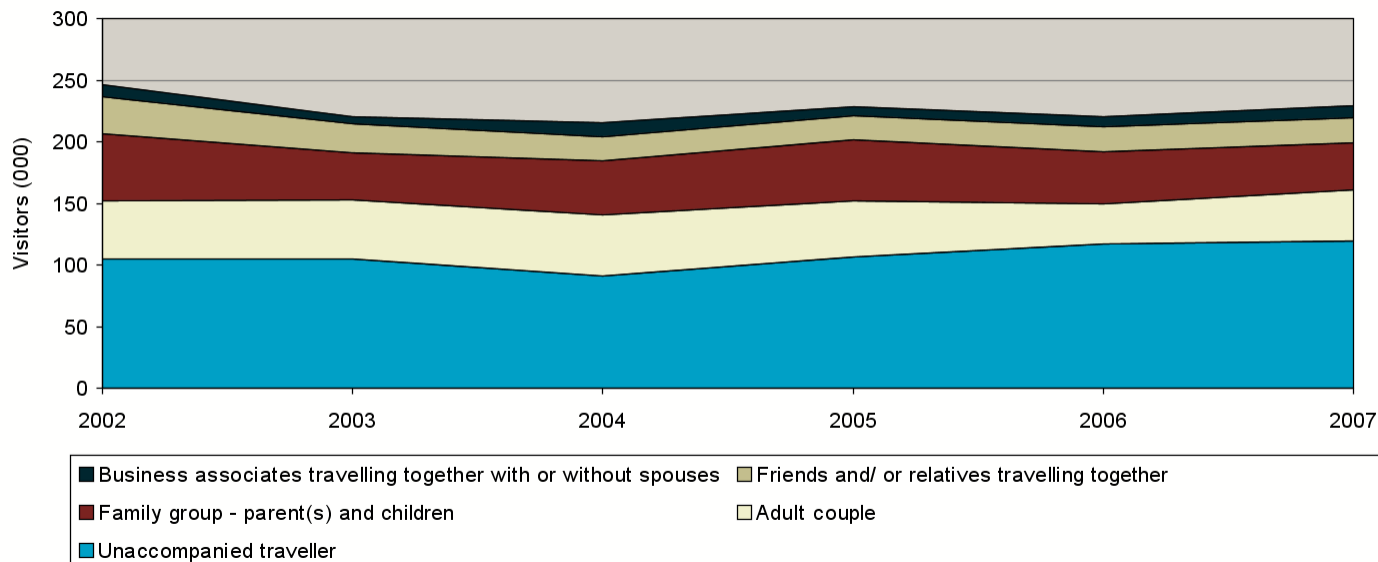
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Travel Party

- The majority of visitors from Singapore travelled as an unaccompanied traveller, adult couple or family group (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from Singapore was 119,545 or 52% of all visitors from Singapore.

Figure 4 - Visitors from Singapore by travel party description 2002 - 2007.



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Table 1 - Visitors from Singapore by travel party description 2002 - 2007.

Travel Party Description	2002		2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	104.6	42	105.1	48	90.9	42	106.4	47	116.7	53	119.5	52
Adult couple	47.5	19	48.1	22	50.1	23	46.0	20	33.2	15	41.3	18
Family group - parent(s) and children	54.8	22	37.5	17	43.7	20	49.2	22	41.7	19	38.5	17
Friends and/ or relatives travelling together	29.5	12	23.8	11	19.7	9	19.1	8	20.6	9	20.0	9
Business associates travelling together with or without spouses	10.0	4	5.7	3	11.4	5	7.7	3	8.5	4	10.0	4
Total	246.4	100	220.2	100	215.8	100	228.5	100	220.7	100	229.4	100

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.
 Source: Tourism Research Australia, International Visitor Survey.

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Visitor Demographics

Figure 5 - Visitors from Singapore by age 1995 - 2007.

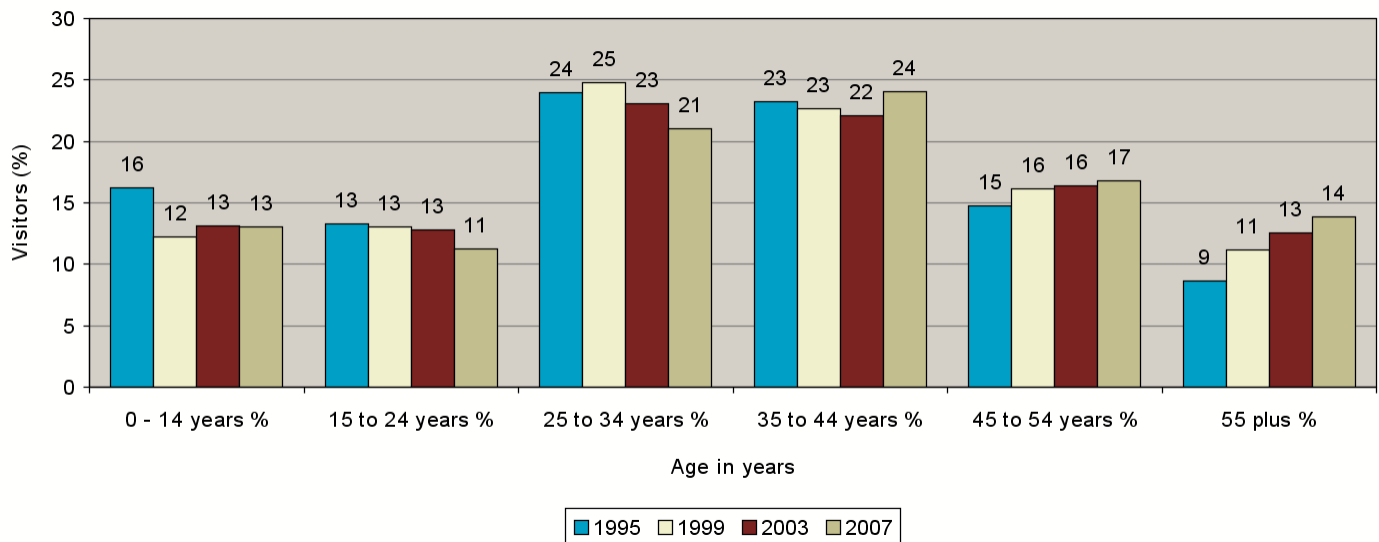
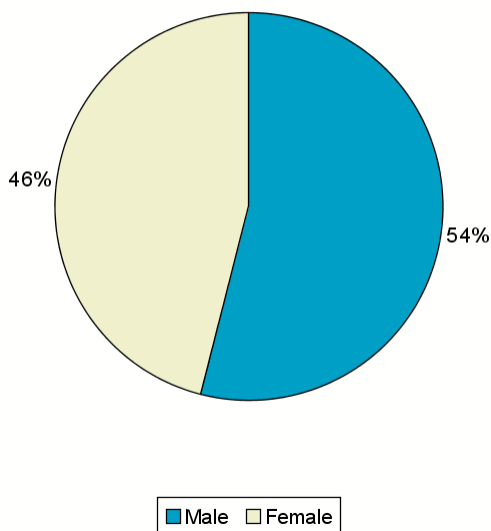


Figure 6 - Visitors from Singapore by gender 2007



- In 2007, the age distribution shows 13% were aged 0-14 years, 11% were 15-24 years, 21% were 25-34 years, 24% were 35-44 years, 17% were aged 45-54 years and 14% were 55 and over.
- Of visitors from Singapore, 54% were males or 141,220 visitors and 46% were females or 122,600 visitors. The gender ratio of visitors from Singapore is 115 males per 100 females.

Source: Department of Immigration and Citizenship.
Base : All International visitors.

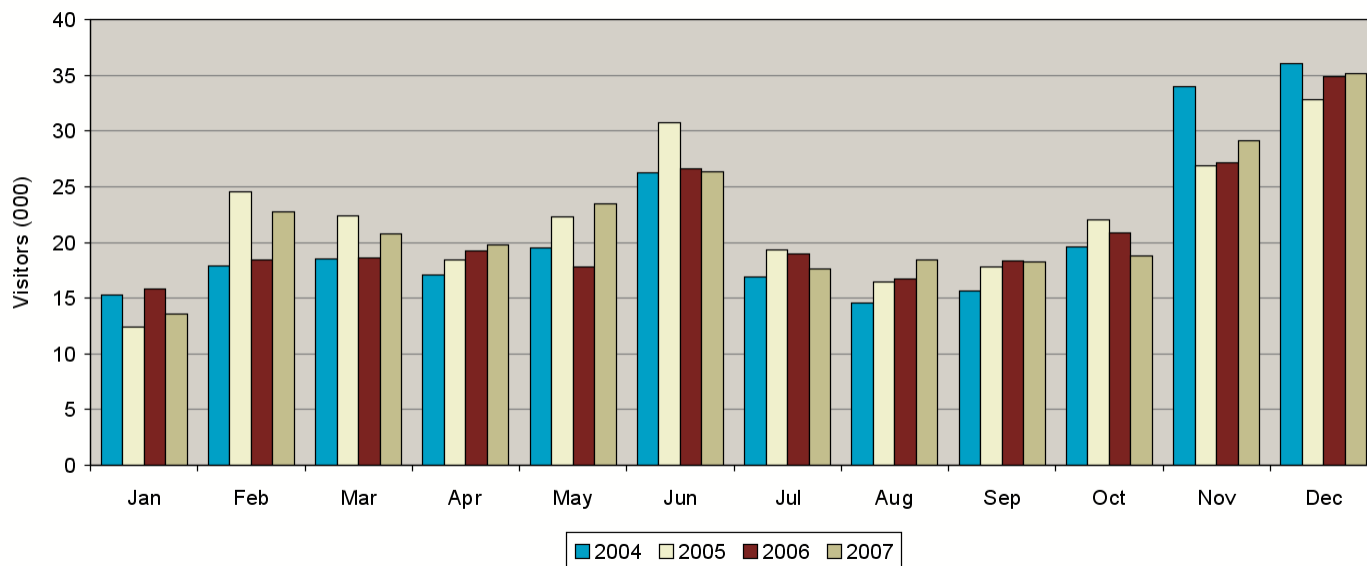
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Seasonality

- The seasonality of visitor arrivals from Singapore is shown in Figure 7.
- In 2007, December was the peak month for visitors from Singapore, followed by November and June.

Figure 7 - Visitors from Singapore by month of arrival 2004 - 2007.



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]

Base : All international visitors

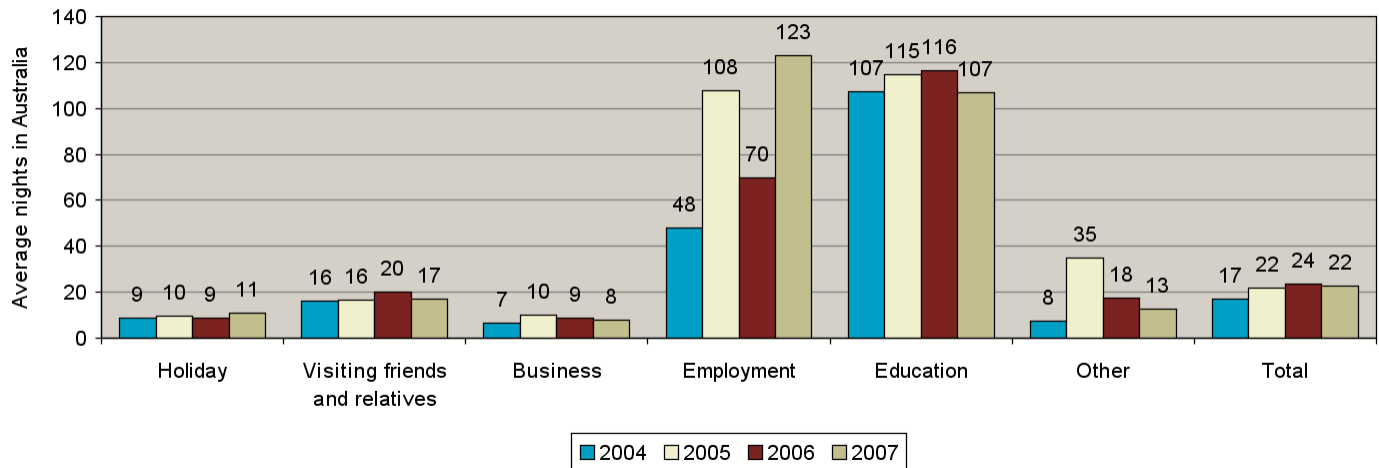
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Duration of Stay

- During 2007, visitors from Singapore spent 5.2 million nights in Australia, being 3% of all visitor nights.

Figure 8 - Duration of stay for visitors from Singapore by main purpose of visit 2004 - 2007.



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from Singapore by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
Main purpose of journey								
Holiday	9	10	9	11	6	7	7	7
Visiting friends and relatives	16	16	20	17	10	9	10	10
Business	7	10	9	8	4	5	5	4
Employment	48	108	70	123	27	58	29	132
Education	107	115	116	107	100	89	110	87
Other	8	35	18	13	4	12	5	7
Total	17	22	24	22	6	7	7	7

Base: All visitors aged 15 years or over.

(a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Research Australia, International Visitor Survey.

Note : Total Includes employment and other reasons.

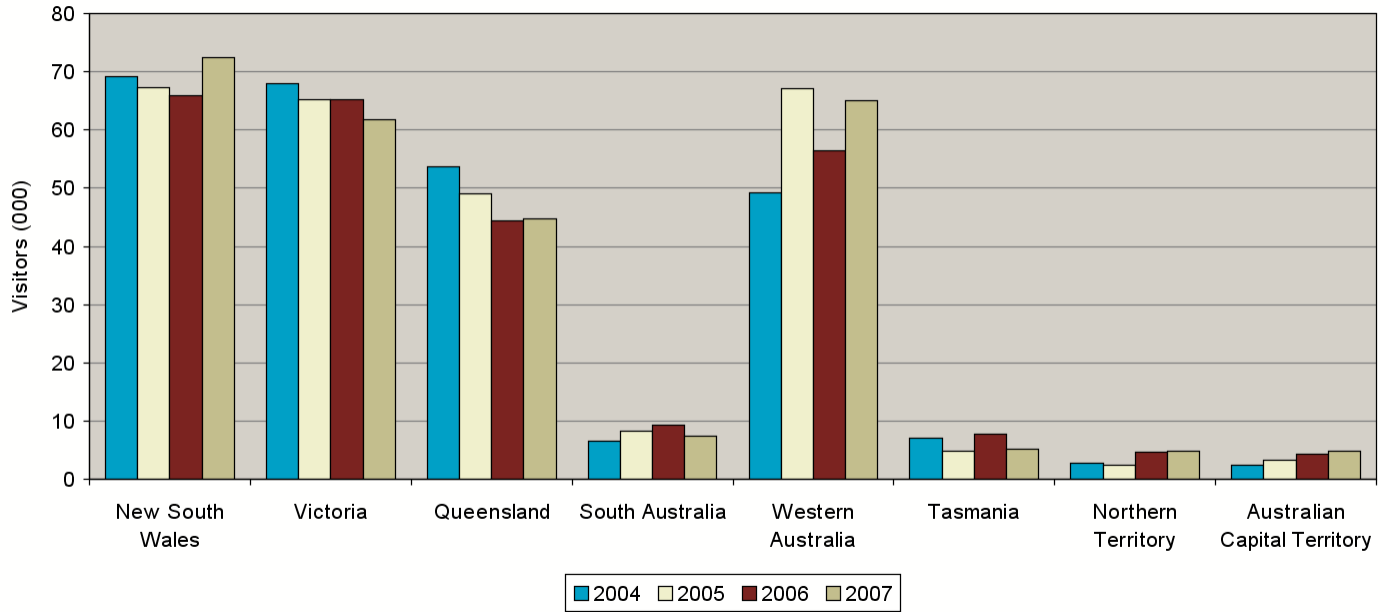
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Destination Visited

- In 2007, the most popular State or Territory for visitors from Singapore was New South Wales with 72,407 or 32% of visitors, staying for 1.1 million nights.

Figure 9 - Visitors from Singapore by State/Territory visited



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

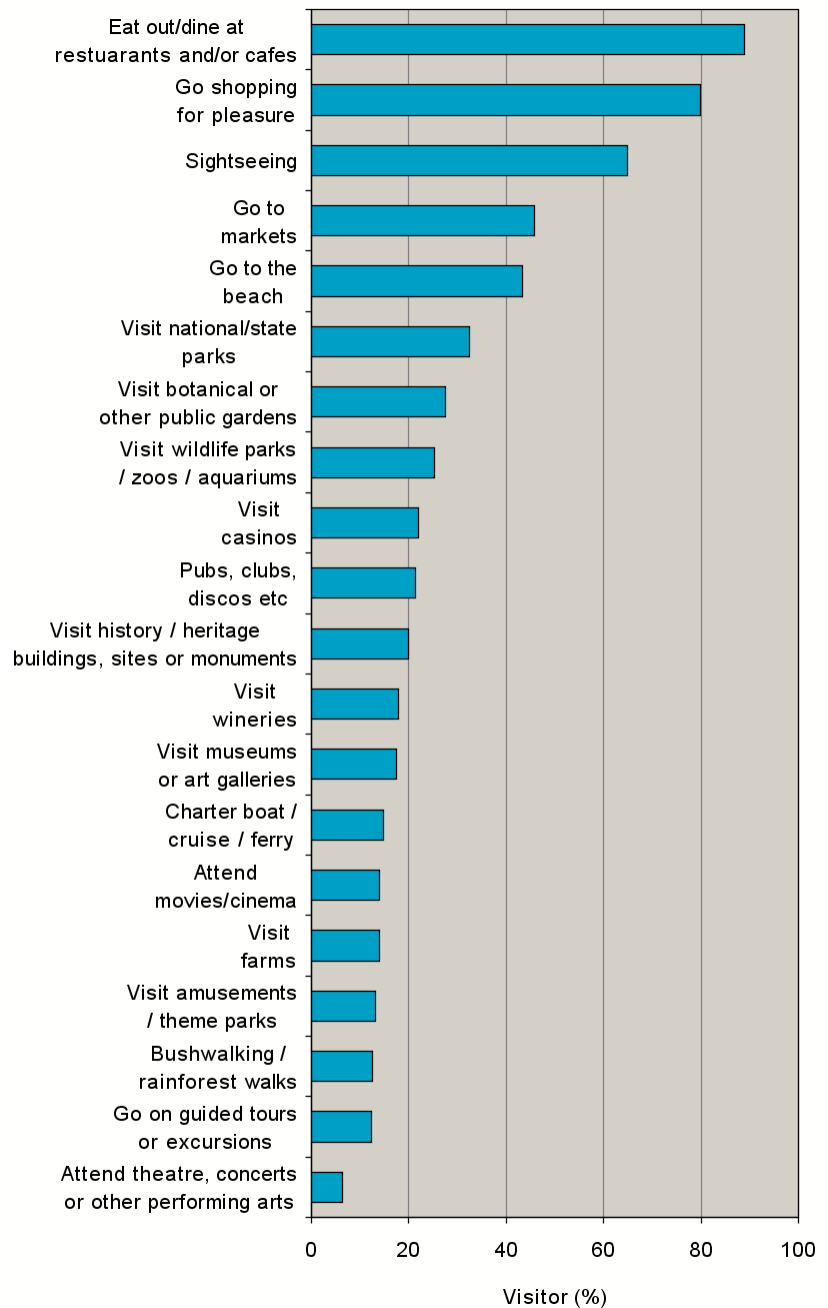
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Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from Singapore whilst in Australia.
- The top five activities in 2007 were: eat out at restaurants and or cafes, go shopping for pleasure, sightseeing, go to the markets and go to the beach (including swimming, surfing and diving).

Figure 10 - Visitors from Singapore by leisure activities 2007



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

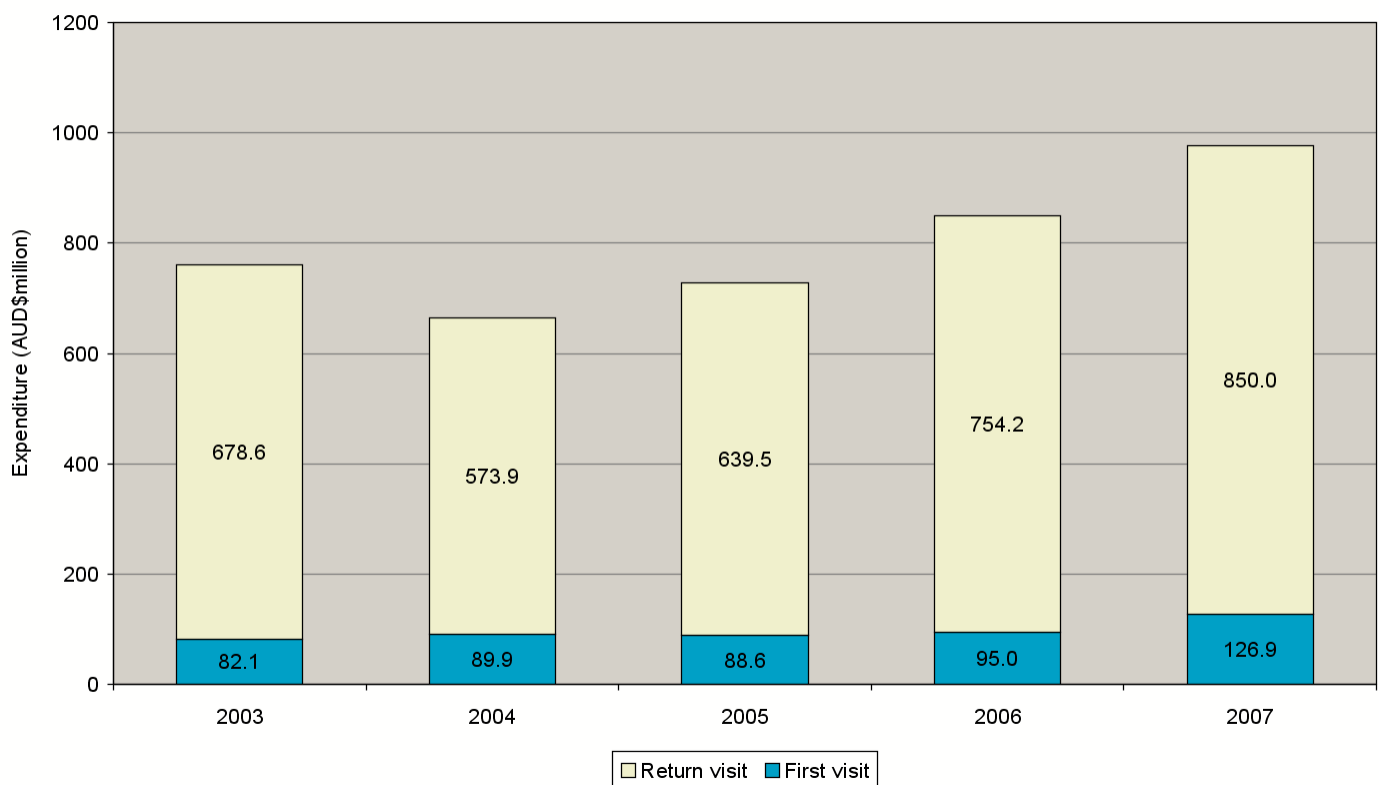
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Expenditure

- During 2007, visitors from Singapore had a Total Inbound Economic Value (TIEV) of \$977 million on trips to Australia (Figure 11). This is an increase of 15% on the previous year.
- Travellers from Singapore accounted for 4% of all TIEV.
- A total of \$850 million or 87% of TIEV from Singapore came from visitors on a return trip to Australia, while first time visitors spent \$127 million.
- In 2007, the average Total Inbound Economic Value (TIEV) for Singapore visitors was \$4,295.

Figure 11 - Visitors from Singapore : Total Inbound Economic Value (TIEV) by First vs Return Visit 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in Tourism Research Australia's International Visitor Survey and then benchmarking these results to the ABS Tourism Satellite Account (Cat. No.5249.0). All amounts are reported in Australian Dollars.

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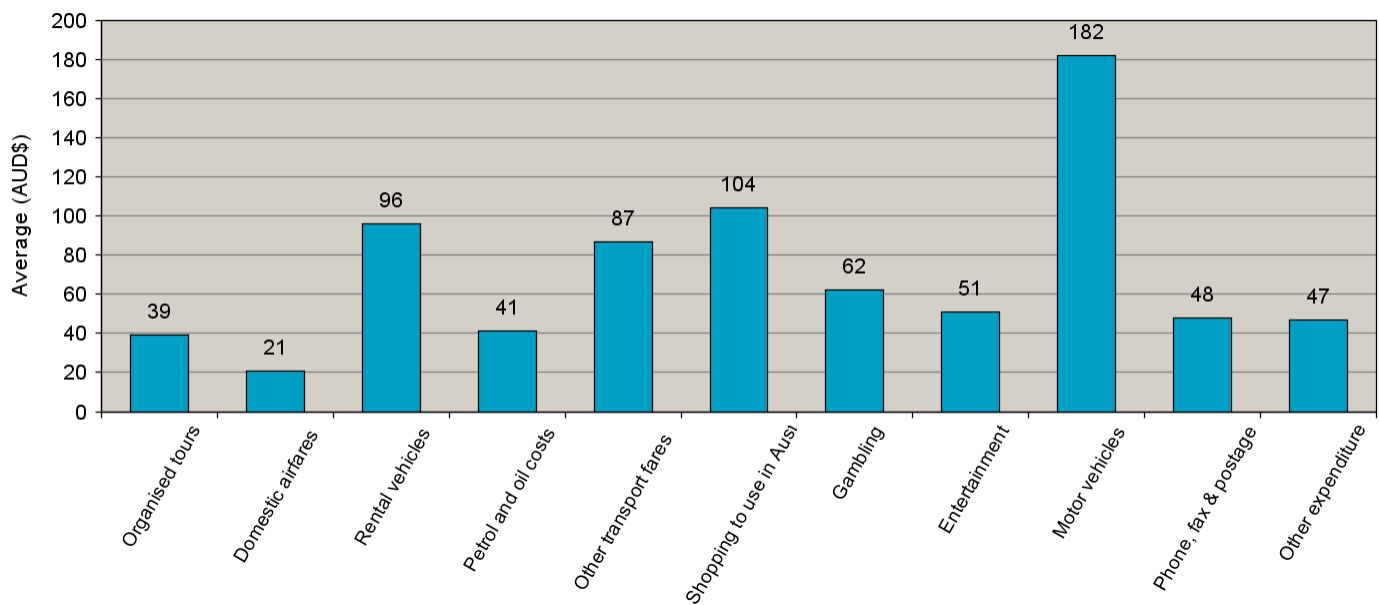
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Expenditure

- Figure 12 shows expenditure by item as an average for all international visitors from Singapore. The table shows main items of expenditure which should be compared to the small items of expenditure.

Expenditure Item	Average A\$
International airfares	725
Food, drink & accommodation	1,355
Shopping to take home	271
Education	1,119
Package tour	195
Other (total of items charted)	778

Figure 12 - Average expenditure for visitors from Singapore by expenditure item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars.

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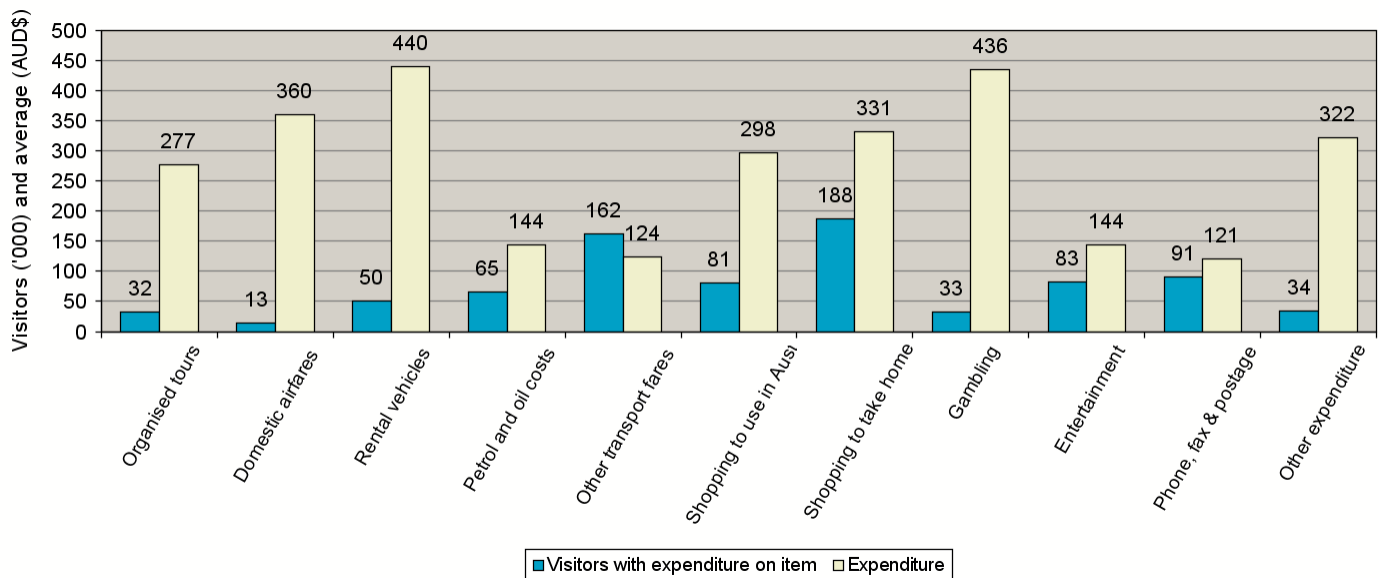
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Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, less than 10% of all visitors from Singapore had expenditure on education fees however this was one of the largest expenditure items by this measure.
- In 2007, 82% of Singapore travellers purchased 'shopping to take home' and 22% had expenditure on 'rental vehicles'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	199	837
Food, drink & accommodation	218	1,425
Motor vehicles	3	14,142
Package tour	31	1,467
Education	21	11,951

Figure 13 - Average expenditure for visitors from Singapore with expenditure on item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars

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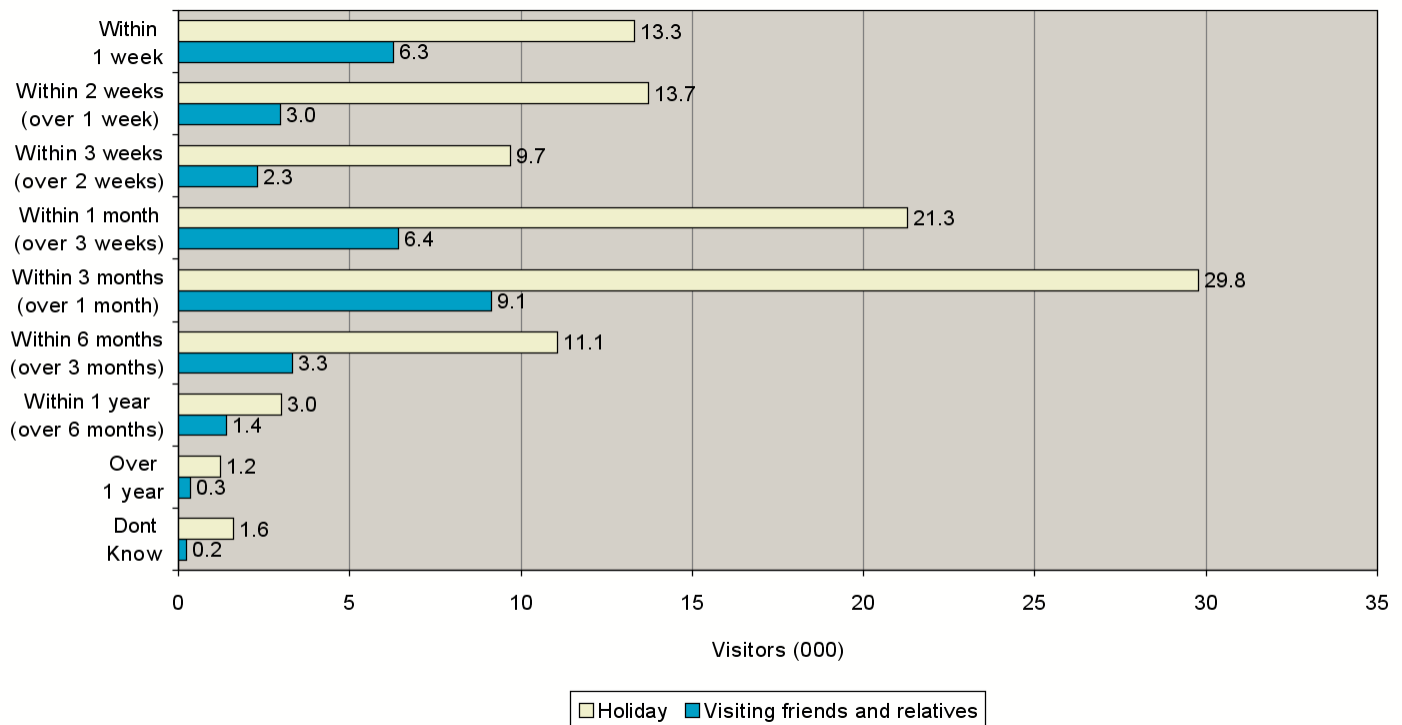
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Planning and Booking Horizons

- Of the leisure travellers from Singapore, 84% prepare their trip within 3 months of arriving in Australia.
- In 2007, 84% of holiday visitors started planning within 3 months of arriving in Australia, 55% planned less than 1 month before arriving.
- Of the travellers visiting friends and relatives (VFR), 84% had started planning within 3 months of arriving in Australia while only 5% began planning more than six months before arrival.

Figure 14 - Leisure visitors from Singapore: Planning horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you start planning this trip?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

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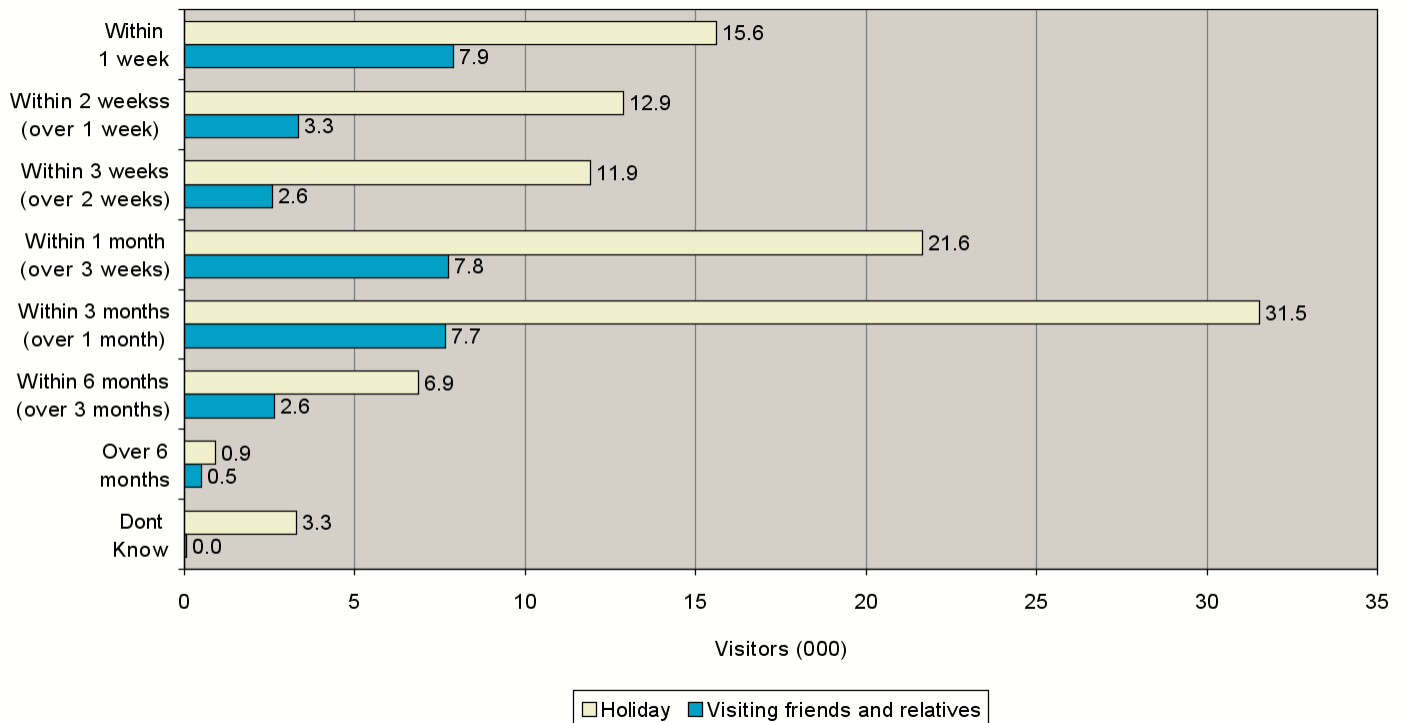
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Planning and Booking Horizons

- When booking flights 59% of holiday travellers booked their ticket within one month of arrival, while 67% of VFR travellers booked within one month.
- Only 1% of leisure travellers booked their flight more than 6 months in advance.

Figure 15 - Leisure visitors from Singapore: Booking horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you book your airfare?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

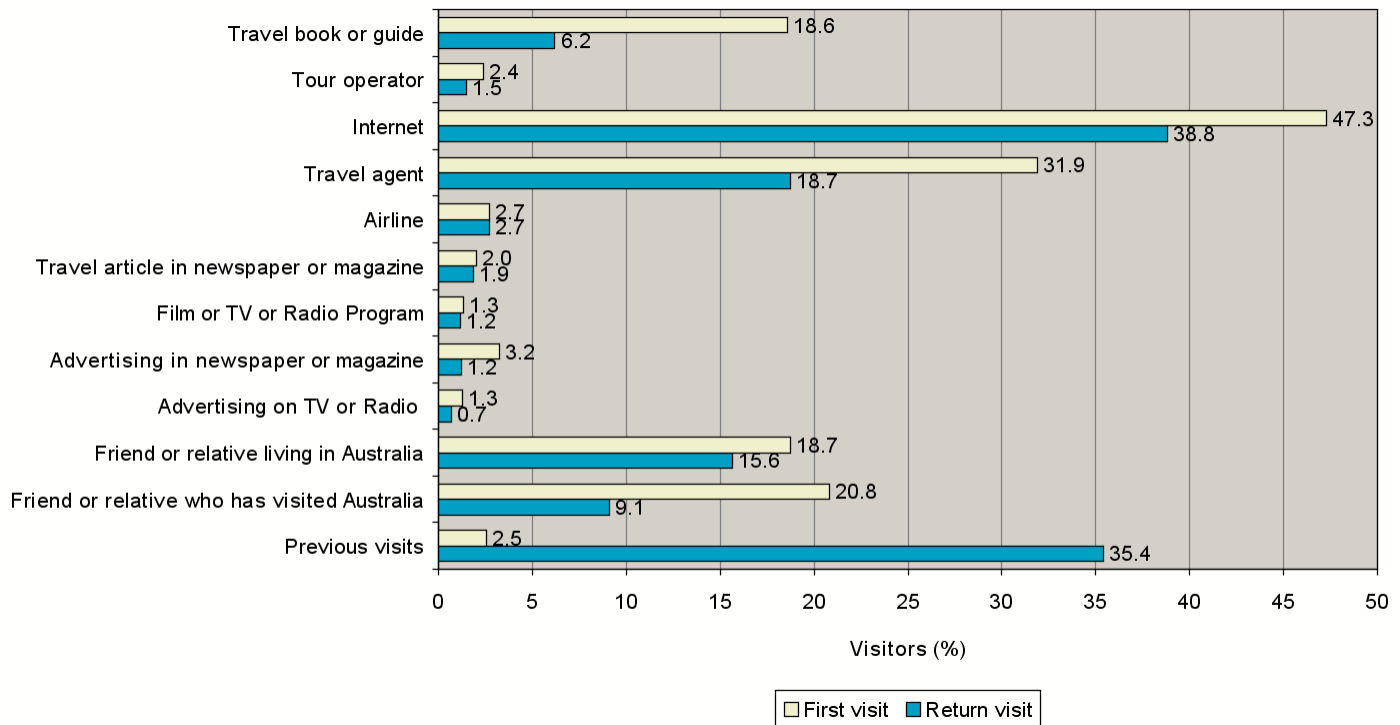
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Information Sources

- The most common source of information for first time travellers from Singapore was the internet, this was used by 47% of first time visitors when planning their travel.
- Of the return visitors from Singapore, 39% used the internet while 35% relied on knowledge from a previous visit or visits as a source of information about Australia.

Figure 16 - Visitors from Singapore: Information sources on Australia by first or return visit 2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

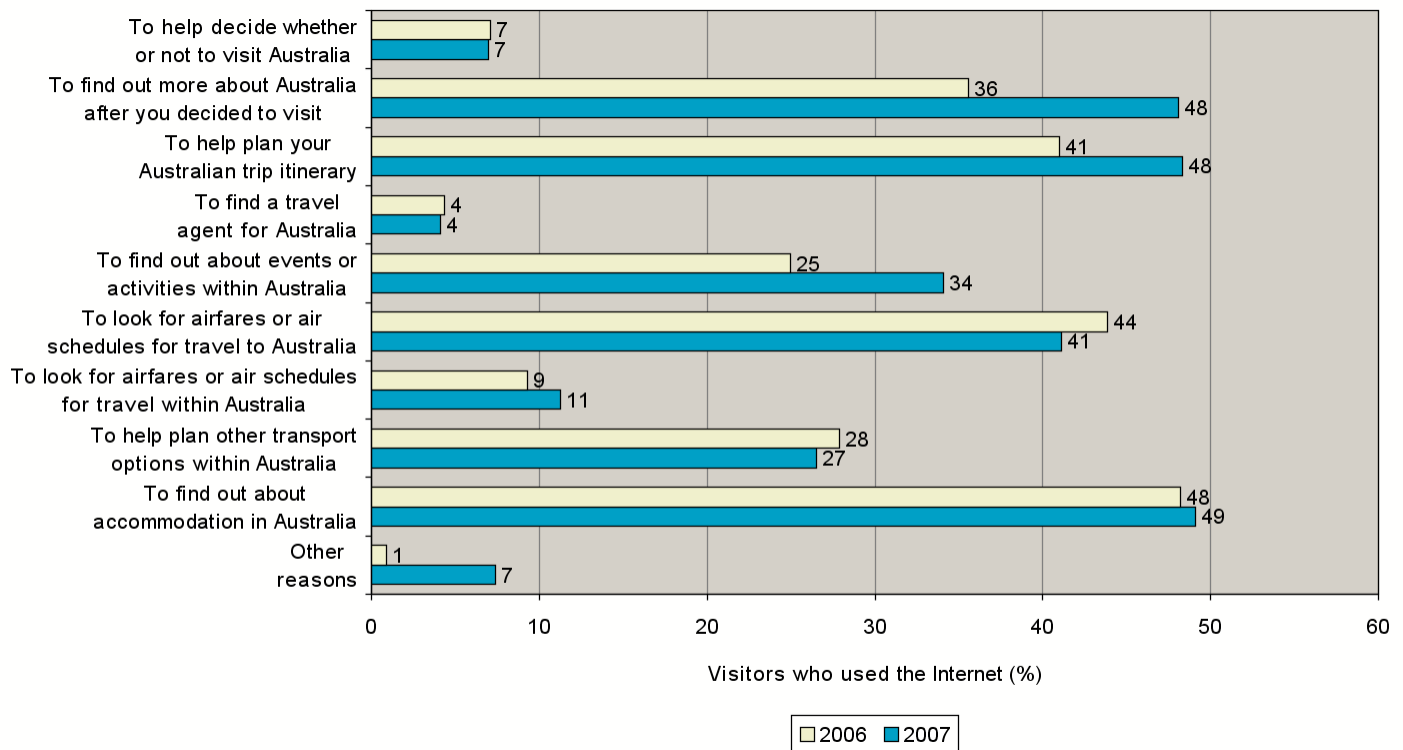
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Internet Usage

- In 2007, a total of 125,613 or 55% of visitors from Singapore used the internet when planning their trip to Australia
- Most visitors from Singapore (49%) used the internet to find out about accommodation in Australia.

Figure 17 - Visitors from Singapore by reasons for using the Internet 2006-2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

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Publication Date: May 2008