



International Visitor Profile 2009

Singapore

Summary

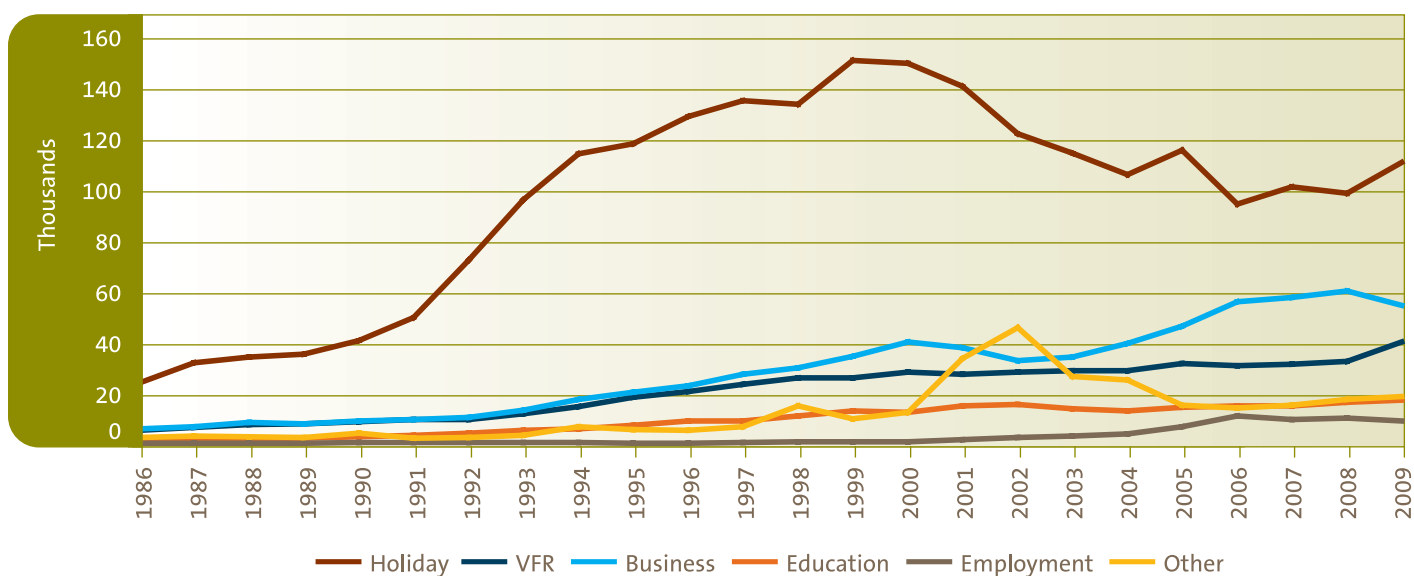
- Singapore is Australia's sixth largest inbound market. In 2009, there were 249,756 visitors from Singapore over 15 years of age and 285,342 visitors in total.
- The average length of stay for visitors from Singapore was 23 nights compared to the national average of 34 nights.
- Visitors from Singapore accounted for 3% of all international visitor nights in 2009, making Singapore the tenth largest market in terms of nights.
- Visitors from Singapore spent \$1 billion on trips to Australia in 2009, spending on average \$4,284 per trip.

For the latest forecasts for this market released by the Tourism Forecasting Committee, go to www.ret.gov.au/tra

Visitor arrivals

- There was a 7% increase in visitor arrivals from Singapore during 2009 compared to 2008. This was led by increases in the holiday, visiting friends and relatives (VFR) and education markets (12%, 24% and 7% respectively).
- There was a 9% decrease in business visitors during this time period.

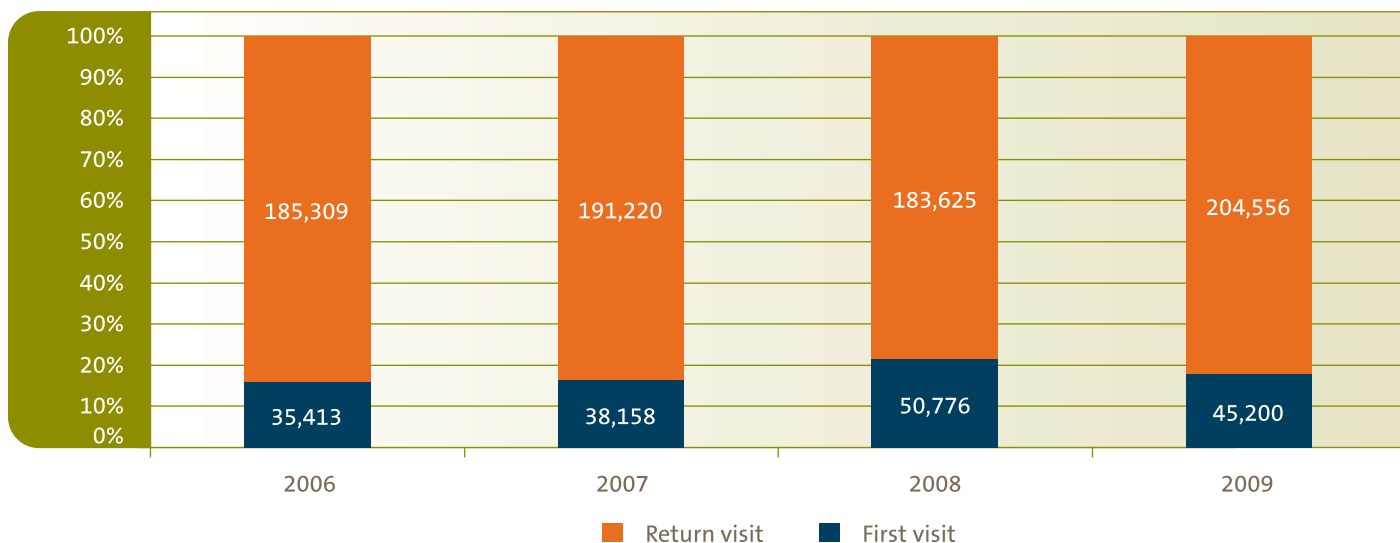
Figure 1 – Main purpose of visit



Repeat visitors

- Around 82% of visitors from Singapore were repeat visitors, compared to the national average of 62% repeat visitors.

Figure 2 – First or return visit



Travel party

- Over half (56%) of visitors from Singapore travelled unaccompanied.

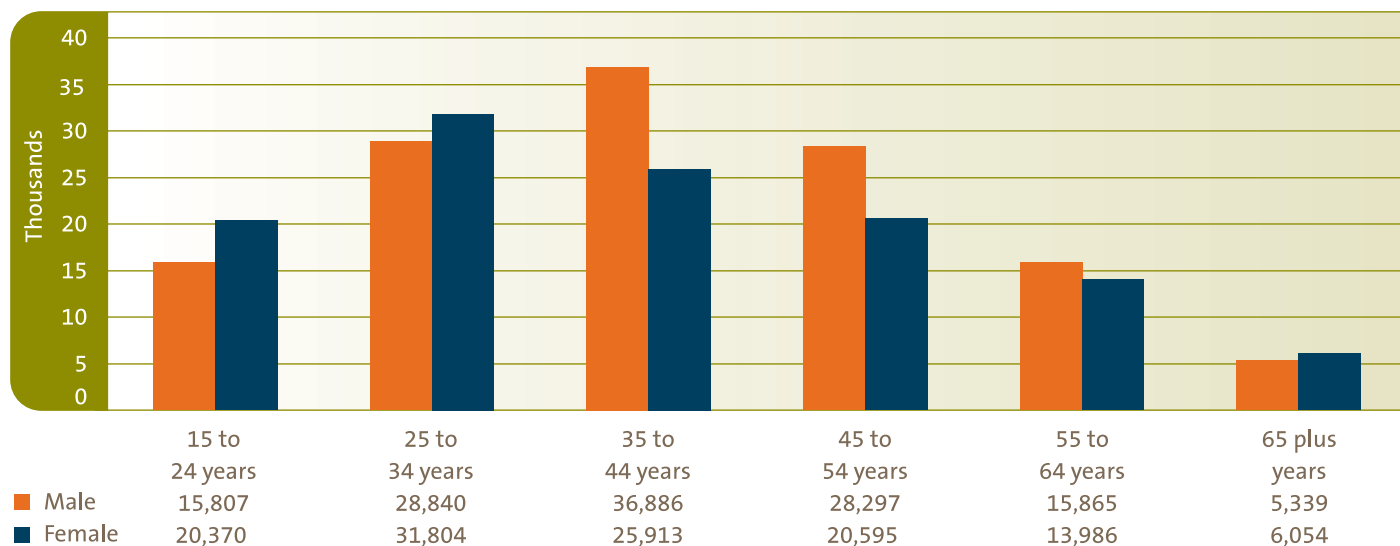
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	117	53	120	52	128	55	139	56
Adult couple	33	15	41	18	38	16	46	18
Family group –parent(s) and children	42	19	39	17	37	16	38	15
Friends or relatives	21	9	20	9	22	9	20	8
Business associates	9	4	10	4	9	4	8	3
Total	221	100	229	100	234	100	250	100

Demographics

- The most common age demographic of visitors from Singapore was 35 to 44 years (25% of visitors) and 25 to 34 years (24% of visitors).

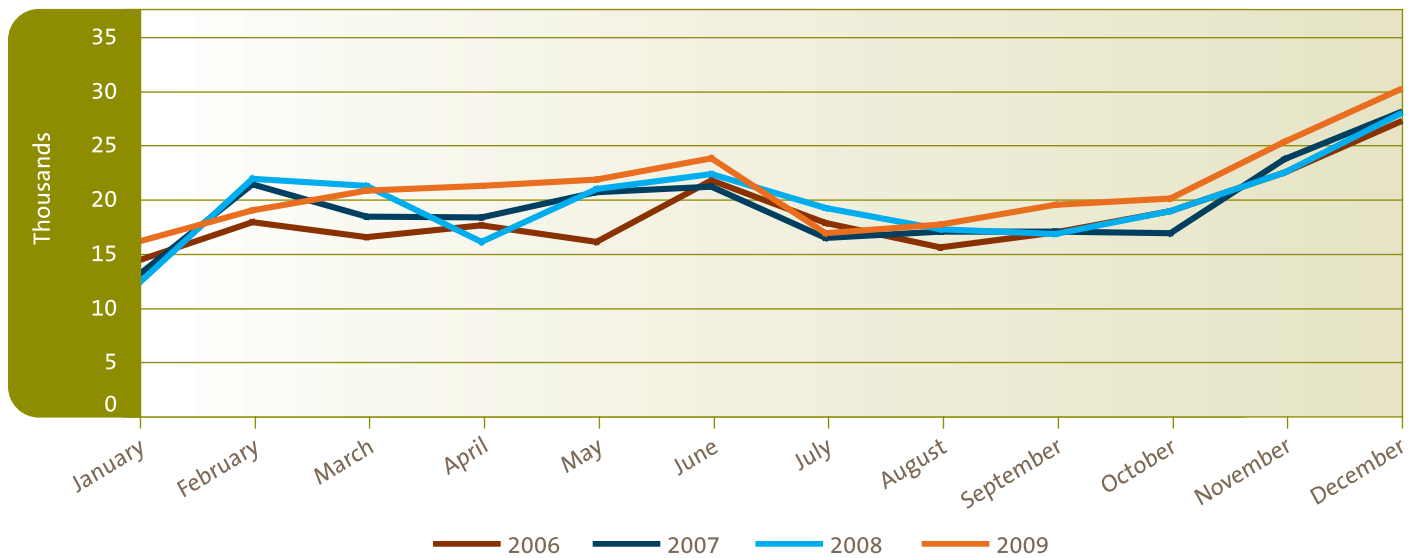
Figure 3 – Age and gender, 2009



Seasonality

- Visitor arrivals from Singapore are traditionally higher during November and December.

Figure 4 – Month of arrival



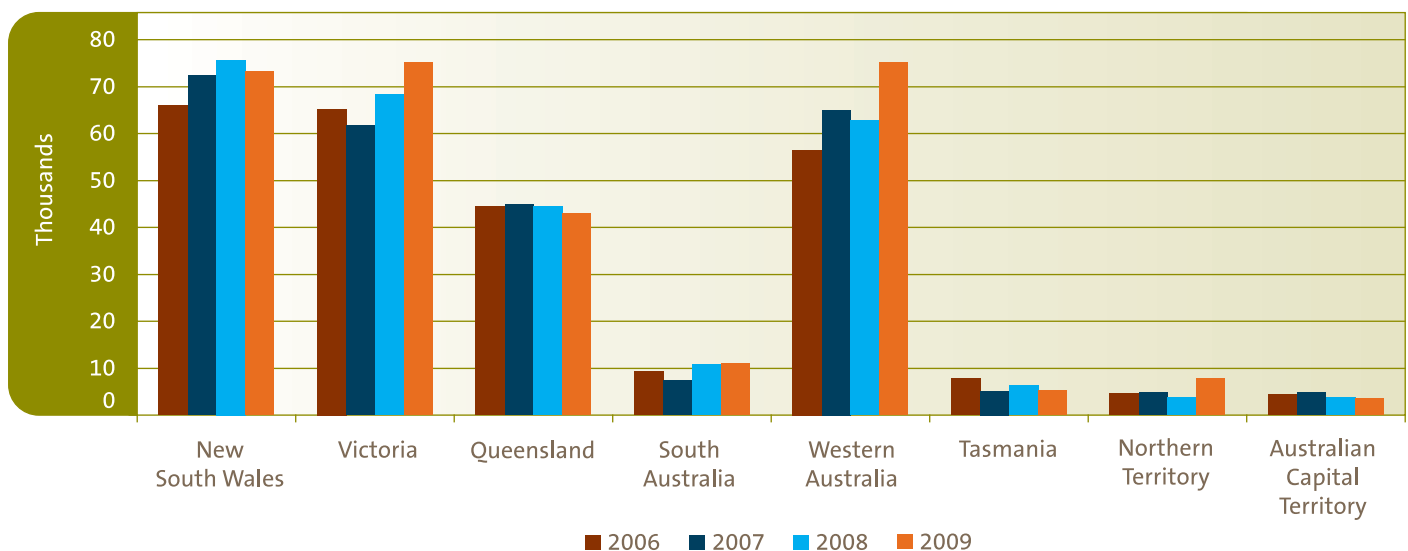
Length of stay and destination

- Visitors from Singapore who came for education (117 nights) and employment (86 nights) had the longest average length of stay of all visitors.
- The most visited states were Western Australia, Victoria and New South Wales.

Table 2 – Duration of stay by main purpose of visit

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	9	7	11	7	10	6	10	7
Visiting friends or relatives	20	10	17	10	16	9	15	8
Business	9	5	8	4	9	4	9	5
Education	116	110	107	87	118	118	117	113
Employment	70	29	123	132	63	21	86	61
Other	18	5	13	7	13	4	40	4
Total	24	7	22	7	23	7	23	7

Figure 5 – State/territory visited



Dispersal

- Around 84% of nights by visitors from Singapore were spent within the major gateways of Sydney, Melbourne, Brisbane and Perth, compared to the national average of 68% of nights within the major gateways.

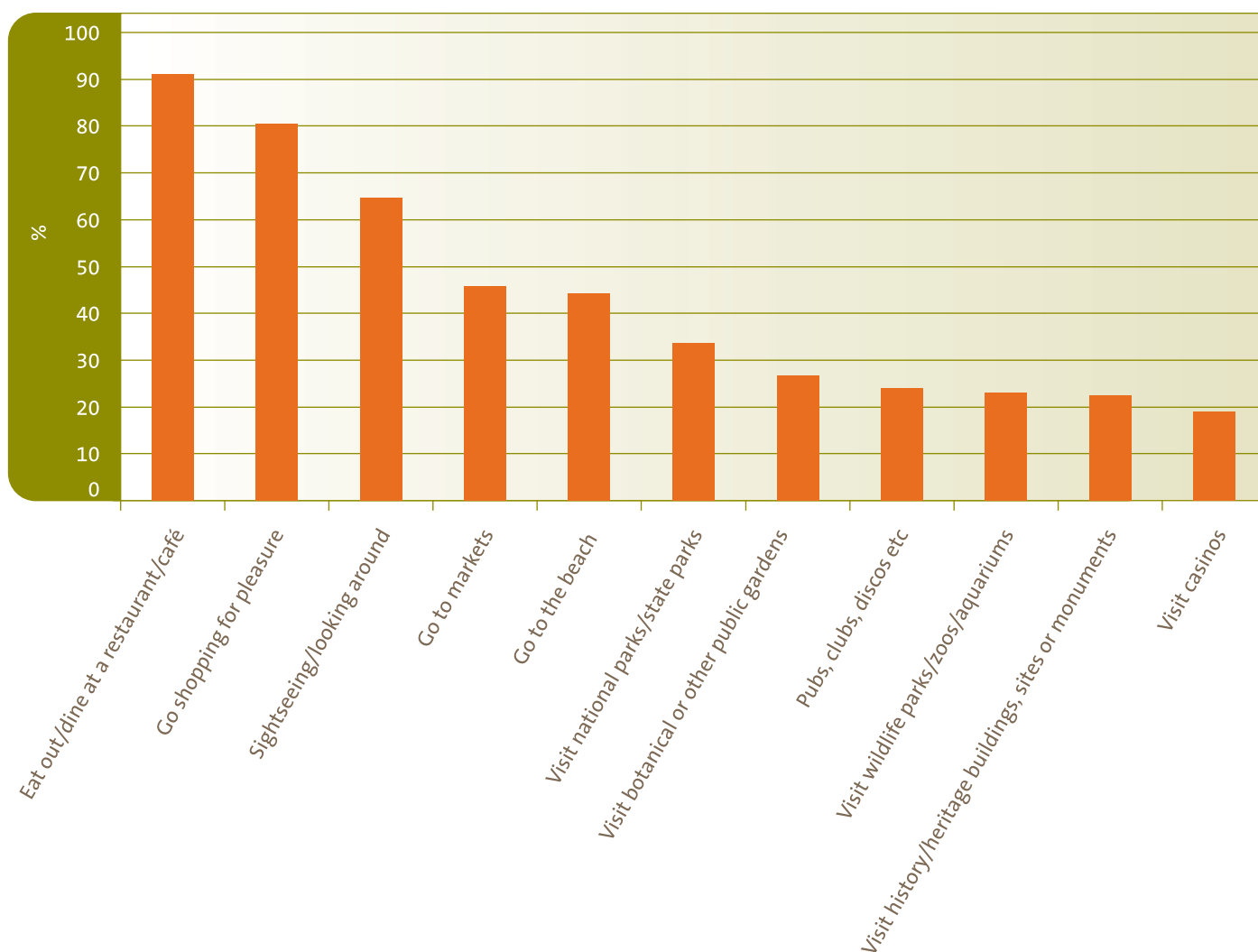
Table 3 – Dispersal by visitor nights

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	4,225	81	4,037	78	4,323	82	4,815	84
Dispersed regions	1,001	19	1,116	22	950	18	896	16
Total	5,227	100	5,153	100	5,273	100	5,710	100

Activities

- The most popular activities were: eat out/dine at a restaurant/café; go shopping for pleasure; and sightseeing/looking around.

Figure 6 – Leisure activities, 2009



TIEV¹ and expenditure

- Visitors from Singapore had a Total Inbound Economic Value (TIEV) of \$984 million on trips to Australia during 2009. This was a 2% increase on 2008.
- Visitors from Singapore spent on average \$4,284 per trip.

Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit

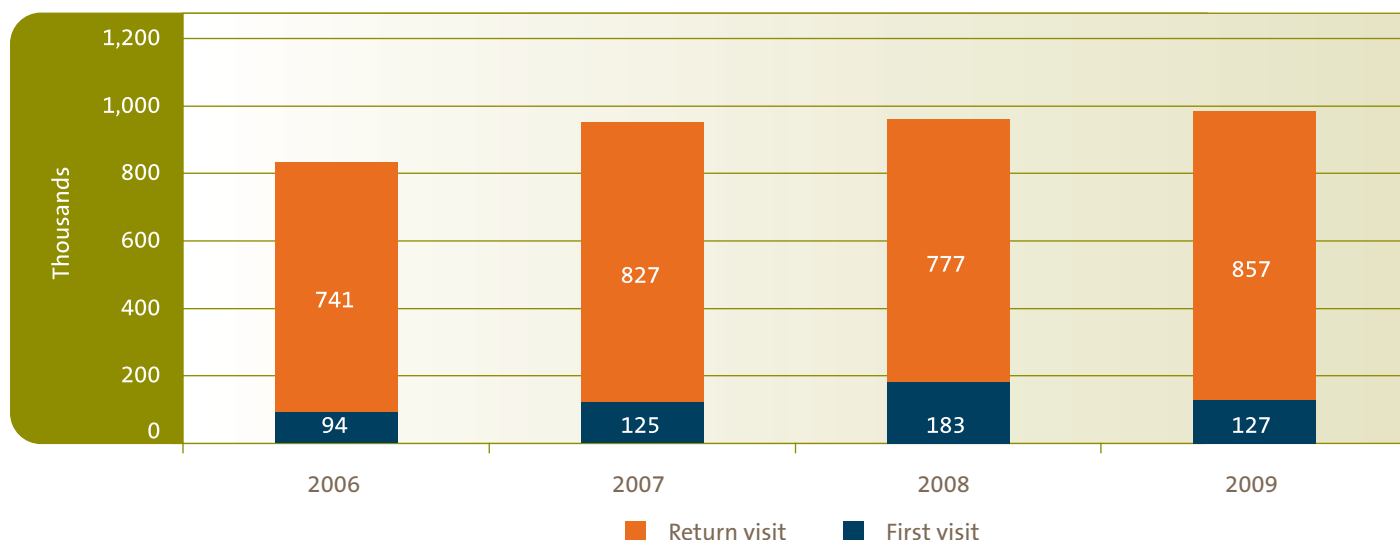


Table 4 – Visitors and average expenditure on specified items, 2009

	Visitors ('000)	Average spend (\$)
Organised tours	36	234
Domestic airfares	19	357
International airfares	227	921
Rental vehicles	54	308
Petrol and oil costs	71	125
Other transport fares	179	128
Food, drink and accommodation	241	1,314
Shopping to use in Australia	75	400
Shopping to take home	204	337
Gambling	28	351
Entertainment	99	127
Motor vehicles	2	15,815
Education	22	12,543
Phone, fax and postage	97	114
Package tour	22	1,617
Other	27	375
Total	250	4,284

¹ TIEV represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.

Trip planning and booking horizons

- The majority of holiday and VFR visitors from Singapore planned their trip within three months of travel.
- Around a fifth (22%) of VFR visitors booked their flights within one week of travelling to Australia.

Figure 8 – Planning horizons by purpose, 2009

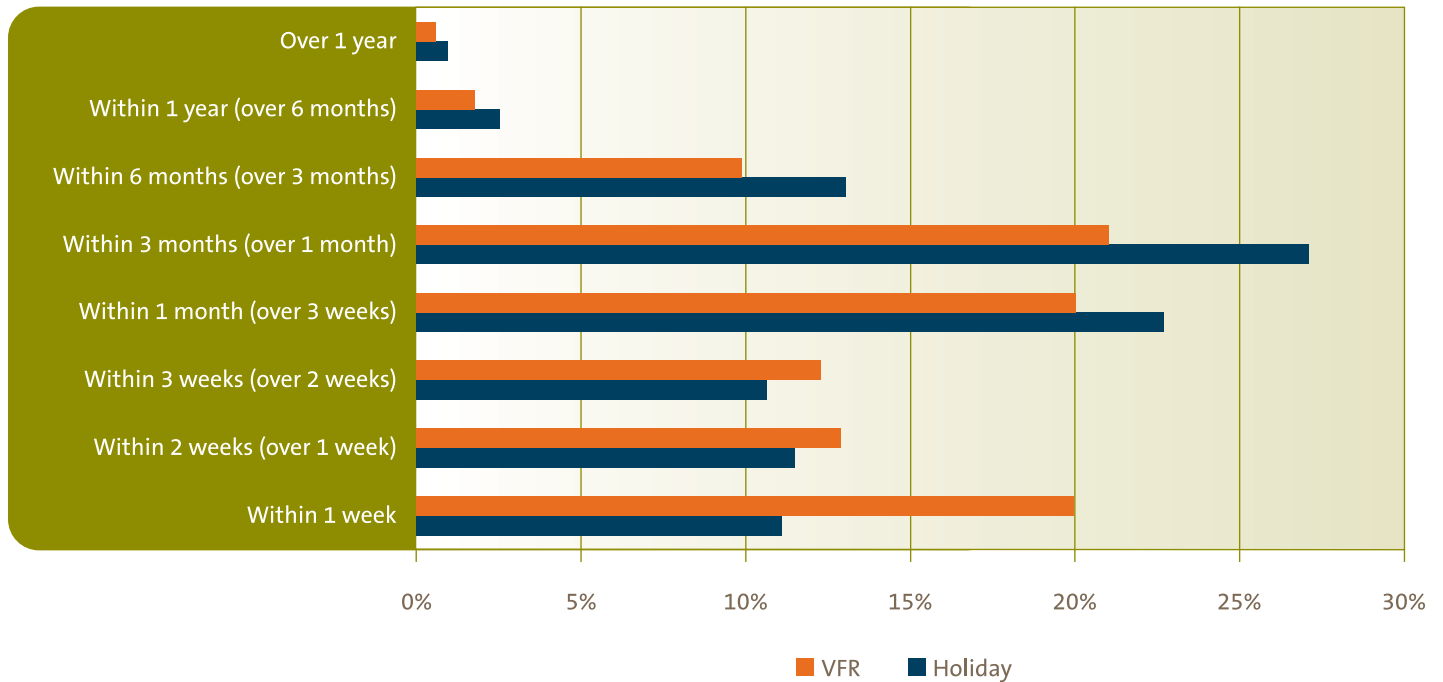
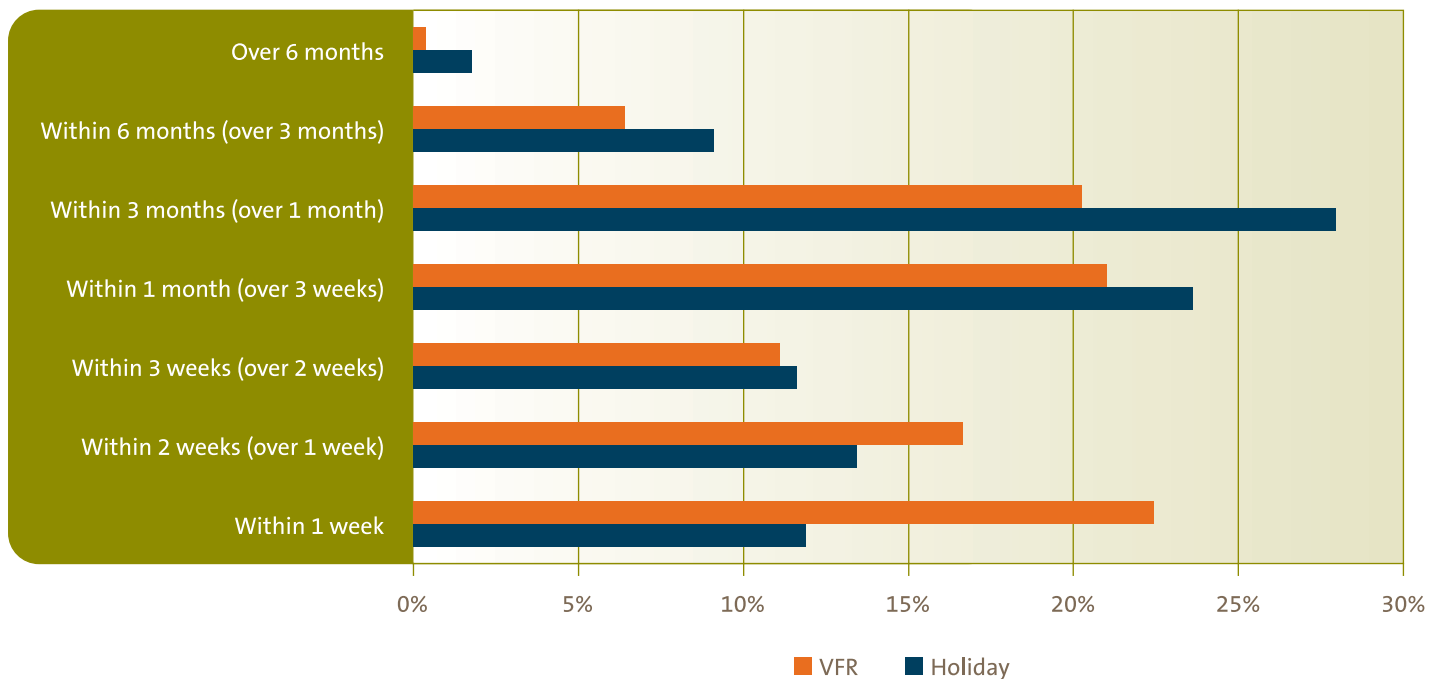


Figure 9 – Flight booking horizons by purpose, 2009



Information sources and internet usage

- The most common information sources for first-time visitors to Australia were the internet (56%), friend or relative living in Australia (27%) and travel agent (26%).
- The most common information sources for repeat visitors were the internet (46%) and previous visits (37%).
- The most common reasons for using the internet were to look for airfares or air schedules to Australia (59%), to find out about accommodation (51%), to help plan an itinerary (48%) and to find out more about Australia after deciding to visit (45%).

Figure 10 – Information sources, 2009

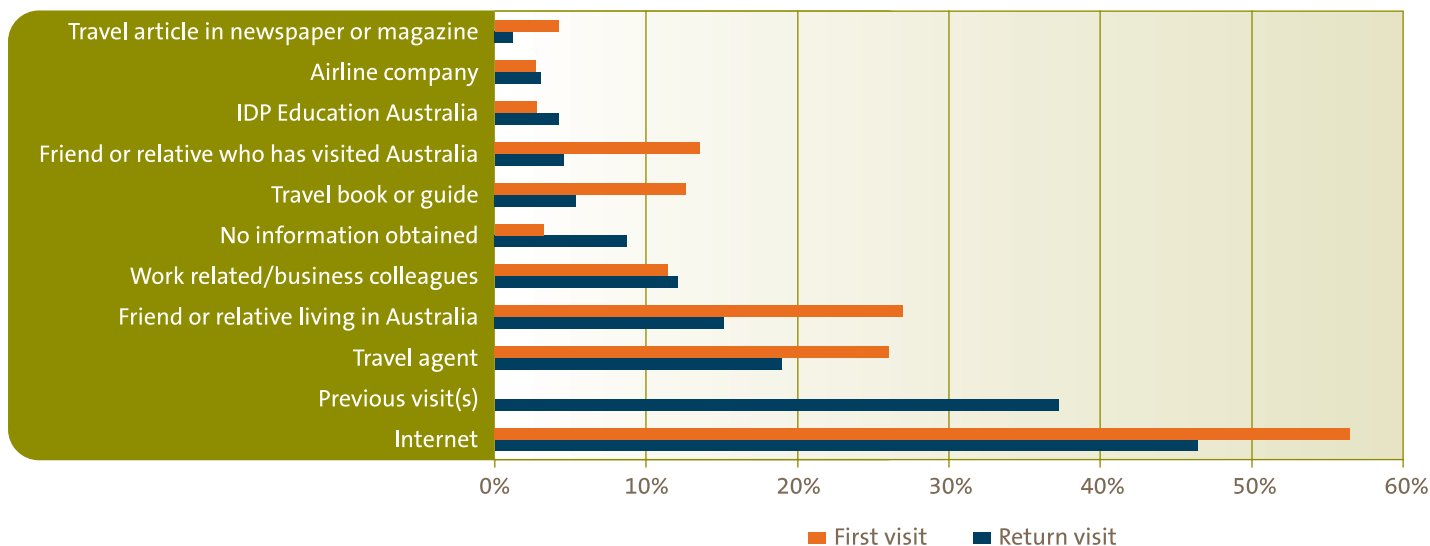
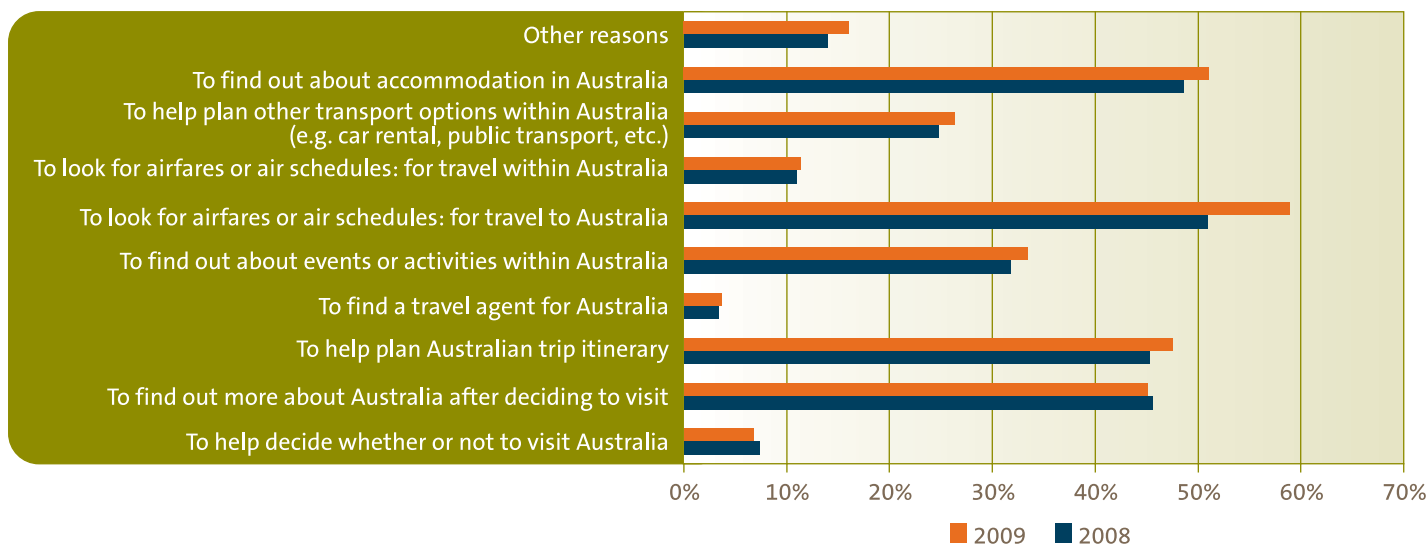


Figure 11 – Reasons for internet usage



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Tourism Research Australia, International Visitor Survey (unpublished data)
 Figures 1, 3 and 4 – Department of Immigration and Citizenship
 All figures refer to persons over the age of 15 years

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