

INTERNATIONAL MARKET PROFILE

SINGAPORE

MARKET OVERVIEW

- ▶ Singapore is the most mature travel market from Asia with daily, direct air access.
- ▶ Singaporeans are well-travelled and are looking for new experiences. They usually travel as a couple or family.
- ▶ Singaporeans generally visit one state on each visit to Australia.
- ▶ Majority of Singaporeans who visit South Australia will base themselves in Adelaide for all or some of their stay and take trips to nearby regions.
- ▶ Singaporean travellers visit Adelaide and surrounds to experience food and wine, nature and wildlife and to undertake self-drive journeys.

FAST FACTS & FIGURES

Data is based on a 3 year annual average for the years ending Dec 2016 – Dec 2018 for all purpose visitors.

SINGAPORE	HOLIDAY	VFR	BUSINESS	OTHER	TOTAL
Visits (SA)	6,000	5,000	2,000	1,000	15,000
Visits (AUS)	210,000	118,000	68,000	36,000	382,000
Nights (SA)	36,000	44,000	6,000	167,000	254,000
Nights (AUS)	1,585,000	1,492,000	524,000	2,345,000	5,946,000
ALOS - Nights (SA)	6	9	3	167	17
ALOS - Nights (AUS)	8	13	8	65	16
EXPENDITURE					\$47,000,000

APPEALING EXPERIENCES

- ▶ Adelaide for safety, ease of getting around, vibrant restaurant and bar scene, abundance of local produce and shopping precincts.
- ▶ Adelaide and surrounding areas (Glenelg, Barossa, Adelaide Hills & Fleurieu Peninsula) that offer quality food and wine experiences, wildlife and beautiful coastline.
- ▶ Self-drive journeys including the Southern Ocean Drive (Melbourne to Adelaide touring route) and the Nature, Sea & Vines Trail well established in the Singapore market incorporating the Fleurieu Peninsula and Kangaroo Island.
- ▶ The Eyre Peninsula's abundant seafood and coastal and aquatic experiences.

TARGET MARKET PROFILE

- ▶ South Australia targets the 'High Value Traveller' market; well travelled, 25-49 year old couples who are looking for new experiences.

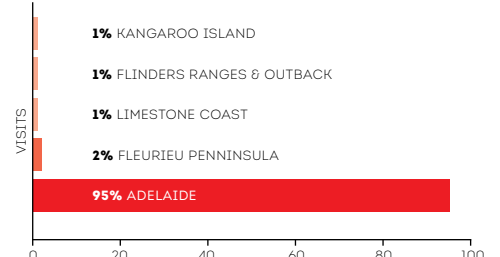
AIR ACCESS

- ▶ Singapore Airlines provides direct air access into Adelaide with their recently upgraded carrier, Airbus A350-900.

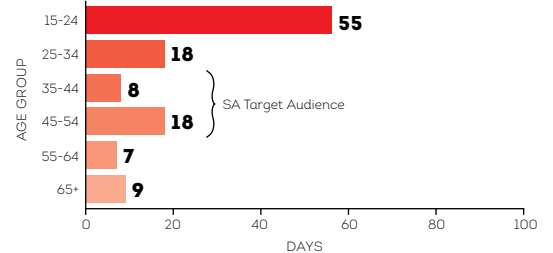
KEY THEMES

- ▶ Coastal & aquatic
- ▶ Nature & wildlife
- ▶ Food & wine
- ▶ Luxury
- ▶ Shopping
- ▶ Soft adventure
- ▶ Self-drive

KEY SOUTH AUSTRALIAN OVERNIGHT DESTINATIONS

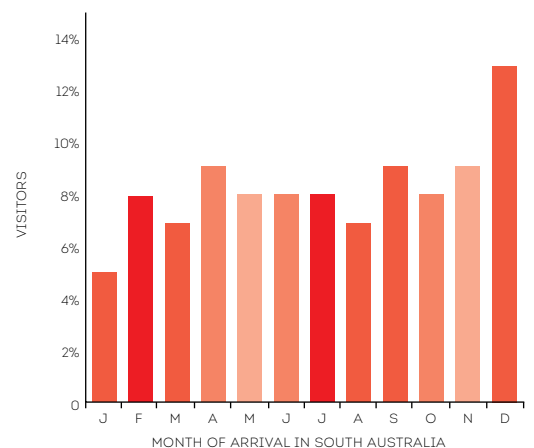


LENGTH OF STAY IN SOUTH AUSTRALIA BY AGE GROUP



*Average length of stay is influenced by longer staying education and VFR sectors

SEASONALITY

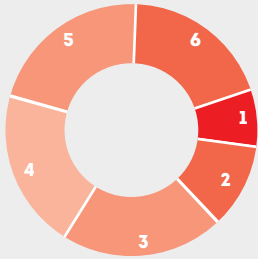


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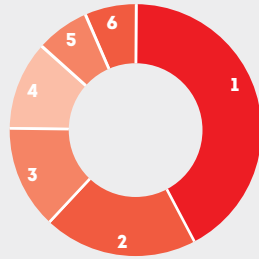


VISITOR AGE PROFILE



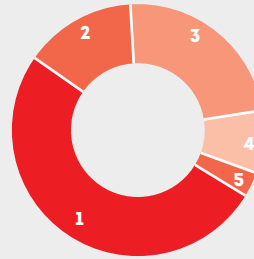
- 1 15-24 **11%**
- 2 25-34 **21%**
- 3 35-44 **20%**
- 4 45-54 **22%**
- 5 55-64 **19%**
- 6 65+ **7%**

ACCOMMODATION USED



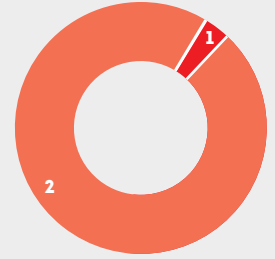
- 1 Rented house/apartment/unit/flat **43%**
- 2 Home of friend/relative **19%**
- 3 Hotel/resort/motel/motor inn **13%**
- 4 Own property **11%**
- 5 Education institution (University / school dormitory or college) **7%**
- 6 Other **7%**

TRAVEL PARTY DESCRIPTIONS



- 1 Unaccompanied **51%**
- 2 Adult couple **14%**
- 3 Family group **23%**
- 4 With friends/relatives travelling together **9%**
- 5 Business **3%**

PACKAGE TOURS



- 1 Package tour **3%**
- 2 Non-package tour **97%**

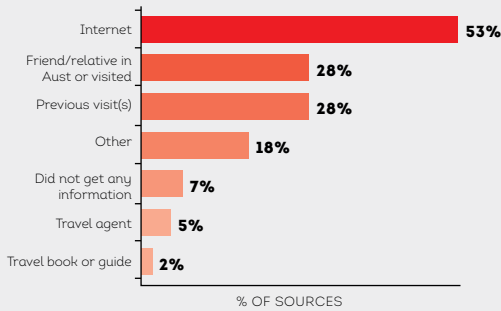
MARKET INSIGHTS

- ▶ Singaporeans are frequent flyers with 91% having gone overseas in the past year for business or leisure.
- ▶ Singaporeans are knowledgeable travellers who enjoy travel experiences such as shopping, food, rest and relaxation, as well as experiencing the local culture.
- ▶ Singapore is an English speaking market.
- ▶ Asians like to be 'on the go' so quick meals (preferably warm) are recommended.
- ▶ The Singapore market is digitally sophisticated and consumers shop around for the best deal possible, moving between traditional partners and online deals.
- ▶ Key trade partners remain important to the local strategy, however as with most of the Southeast Asian market, there needs to be a strong focus on driving demand through destination awareness.
- ▶ The SATC has amplified its focus on increasing consumer awareness through media partners, consumer fairs and direct to consumer, digital advertising campaigns.
- ▶ As online research and bookings are increasing, operators need to have up-to-date websites and the ability to book online.

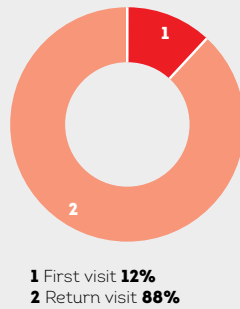
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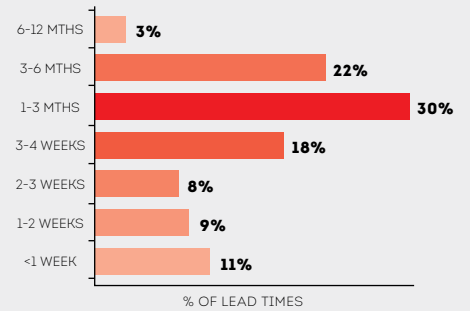
INFORMATION SOURCES



FIRST OR RETURN VISIT



BOOKING LEAD TIMES



KEY DISTRIBUTION PARTNERS

KEY WHOLESALE PARTNERS

CHAN BROTHERS TRAVEL PTE LTD

COMMONWEALTH TRAVEL SERVICE CORPORATION PTD LTD

DYNASTY TRAVEL INTERNATIONAL PTE LTD

FARMOSA HOLIDAY TOUR PTE LTD

HOLIDAY TOURS & TRAVEL (JETABOUT HOLIDAYS)

SCENIC TRAVEL PTE LTD

PACIFIC ARENA PTE LTD (PRICEBREAKER)

TRAVIX TRAVEL SINGAPORE PTE LTD (CHEAPTICKETS)

UOB TRAVEL PLANNERS PTE LTD

INBOUND REPRESENTATIVE COMPANY IN AUSTRALIA

Business is highly competitive and travel agents do not contract a single inbound operator, rather request quotations for each tour and proceed the booking with the inbound tour operator that provides the cheapest quotation for that particular tour.

Active inbound companies in the region include Encounter Australia, Experience Tours Australia, Australian Tour Management, Holiday Pacific, Perfect Tours Australia.

CONTRACTING & BROCHURE TIMES

April-June with validity from 01 October to 30 September.

TOP TRAVEL WEBSITES

TRIPADVISOR.COM.SG

AIRBNB.COM.SG

AGODA.COM

AIRASIA.COM

TIGERAIR.COM

BOOKING.COM

SINGAPOREAIR.COM

EXPEDIA.COM.SG

JETSTAR.COM

SOCIAL MEDIA

Find our Facebook page at [SeeSouthAustralia](#)

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Source: International Visitor Survey Dec 16, Dec 17 & Dec 18 conducted by Tourism Research Australia. Unless otherwise stated, all data refers to the Annual Average results for the 3 years from Dec 2016 to Dec 2018. Totals may not add to 100% due to rounding. np = not published due to small sample size. VFR = Visiting Friends and Relatives, ALOS = Average Length Of Stay (Nights). Definition of Package Tour: Where the international airfares plus some other travel component (transport, accommodation, tour) are paid for before arrival in Australia. Disclaimer: This summary has been prepared by the South Australian Tourism Commission (SATC) in good faith. While every care has been taken in preparing the information, the SATC does not represent or warrant that it is correct, complete or suitable for the purposes for which you wish to use it. By using this information you acknowledge that it is provided by SATC without any responsibility on behalf of the SATC and agree to release and indemnify the SATC for any loss or damage that you or any third party may suffer as a result of your reliance on this information. Produced by the South Australian Tourism Commission April 2019.

