

SINGAPORE

INTERNATIONAL MARKET UPDATE 2026

MARKET OVERVIEW

- Singapore is South Australia's 10th largest inbound market and is ranked 7th for expenditure as of March 2026.
- Key demand-driving experiences include food and wine, nature, wildlife and self-drive journeys.
- Singaporeans are well travelled and seek new experiences, usually travelling as couples or families. They generally visit one state on each visit to Australia.
- The majority of Singaporeans who visit South Australia will base themselves in Adelaide as it provides easy access to a variety of regions which is an important consideration.
- Small private groups are becoming a more popular way to travel and most commonly are multi-generational families or close-knit groups of friends.
- Top 3 drivers that determine a destination Singaporeans will travel to: World Class Beaches/Coastlines (41%), local wildlife (39%) and beautiful natural environment (35%).
- 32% of visits are for the purpose of Holiday, 47% for Visiting Friends and Relatives (VFR).*
- 89% of Singaporean visitors to South Australia have been to Australia before.



FAST FACTS & FIGURES

Data is an annual average over 2 years ending March 2025-March 2026

SINGAPORE	HOLIDAY	VFR	BUSINESS	OTHER	TOTAL
VISITS (SA)	4,000	6,000	2,000	2,000	13,000
VISITS (AUS)	215,000	113,000	55,000	29,000	376,000
NIGHTS (SA)	39,000	107,000	21,000	111,000	278,000
NIGHTS (AUS)	1,853,000	1,598,000	379,000	2,008,000	5,838,000
ALOS - NIGHTS (SA)	9	17	10	61	21
ALOS - NIGHTS (AUS)	9	14	7	70	16
EXPENDITURE (SA)					\$57m

ALOS = AVERAGE LENGTH OF STAY. VFR = VISITING FRIENDS AND RELATIVES.
*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING MARCH 2025-MARCH 2026.

SNAPSHOT OF CURRENT STATISTICS – MARCH 2026

VISITORS

 13k

NIGHTS

 315k

AVERAGE LENGTH OF STAY

 24 nights

EXPENDITURE

 \$78m

AVERAGE SPEND

 \$247 per night \$5,979 per visitor

INTERNATIONAL RANKING IN SOUTH AUSTRALIA

 #10 for visitors
#14 for nights
#7 for expenditure

AIR ACCESS

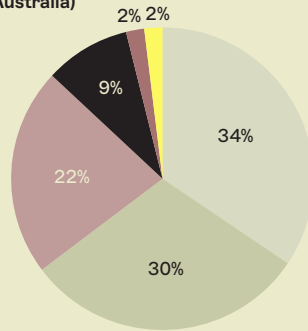
DIRECT AIRLINE

- Singapore Airlines (SQ) offers a direct service to Adelaide
- Multiple airlines offer connections via other Australian airports

VISITOR ACCOMMODATION TYPE AND TRAVEL PARTY DESCRIPTIONS*

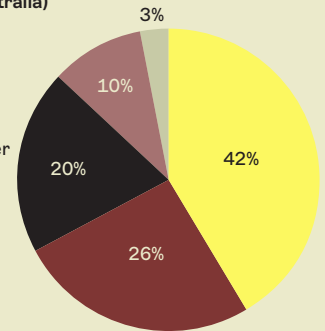
Visitor accommodation type (in South Australia)

- Hotels and similar accommodation
- Rented house/apartment/flat/unit
- Friends or relatives' property
- Other accommodation
- Other commercial accommodation
- Own property



Travel party description (to South Australia)

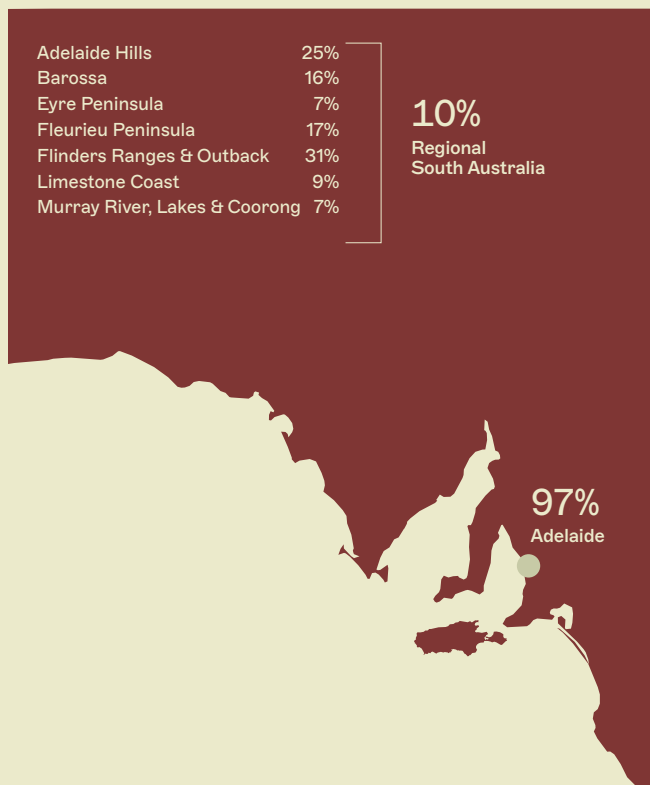
- Travelling alone
- Adult couple
- Family group - parents and children
- Friends or relatives travelling together
- Other travel party



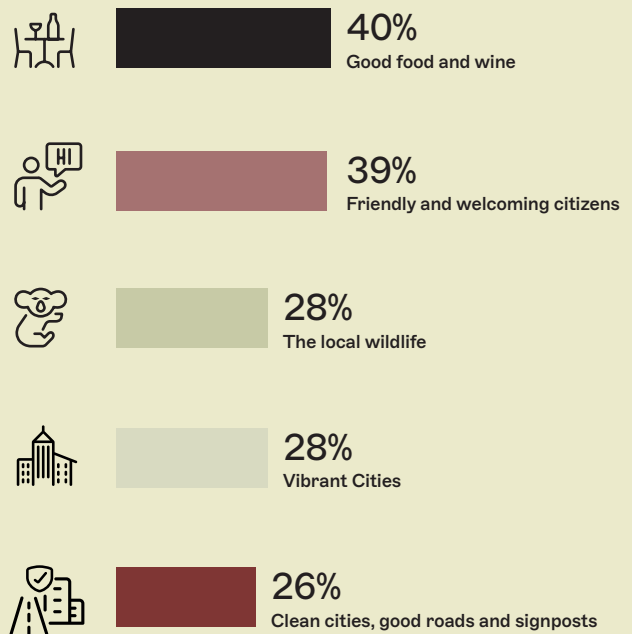
MARKET INSIGHTS

- Singaporeans get their travel inspiration on social media channels such as TikTok, Xiaohongshu (RedNote) and YouTube.
- Singaporeans have a preference for local immersive experiences that are short, sharp and interactive.
- Singaporeans are value conscious and will actively seek out the most favourable deal, comparing traditional travel agents, online travel agents (OTAs) and direct operator bookings before making their travel purchases.
- The South Australian Tourism Commission (SATC) continues to build strong relationships with key trade partners (both traditional and online) in the market to ensure that products and experiences are easily bookable. Travel agents still play an important role in the market as consumers will usually obtain information and itinerary options from them and plan on their own.
- Digital marketing is critical in the market. The SATC continues to focus on increasing consumer awareness by working with trade and airline partners as well as through our own marketing activity.
- The planning window for Singaporeans can vary between 1-6 months ahead of intended travel. They usually purchase their air tickets first, followed by accommodation, transfers and attractions much later.
- The mid-year school holidays are a peak travel period from Singapore. They also appreciate destinations with cooler weather, providing a winter opportunity for tourism operators to capitalise on.

VISITOR DISPERSAL**



FACTORS FOR CHOOSING TO VISIT SOUTH AUSTRALIA*



TARGET MARKET PROFILE

- Professionals who travel as a couple or with family/older children/friends; are well-travelled, seeking unique and bespoke experiences like cool-cations or S-Travel (silent & slow travel) with most having visited Australia previously.

*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING MARCH 2025-MARCH 2026.
+DATA INCLUDES VISITORS WHO TRAVELLED TO MULTIPLE REGIONS FOR ALL PURPOSES.

BOOKING PREFERENCES



55%

Online Travel Agent
(eg. Expedia)



48%

Direct with Airline



32%

Retail Travel Agent/
Tour Operator



33%

Direct with
Accommodation



17%

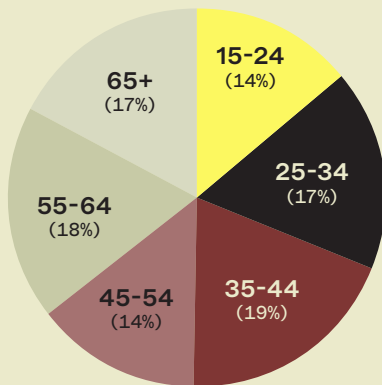
Direct with
Experience Provider



1%

Other

SINGAPOREAN VISITORS TO SOUTH AUSTRALIA BY AGE GROUP*



SINGAPORE CHECKLIST

Consider the following points when targeting travellers from Singapore:

- ✓ Try and offer deals where possible for the Singaporean consumer fair seasons (March-April and August-October) so that trade partners are able to make their South Australian packages more attractive to encourage bookings for the school holidays (May-June and November-December).
Examples: Book 3 nights, pay for 2 nights; kids stay and play for free; complimentary pass to an experience when you purchase a standard entry ticket.
- ✓ Be easy to book online by ensuring you have a seamless booking platform and informative, up-to-date website.
- ✓ Connect with major OTAs in-market to ensure that your products/ experiences are showcased to their audiences.
- ✓ Build relationships with trade partners by attending various trade events, ensure that you keep them across any changes to your product and be responsive to their enquiries and questions.
- ✓ Showcase the immersive experience you offer highlighting the unique and authentic aspects of your offering with rich imagery and video assets.

CONTACT

ADELAIDE

Martin Kaesler
Manager, Eastern Markets
martin.kaesler@sa.gov.au

SOUTHEAST ASIA

Suzanne Lim
Regional Manager, Southeast Asia
suzanne.lim@adelaide.com

**SOUTH
AUSTRALIA**



Government of South Australia
South Australian Tourism Commission

KEY WHOLESALE PARTNERS

- EU Holidays
- Chan Brothers Travel
- Nam Ho Travel
- ASA Holidays
- Commonwealth Travel (CTC)
- PriceBreaker
- SA Tours

INBOUND REPRESENTATIVE COMPANIES IN AUSTRALIA

Business is highly competitive and travel agents are not necessarily always loyal to one inbound tour operator (ITO). They will often request quotations from multiple companies to find the best price.

Active ITOs for the region include (but not limited to):

- Tranquil Travel
- Xceptional Tours Australia
- Fortune Dragon
- H2Oz
- Australia & Beyond Holidays
- Valentino Holidays

TOP ONLINE TRAVEL AGENTS

Trip.com

agoda

klook

Booking.com

Expedia

kkday

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