

SOUTH EAST ASIA

Presented by Alfred Kua



ADELAIDE
SOUTH AUSTRALIA

MARKET OVERVIEW – SINGAPORE

- Further easing of Covid-19 rules on 29 August – with mask wearing optional except on public transport and at healthcare facilities
- Changi Airport **reopens all 4 terminals** – Terminal 2 will resume operations on 11 October
- **Resurgence of travel** - Search demand for international travel in June **surpassed 2019 pre-pandemic levels** across Southeast Asia – Singapore at 116% according to Google data



MARKET PROFILE – SINGAPORE

- High Value Travellers (HVT)
 - 1.4M HVTs in Singapore, of which **0.7M** are considering **visiting Australia** in the next 4 years
 - Key drivers for destination choice: **Safety & security, World class beauty & wildlife and Good food & wine**
 - Staying an average **9 nights**
 - Spending **2-3X** more than average traveller



MARKET PROFILE – SINGAPORE

- **Repeated travellers to Australia** – Over 85% of Singapore arrivals are repeated travellers, with 72% visited the country more than twice
- Peak periods of travel occur in **May, June, November and December**
- Longer planning time but shorter booking lead time



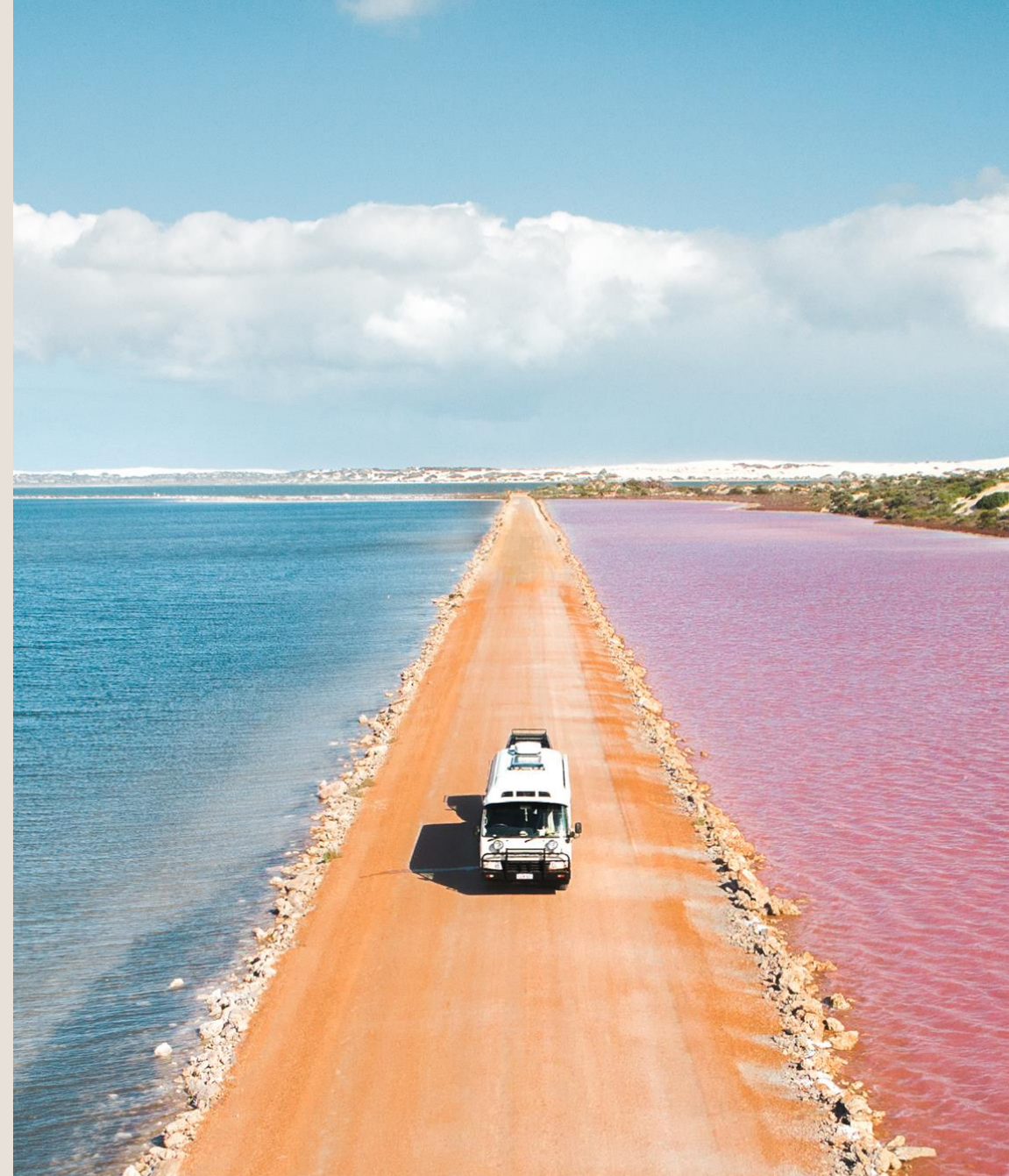


MARKET PROFILE – MALAYSIA

- High Value Travellers (HVT)
 - 1.5M HVTs in Singapore, of which 0.9M are considering visiting Australia in the next 4 years
 - Key drivers for destination choice: World class beauty & wildlife, safety & security, value for money and good food & wine
 - Staying an average 7 nights
 - Spending 2-3X more than average traveller

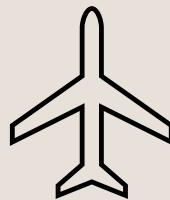
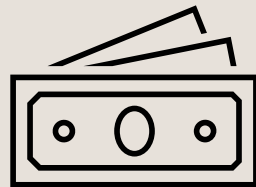
KEY MARKET TRENDS

- Singaporeans are confident to travel
- Longer trip and new motivations
- The rise of Conscious Travel



SINGAPOREANS ARE CONFIDENT TO TRAVEL

- Over 7 in 10 Singapore residents have plans to travel overseas in the next three months
- 4 in 10 have already booked their trips
- 64% indicating that they "very much" missed the opportunity to travel abroad
- Singapore residents who were still hesitant to travel cited budget as the most common reason as travel costs have increased





LONGER TRIP AND NEW MOTIVATIONS

- 46% of Singapore travellers would like to have a trip that lasts at least six days
- New motivations for travel
 - visiting bucket list destinations, relaxing and doing nothing
 - Try a new cuisine or a restaurant never experienced before
 - Revisit a place that was closed during the pandemic

THE RISE OF CONSCIOUS TRAVEL

- 82.6% of Singaporean travellers said that sustainable travel is important to them
- **Economic** and **Social** are the two most important aspects of sustainable tourism for Asian Pacific travellers
- Singaporean travellers' **day-to-day sustainable commitments are also consistent** with their intentions for future trips:
 - 83% wanting to reduce general waste,
 - 81% wanting to reduce their energy consumption and
 - 77% wanting to use more environmentally friendly modes of transport



WHY CHOOSE SOUTH AUSTRALIA?

- **Familiarity** – Most Singaporeans had travelled to Australia at least once
- **Safety** – South Australia has similar COVID-19 measures as Singapore (e.g. Trace & Testing)
- **Experiences** – Nature, Wildlife, Food & Wine, Road Trips. South Australia has all experiences that Singaporeans are looking for.
- **Direct flights and ideal duration**





OPTIMISTIC AIRLINES' MOVEMENTS

- Singapore Airlines resumes daily flights to Adelaide from November 2022 onwards
- Singapore Airlines surpassed its usual pre-COVID loads, with Australia/NZ load factors at 90.2% in July 2022
- Malaysia Airlines will be operating 4-5 weekly flights to Adelaide from November/December 2022

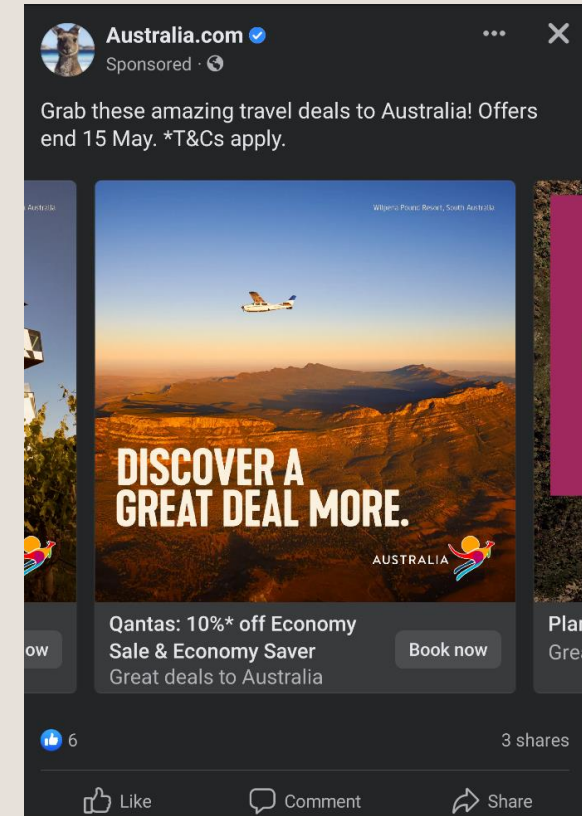
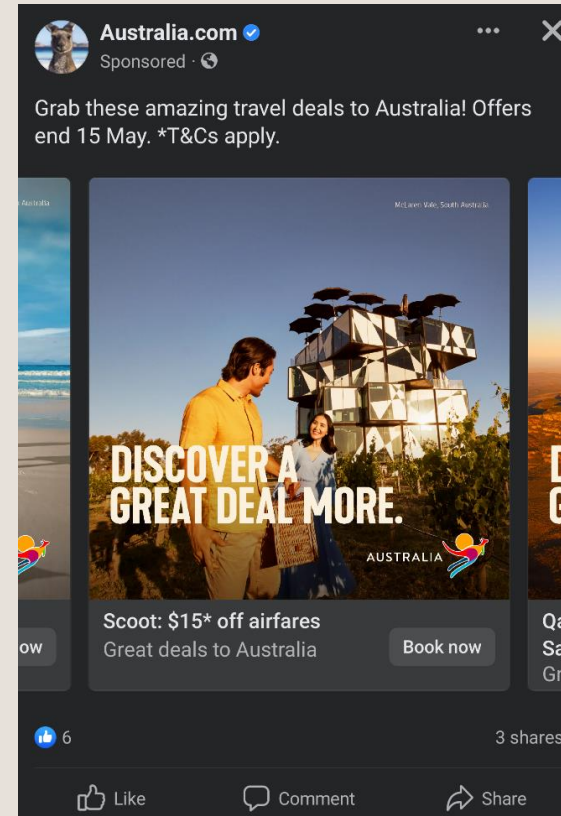
KEY MARKETING ACTIVITIES IN SINGAPORE

- SATC has launched tactical marketing campaigns with **Singapore Airlines** and **Chan Brothers** in June 2022 to drive bookings to South Australia
- SATC has partnered with YouGov on a **consumer research project** in Singapore to understand Singaporeans' perception towards South Australia
- SATC has been running **always-on social media campaign** in Singapore to drive destination awareness



'DISCOVER A GREAT DEAL MORE' VIRTUAL TRAVEL FAIR

- Following the successful 'Yours to Explore' campaign, Tourism Australia (TA) has launched 'Discover A Great Deal More' virtual travel fair in Singapore and Malaysia to drive bookings to Australia.
- Key tactical partners in Singapore include Singapore Airlines, Qantas, Chan Brothers, Klook, CheapTickets.sg, Pelago, and Hertz.
- SATC has worked closely with TA and the KDPs to feature South Australia in the key campaign creative and launched promotional offer for South Australia.



KEEPING SA TOP OF MIND | MEDIA

Top 5 things to do in South Australia

1) Visit Australia's natural amphitheatre



Wine Blending with Chester
 来一杯
 Chester Osborn Special Guest d'Arenberg Chief Winemaker
 Forester 酿酒人
 Elspeth 酿酒人
 The d'Arenberg Cube @ McLaren Vale, Australia
 LIVE 08/09/2021 (星期三) 3:00pm [第87场]

7月：阿德莱德Illuminate节



"Light Cycles"让访客在夕阳西下时体验"腾云驾雾"的乐趣。(图/Illuminate Adelaide 2021)

Illuminate节是阿德莱德市 (Adelaide) 的冬季重点项目，活动围绕着创新、音乐、艺术、科技，以及灯光。

2021年首次举行Illuminate共有超过150个装置艺术、表演和活动，其中的"Light Cycles"让访客在夕阳西下时体验"腾云驾雾"的乐趣。

提起灯光节，环保人士或许会关注璀璨灯饰背后的耗电量问题。Illuminate的目标是在2023年达到碳中和，目前



The retreat offers more than just glasses of vino, respect sampling views of the scenic McLaren Vale wine country from the comfort of your guesthouse. (PHOTO: THE VINEYARD RETREAT MCLAREN VALE)

Chill out in wine country

What: The Vineyard Retreat McLaren Vale
Where: Blewitt Springs, South Australia

You've done day trips at a vineyard, so take things to the next level and spend the night at one instead in McLaren Vale. The Vineyard Retreat McLaren Vale's four luxury guesthouses each come with a private deck promising views of the surrounding valleys and vineyards. Better yet, many cellar doors are located nearby...

While you're there: Set aside a day for the highly immersive Ultimate McLaren Vale Tour that takes you to Onkaparinga Gorge, featuring native animals and geology that date back 600 million years. The tour includes wine tasting, winery tours and a lunch of seasonal produce. If you prefer to work for your food (and tippie), burn some calories on a guided eBike tour covering the Shiraz Trail with stops at wineries like Witta Witta, Primo Estate and Battle of Bosworth.

THE TRAVELINTERN ■
 SHARK CAGE DIVING
 EYRE PENINSULA
 KANGAROO ISLAND
 Go face to face with a Great White Shark.
 1:33 / 1:48



KEEPING SA TOP OF MIND | TRADE

- Participated in various trade training webinars and trade workshops to promote SA
- Worked with key travel partners in market to redevelop SA itineraries



KEY TRADE PARTNERS – SINGAPORE

- Chan Brothers Travel – Leading travel agency
- Klook – Top OTA in Singapore
- Price Breaker
- UOB Travel
- EU Holidays
- Scenic Travel
- Dynasty Travel (ATE Luxe buyer)
- Intriq Journey (ATE Luxe buyer)



KEY TRADE PARTNERS – MALAYSIA

- Apple Vacations – Leading travel agency
- Sedunia Travel – FIT Specialists
- Holiday Tours
- Forever Travel
- Sunway Travel



ADELAIDE
SOUTH AUSTRALIA

SUMMARY: SINGAPORE & MALAYSIA

- Key English-speaking markets in Asia
- Low-hanging fruits e.g. direct flights, closest western destinations
- High spending powers
- High destination awareness and Strong intention to travel to Australia





WHAT'S NEXT?

- **Product Updates** – Send your product updates and promotional materials to your trade databases regularly, keep them informed about the latest news
- **Provide Your Rates** – Most travel agents will still book through an ITO so make sure that the ITOs have your latest rates and promotions. Key ITOs that service the markets include **Experience Tour Australia (ETA)** and **Australian & Beyond Holidays (AABH)**
- **Support for Travel Fair & Campaign** – Offer special rates and promotions to our key trade partners in markets when there is a travel fair or when we are running a promotional campaign



WHAT'S NEXT?

- **Online Training & Market Visit** – Get in touch with us if you are keen to join us in any future online trade training or if you are planning a market visit
- **Famil Opportunity** – Express your interest if you are looking to support any future trade / media famils from the markets