

Singapore International Market Factsheet 3 Year Average (2017-2019)



Marketing Overview

Singapore is an important source market for the NT and a key connectivity hub from an aviation perspective with two direct air services linking Singapore with Darwin, being Jetstar Asia and SilkAir, the regional wing of Singapore Airlines.

In 2017 to 2019 the NT held a relatively small market share of Singaporean leisure travellers to Australia, however there is good potential for the NT to generate growth from this market. For Singaporeans, Australia is perceived as a safe and secure destination with world class natural beauty and wildlife, at just 4.5 hours flight time away.

Much of Tourism NT's activity in the Singapore market centres around the support of the direct airline services which includes cooperative activity to stimulate demand in Singapore and neighbouring Malaysia, and in source markets one air stop away including UK, Germany, Italy, China and Japan.

Target Market Profile

1. High Value Traveller (HVT) - aged 25-45 years, working professional, double income, no kids.
2. Silver age market - 60+, with time and propensity to spend, seeking experiential travel.

AVERAGE VISITATION PER YEAR (Three year average 2017 – 2019)	SINGAPORE - ALL PURPOSE
VISITORS	5,000
NIGHTS	75,000
EXPENDITURE	\$10.9M
ALOS* (nights)	14.6
ASPT (average spend per trip)	\$2,111
VISITOR MARKET SHARE	1.3%

*average length of stay

Strategic Opportunities

Consumer-facing campaigns with key aviation and trade partners to generate interest and demand

Growing market share in a steadily growing and competitive outbound travel market

Promoting simple to book packages, especially around Singaporean long weekends and national holidays

Media and content partnerships to drive destination awareness

Training agents to increase their destination and product knowledge

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Market Profile

DRIVERS OF DESTINATION CHOICE



- A safe and secure destination
- A destination that offers value for money
- World class nature and wildlife
- Friendly and welcoming
- Food and wine (experiential dining experiences)

RELEVANT PRIORITY SECTORS

- Drive
- Education tourism (with a focus to domestic school excursion and international study tours)
- Cruise
- Food and drink
- Aboriginal tourism
- MICE

ANNUAL LEAVE



2 WEEKS

SEASONALITY

J F M A M J J A S O N D

KEY BOOKING PERIOD



PEAK TRAVEL PERIOD



SECONDARY SECTORS

- Youth
- Hiking
- History and heritage (military and pioneering)
- Special interest (photography, sports tourism i.e. marathon)

TRAVEL PARTY

94%

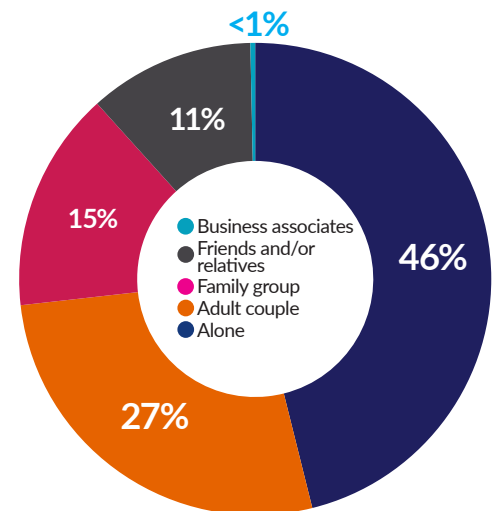
of Singaporean all-purpose visitors were Free Independent Travellers (FIT)

73%

of Singaporean visitors were travelling alone or as an adult couple

37%

of the visitor nights were in a rented house, apartment, flat or unit while **31%** were in hotel/ motel style accommodation



AVIATION INTERNATIONAL AIRLINE ACCESS



CHEAPEST RETURN AIRFARES*

SINGAPORE - DARWIN (DIRECT)

\$449

* Skyscanner - depart 1/12/19 and return 1/01/20

Jetstar



Distribution

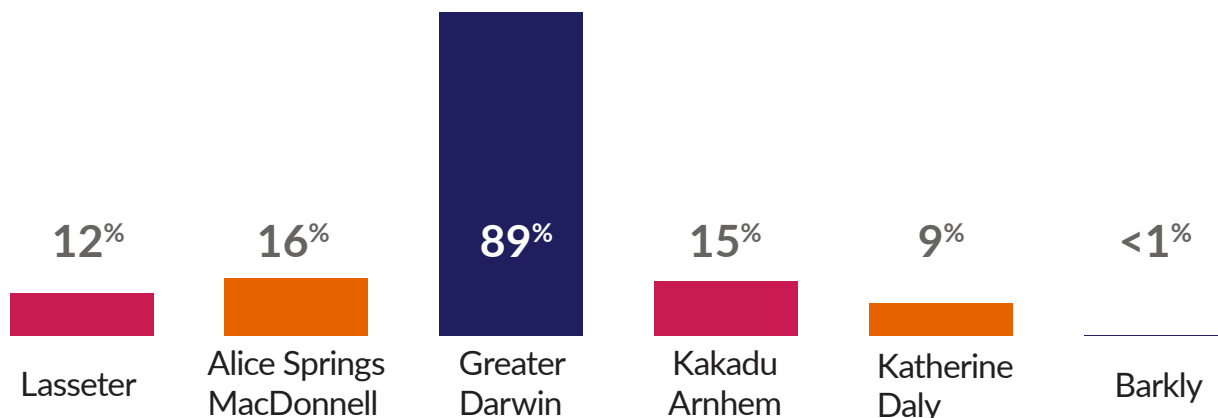
- Chan Brothers Travel
- Holiday Tours and Travel/Jetabout Holidays

Major Online Travel Agents

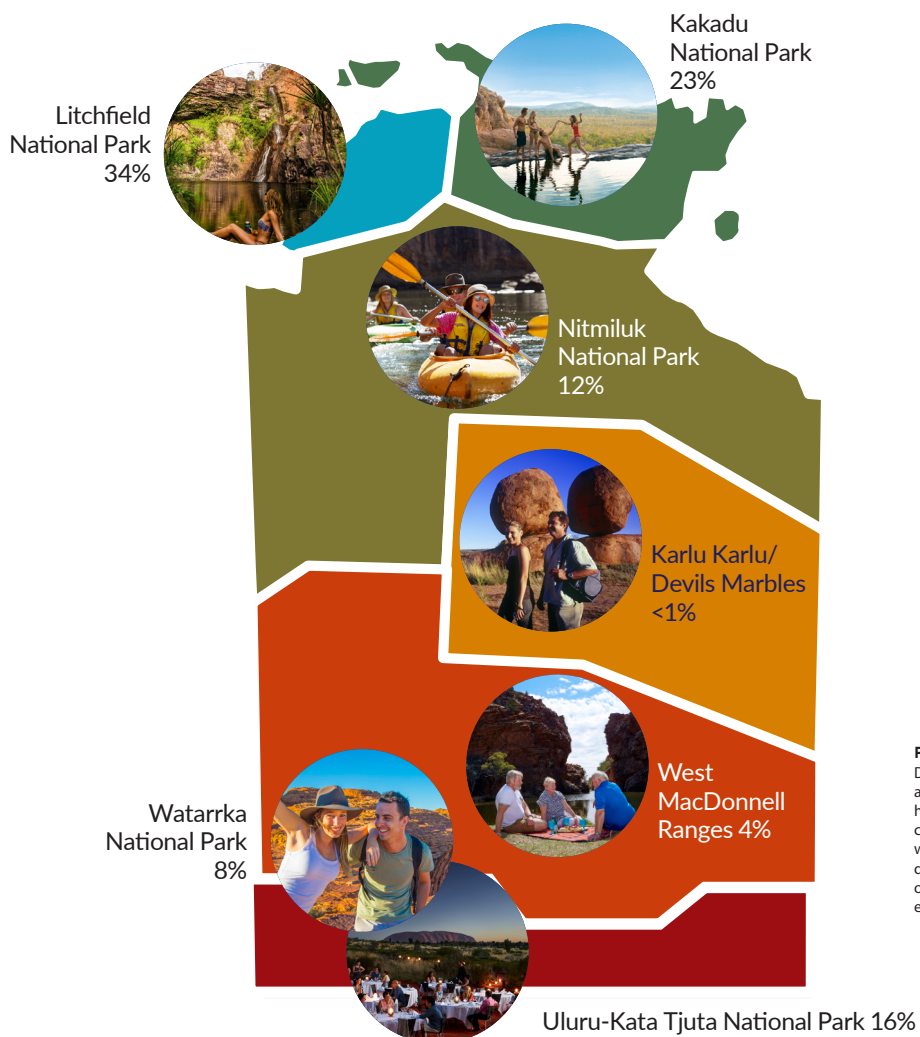


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Overnight visitors to NT regions



Visitors to NT destinations - overnight and day trips



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