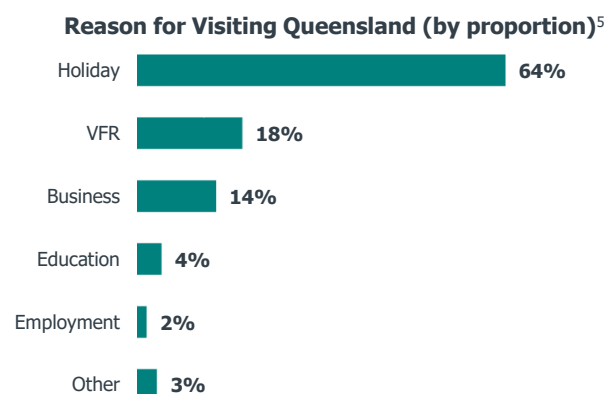
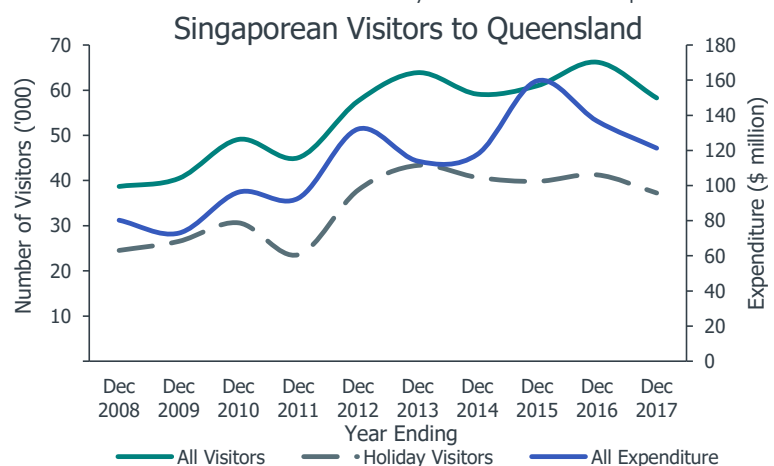
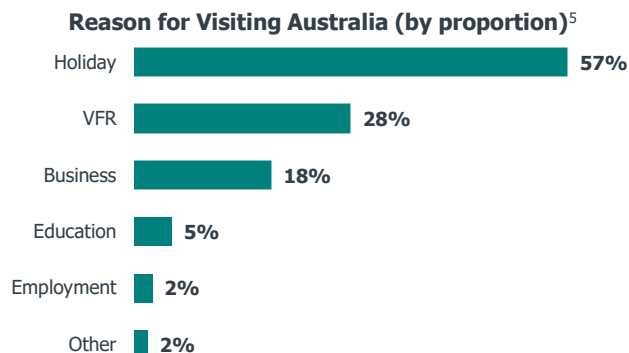


Singapore Market Snapshot

Year ending Dec 2017

Singaporean Visitors						Singaporean Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	380,000	▼ -0.7%	5%	15.5	▼ -0.3	\$1,044.0	▼ -0.9%	4%	\$2,733.2
Holiday Visitors	216,000	▼ -3.0%	5%	7.1	▼ -0.2				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	58,000	▼ -12.0%	2%	14.7	▲ 4.0	\$121.3	▼ -11.3%	2%	\$2,069.7
Holiday Visitors	37,000	▼ -9.7%	2%	6.8	▲ 1.1				



Year ending Dec 2017	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	25%	48%	24%	3%	50%	50%	47%	17%	21%	12%
Holiday Visitors	25%	49%	23%	3%	47%	53%	29%	24%	29%	18%
To Queensland										
Total Visitors	29%	44%	25%	2%	49%	51%	36%	16%	27%	15%
Holiday Visitors	28%	50%	21%	2%	44%	56%	23%	21%	35%	21%

Year ending Dec 2017	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	18%	14%	10%	9%	21%	26%	3%	
Holiday Visitors	24%	17%	12%	10%	18%	19%	1%	
To Queensland								
Total Visitors	23%	15%	12%	9%	18%	20%	2%	
Holiday Visitors	31%	17%	14%	12%	13%	13%	1%	

Research Updates
To receive an email alert whenever new tourism figures are released, please [click here](#).

1. ALoS - Average length of stay.
2. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure.
3. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.
4. Tourism Research Australia - Forecasting.
5. Due to visitors having more than one main reason for travel, proportions equal to more than 100%.
Note: Unless specified, all data is from Tourism Research Australia, International Visitor Survey

