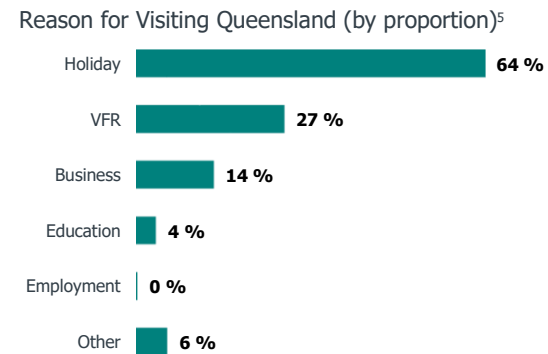
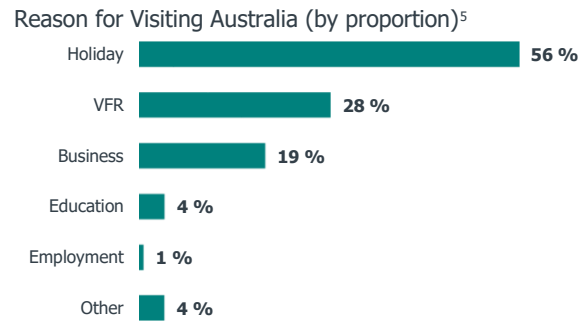


# Singapore Market Snapshot



Year ending December 2019

Singapore Visitors						Singapore Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	417,000	▲ 6.4%	5%	13.9	▼ -1.0	\$1,099.0	▲ 0.9%	3%	\$2,638.4
<b>Holiday Visitors</b>	235,000	▲ 5.8%	5%	7.2	▼ -1.0				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	70,000	▲ 4.7%	3%	10.9	▼ -3.3	\$151.5	▼ -14.6%	2%	\$2,172.9
<b>Holiday Visitors</b>	45,000	▲ 4.2%	2%	5.5	▼ -0.9				



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>										
<b>Total Visitors</b>	23%	47%	28%	2%	49%	51%	46%	18%	22%	10%
<b>Holiday Visitors</b>	24%	49%	26%	1%	45%	55%	27%	26%	32%	14%
<b>To Queensland</b>										
<b>Total Visitors</b>	26%	48%	25%	1%	48%	52%	37%	23%	25%	10%
<b>Holiday Visitors</b>	27%	49%	23%	1%	45%	55%	22%	28%	33%	15%

Year ending December 201	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>								
<b>Total Visitors</b>	17%	12%	10%	12%	21%	27%	2%	4%
<b>Holiday Visitors</b>	21%	14%	13%	13%	18%	19%	1%	6%
<b>To Queensland</b>								
<b>Total Visitors</b>	24%	16%	11%	10%	16%	23%	0%	7%
<b>Holiday Visitors</b>	28%	18%	15%	11%	15%	12%	1%	8%

**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

