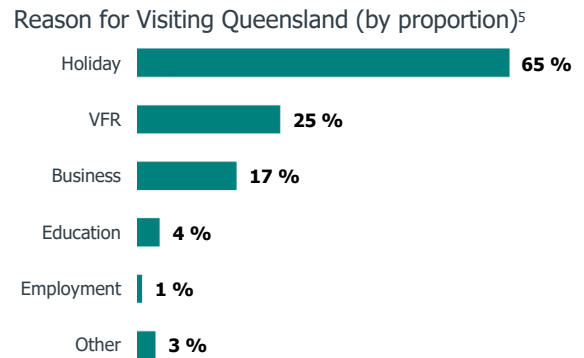
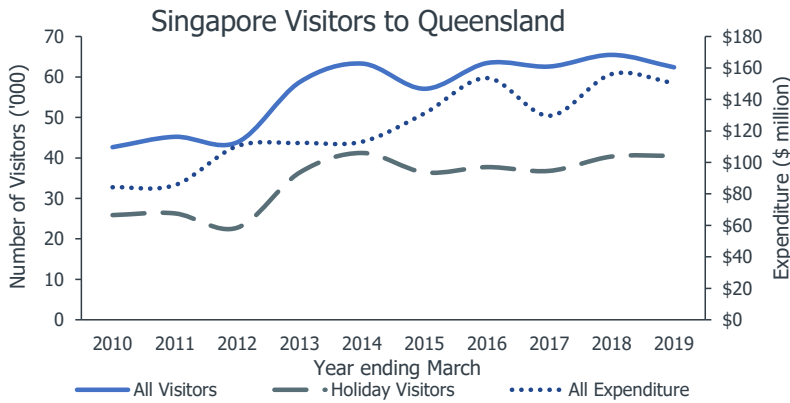
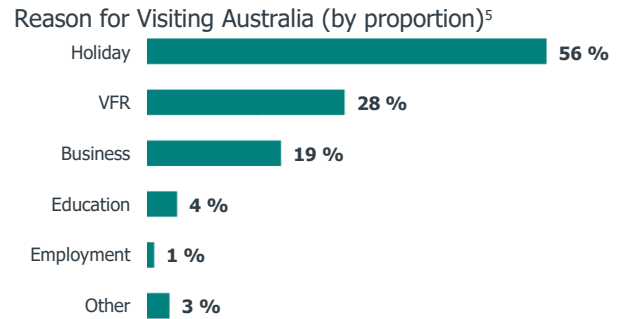
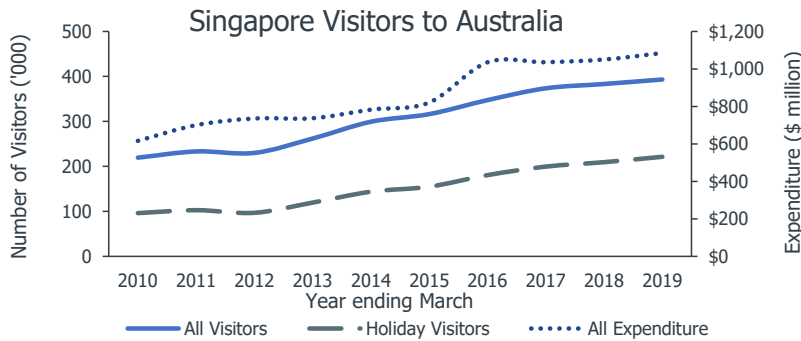


Singapore Market Snapshot

Year ending March 2019

| Singapore Visitors | | | | | | Singapore Expenditure | | | |
|-------------------------|----------|-----------|-------|-------------------|-----------|-------------------------|-----------|-------|------------|
| To Australia | Visitors | Year Chg% | Share | ALoS ¹ | Year Chg# | \$ million ² | Year Chg% | Share | \$/Visitor |
| Total Visitors | 393,000 | ▲ 2.6% | 5% | 14.8 | ▼ -0.3 | \$1,084.8 | ▲ 3.3% | 4% | \$2,758.8 |
| Holiday Visitors | 221,000 | ▲ 5.7% | 5% | 8.5 | ▲ 1.4 | | | | |
| To Queensland | Visitors | Year Chg% | Share | ALoS ¹ | Year Chg# | \$ million ² | Year Chg% | Share | \$/Visitor |
| Total Visitors | 62,000 | ▼ -4.7% | 2% | 11.3 | ▼ -4.3 | \$150.3 | ▼ -3.7% | 3% | \$2,410.0 |
| Holiday Visitors | 41,000 | ● 0.4% | 2% | 6.5 | ▼ -0.2 | | | | |



| Year ending March 2019 | Age | | | | Gender | | Traveling with... | | | |
|-------------------------|-------|-------|-------|-----|--------|-----|-------------------|--------|--------|---------|
| | 15-29 | 30-49 | 50-69 | 70+ | M | F | Solo | Couple | Family | Friends |
| To Australia | | | | | | | | | | |
| Total Visitors | 22% | 48% | 27% | 3% | 49% | 51% | 46% | 18% | 21% | 11% |
| Holiday Visitors | 23% | 49% | 26% | 2% | 43% | 57% | 28% | 23% | 32% | 17% |
| To Queensland | | | | | | | | | | |
| Total Visitors | 25% | 46% | 25% | 3% | 46% | 54% | 31% | 20% | 31% | 15% |
| Holiday Visitors | 21% | 51% | 24% | 4% | 45% | 55% | 17% | 20% | 43% | 20% |

| Year ending March 2019 | Number of Previous Visits to Australia | | | | | | | On Pkg Tour |
|-------------------------|--|-----|-----|-----|-------|--------|-----|-------------|
| | 0 (First) | 1 | 2 | 3 | 4 - 7 | 8 - 20 | 21+ | |
| To Australia | | | | | | | | |
| Total Visitors | 16% | 13% | 11% | 10% | 22% | 26% | 3% | |
| Holiday Visitors | 20% | 17% | 10% | 10% | 22% | 18% | 2% | |
| To Queensland | | | | | | | | |
| Total Visitors | 19% | 9% | 13% | 9% | 21% | 26% | 2% | |
| Holiday Visitors | 20% | 10% | 14% | 11% | 21% | 25% | 5% | |

Research Updates
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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

