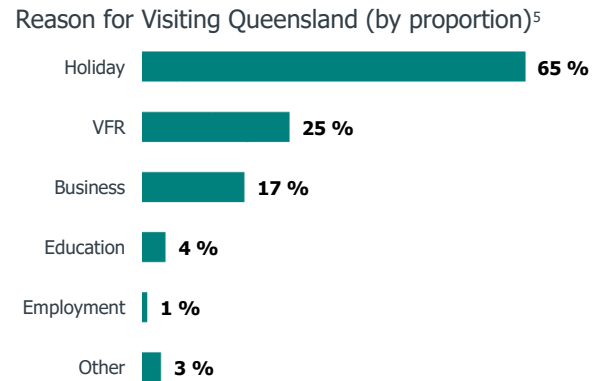
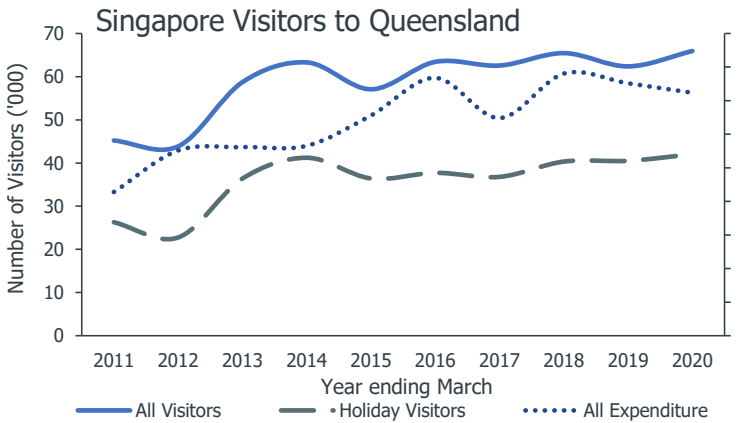
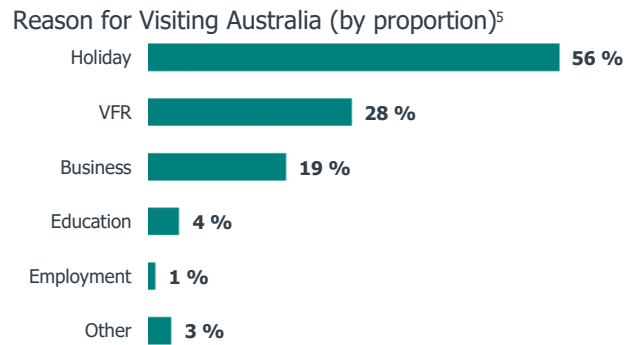


# Singapore Market Snapshot

Year ending March 2020

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>	388,000	▼ -1.4%	5%	14.1	▼ -0.8	\$995.9	▼ -8.2%	3%	\$2,569.5
<b>Holiday Visitors</b>	222,000	● 0.1%	5%	7.2	▼ -1.3				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	66,000	▲ 5.7%	3%	11.5	▲ 0.3	\$144.7	▼ -3.8%	3%	\$2,194.5
<b>Holiday Visitors</b>	42,000	▲ 3.8%	2%	5.3	▼ -1.2				



Year ending March 2020	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>	22%	48%	28%	2%	48%	52%	46%	18%	23%	10%
<b>Holiday Visitors</b>	24%	49%	26%	1%	45%	55%	26%	26%	32%	15%
<b>To Queensland</b>										
<b>Total Visitors</b>	24%	49%	27%	0%	49%	51%	40%	20%	27%	10%
<b>Holiday Visitors</b>	26%	51%	23%	0%	47%	53%	24%	26%	34%	14%

Year ending March 2020	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>	16%	12%	11%	11%	21%	27%	4%	
<b>Holiday Visitors</b>	21%	14%	13%	12%	18%	20%	7%	
<b>To Queensland</b>								
<b>Total Visitors</b>	23%	17%	12%	10%	15%	22%	7%	
<b>Holiday Visitors</b>	28%	20%	15%	10%	16%	10%	9%	

**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

