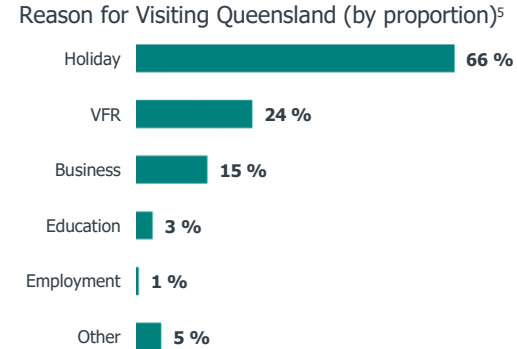
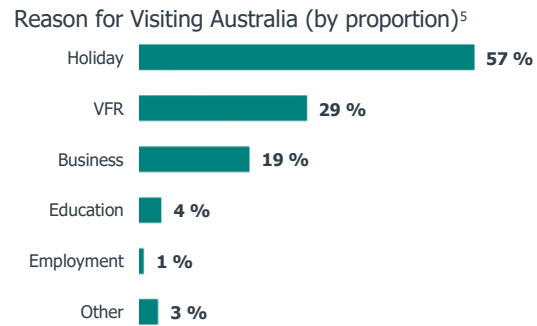


Singapore Market Snapshot



Year ending September 2019

Singapore Visitors						Singapore Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	417,000	▲ 9.4%	5%	13.6	▼ -1.4	\$1,099.7	▲ 4.6%	4%	\$2,638.3
Holiday Visitors	238,000	▲ 10.9%	5%	7.3	▼ -0.7				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	70,000	▲ 5.2%	3%	10.6	▼ -4.1	\$155.5	▼ -9.4%	3%	\$2,221.2
Holiday Visitors	46,000	▲ 11.0%	3%	5.5	▼ -0.8				



YE Sep 2019	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	23%	48%	27%	3%	48%	52%	46%	17%	22%	10%
Holiday Visitors	24%	49%	25%	2%	42%	58%	28%	23%	33%	15%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	26%	47%	25%	2%	46%	54%	35%	21%	28%	10%
Holiday Visitors	24%	50%	23%	2%	42%	58%	20%	25%	39%	14%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	17%	13%	9%	10%	22%	27%	2%	5%
Holiday Visitors	21%	16%	10%	13%	20%	19%	1%	7%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	21%	14%	13%	7%	18%	25%	1%	7%
Holiday Visitors	22%	16%	18%	9%	16%	19%	1%	7%

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

