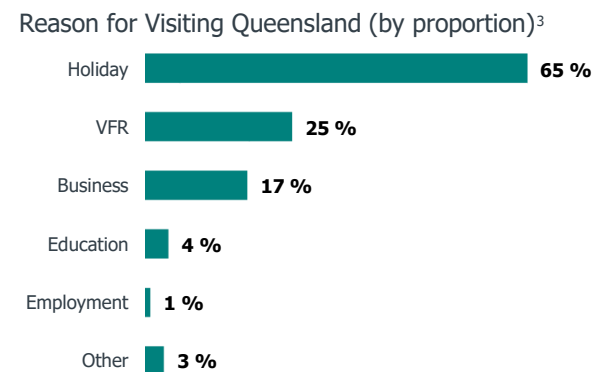
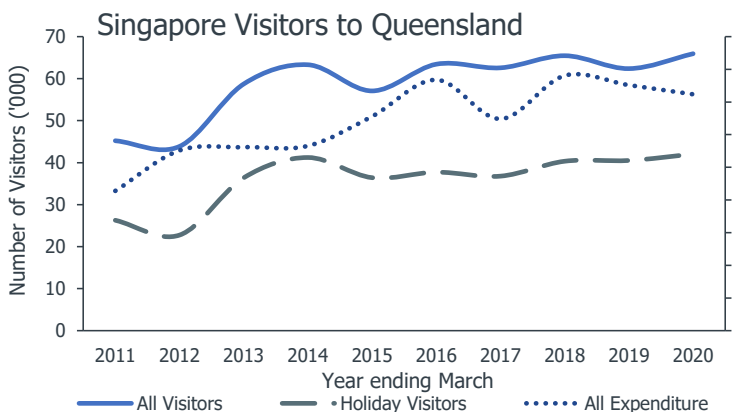
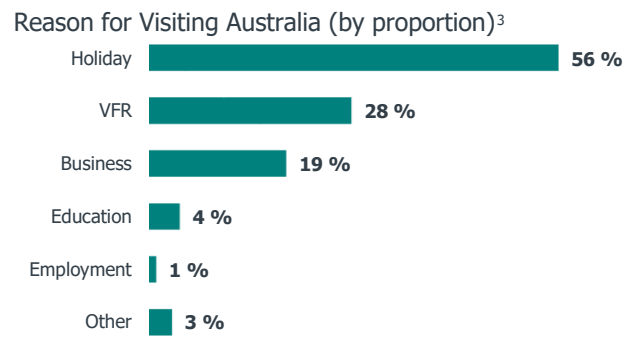


Singapore Market Snapshot

Year ending March 2020

Singapore Visitors						Singapore Expenditure				
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor	
Total Visitors	388,000	▼ -1.4%	5%	14.1	▼ -0.8	\$995.9	▼ -8.2%	3%	\$2,569.5	
Holiday Visitors	222,000	● 0.1%	5%	7.2	▼ -1.3					
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor	
Total Visitors	66,000	▲ 5.7%	3%	11.5	▲ 0.3	\$144.7	▼ -3.8%	3%	\$2,194.5	
Holiday Visitors	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
To Australia										
Total Visitors	22%	48%	28%	2%	48%	52%	46%	18%	23%	10%
Holiday Visitors	24%	49%	26%	1%	45%	55%	26%	26%	32%	15%
To Queensland										
Total Visitors	24%	49%	27%	0%	49%	51%	40%	20%	27%	10%
Holiday Visitors	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+	
To Australia								
Total Visitors	16%	12%	11%	11%	21%	27%	2%	4%
Holiday Visitors	21%	14%	13%	12%	18%	20%	2%	7%
To Queensland								
Total Visitors	23%	17%	12%	10%	15%	22%	1%	7%
Holiday Visitors	28%	20%	15%	10%	16%	10%	1%	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. 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