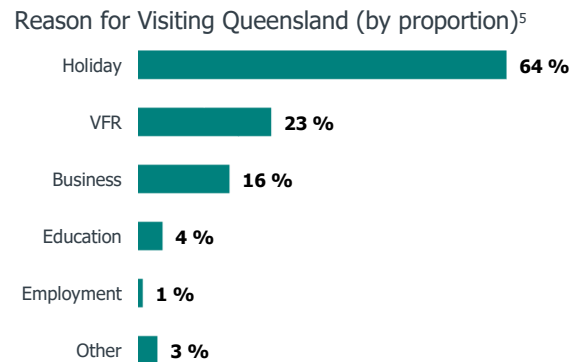
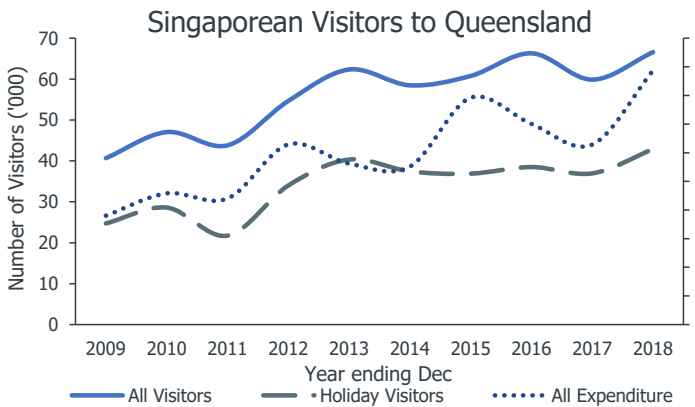
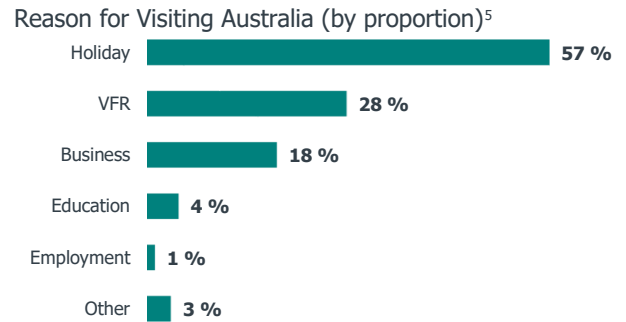
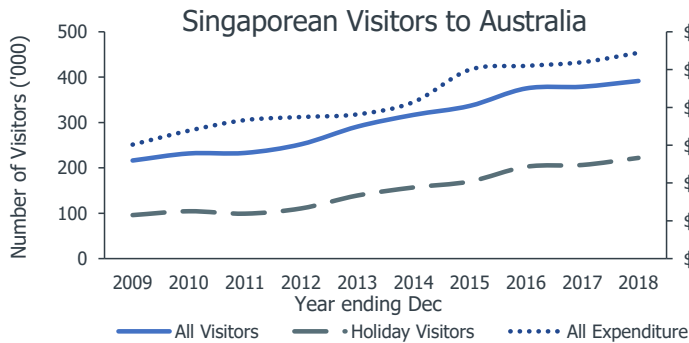


# Singapore Market Snapshot

Year ending December 2018

Singaporean Visitors						Singaporean 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>	392,000	▲ 3.4%	5%	14.9	▼ -0.9	\$1,088.8	▲ 4.8%	4%	\$2,780.3
<b>Holiday Visitors</b>	222,000	▲ 7.6%	5%	8.2	▲ 1.1				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	67,000	▲ 11.2%	2%	14.2	▼ -0.8	\$177.5	▲ 41.2%	3%	\$2,665.1
<b>Holiday Visitors</b>	43,000	▲ 16.0%	2%	6.4	▼ -0.4				



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	22%	49%	26%	3%	49%	51%	46%	17%	23%	11%
<b>Holiday Visitors</b>	24%	49%	25%	2%	44%	56%	28%	22%	32%	17%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	22%	49%	27%	1%	49%	51%	31%	18%	34%	13%
<b>Holiday Visitors</b>	20%	52%	26%	2%	48%	52%	15%	21%	47%	17%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	Tour
<b>Total Visitors</b>	17%	14%	10%	9%	22%	26%	3%	5%
<b>Holiday Visitors</b>	21%	17%	10%	10%	21%	18%	1%	7%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>Total Visitors</b>	18%	12%	13%	9%	20%	27%	2%	7%
<b>Holiday Visitors</b>	21%	13%	13%	10%	19%	23%	0%	8%

**Research Updates**  
To receive an email alert whenever new tourism figures are released, please [click](#)

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

