

Market Snapshot

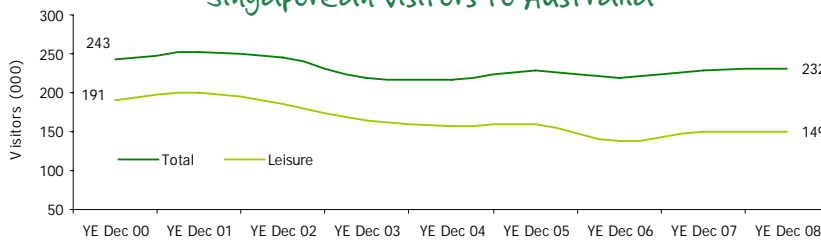
Year ended December 2008

Singapore

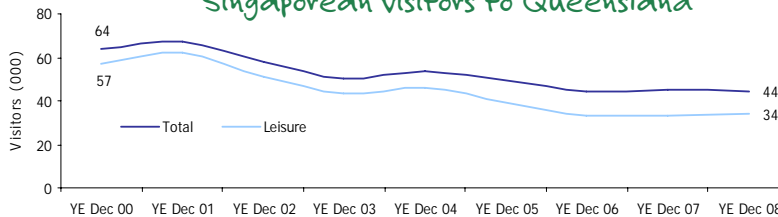


	Australia	Change Dec 07 to Dec 08	Share of international visitors	Queensland	Change Dec 07 to Dec08	Share of visitors to Qld
Total visitors	232,000	2% ▲	5%	44,000	-2% ▼	2%
Total ALOS ¹ (nights)	22.7	0.2 ▲		13.0	-0.3 ▼	
Leisure² visitors	149,000	0%	4%	34,000	3% ▲	2%
Leisure ALOS	10.8	-1.0 ▼		7.4	-0.3 ▼	
Expenditure (\$m)³	794	2% ▲	5% (Share of expenditure)	85	-6 ▼	2% (Share of expenditure)

Singaporean visitors to Australia



Singaporean visitors to Queensland



Singaporean visitors spent \$85 million in Queensland in the year to December 2008. This was a decline 6% on the same period last year.

Singaporean spend per visitor in Queensland was \$1,914, slightly lower than the total international average spend (\$1,975).

Singaporean visitors to Australia

From 2006 the Singaporean market to Australia has begun to gradually increase.

First time visitors to Australia accounted for 22% of the Singaporean market, this market increased by 33% over the year to December 2008.

Repeat visitors however have declined (down 5%) over the same period.

16% of Singaporean visitors travel as a couple, (more than the average total international market of 23%).

Singaporean visitors to Australia travelling on a package accounted for 14% of the Singapore visitor market. This market increased by 3% over the year to December 2008.

Singaporean visitors to Queensland

First time visitors (to Australia) accounted for 29% of the Singaporean market to Queensland. This market has increased by 10% over the year to December 2008.

The Gold Coast and Brisbane were the State's most visited regions for Singaporean visitors. 54% of Singaporean visitors to Queensland went to the Gold Coast, while 50% had a stop over in Brisbane. Singaporean visitors to the Gold Coast declined by 5% over the last year, while visitors to Brisbane declined by 7% over the same period.

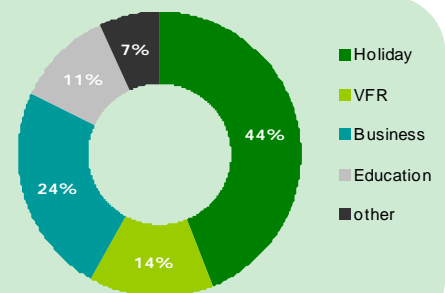
Main purpose of visitation to Australia

The holiday market accounted for just under half of all Singaporean visitors to Australia. This market declined by 3% over the year to December 2008.

Singaporean holiday visitor nights also declined (down 13%) over the year to December 2008. Their average length of stay was 9.6 nights.

The business market increased by 4% over the year to December 2008, business visitor nights also increased over the same period (up 20%).

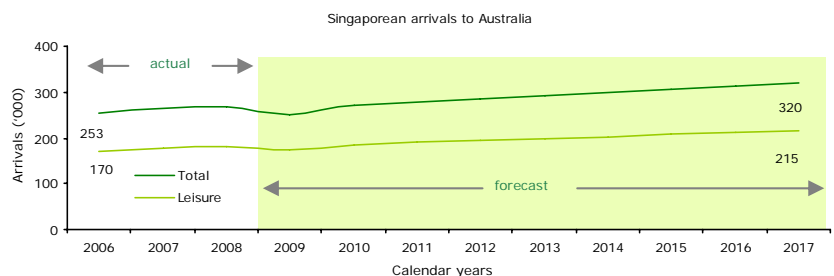
Singaporean education visitors average length of stay was 117.7 nights and this influenced the overall length of stay. Education visitors from Singapore accounted for a larger proportion of the market than most other markets and also the total international market average (which is 7%).



Singaporean arrivals forecast⁴

In the January- march 2008 period there were 15.7 million outbound departures by Singaporean residents, up 29% compared with the same period in 2007. Australia's share of this market was 4%.

Arrivals to Australia from Singapore are forecast to increase by an average of 2% each year from 2012 to reach 320,000 arrivals in 2017.



1. Average length of stay
2. Leisure is holiday and visiting friends or relatives (VFR) combined
3. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure
4. Tourism Forecasting Committee 2008 Issue 2

Note All data unless specified is from Tourism Research Australia, International Visitor Survey year ended December 2008