

# Market Snapshot

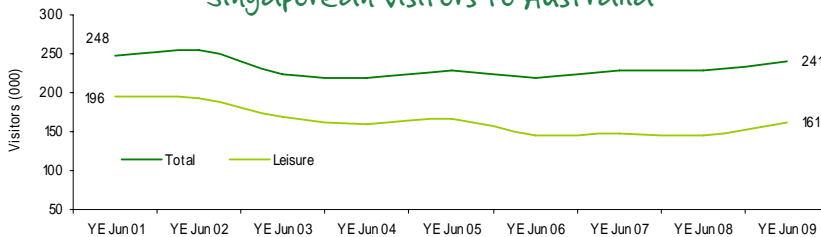
Year ended June 2009

## Singapore

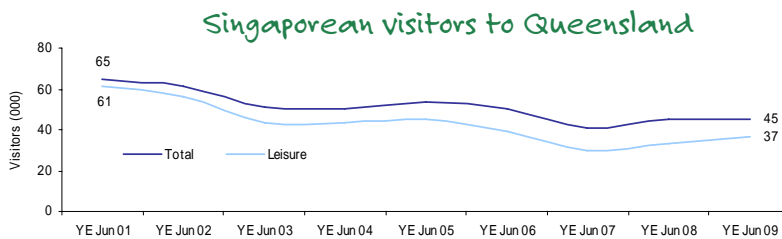


	Australia	Change Jun 08 to Jun 09	Share of international visitors	Queensland	Change Jun 08 to Jun 09	Share of visitors to Qld
<b>Total visitors</b>	241,000	5% ▲	5%	45,000	0% ▼	2%
Total ALOS <sup>1</sup> (nights)	21.8	-0.5 ▼		12.9	-0.1 ▼	
<b>Leisure<sup>2</sup> visitors</b>	161,000	10% ▲	4%	37,000	12% ▲	2%
Leisure ALOS	10.8	0.0		7.1	-0.8 ▼	
<b>Expenditure (\$m)<sup>3</sup></b>	790	-1% ▼	5% (Share of expenditure)	84	-8% ▼	2% (Share of expenditure)

### Singaporean visitors to Australia



### Singaporean visitors to Queensland



In the year ended June 2009, Singapore visitors to Australia increased almost back to the same level recorded in the year ended June 2001.

The majority of Singapore visitors to Australia were repeat visitors (78%). On average 60% of all visitors to Australia have visited previously.

The majority of Singaporean visitors travelled unaccompanied (55%), while 17% travelled as an adult couple and 15% as part of a family group.

Only 12% of visitors from Singapore travelled on a package.

### Singaporean visitors to Queensland

The number of visitors from Singapore to Queensland in the year ended June 2009 remained steady. However there has been a steady decline overall since the year ended June 2001.

Brisbane and the Gold Coast were the State's most visited regions by Singaporean's (58% and 51% respectively). Singapore visitors to Brisbane increased (up 4%), while the Gold Coast declined (down 8%) over the year to June 2009.

Singapore visitors spent \$84 million on their trip to Queensland in the year to June 2009. This was a decline of 8% over the year.

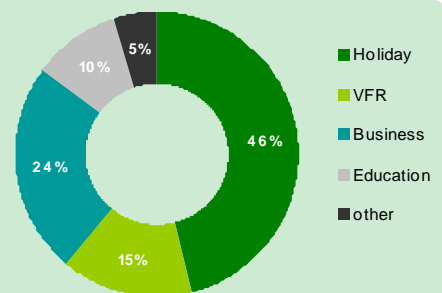
Singaporean spend per visitor in Queensland was \$1,863, slightly lower than the total international average spend (\$1,986).

### Main purpose of visitation to Australia

There was a 5% increase in Singaporean visitors to Australia in the year to June 2009. This was driven by strong growth in the holiday and visiting friends or relatives (VFR) markets (up 8% and 16%, respectively).

The business market declined by 5%, while business visitor nights increased over the same period (up 9%).

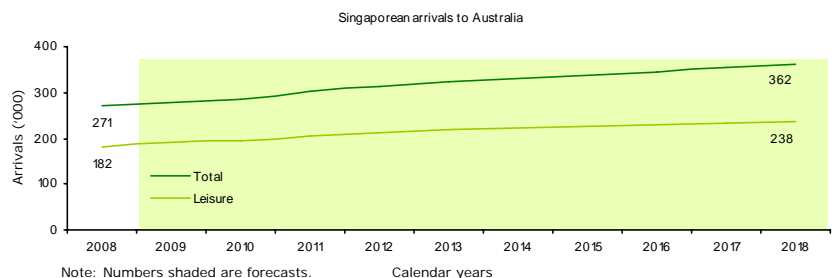
Education visitors tend to stay 112.8 nights and this influenced the overall average length of stay. Singapore's education visitors accounted for a larger proportion of the market than the average international market (10% compared to 8%).



### Singaporean arrivals forecast<sup>4</sup>

In 2008, there were 6.8 million outbound departures from Singapore, up 13% compared with 2007. Australia's share of this market fell from 4.4% in 2007 to 4% in 2008.

Singapore arrivals to Australia are forecast to increase by an average of 3% each year from 2008 to reach 362,000 arrivals in 2018.



Note: Numbers shaded are forecasts.

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 2009 Issue 1

Note All data unless specified is from Tourism Research Australia, International Visitor Survey year ended June 2009