

SINGAPORE TOURISM BOARD YEAR IN REVIEW 2019



©2020, SINGAPORE TOURISM BOARD



1

SINGAPORE:
4 YEARS OF TOURISM GROWTH

2

SPENDING GROWS AMIDST
UNCERTAINTY

3

TOURISM INDUSTRIES
REMAIN RESILIENT



Passion
Made
Possible

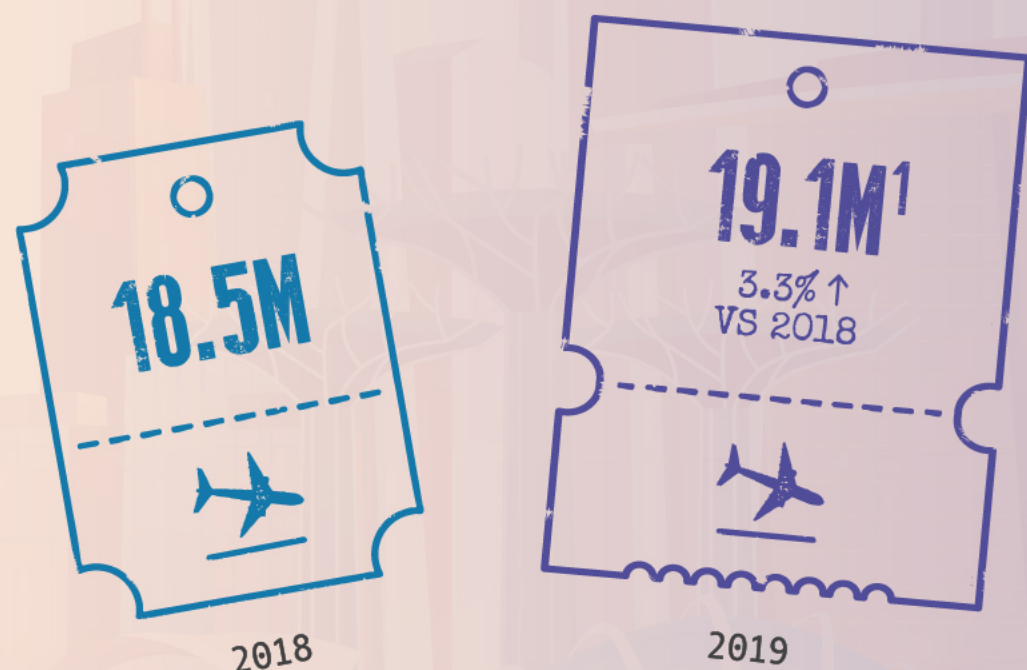


SINGAPORE WAS STILL A TOP CHOICE FOR VISITORS

Building on a strong performance in 2018, our tourism arrivals continued to rise in 2019.

INTERNATIONAL VISITOR ARRIVALS

in Millions (M)



¹As at 11 Feb 2020

2019'S TOP 5 VISITOR ARRIVAL MARKETS

International Visitor Arrivals in Millions (M)



Key Highlights

- New highs in 9 out of 15 top markets
- Expended marketing and trade cultivation efforts into more cities within target markets
- Greater flight connectivity

Record-high Visitor Arrival Markets

Australia, China, Germany, Indonesia, Philippines, South Korea, United Kingdom, USA & Vietnam



Passion
Made
Possible



TOURISM RECEIPTS GREW IN SPITE OF CHALLENGES

Tourism Receipts rose in 2019 in the face of global economic uncertainties, currency fluctuations and regional competition.

TOURISM RECEIPTS IN 2019

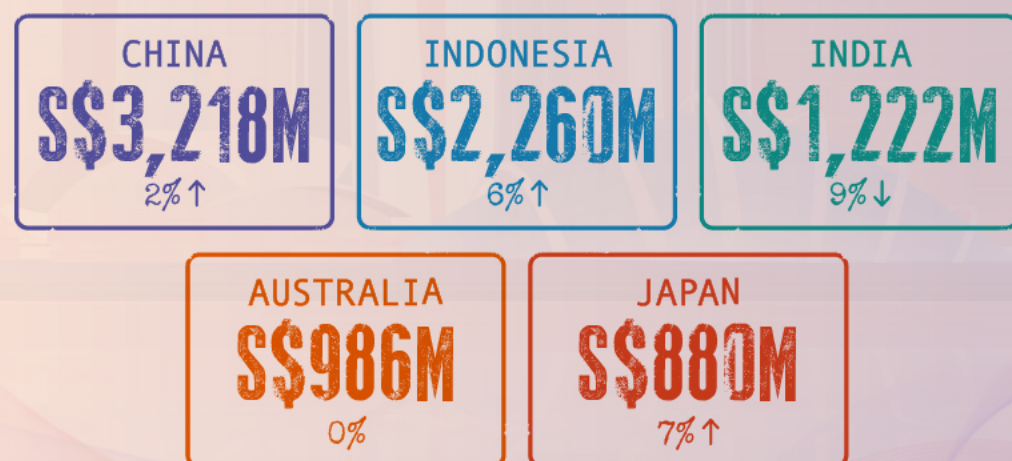
in S\$ Billions (B)



¹Based on preliminary estimates as of 11 Feb 2020

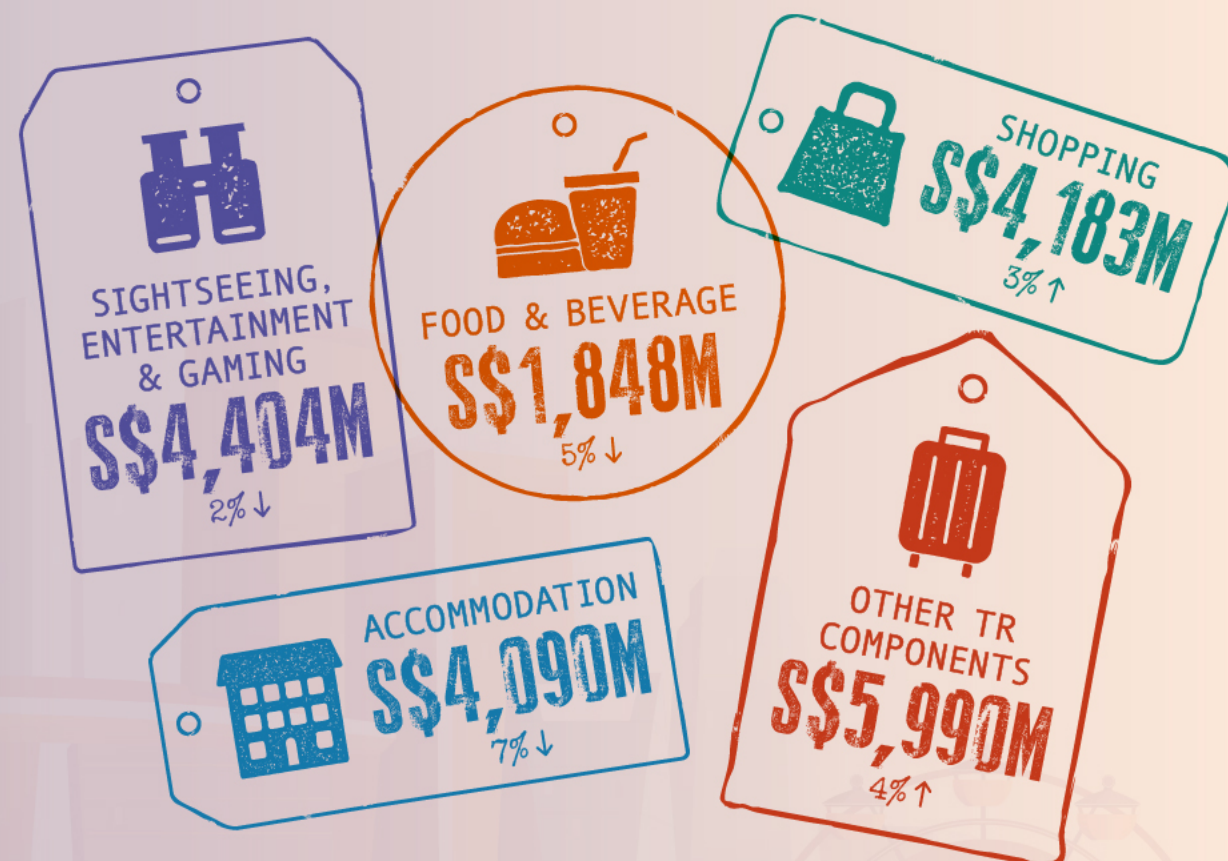
TOP 5 TR MARKETS

Tourism Receipts in S\$ Millions (M)



MIXED PERFORMANCE FOR VISITOR SPENDING

Tourism Receipts by Major Components in S\$ Millions (M), Jan to Sep 2019 (-0.5% YOY)



Key Takeaways

- Growth seen in Shopping and Other TR components (primarily airfare revenue)
- Declines in Accommodation, F&B and Sightseeing, Entertainment and Gaming from changing consumer preferences and economic conditions

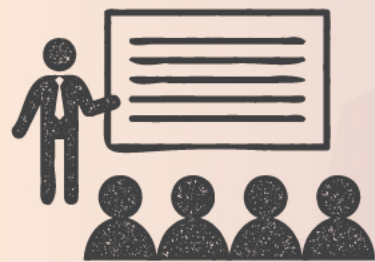


Passion
Made
Possible



KEY INDUSTRIES SAW MIXED PERFORMANCE

The BTMICE industry continued to attract leading events | Increased demand led to a strong performance for the hotel industry | The cruise industry also saw foreign passenger throughput and ship calls go up



BTMICE

Singapore secured major and inaugural BTMICE events in the coming years, even as macroeconomic factors resulted in more prudent BTMICE spending in 2019.



*Jan to Sep 2019
**vs YTD 3Q 2018

Notable Events in 2019

Held:

- Intelligent Transport Systems World Congress 2019
- EY Asia-Pacific Partners' Conference 2019
- International Council of Nurses Congress 2019
- Singapore Fintech Festival x SWITCH

Secured:

- gamescom asia 2020
- World Congress of Dermatology 2023
- InsureTech Connect 2020
- SAP APJ Field Kick-Off Meeting 2020 and 2021



HOTEL

2019 was another good year, with all indicators registering growth due to increased demand during festive periods and major sporting events.



*vs 2018



CRUISE

The *Voyager of the Seas* dry docking resulted in lower passenger throughput. However, foreign passengers and ship calls both grew.



*vs 2018



Passion Made Possible

