Singapore Tourism Board
2018
YEAR-IN-REVIEW
13 February 2019

Despite 2018 being a year of global economic uncertainties...

...Asia Pacific travel demand continues to grow strongly*

- *UNWTO – International Visitor Arrivals in Asia Pacific grew 7% from Jan-Sep 2018*
- *Photo Credit: Changi Airport Group*

Third consecutive year of strong growth for tourism sector

2018 Tourism Sector Performance

TOURISM RECEIPTS

S$27.1b*

(+1.0% vs 2017)

FORECASTED:

S$27.1 - 27.6b

(+1~3% vs 2017)

*preliminary estimate
Source: STB

VISITOR ARRIVALS

18.5m

(+6.2% vs 2017)

FORECASTED:

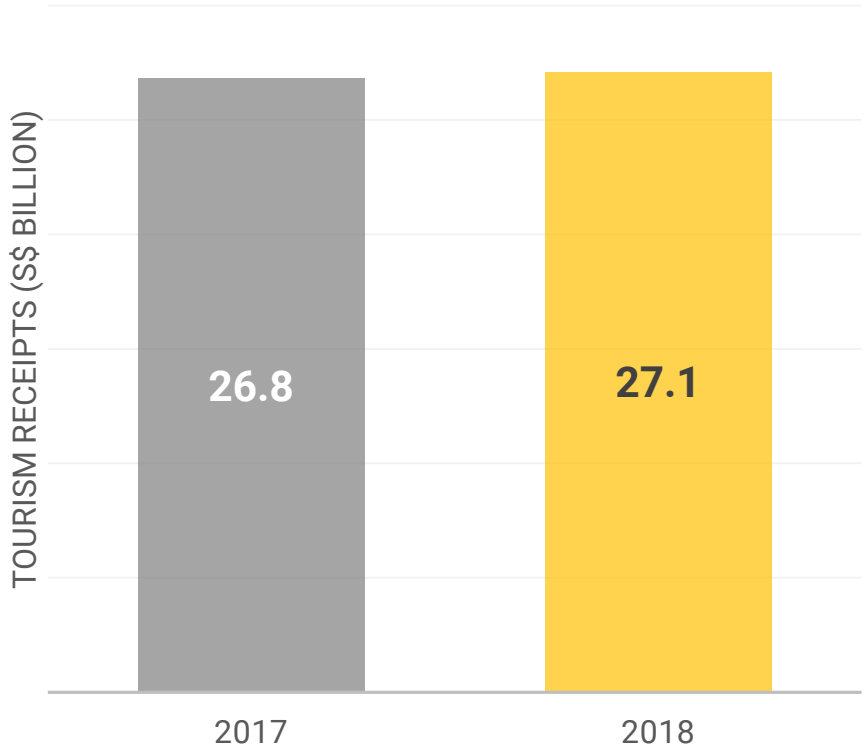
17.6 – 18.1m

(+1~4% vs 2017)

As at 12 Feb 2019
Source: STB

2018 TOURISM SECTOR PERFORMANCE

TOURISM RECEIPTS GREW BY 1%



S$27.1

billion*

+1.0% vs 2017

- Due to growth in visitor arrivals across almost all top 15 markets
- Growth in tourism receipts from all top 5 TR source markets

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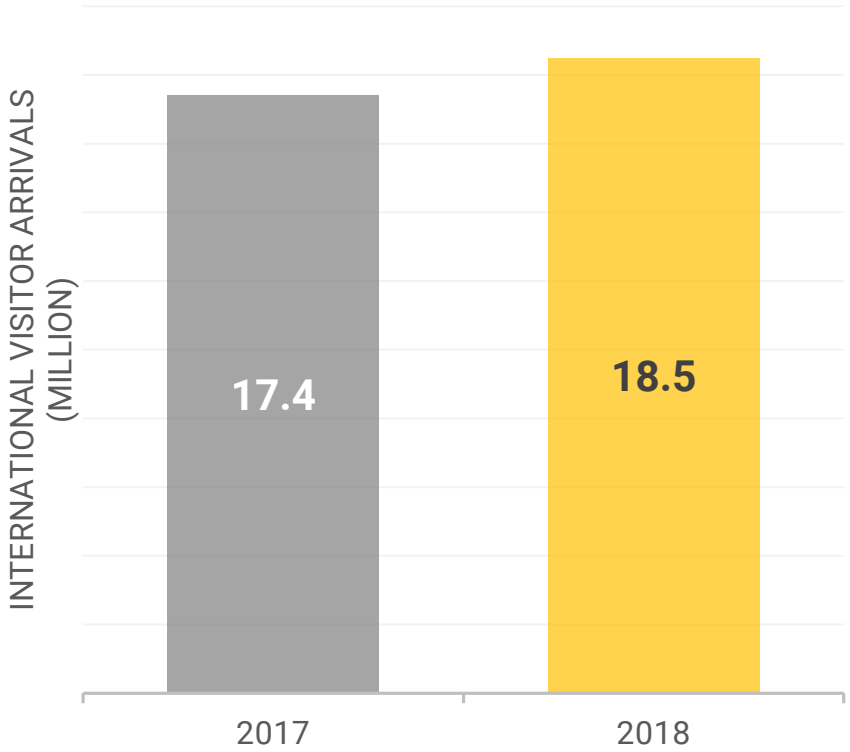
- *preliminary estimate as at 12 Feb 2019*

Source: STB

2018 TOURISM SECTOR PERFORMANCE

VISITOR ARRIVALS ROSE BY 6.2%



18.5

million*

+6.2% vs 2017

- Double-digit growth from India, USA, Vietnam and UK
- Bulk of VA growth continued to come from **China (+6%)** and **India (+13%)** and **Malaysia (+7%)**

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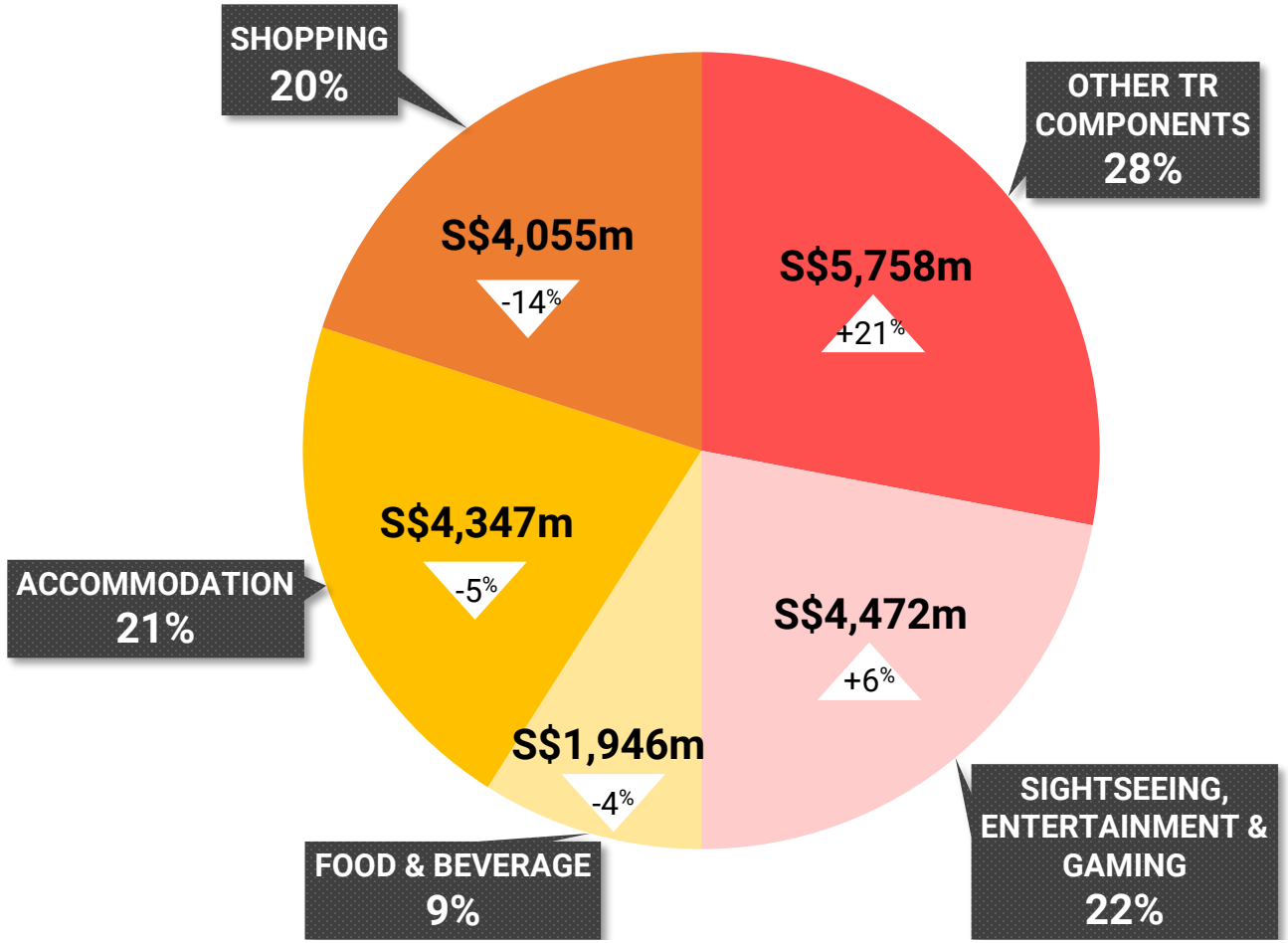
ˆ as at 12 Feb 2019
Source: STB

VISITOR SPENDING SHOWS MIXED PERFORMANCE

Tourism Receipts : S$20.6 billion, Jan – Sep 2018 (+1.1% YOY)



Growth in visitor spending on Sightseeing, Entertainment & Gaming and Other TR Components

Increase in airfare revenues contributed to a rise in Other TR Components

- Owing to growth in visitors arriving via local-based carriers

Decline seen in Shopping, Accommodation and F&B expenditure respectively

- Less spending on souvenirs & gifts
- Higher number of daytrippers and multi-destination visitors resulted in shorter length of stay

Source: Disembarkation/Embarkation Cards and Overseas Visitor Survey

- Sightseeing, Entertainment & Gaming includes entrance fees to attractions & nightspots, expenditure on day-tours, leisure events as well as entertainment at the Integrated Resorts
- Other TR components include expenditure on airfares on Singapore-based carriers, port taxes, local transportation, business, medical, education and transit visitors

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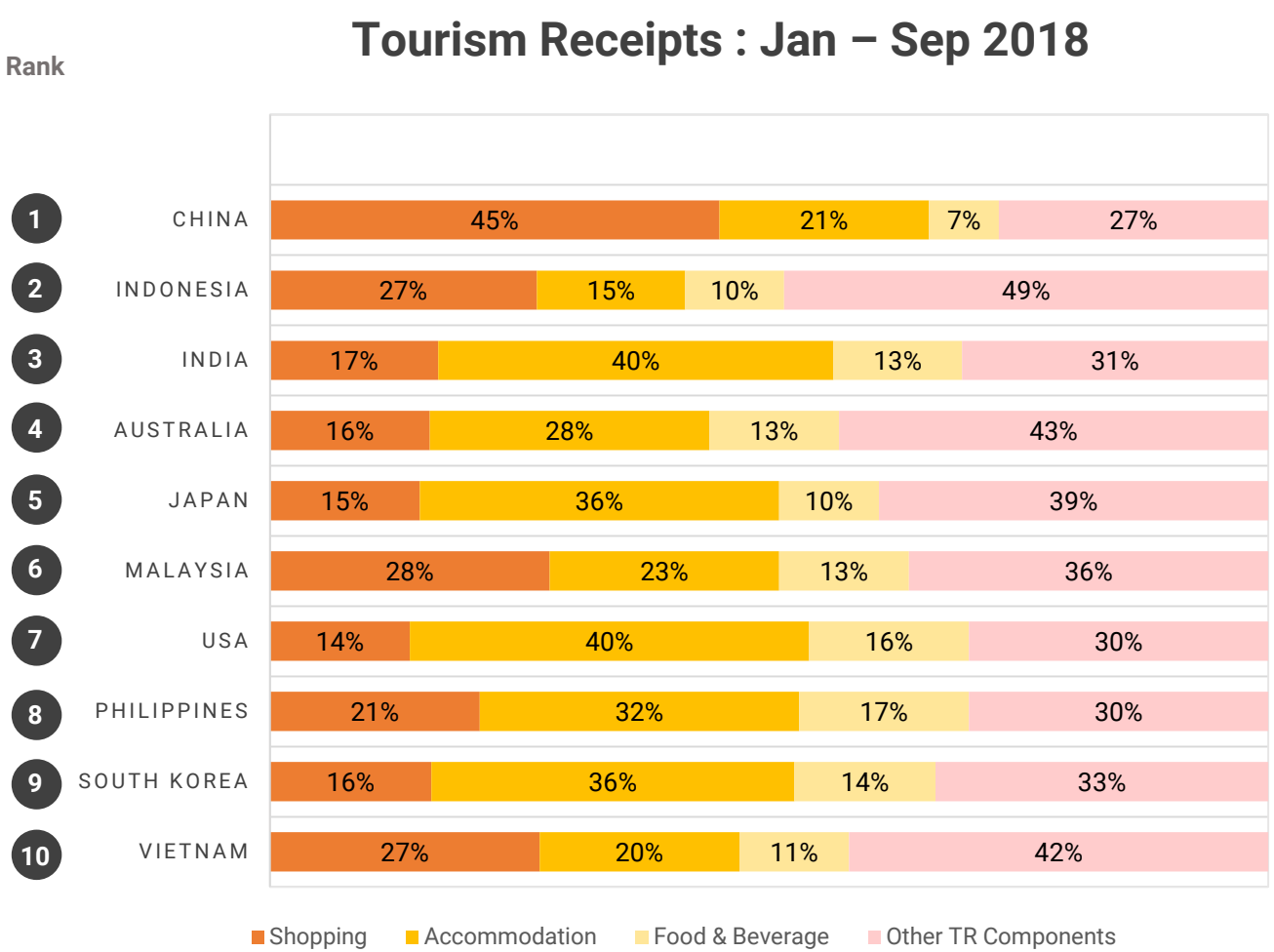
MOST TOP 10 MARKETS SAW TR GROWTH

Tourism Receipts : Jan – Sep 2018



Rank		Total TR (S$ mil)	% Δ vs 2017
1	CHINA	3,155	+3%
2	INDONESIA	2,130	+8%
3	INDIA	1,336	+18%
4	AUSTRALIA	988	+9%
5	JAPAN	819	+9%
6	MALAYSIA	609	0%
7	USA	548	-5%
8	PHILIPPINES	511	-10%
9	SOUTH KOREA	510	-13%
10	VIETNAM	507	+5%

India, Indonesia and China registered the highest absolute YOY growth in TR ex-SEG

- India: higher propensity to spend on accommodation
- Indonesia: more spending on Other TR Components
- China: volume-driven growth

Decline in TR from USA, Philippines and South Korea

- USA and South Korea: less spend on shopping, accommodation and Other TR Components
- Philippines: fall in spending on shopping and accommodation. More visitors also opted for hawker fare, leading to drop in F&B spend.

Expenditure is estimated from Overseas Visitor Survey
Other TR components include expenditure on airfares on Singapore-based carriers, port taxes, local transportation, business, medical, education and transit visitors
* Sightseeing, Entertainment & Gaming has been excluded in the country analysis due to commercial sensitivity of information

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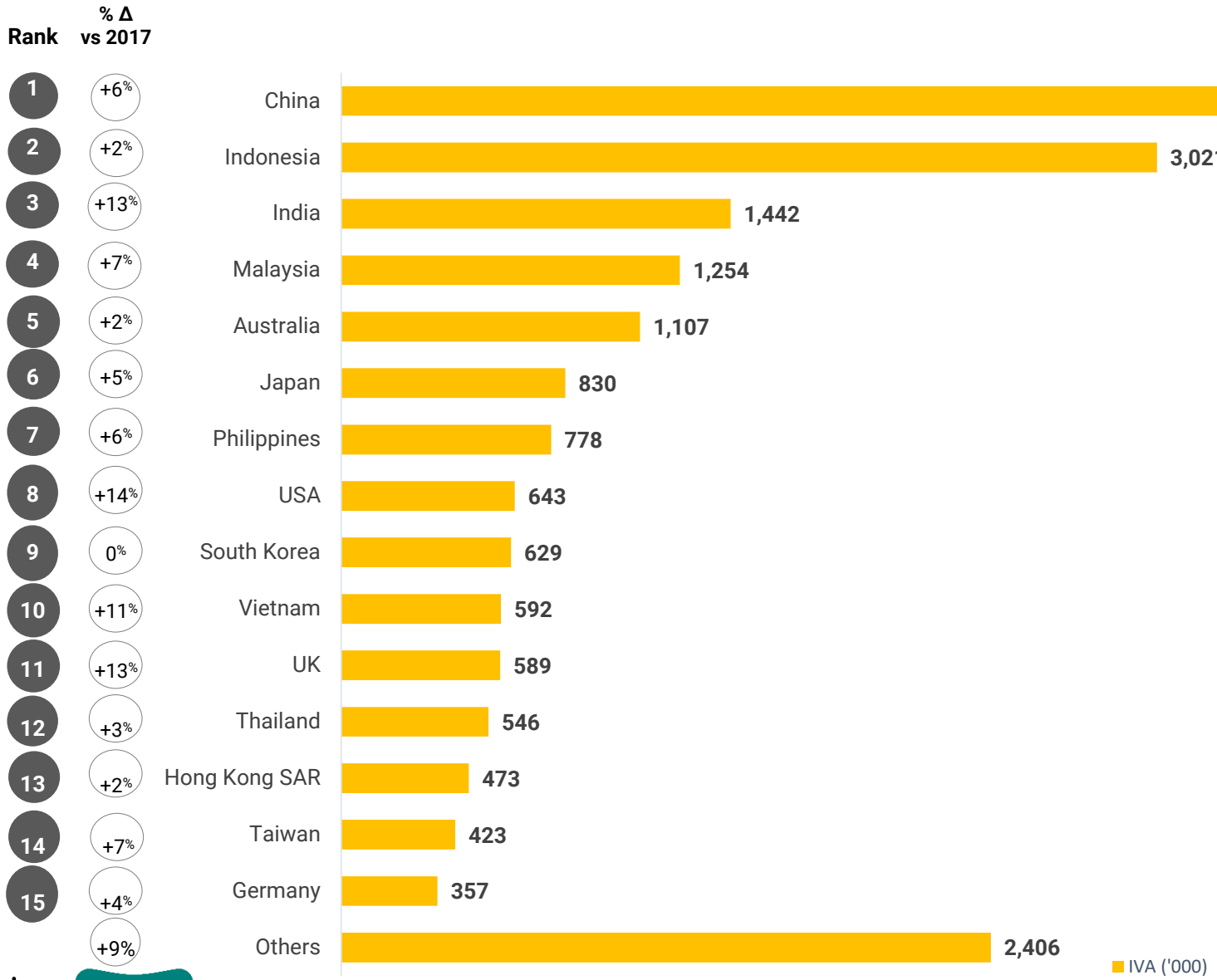
2018 TOURISM SECTOR PERFORMANCE

GOOD GROWTH IN TOP 15 VISITOR ARRIVAL MARKETS



Growth in most of top 15 Visitor Arrival markets:
7 out of 15 markets hit new highs: China, India, Philippines, UK, USA, Vietnam and Germany due to:

- Robust outbound travel demand, especially to and within Asia-Pacific
- STB's expansion of marketing and trade cultivation efforts into more cities within the markets
- More air connectivity

Diversified strategy to capitalise opportunities:

- Invested in a mix of emerging and long-haul markets such as Cambodia, Bangladesh and France.

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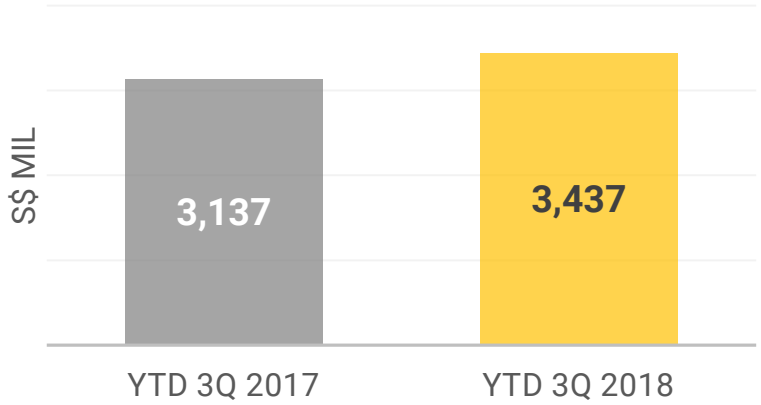
^ *as at 12 Feb 2019*
Source: STB

2018 TOURISM SECTOR PERFORMANCE

SINGAPORE CONTINUES TO BE A TOP MICE CITY

- **BTMICE Tourism Receipts and Visitor Arrivals saw good growth**

BTMICE Tourism Receipts ex-SEG*



BTMICE Tourism Receipts

S$3.44b

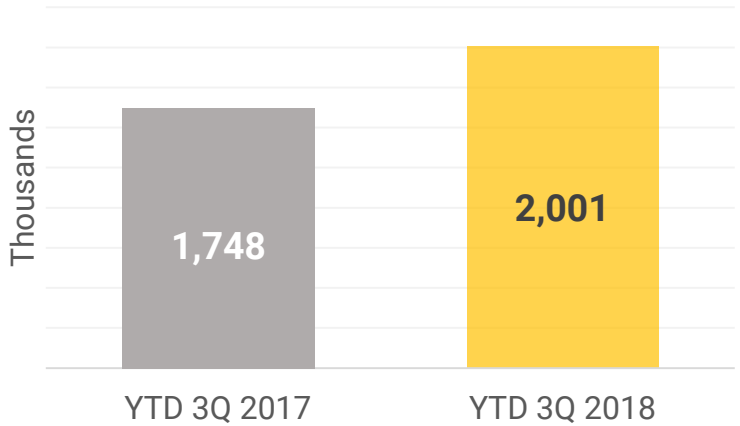
+10% vs YTD 3Q 2017

BTMICE Visitor Arrivals

2.0m

+14% vs YTD 3Q 2017

BTMICE Visitor Arrivals



Notable Events Held in 2018

Amway India Leadership Business Seminar 2018
VA: 3,600

Food & Hotel Asia 2018
VA: 30,000

ConnecTechAsia 2018
VA: 24,300

Herbalife Nutrition Extravaganza 2018
VA: 10,600

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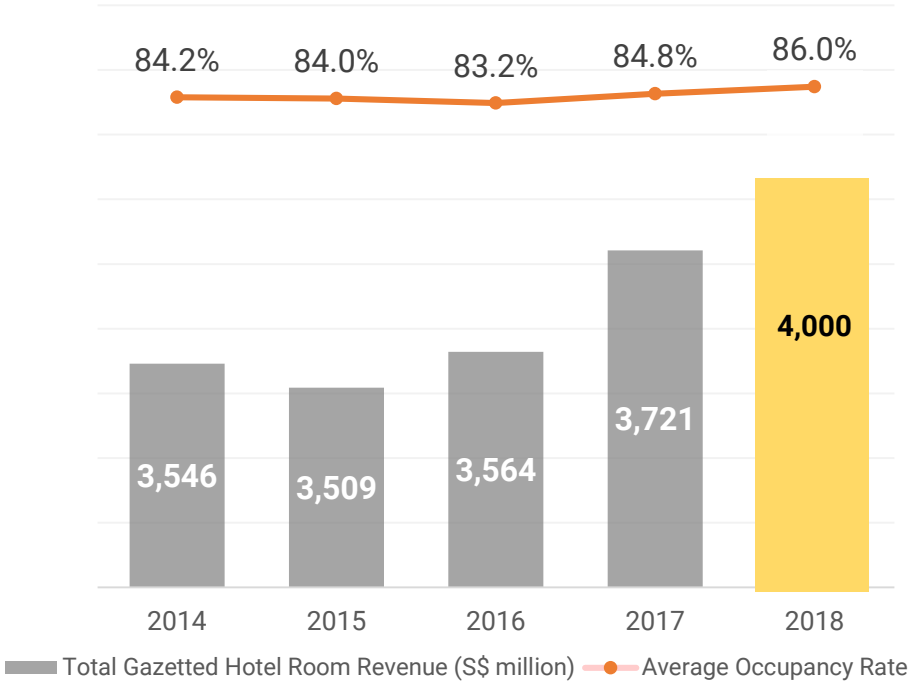
* Excluding Sightseeing, Entertainment & Gaming

2018 TOURISM SECTOR PERFORMANCE

HOTEL INDUSTRY POSTED GOOD PERFORMANCE

- **All indicators registered growth**

Average Room Rate (S$)	242	232	223	217	219
RevPAR (S$)	204	195	185	184	189



Total Gazetted Hotel Room Revenue

S$4.0b

+7.4% vs 2017

Total number of hotels

410

(as at 31 Dec 2018)

Total number of rooms

66,994

(as at 31 Dec 2018)

Pipeline of new rooms for 2019 & beyond*

2,823

New/Reopened Hotels in 2018

Grand Park City Hall (May 2018)

Six Senses Duxton (Jul 2018)

The Capitol Kempinski Hotel Singapore (Aug 2018)

Six Senses Maxwell (Nov 2018)

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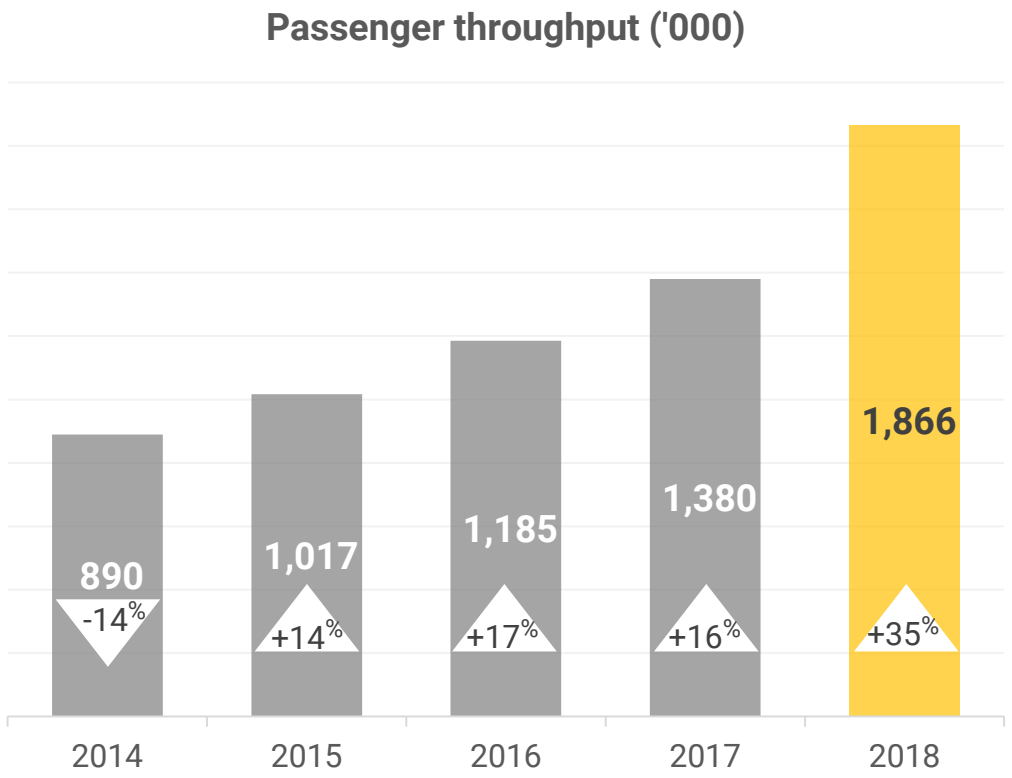
* Based on URA's Supply in the Pipeline for Office and Retail Space and Hotel Rooms as at End of 4th Quarter 2018

2018 TOURISM SECTOR PERFORMANCE

STRONG GROWTH IN CRUISE INDUSTRY

- **Total cruise passenger throughput saw continued growth**
- **Due to year-round homeport of Genting Dream and extended sailings from Royal Caribbean's Mariner of the Seas and Voyager of the Seas**



Total passenger throughput

1.87m

+35% vs 2017

Ship calls

401

-5% vs 2017

Maiden calls

11

Notable maiden calls

Mein Schiff 3 (TUI Cruises)

Norwegian Jewel (Norwegian Cruise Line)

Silver Muse (Silversea Cruises)

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Market Insights

CHINA: *#1 VA & TR SOURCE MARKET FOR SECOND YEAR RUNNING*

#1 VA and TR source market for 2nd year running

3.4 mil
visitors from China
+6% vs 2017 in VA

S$3.2 bil
+3% vs YTD 3Q2017 in TR

957K
Mono-SIN visitors
+10% vs 2017

1.3 mil
Visitors from Tier 1 cities
+4% vs 2017

Tier 1 cities

1.0 mil
Visitors from Tier 2 cities
+6% vs 2017

Tier 2 cities

Greater flight connectivity to Singapore

New/ increased flights in 2018 from:
- Nanchang (Scoot & Shenzhen Airlines)
- Haikou (Hainan Airlines)
- Jinan (Shandong Airlines)
- Nanning (Beibu Gulf Airlines & Sichuan Airlines)

Upcoming flights in 2019:
- Guiyang (China Express Airline) – in Apr 2019

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INDIA - *#1 Cruise Market*

#1 in absolute TR growth (ex-SEG)

1.4 mil

Visitors from India

+13% vs 2017

S$1.3 bil

+18% vs YTD 3Q2017 in TR

498K

visitors from Tier 1 cities

+8% vs 2017

253K

visitors from Tier 2 cities

+12% vs 2017

#1 Cruise VA source market

160K

cruise passengers from India

+27% % vs 2017

Voted

Best Family & Favourite International Destination in 2018

By 2018 Lonely Planet India Reader's Choice Awards

581K

Mono-SIN visitors

+13% vs 2017

Greater flight connectivity to Singapore

New flights in 2018 from:

- Guwahati (Drukair) in Oct 2018
- Pune (Jet Airways) in Dec 2018
- Vijaywada (Indigo) in Dec 2018

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JAPAN – *REVITALISATION OF A MATURE MARKET*

Highest VA recorded in 5 years

830K

visitors from Japan

+5% vs 2017

S$0.82 bil

+9% vs YTD 3Q2017 in TR

Increased efforts to 'revitalize' market through initiatives such as STB-JTB MOU

Exceeded **43%**

in attracting **130k** Japanese visitors through the year long STB-JTB MOU campaign **(April 2017- March 2018)**

Greater flight connectivity to Singapore

- Increase in seat capacity for flights in 2018:
  - From Tokyo, Osaka, Nagoya and Fukuoka (SIA)
  - Scheduled flights from Sapporo for the winter season in Dec 2018 (SIA)
- Additional weekly flight in 2018:
  - Increased to 4 flights weekly from Okinawa (Jetstar)
- Increase in seat capacity as a result of new aircrafts for flights in 2019:
  - B787-10 by ANA from Haneda Airport in Mar 2019
  - A380 by SIA from Narita Airport in Apr 2019

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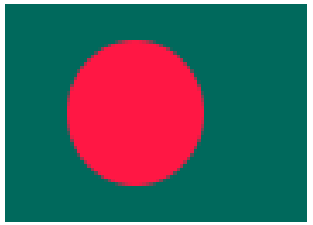
MARKET INSIGHTS

OTHER SOURCE MARKETS REFLECT DIVERSITY

- **Diversification strategy – a mix of emerging, mid and long-haul markets**

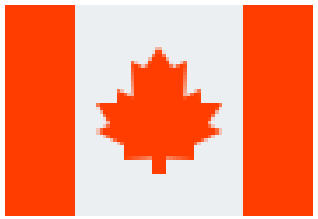


Bangladesh

126K
+5% vs 2017 in VA
S$224 mil
+52% vs YTD 3Q2017 in TR (ex-SEG)

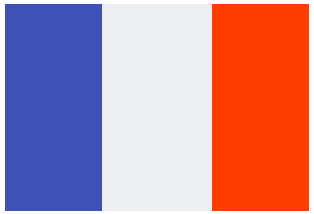
Cambodia

98K
+26% vs 2017 in VA
S$118 mil
+87% vs YTD 3Q 2017 in TR (ex-SEG)



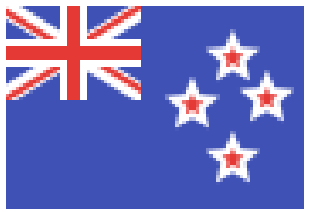
Canada

130K
+23% vs 2017 in VA
S$79 mil
+4% vs YTD 3Q2017 in TR (ex-SEG)



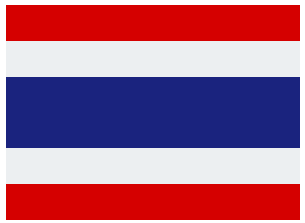
France

205K
+17% vs 2017 in VA
S$158 mil
0% vs YTD 3Q2017 in TR (ex-SEG)



New Zealand

138K
+5% vs 2017 in VA
S$120 mil
+15% vs YTD 3Q2017 in TR (ex-SEG)



Thailand

546K
+3% vs 2017 in VA
S$416 mil
+2% vs YTD 3Q2017 in TR (ex-SEG)

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2018 Highlights

TELLING A GREAT SINGAPORE STORY: PASSION MADE POSSIBLE

>772mil

global audience reach and ~501mil video views since **launch of Passion Made Possible (PMP) campaign in Aug 2017**

17

targeted overseas markets for **new wave of PMP marketing campaign rolled out in Aug 2018**

~80

Singaporean talents from **all 7 Passion Tribes** featured in new PMP marketing efforts

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TELLING A GREAT SINGAPORE STORY: PASSION MADE POSSIBLE

- **Launched new content and organised activations targeted at three Passion Tribes**

CULTURE SHAPERS

Atypical Singapore in Russia and Myanmar

- ***Moscow:***
  - >22,000 visitors over 2 days
- ***Yangon:***
  - >120,000 visitors over 3 days

- Partnered video entertainment platform Viddsee and, home-grown talents to create videos that give a flavour of what Singapore can offer the Culture Shaper and Socialiser tribes.

viddsee

SOCIALISERS

Sing-off in Philippines, and Secret Parties in Indonesia and China

- Reached out to over 28,000 consumers across 3 markets to give them a taste of Singapore's music, nightlife and entertainment scene

ACTION SEEKERS

Launch of new content targeted at Action Seekers

- Featuring young athletes who embody the Action Seekers' spirit in our campaign films
- New videos to showcase range of sporting personalities, activities, events and experiences in Singapore
- Created fun social content featuring well-known sporting talent being tutored by Singapore's young athletes

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REACHING OUT TO TARGET AUDIENCES IN CREATIVE WAYS

MERLI

- **New tourism character** to appeal to families with young children
- **Good resonance** amongst visitors and locals
- Merli animated GIFs received over **3.47 million views** on Giphy (as at 14 Jan)

'BEATS OF SINGAPORE'

Spotify

- **Marketing campaign with Spotify** to build resonance and destination affinity through music
- **~2,100 entries** in Singapore from 1,025 unique participants
- Has reached out* to users from 4 markets so far: Indonesia, the Philippines, Thailand and Vietnam

*campaign ends on 31 Mar 2019

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LEVERAGING OPPORTUNITIES TO PROMOTE DESTINATION SINGAPORE

CO-MARKETING CRAZY RICH ASIANS

Organised a Crazy Rich Singapore Week
to bring a taste of Singapore dining, nightlife & cultural offerings to Hollywood

Over 527 mil earned media impressions
with positive destination coverage in top media publications

+110%
in searches for Singapore on Orbitz. Data from Google also revealed that organic search interest in Singapore increased in the U.S. by more than 3 times during the movie's release.

DPRK-USA SINGAPORE SUMMIT

DPRK-USA Singapore Summit SG

Extensive international media coverage
about Singapore's capability in hosting major international events, as well as its safety and security

Strong proof-point for STB regional offices to market Singapore as destination of choice for top-level business events

Greater exposure for local F&B scene
with curated deals with various eateries for summit delegates

BLOOMBERG NEW ECONOMY FORUM

Photo credit: Bloomberg New Economy Forum

Showcased aspects of Singapore
to conference delegates

Amplified social media posts with relevant content
targeted at MICE audiences in US and delegates attending the event

Strategic media buy
With leading US MICE publication PCMA Convene to reiterate Singapore as a destination of choice for top-level business events

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MARKETING PARTNERSHIPS TO DRIVE VISITOR ARRIVALS AND SPEND

STB X CHANGI AIRPORT GROUP

- **S$3.2 mil** marketing partnership
- 'Changi Stopovers Program' to attract visitors to stop over and explore Singapore
- One-night accommodation, one-way airport-hotel transfer and a mobile SIM card, from $63/pax
- **256 mil impressions** and **23.7 mil video views** as of 31 Dec

STB X SENTOSA

- Co-branding campaign to amplify Passion Made Possible brand and increase awareness of Sentosa's offerings through Sentosa's own Passion Ambassadors for Foodie, Explorer and Action Seeker Tribes
- **>50 million impressions** across target markets since launch of campaign videos

STB X ALIPAY

- Tailored Passion Made Possible itineraries and rebates to drive greater spend
- Also promoted Singapore as a cashless 'Alipay' destination through KOLs
- **+29%** in average spend per user
- **+27%** in average transactions per user

STB X CRUISE LINES INTERNATIONAL ASSOCIATION

- First-of-its-kind, 3-year strategic partnership to boost cruising out of Singapore and Southeast Asia by augmenting destination marketing efforts, undertaking travel agent training, etc.
- **~100** travel agents across Indonesia trained in 2018

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ENHANCING SINGAPORE'S VIBRANT EVENT CALENDAR

ANCHORING BRANDED EVENTS

MARVEL Events

50 BEST Events

GROWING LOCAL EVENTS

DELIVERING NEW EVENTS

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ENRICHING THE SINGAPORE EXPERIENCE

AUTHENTIC SINGAPORE EXPERIENCES

LOCAL SOUVENIRS

NEW/ENHANCED EXPERIENCES

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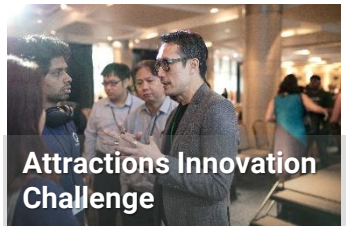
BUILDING AN INNOVATIVE, COMPETITIVE INDUSTRY

DRIVING TECHNOLOGY ADOPTION

MICE Innovation Challenge


Attractions Innovation Challenge

MICE AND ATTRACTIONS INNOVATION CHALLENGES

- MICE IC:
  - 18 grant proposals received
- Attractions IC (launched Jan 2019):
  - Received 76 submissions, and shortlisted 26 for pitching to attraction partners.

Egg Robot @ M Social

Zumata Labs' AI Ticketing Chatbot

FUNDING TO ENCOURAGE INNOVATIVE TECH SOLUTIONS

- Business Improvement Fund
  - ***Hotels***: **44** projects supported for solutions in robotics, self check-in counters, data analytics, etc
    - Pan Pacific Singapore and Mandarin Oriental Singapore have adopted luggage tracking solutions that reduce the average time for luggage retrieval from 5 mins to 2 mins
  - ***Travel Agents***: **55** supported projects ranging from technology adoption to business remodelling
- Productivity Solutions Grant for travel agents to expedite their adoption of technology
- Separately, also launched Hotel Innovation Case Study Video Series which share best tech practices adopted by other hotels.

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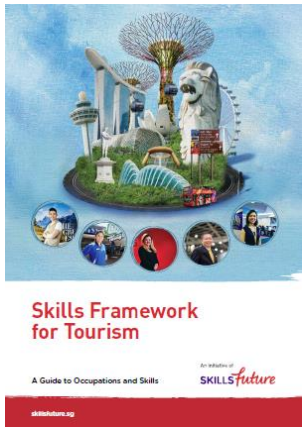
BUILDING AN INNOVATIVE, COMPETITIVE INDUSTRY

SKILLS UPGRADING



SKILLS FRAMEWORK FOR TOURISM

- Provides information on sector, career pathways, occupations and job roles, existing and emerging skills and training programmes
- Helps talent attraction and retention, career management and skills upgrading

STUDY AWARDS FOR TOURISM INDUSTRY

- 70 study awards given out to tourism industry, including hotels, MICE, attractions, travel agents and tourist guides to upskill their professional capabilities

UPSKILLING FOR TRAVEL AGENTS & TOURIST GUIDES

- Launched Singapore City Tour Playbook and Passion Made Possible Professional Development Course to help improve storytelling capabilities

CULTIVATING A PRO-BUSINESS ENVIRONMENT

NICHE TRAVEL AGENT LICENCE

- Lower financial barriers to entry for conducting tours within Singapore without accommodation
- **17** entities* have taken up the licence since Mar ’18

DEREGULATION OF WALKING TOURS

- No travel agent licence required for offering local tours without passenger-carrying conveyance
- Several tourist guides have started offering and marketing their own walking tours

** as at 31 Dec ‘18*

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LOOKING AHEAD

LOOKING AHEAD

2019 TOURISM FORECAST

TOURISM RECEIPTS

S$27.3 – 27.9

billion

(+1~3% vs 2018)

VISITOR ARRIVALS

18.7 – 19.2

million

(+1~4% vs 2018)

Opportunities

- Growth of Asia-Pacific tourism
- Increase in air connectivity

Challenges

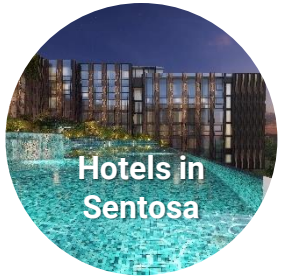
- Uncertain global economic outlook
- Geopolitical risks
- Regional competition

LOOKING AHEAD

NEW AND REFRESHED OFFERINGS TO STAY ATTRACTIVE

NEW OFFERINGS

50 BEST Events



ART SG

REFRESHED CONCEPTS

UNIQUE COLLABORATIONS

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