

9 February 2010

FACT SHEET TOURISM SECTOR PERFORMANCE FOR JANUARY TO DECEMBER 2009

KEY HIGHLIGHTS

- Visitor arrivals to Singapore reached 9.7 million last year, underscoring the strong performance in the final quarter of 2009 and exceeding the year's forecast of 9 – 9.5 million visitor arrivals. Tourism receipts from January to December 2009 were estimated at S\$12.4 billion, reaching the upper-bound of the forecast of S\$12 – S\$12.5 billion.
- Visitor arrivals from Malaysia (+18.0%) and Vietnam (+10.9%) registered a double digit growth, attributed in part to aggressive airline and marketing promotions under the Singapore Tourism Board's "2009 Reasons to enjoy Singapore" global marketing campaign. Hong Kong SAR (+5.9%), Germany (+4.8%) and the Philippines (+3.1%) also registered growth in 2009.
- Indonesia (S\$2,123 million), P R China (S\$1,403 million), Australia (S\$934 million), India (S\$891 million) and Malaysia (S\$673 million) were Singapore's top five markets in terms of tourism receipts for 2009. These markets accounted for 49% of total tourism receipts during this period. Tourism receipts from visitors from Malaysia (+11%) registered the highest growth from January to December 2009.

Note to editors:

This fact sheet provides a summary of the key statistics on total visitor arrivals and information on the performance of Singapore's top-15 visitor-generating markets. All comparisons made in this fact sheet are year-on-year comparisons with 2008.

The fact sheet is also available at the STB website at <https://app.stb.gov.sg/asp/new/new02a.asp?id=3>

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TOURISM RECEIPTS
(PRELIMINARY ESTIMATES)

**Tourism receipts were estimated to reach S\$12.4 billion
from January to December 2009**

Cumulative tourism receipts for January to December 2009 were estimated to reach S\$12.4 billion, a decline of 19% compared to the same period in 2008.

Indonesia (S\$2,123 million), P R China (S\$1,403 million), Australia (S\$934 million), India (S\$891 million) and Malaysia (S\$673 million) were Singapore's top five markets in terms of tourism receipts for 2009. These markets accounted for 49% of total tourism receipts during this period.

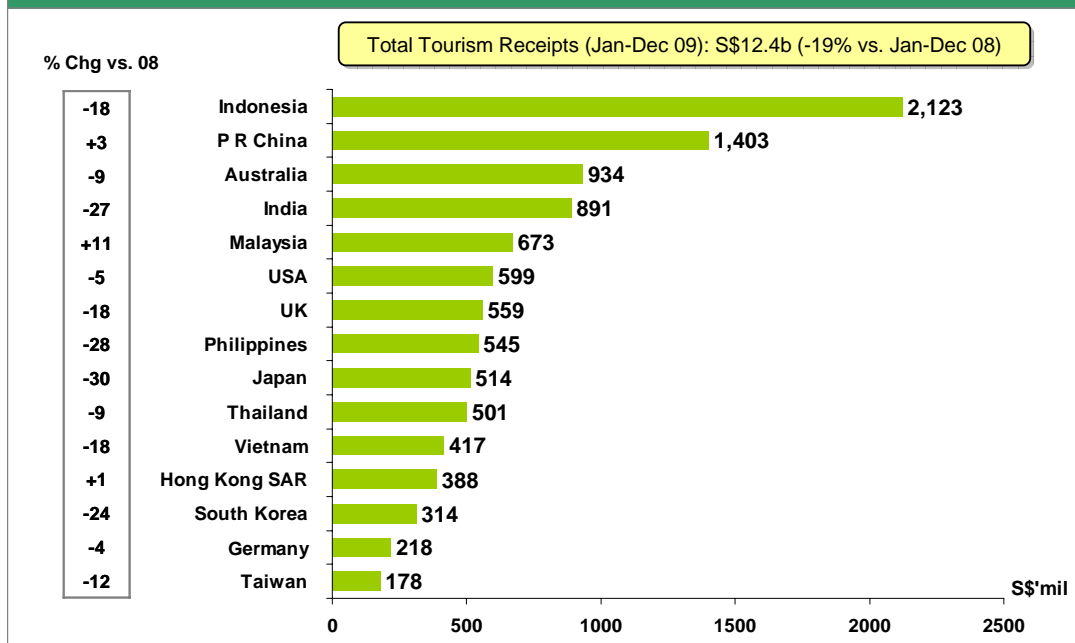
Strong growth in visitor arrivals from Malaysia in the second half of 2009 resulted in an 11% growth in tourism receipts. Japan (-30%), Philippines (-28%) and India (-27%) registered the largest declines in tourism receipts in January to December 2009. The decline in tourism receipts across these markets were due to weak travel sentiment and lower discretionary spending.

Spending on accommodation & shopping

During January to December 2009, total visitors' spending on accommodation and shopping made up 22.0% and 25.0% of total tourism receipts respectively. Compared to 2008, shopping (S\$3.1bil) overtook accommodation (S\$2.7bil) as the highest expenditure item.

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Chart 1: Tourism Receipts (Preliminary Estimate), Top 15 Markets, Jan-Dec 09



* Tourism receipts for the top 15 countries are arranged in descending order Jan-Dec 2009 and represent 83% of total tourism receipts.

Chart 2: Major Expenditure Items, 2008 to 2009



"Others" here refer to other expenditure of visitors comprising of local transport, sightseeing/entertainment, medical, etc.

VISITOR ARRIVALS

Visitor arrivals to Singapore exceeds forecast to reach 9.7 million in 2009

Visitor arrivals to Singapore reached 9.7 million in 2009, registering a year-on-year percentage decline of 4.3%.

Visitor days¹ were estimated at 39.1 million days, a year-on-year decrease of 5.5% in comparison with January to December 2008.

COUNTRY PERFORMANCE

Indonesia, P R China, Australia, India and Malaysia were Singapore's top five visitor-generating markets

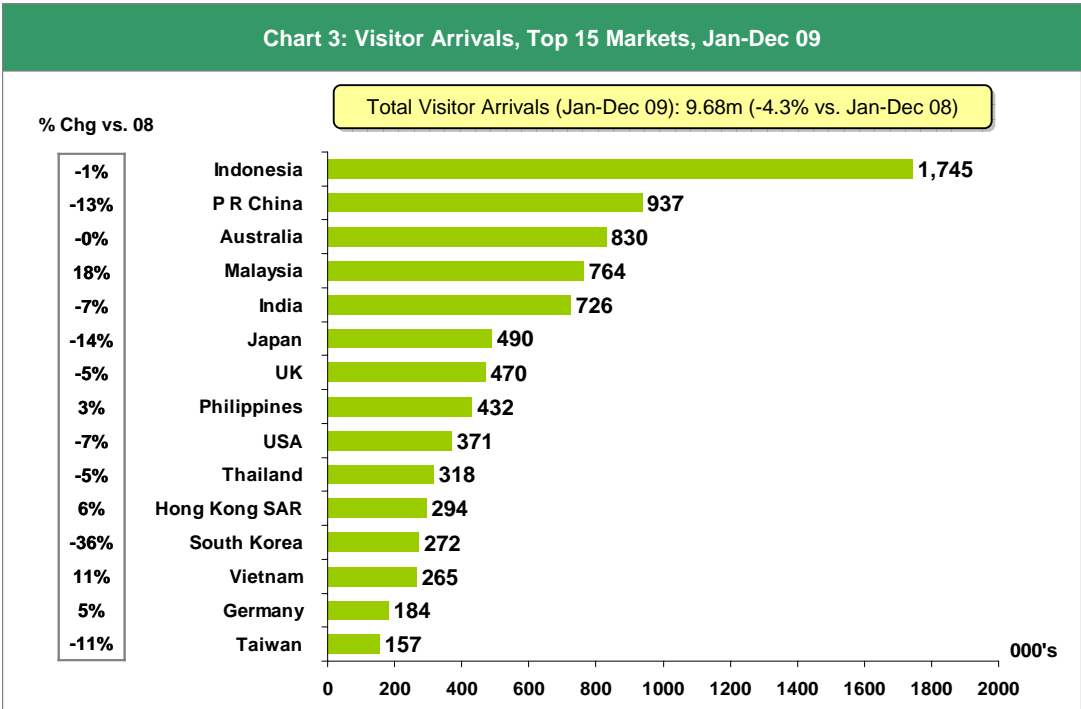
From January to December 2009, Indonesia (1,745,000), P R China (937,000), Australia (830,000), Malaysia (764,000) and India (726,000) were Singapore's top five visitor-generating markets. These markets accounted for over 50% of total visitor arrivals for 2009.

Among the top 15 markets, Malaysia (+18.0%), Vietnam (+10.9%), Hong Kong SAR (+5.9%), Germany (+4.8%) and the Philippines (+3.1%) registered growth in 2009 over 2008. Double digit growth in Malaysia and Vietnam visitor arrivals can be attributed, in part, to aggressive airline and marketing promotions under the Singapore Tourism Board's "2009 Reasons to enjoy Singapore" global marketing campaign, as well as strong growth in arrivals on low cost carriers.

In addition to being affected by the global economic climate, Singapore's tourism sector saw visitor arrivals from South Korea, P R China and Japan register the largest declines. Arrivals from South Korea were affected by the weak Korean Won, coupled with the H1N1 outbreak, which also affected the Chinese market.

¹ Visitor Days is the total number of days that international visitors stay in a country outside of their country of residence, whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. Visitor Days = Visitor Arrivals x Average Length of Stay.

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Source: Disembarkation/Embarkation Cards
 * Visitor arrivals for the top 15 countries are arranged in descending order Jan-Dec 2009 and represent 85% of total arrivals.

GAZETTED HOTEL INDUSTRY PERFORMANCE

Gazetted hotel room revenue was estimated at S\$1.51 billion, representing a decrease of 28.3% compared to a year ago

Table 4 shows a breakdown of the hotel industry performance over January to December 2009 by the various hotel tiers.

The overall average occupancy rate (AOR) from January to December 2009 was 76%, a drop of 4.6 percentage points compared to the same period a year ago. The AOR for all tiers was also lower compared to the same period last year, with the Economy tier posting the largest decline of 7.2 percentage points.

Overall average room rate (ARR) reached S\$191, a decline of 22.3%. The Mid-Tier hotels registered the lowest decline (-26.2%).

As a result of both falling AOR and ARR, overall revenue per available room (RevPar) declined by 26.6% to register S\$146 in January to December 2009. All hotel tiers registered declines of over 25% in RevPar versus a year ago.

Overall room revenue reached S\$1.51 billion, a decline of 28.3% in January to December 2009, compared to the same period in 2008. Across all hotel tiers, room revenue of the Upscale tier showed the least decline (-25.3%) in 2009.

Table 4: Hotel Industry Performance, Jan-Dec 2009 compared to Jan-Dec 2008

	Standard AOR ²		Standard ARR ³		Revenue per available room (Revpar) ⁴		Room Revenue	
	%	%Δ	S\$	%Δ	S\$	%Δ	S\$m	%Δ
Overall	76	-4.6pt	191	-22.3	146	-26.6	1,507	-28.3
Luxury	72	-4.0pt	319	-21.8	231	-25.9	348	-28.7
Upscale	77	-4.1pt	210	-21.8	161	-25.7	722	-25.3
Mid-Tier	79	-4.6pt	142	-26.2	112	-30.3	364	-31.9
Economy	74	-7.2pt	89	-20.6	66	-27.7	73	-35.2

Source: Monthly Hotel Returns

² Standard AOR = [Gross lettings (Room Nights) / Available room nights] x 100

³ Standard ARR = Total room revenue / Gross lettings

⁴ Revpar = AOR x ARR

Note:

The hotel tiering system is a reference system developed by the Singapore Tourism Board (STB) to categorise the different hotels in Singapore into tiers based on a combination of factors that include average room rates, location and product characteristics.

Figures for the hotel industry are preliminary estimates, based on returns as at 13 December 2009. The current hotel tiers published are based on the hotels' performance in 2008. The response rate across the tiers may vary.

Luxury - Includes hotels in the luxury segment and are predominantly in prime locations and/or in historical buildings

Upscale - Includes hotels in the upscale segment and are generally in prime locations or hotels with boutique positioning in prime or distinctive locations

Mid-Tier - Includes hotels in the mid-tier segment and are primarily located in prime commercial zones or immediately outlying areas

Economy - Includes hotels in the budget segment and are generally located in outlying areas

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