

FACT SHEET: TOURISM PERFORMANCE FOR DECEMBER 2010

10 February 2011

FACT SHEET TOURISM SECTOR PERFORMANCE FOR DECEMBER 2010

KEY HIGHLIGHTS

- International visitor arrivals to Singapore registered 15.9% growth to reach 1,127,000 in December 2010. This is the highest number of arrivals ever recorded for a single month and marks only the second month in 2010 in which visitors exceeded 1 million. It is also the 13th consecutive month of record international arrivals.
- Gazetted hotel room revenue was estimated at S\$167 million, representing an increase of 24.7% compared to a year ago.

Note to editors:

This monthly fact sheet provides a summary of the key statistics on total international 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 2009.

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

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INTERNATIONAL ARRIVALS

International visitor arrivals to Singapore grew by 15.9% year-on-year in December 2010 to reach 1,127,000 visitors

International visitor arrivals to Singapore registered 15.9% growth to reach 1,127,000 in December 2010. This is the highest number of arrivals recorded ever for a single month. Visitor days¹ were estimated at 4.2 million days, a year-on-year growth of 13.1% in comparison with December 2009.

Indonesia (262,000), Malaysia (130,000), P R China (100,000), Australia (87,000) and India (74,000) were Singapore's top five visitor-generating markets in December 2010. These markets accounted for 58% of total visitor arrivals for the month.

In December 2010, Hong Kong SAR (+55.0%), Thailand (+46.2%), and Philippines (+34.8%) registered the highest growth rates amongst the top 15 markets.



Source: Disembarkation/Embarkation Cards
International Visitor Arrivals for the top 15 countries are arranged in descending order Dec 2010 and represent 87% of total arrivals.

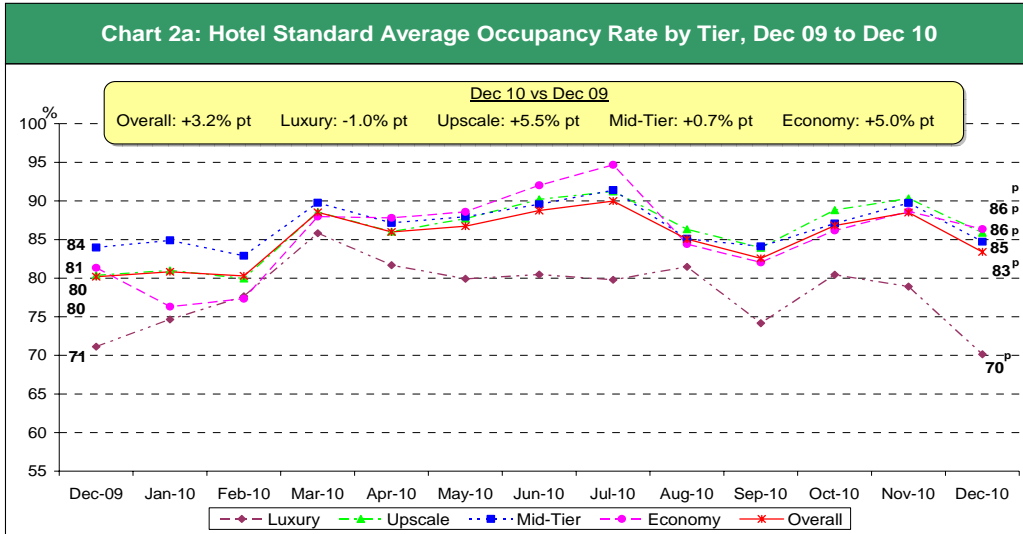
¹ Visitor Days is the total number of days that international visitors stay in a country outside of their country of residence, whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. Visitor Days = International Arrivals x Average Length of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

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OVERALL GAZETTED HOTEL INDUSTRY PERFORMANCE

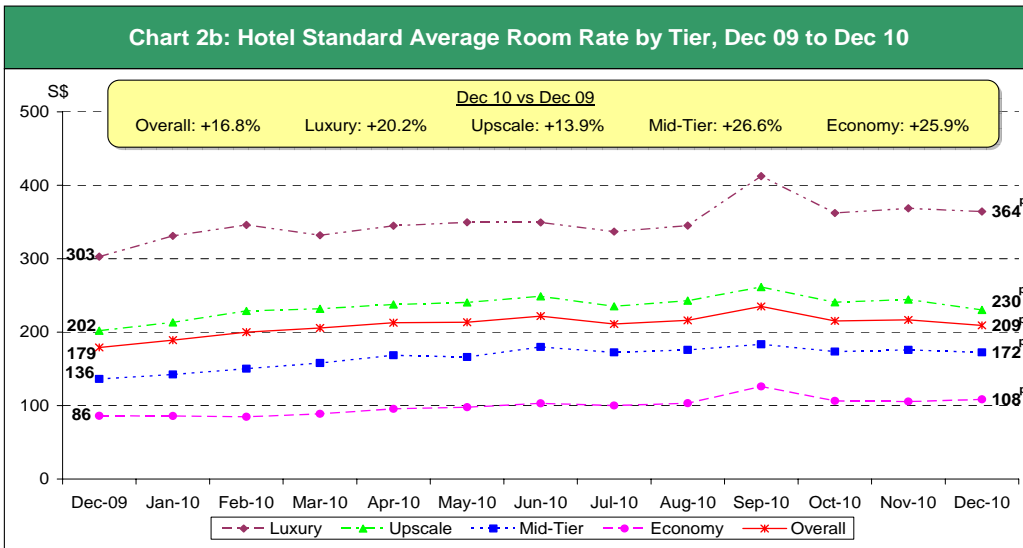
Gazetted hotel room revenue was estimated at S\$167 million, representing an increase of 24.7% compared to a year ago.

Average Occupancy Rate (AOR²) posted a 3.2 percentage point increase over December 2009 to reach 83% in December 2010.



Source: Monthly Hotel Returns as at 13 Jan 2011, covering 75% of all gazetted hotel rooms
p: preliminary

Average Room Rate (ARR³) increased by 16.8% over December 2009 to reach an estimate of S\$209 in December 2010.



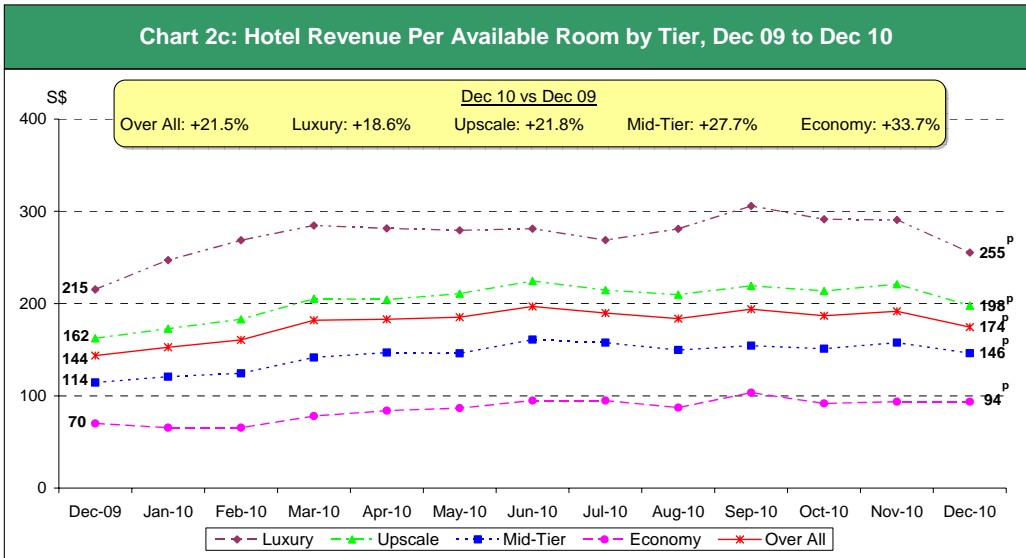
Source: Monthly Hotel Returns as at 13 Jan 2011, covering 75% of all gazetted hotel rooms
p: preliminary

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

³ Standard ARR = Total room revenue / Gross lettings

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Revenue Per Available Room (RevPAR⁴) increased by 21.5% to reach S\$174 in December 2010.



Source: Monthly Hotel Returns as at 13 Jan 2011, covering 75% of all gazetted hotel rooms
 p: preliminary

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 October 2010. The current hotel tiers published are based on the hotels' performance in 2009. 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

⁴ RevPAR = AOR x ARR

For more information, please contact:

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