



TOURISM SECTOR PERFORMANCE

Q3 | 2016 Report

EXECUTIVE SUMMARY

The tourism sector continued to grow for January to September 2016. International Visitor Arrivals (IVA) increased 9 per cent over the same period in 2015 to reach 12.4 million visitors while Tourism Receipts (TR) grew by 13 per cent to reach \$18.5 billion.

The strong growth in YTD 3Q 2016 TR was on the back of higher expenditure in Shopping, Accommodation and Food & Beverage. This helped to offset the fall in Sightseeing, Entertainment & Gaming (SEG) that was due largely to a decline in gaming revenue as reported by the integrated resorts.

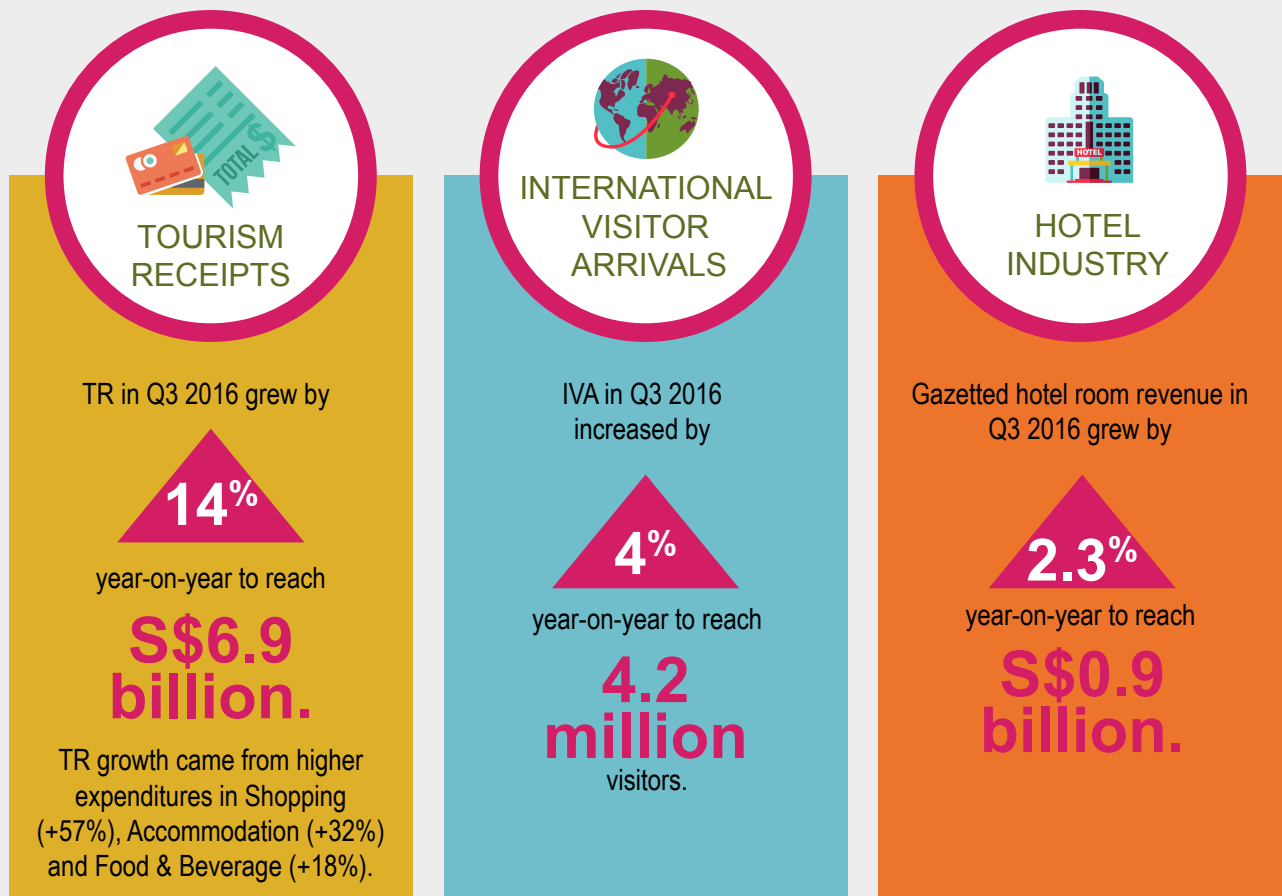
Gazetted hotel room revenue was estimated at \$2.5 billion for YTD 3Q 2016, a year-on-year growth of 5.4 per cent.

Average Occupancy Rate (AOR) improved by 1.3 per cent year-on-year while Revenue per Available Room (RevPar) declined by 1.3 per cent year-on-year due to a lower Average Room Rate (ARR).

In the third quarter of 2016 (Q3), IVA grew 4 per cent year-on-year to reach 4.2 million visitors. TR in Q3 2016 grew 14 per cent over the same period in 2015 to reach \$6.9 billion. Gazetted hotel room revenue for Q3 2016 came in at an estimated S\$0.9 billion, a 2.3 per cent year-on-year increase.

International visitor arrivals statistics up to December 2016 is now available [here](#).

QUARTER THREE 2016 HIGHLIGHTS



NOTE TO EDITORS

This quarterly report provides a summary of key statistics on tourism receipts, international visitor arrivals and gazetted hotels. The analysis in this report is based on data from a variety of sources, including Disembarkation/Embarkation cards, the Overseas Visitors Survey (OVS) and the monthly hotel returns from gazetted hotels. Data derived from the OVS are subject to sampling error. Users are advised to exercise discretion when drawing any conclusions or inferences, or taking any action, based on the data. Data is correct as at the time of publishing.

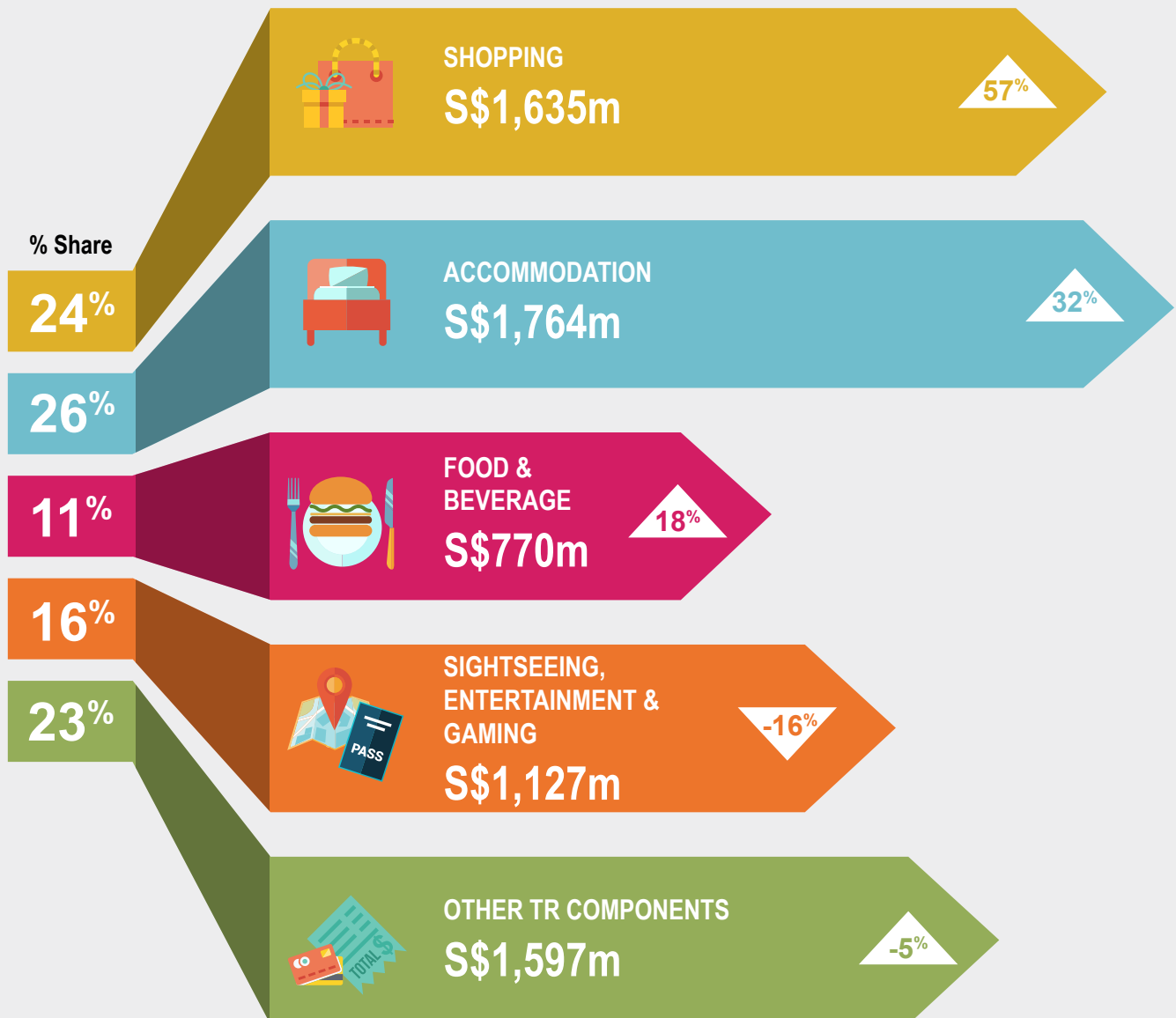


Download Monthly International Visitor Arrivals and Hotel statistics:
<https://www.stb.gov.sg/statistics-and-market-insights/Pages/statistics-Visitor-Arrivals.aspx>

QUARTER THREE 2016 PERFORMANCE

TOURISM RECEIPTS BY MAJOR COMPONENTS, Q3 2016¹

TOURISM RECEIPTS: \$6.9 BILLION (+14% VS Q3 2015)
All percentage changes are vs same period in 2015



Tourism Receipts (TR) for the third quarter (Q3 2016) was estimated at S\$6.9 billion, a 14 per cent growth over the same period last year. Shopping (+57%), Accommodation

(+32%) and Food & Beverage (+18%) expenditures grew, while Sightseeing, Entertainment & Gaming (-16%), and Other TR components (-5%) expenditures declined.

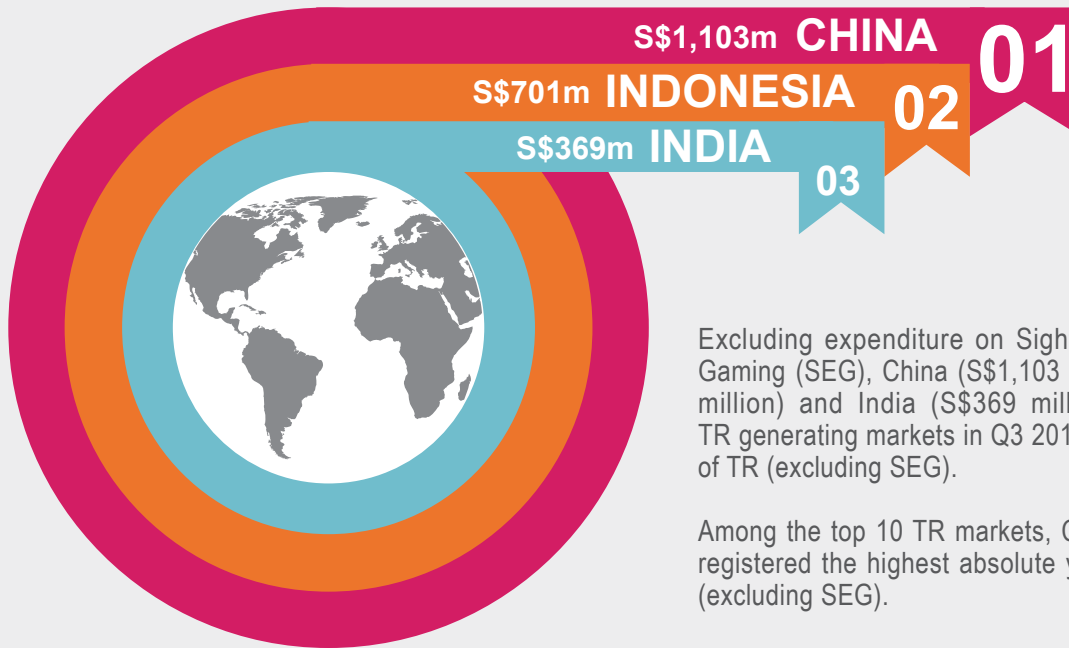
Source: Disembarkation/Embarkation Cards and Overseas Visitor Survey

- Sightseeing, Entertainment & Gaming includes entrance fees to attractions and 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.

¹All Tourism Receipts estimates are correct as of January 2017.

QUARTER THREE 2016 PERFORMANCE

TOURISM RECEIPTS BY MAJOR COMPONENTS, TOP 10 MARKETS, Q3 2016

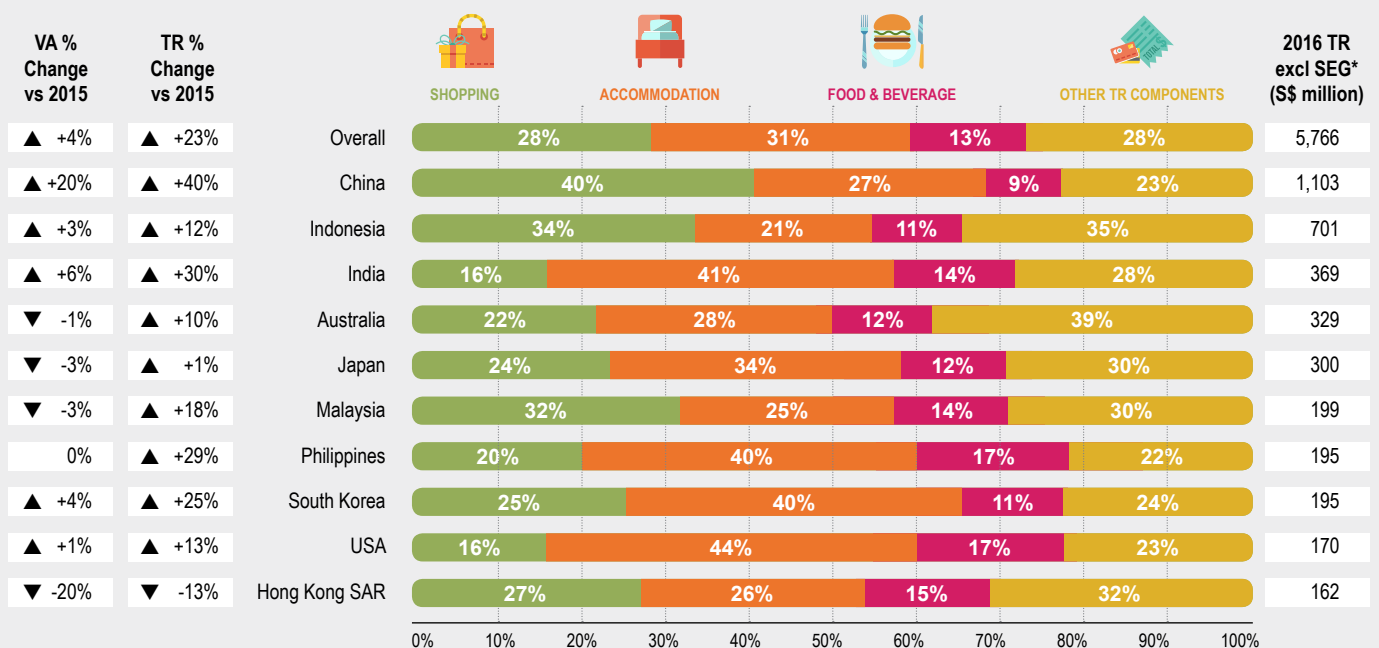


Excluding expenditure on Sightseeing, Entertainment & Gaming (SEG), China (S\$1,103 million), Indonesia (S\$701 million) and India (S\$369 million) were the top three TR generating markets in Q3 2016, contributing 38 per cent of TR (excluding SEG).

Among the top 10 TR markets, China, India and Indonesia registered the highest absolute year-on-year growth in TR (excluding SEG).

TOURISM RECEIPTS BY MAJOR COMPONENTS, TOP 10 MARKETS, Q3 2016²

TOURISM RECEIPTS: \$6.9 BILLION (+14% VS Q3 2015)



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.

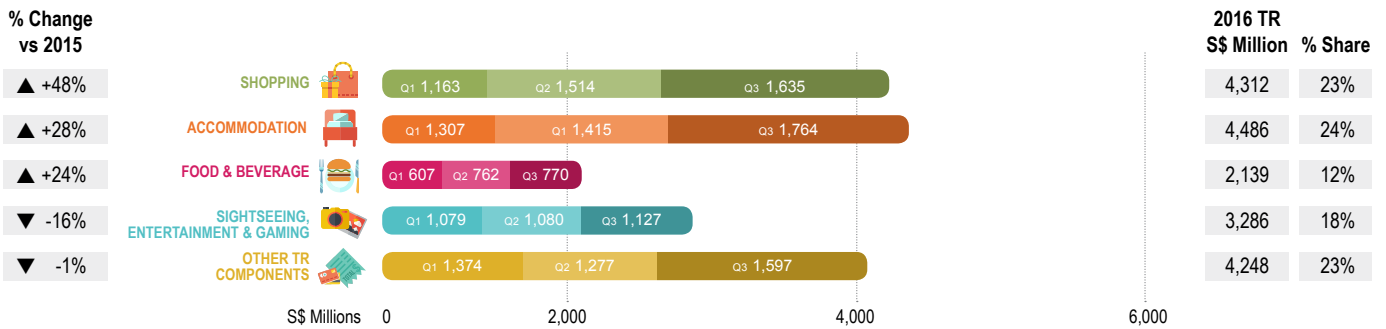
* Sightseeing, Entertainment & Gaming has been excluded in the country analysis due to commercial sensitivity of information.

² All Tourism Receipts estimates are correct as at January 2017.

JANUARY TO SEPTEMBER 2016 PERFORMANCE

TOURISM RECEIPTS BY MAJOR COMPONENTS, JANUARY-SEPTEMBER 2016³

TOURISM RECEIPTS: \$18.5 BILLION (+13% VS JAN-SEP 2015)



Source: Disembarkation/Embarkation Cards and Overseas Visitors Survey

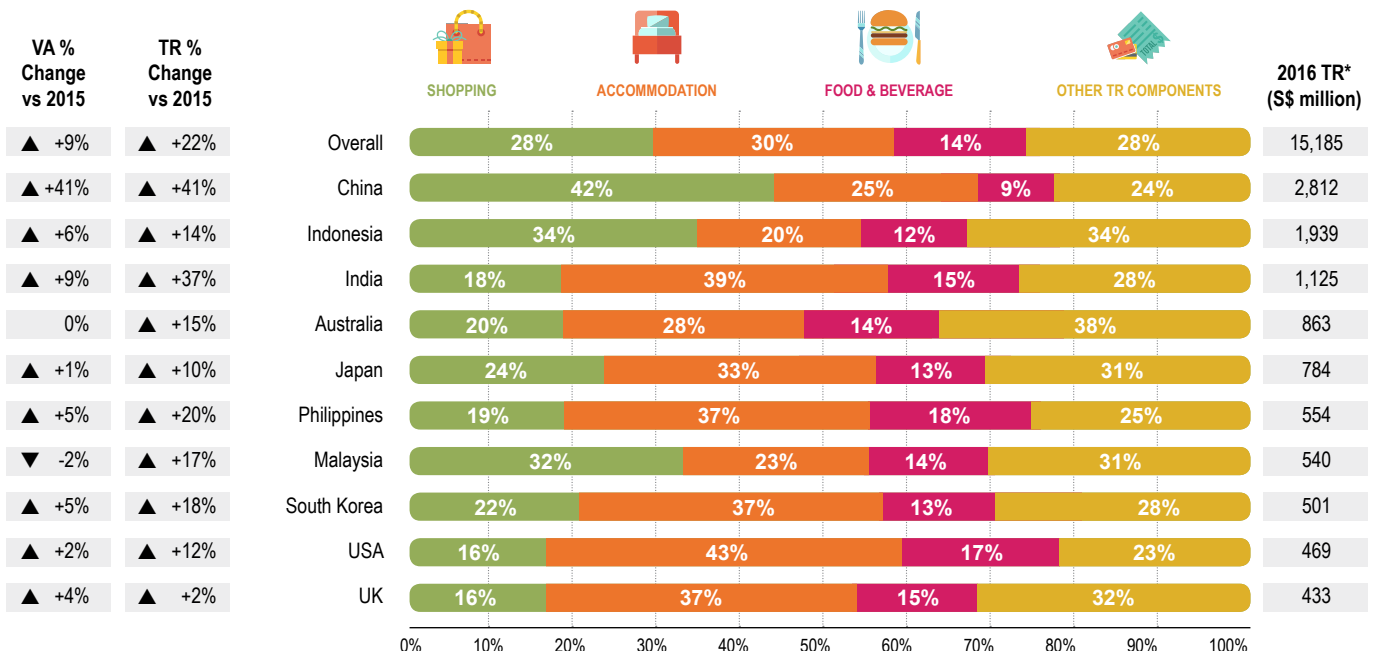
– Sightseeing, Entertainment & Gaming includes entrance fees to attractions and nightspots, expenditure on day-tours, leisure events and entertainment at the Integrated Resorts.
– Other TR components include expenditure on airfares on Singapore-based carriers, port taxes, local transportation, business,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

Tourism Receipts (TR) for January to September were estimated at S\$18.5 billion, a 13 per cent growth over the same period last year. Shopping (+48%), Accommodation (+28%) and Food &

Beverage (+24%) expenditures grew, while Sightseeing, Entertainment & Gaming (-16%) and Other TR components (-1%) expenditures declined.

TOURISM RECEIPTS BY MAJOR COMPONENTS, TOP 10 MARKETS, JANUARY-SEPTEMBER 2016

TOURISM RECEIPTS: \$18.5 BILLION (+13% VS JAN-SEP 2015)



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.

Excluding expenditure on Sightseeing, Entertainment & Gaming (SEG), China (S\$2,812 million), Indonesia (S\$1,939 million) and India (S\$1,125 million) were the top three TR generating markets for January to September 2016, contributing 39 per cent of TR (excluding SEG).

Among the top 10 TR markets, China, India and Indonesia registered the highest absolute year-on-year growth in TR (excluding SEG).

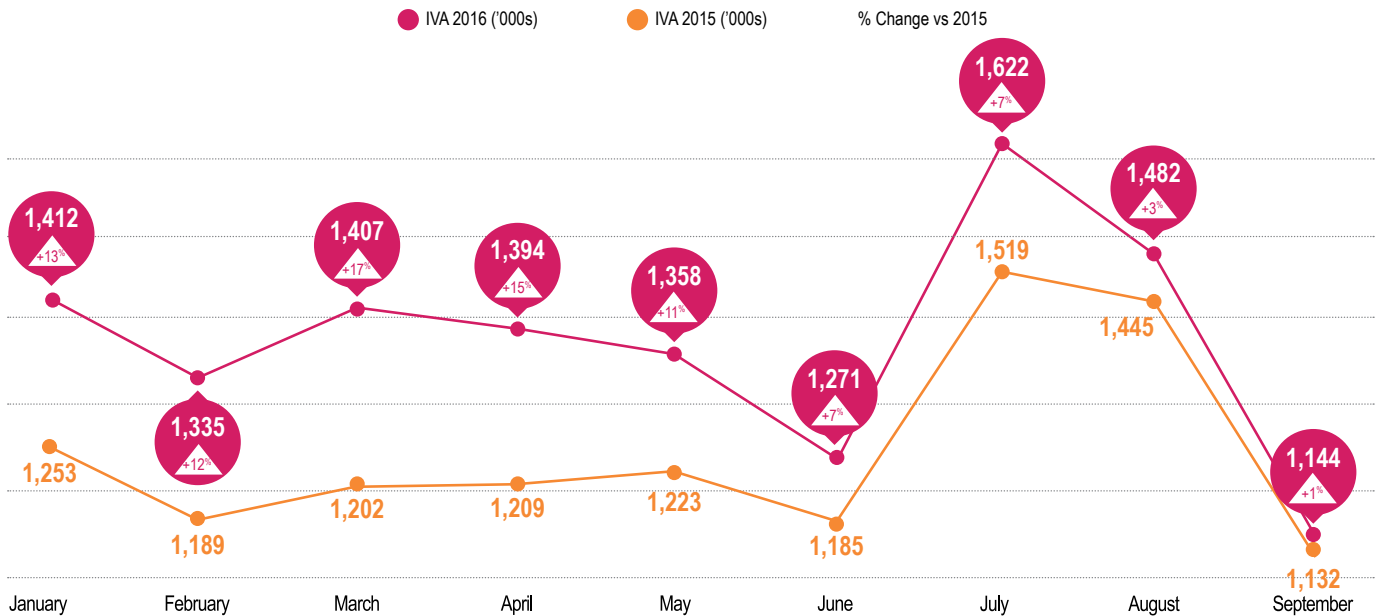
³ All Tourism Receipts estimates are correct as at January 2017.

**JANUARY TO SEPTEMBER
2016 PERFORMANCE**

INTERNATIONAL VISITOR ARRIVALS, JANUARY-SEPTEMBER 2016⁴

JAN-SEP 2016: 12.4 MILLION (+9% VS JAN-SEP 2015)

VISITOR DAYS: 43.4 MILLION DAYS (+3%)



For January to September 2016, Singapore's international visitor arrivals (IVA) continued to see consecutive months of year-on-year

growth. IVA stood at 12.4 million for January to September 2016, a 9 per cent year-on-year growth.

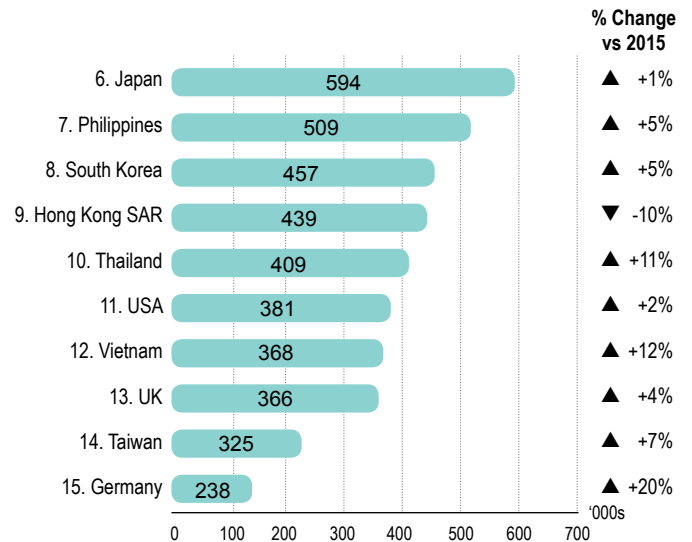
INTERNATIONAL VISITOR ARRIVALS, TOP 15 MARKETS, JANUARY-SEPTEMBER 2016

JAN-SEP 2016: 12.4 MILLION (+9% VS JAN-SEP 2015)

1		CHINA ▲+41%	2,270,000
2		INDONESIA ▲+6%	2,131,000
3		MALAYSIA ▼-2%	828,000
4		INDIA ▲+9%	817,000
5		AUSTRALIA 0%	768,000

Source: Disembarkation/Embarkation Cards

China (2,270,000), Indonesia (2,131,000), Malaysia (828,000), India (817,000), and Australia (768,000) were Singapore's top five international visitor-generating markets⁴ in January to September 2016. These markets accounted for 55 per cent of total IVA during this period.



China (+41%), Indonesia (+6%) and India (+9%) registered the largest absolute year-on-year growth while Hong Kong (-10%) and Malaysia (-2%) posted year-on-year declines.

⁴ Visitor arrival figures quoted are rounded to the nearest thousands.

QUARTER THREE 2016 PERFORMANCE

Gazetted hotel room revenue for Q3 2016 came in at an estimated S\$0.9 billion, an increase of 2.3 per cent year-on-year. Average Occupancy Rate (AOR⁵) came in at 88 per cent in Q3 2016, a 0.8 percentage point decrease compared with

the same quarter last year while Average Room Rate (ARR⁶) declined by 2.8 per cent to S\$242 in Q3 2016. Revenue per Available Room (RevPAR⁷) slipped 3.7 per cent year-on-year to S\$212 in Q3 2016 due mainly to a lower ARR.

ARR, AOR and RevPAR, Q3 2016

	Average Room Rate (ARR)		Average Occupancy Rate (AOR)		Revenue Per Available Room (RevPAR)	
	\$	%Δ	%	%ptsΔ	\$	%Δ
Overall	242	▼ -2.8	88	▼ -0.8	212	▼ -3.7
Luxury	473	▲ +3.5	89	▼ -0.8	419	▲ +2.6
Upscale	264	▼ -2.2	88	▼ -1.7	232	▼ -4.1
Mid-tier	171	▼ -3.2	89	▼ -0.2	151	▼ -3.5
Economy	102	▼ -5.3	83	▼ -0.5	85	▼ -5.9

JANUARY TO SEPTEMBER 2016 PERFORMANCE

Gazetted hotel room revenue for January to September 2016 was estimated at S\$2.5 billion, a 5.4 per cent growth over the same period last year. In January to September 2016, AOR grew

1.3 percentage points to reach 86 per cent while ARR fell 2.7 per cent to S\$238. RevPAR fell by 1.3 per cent to S\$205, mainly due to a lower ARR.

ARR, AOR and RevPAR, January – September 2016

	Average Room Rate (ARR)		Average Occupancy Rate (AOR)		Revenue Per Available Room (RevPAR)	
	\$	%Δ	%	%ptsΔ	\$	%Δ
Overall	238	▼ -2.7	86	▲ +1.3	205	▼ -1.3
Luxury	451	▲ +1.0	87	▲ +0.7	392	▲ +1.9
Upscale	263	▼ -0.3	87	▲ +0.5	229	▲ +0.3
Mid-tier	171	▼ -2.3	88	▲ +2.2	150	▲ +0.2
Economy	101	▼ -3.2	81	▲ +1.3	82	▼ -1.7

⁵ Standard AOR = [Gross lettings (Room Nights) / Available room nights] x 100

⁶ Standard ARR = [Total room revenue / Gross lettings] x 100

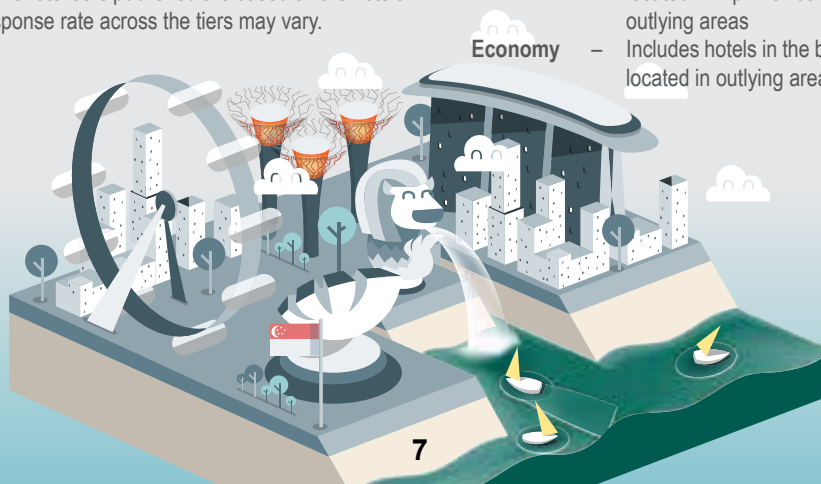
⁷ RevPAR = AOR x ARR

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 31 January 2017. The current hotel tiers published are based on the hotels' performance in 2015. 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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