

TOURISM SECTOR PERFORMANCE

Q1 | 2016 Report



EXECUTIVE SUMMARY

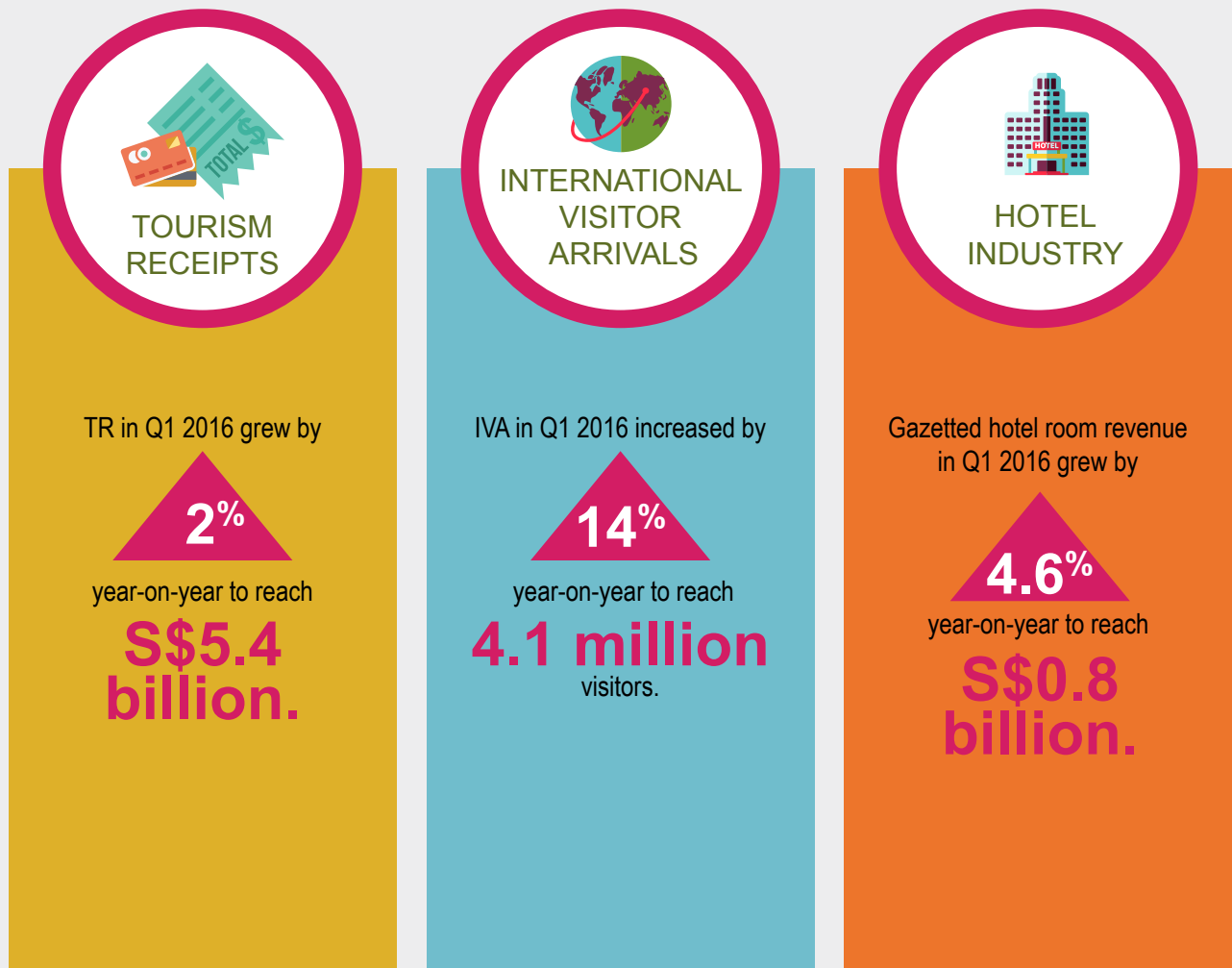
The tourism sector started on a positive note in the first quarter of 2016. In Q1 2016, International Visitor Arrivals (IVA) jumped by 14 per cent over the same period last year to reach 4.1 million visitors. Tourism Receipts (TR) also grew by 2 per cent to reach \$5.4 billion.

Shopping, Accommodation and Food & Beverage expenditures grew significantly, compensating for the fall in Sightseeing, Entertainment & Gaming (SEG) that was due largely to the decline in gaming revenue as reported by the integrated resorts.

Gazetted hotel room revenue was estimated at \$0.8 billion for Q1 2016, a growth of 4.6 per cent year-on-year. The Revenue per Available Room (RevPar) declined by 2.3 per cent year-on-year due to a weakened Average Room Rate (ARR), even though Average Occupancy Rate (AOR) increased.

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

QUARTER ONE 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.



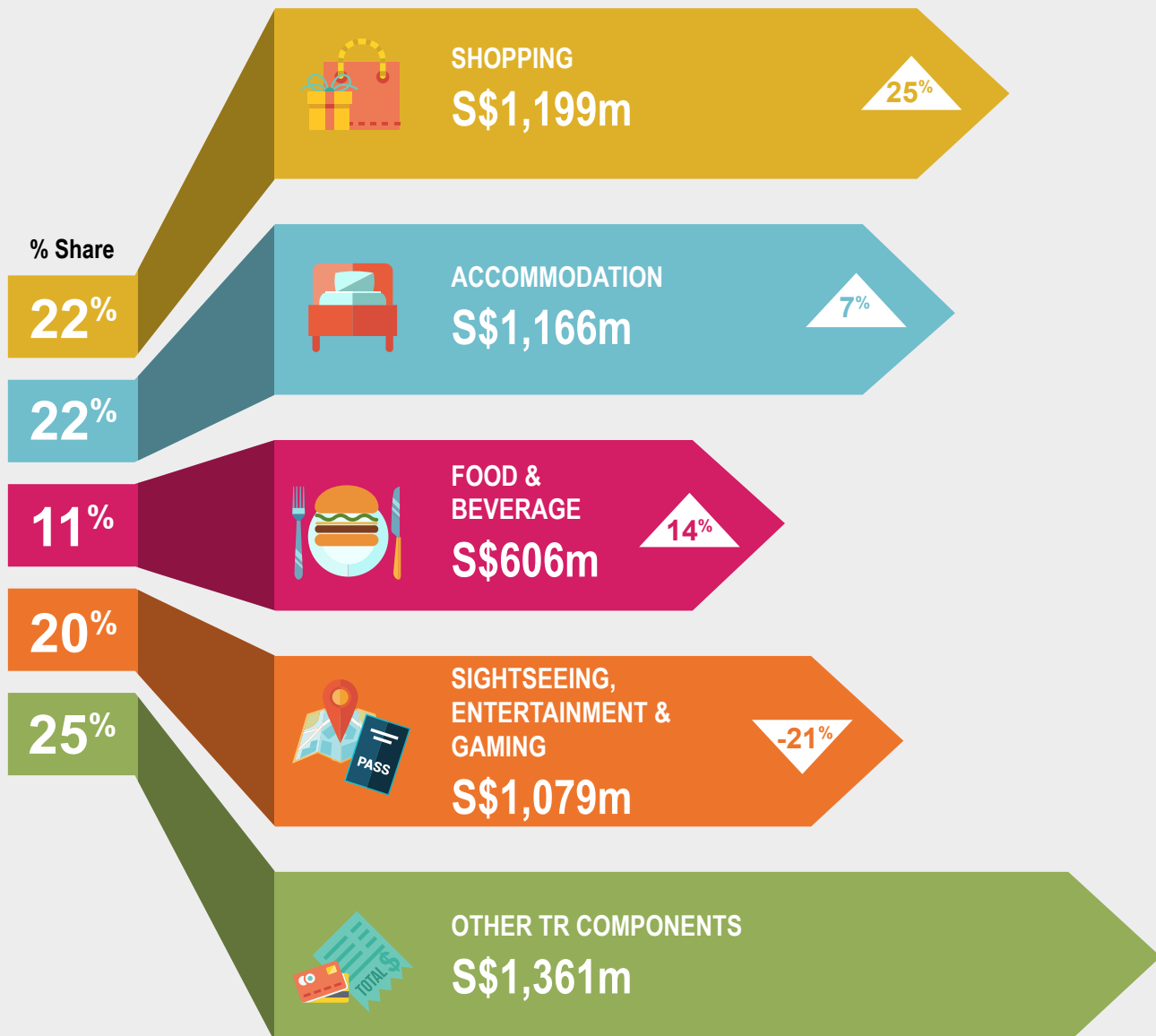
Download Monthly International Visitor Arrivals and Hotel statistics:
<https://www.stb.gov.sg/statistics-and-market-insights/Pages/statistics-Visitor-Arrivals.aspx>

QUARTER ONE 2016 PERFORMANCE

TOURISM RECEIPTS BY MAJOR COMPONENTS, Q1 2016¹

TOURISM RECEIPTS: S\$5.4 BILLION (+2% VS Q1 2015)

All percentage changes are vs same period in 2015



Tourism Receipts (TR) for the first quarter (Q1 2016) was estimated at S\$5.4 billion, a 2 per cent growth over the same period last year. While Shopping (+25%), Accommodation

(+7%) and Food & Beverage (+14%) expenditure grew, Sightseeing, Entertainment & Gaming expenditure (-21%) declined.

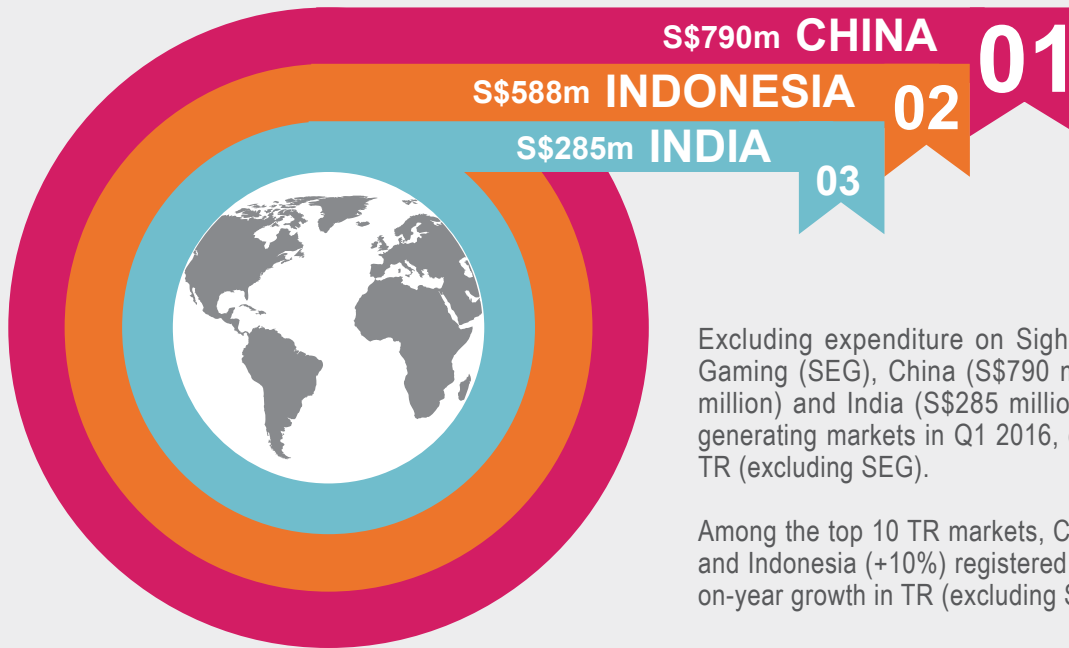
Source: Disembarkation/Embarkation Cards and Overseas Visitor Survey

- 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 at August 2016.

QUARTER ONE 2016 PERFORMANCE

TOURISM RECEIPTS BY MAJOR COMPONENTS, TOP 10 MARKETS, Q1 2016

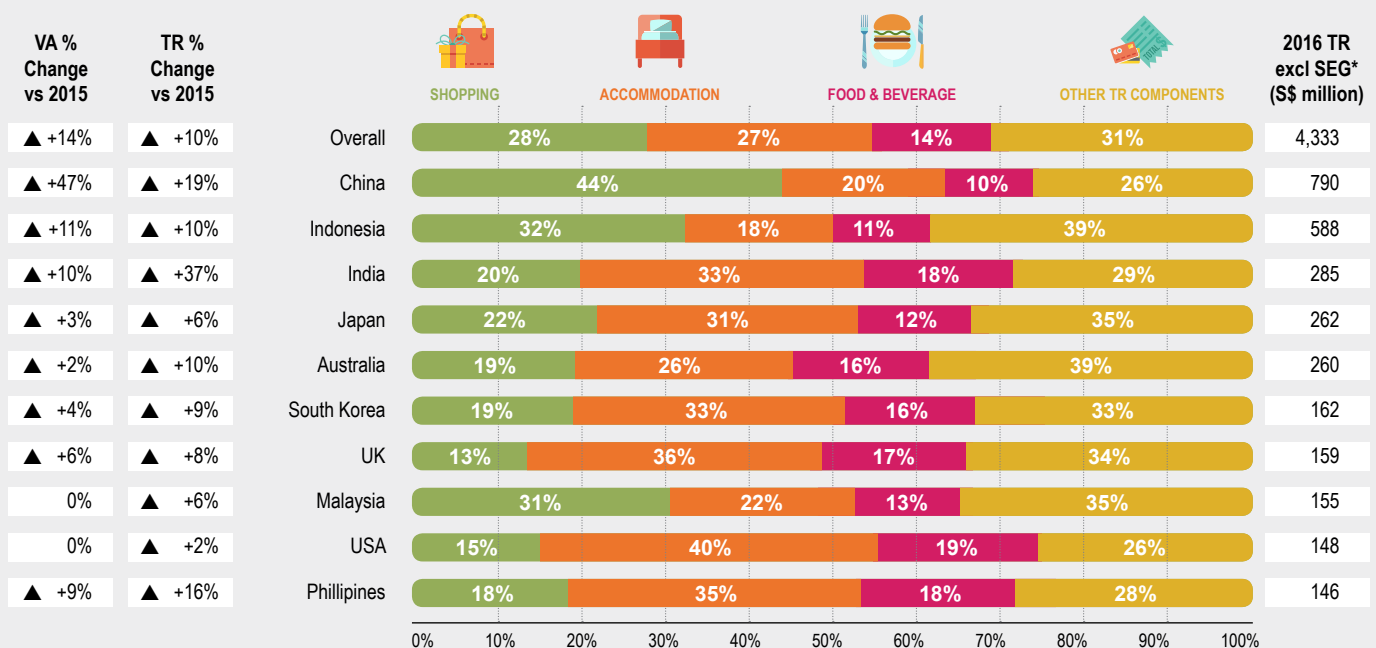


Excluding expenditure on Sightseeing, Entertainment & Gaming (SEG), China (S\$790 million), Indonesia (S\$588 million) and India (S\$285 million) were the top three TR generating markets in Q1 2016, contributing 38 per cent of TR (excluding SEG).

Among the top 10 TR markets, China (+19%), India (+37%) and Indonesia (+10%) registered the highest absolute year-on-year growth in TR (excluding SEG).

TOURISM RECEIPTS BY MAJOR COMPONENTS, TOP 10 MARKETS, Q1 2016²

TOURISM RECEIPTS: \$5.4 BILLION (+2% VS Q1 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.

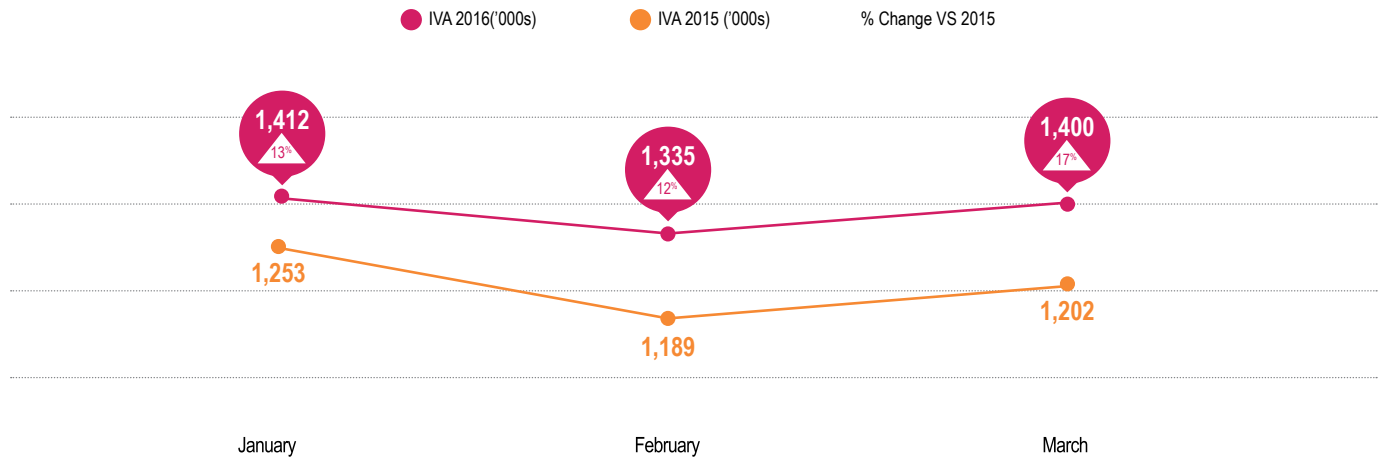
² All tourism receipts are correct as at August 2016.

JANUARY TO MARCH 2016 PERFORMANCE

INTERNATIONAL VISITOR ARRIVALS, JANUARY-MARCH 2016

JAN-MAR 2016: 4.1 MILLION (+14% VS JAN-MAR 2015)

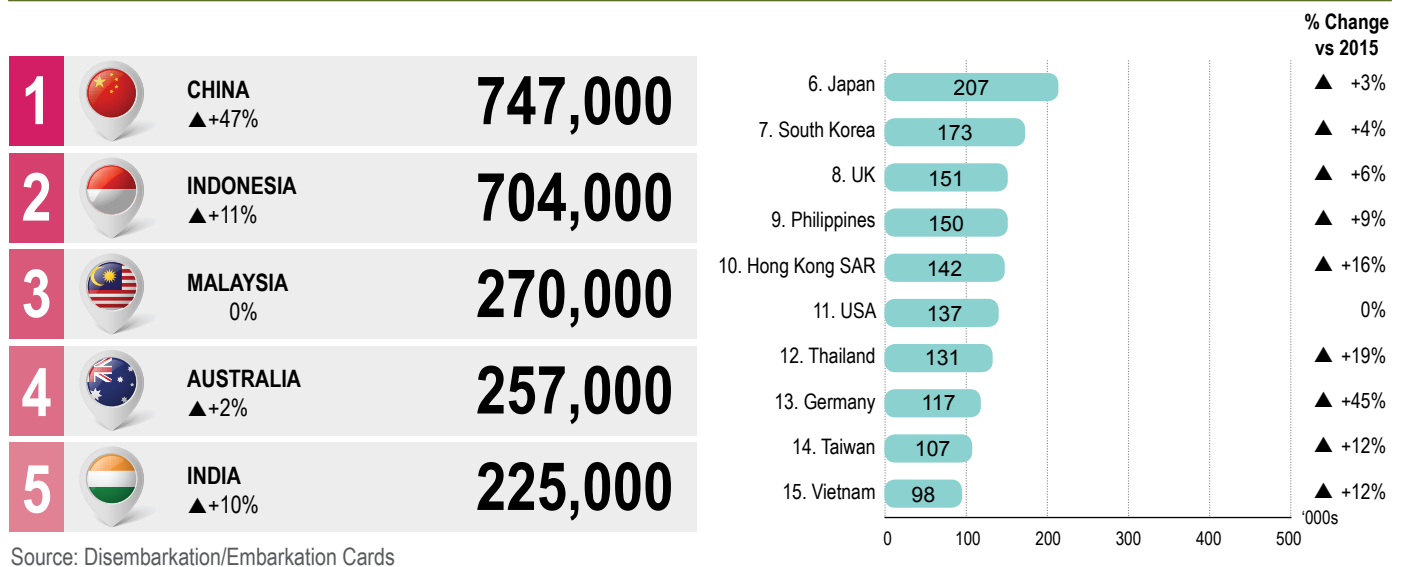
VISITOR DAYS: 14.2 MILLION DAYS (+6%)



In the first quarter of 2016, Singapore's international visitor arrivals (IVA) saw consecutive months of double-digit year-on-year growth. IVA stood at 4.1 million in Q1 2016, a 14 per cent year-on-year growth.

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

JAN-MAR 2016: 4.1 MILLION (+14% VS JAN-MAR 2015)



Source: Disembarkation/Embarkation Cards

China (747,000), Indonesia (704,000), Malaysia (270,000), Australia (257,000) and India (225,000) were Singapore's top five international visitor-generating markets³ in Q1 2016. These markets accounted for 53 per cent of total IVA in Q1 2016.

China (+47%), Indonesia (+11%) and Germany (+45%) registered the largest absolute year-on-year growth.

³ Visitor arrival figures quoted are rounded to the nearest thousands.

QUARTER ONE 2016 PERFORMANCE

Gazetted hotel room revenue for Q1 2016 came in at an estimated S\$0.8 billion, representing a 4.6 per cent year-on-year growth.

Average Occupancy Rate (AOR⁵) came in at 84 per cent in Q1 2016, a 0.5 percentage point growth compared with the same quarter last year.

Average Room Rate (ARR⁴) declined 2.9 per cent to reach S\$239 in Q1 2016.

Revenue per Available Room (RevPAR⁶) fell 2.3 per cent year-on-year to S\$202 in Q1 2016 due mainly to a weakened ARR.

ARR, AOR and RevPAR, Q1 2016⁷

	Average Room Rate (ARR)		Average Occupancy Rate (AOR)		Revenue Per Available Room (RevPAR)	
	\$	%Δ	%	%ptsΔ	\$	%Δ
Overall	239	▼ -2.9	84	▲ +0.5	202	▼ -2.3
Luxury	444	▼ -1.6	86	▲ +0.2	383	▼ -1.3
Upscale	265	▲ +0.9	86	▼ -0.4	227	▲ +0.4
Mid-tier	171	▼ -1.6	86	▲ +1.8	147	▲ +0.6
Economy	100	▼ -2.5	76	▼ -0.2	76	▼ -2.8

⁴ Standard ARR = [Total room revenue / Gross lettings] x 100

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

⁶ RevPAR = AOR x ARR

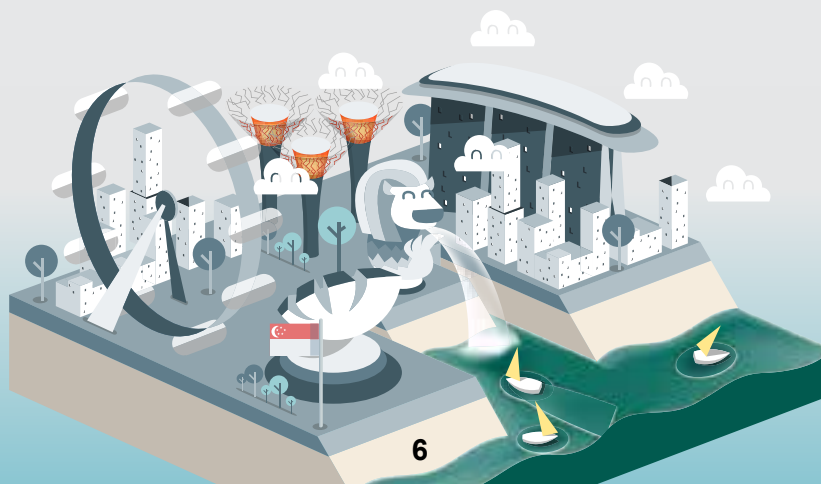
⁷ All hotel figures are correct as at August 2016

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 27 July 2016. The current hotel tiers published are based on the hotels' performance in 2014. 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



Tourism Court
1 Orchard Spring Lane
Singapore 247729
+65 6736 6622
+65 6736 9423
stb.gov.sg