

TOURISM SECTOR PERFORMANCE

Q2 | 2016 Report



EXECUTIVE SUMMARY

The tourism sector continued to grow in the first half of 2016. From January to June 2016, International Visitor Arrivals (IVA) increased 13 per cent over the same period last year to reach 8.2 million visitors. Tourism Receipts (TR) also grew by 12 per cent to reach \$11.6 billion.

The strong growth in 1H 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.

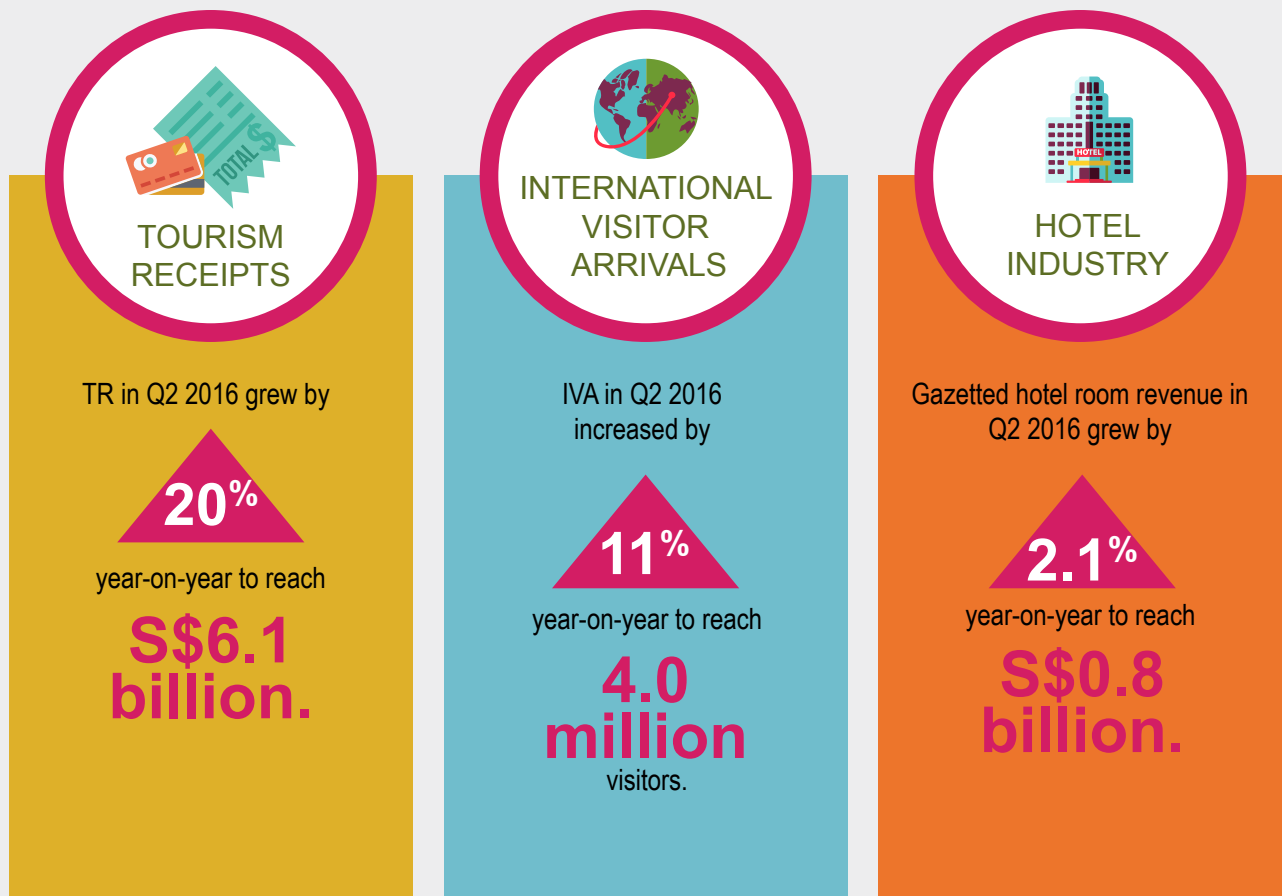
Gazetted hotel room revenue was estimated at \$1.6 billion for 1H 2016, a year-on-year growth of 3.2 per cent.

Despite higher Average Occupancy Rate (AOR), the Revenue per Available Room (RevPar) declined by 2.4 per cent year-on-year due to a lower Average Room Rate (ARR).

In the second quarter of 2016 (Q2), IVA grew 11 per cent year-on-year to reach 4 million visitors. TR in Q2 2016 grew 20 per cent over the same period last year to reach \$6.1 billion. Gazetted hotel room revenue for Q2 2016 came in at an estimated S\$0.8 billion, a 2.1 per cent year-on-year increase.

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

QUARTER TWO 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.

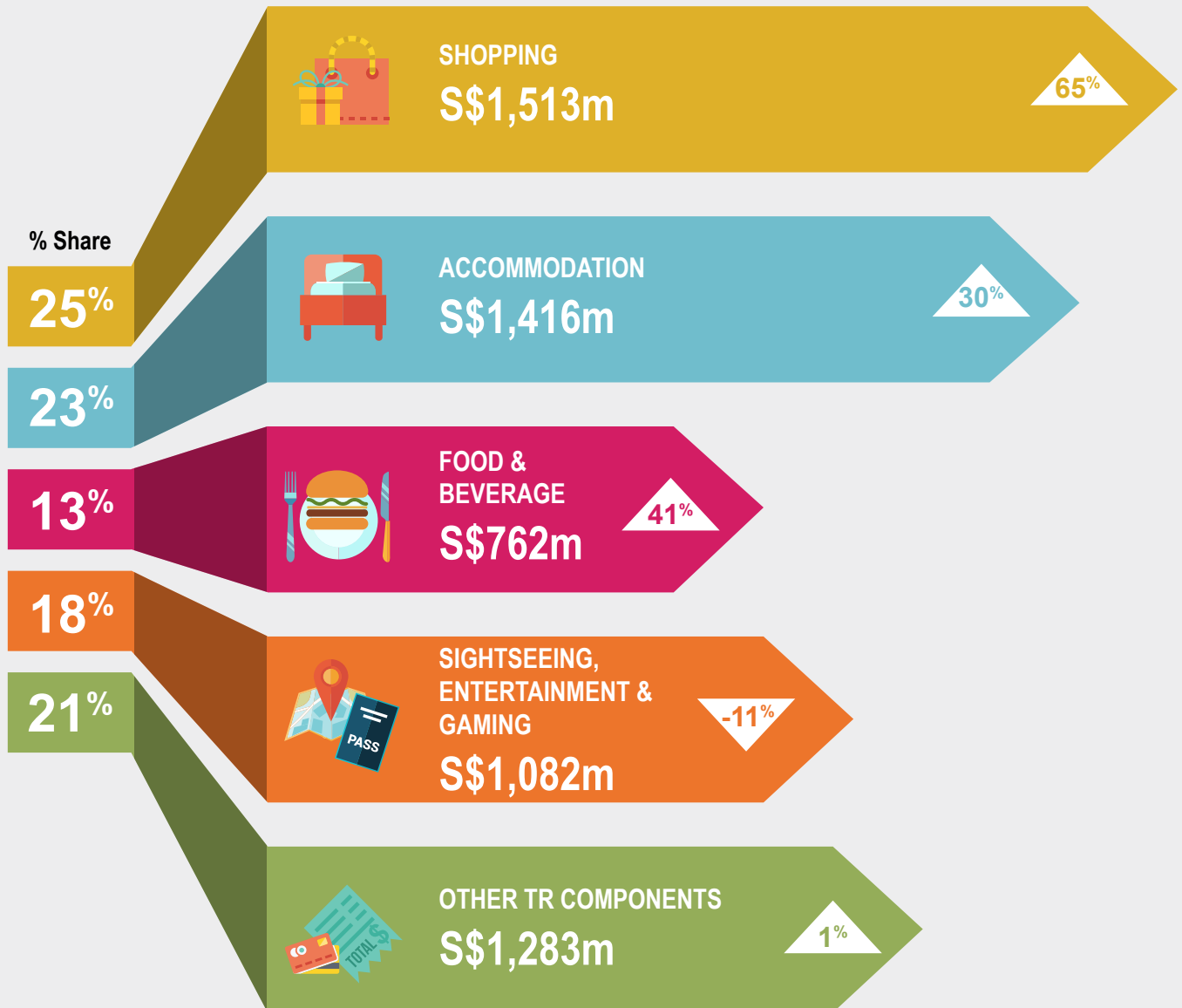


Download Monthly International Visitor Arrivals and Hotel statistics:
<https://www.stb.gov.sg/statistics-and-market-insights/Pages/statistics-Visitor-Arrivals.aspx>

QUARTER TWO 2016 PERFORMANCE

TOURISM RECEIPTS BY MAJOR COMPONENTS, Q2 2016¹

TOURISM RECEIPTS: \$6.1 BILLION (+20% VS Q2 2015)
All percentage changes are vs same period in 2015



Tourism Receipts (TR) for the second quarter (Q2 2016) was estimated at S\$6.1 billion, a 20 per cent growth over the same period last year. Shopping (+65%), Accommodation

(+30%) and Food & Beverage (+41%) expenditures grew, while Sightseeing, Entertainment & Gaming expenditure declined (-11%).

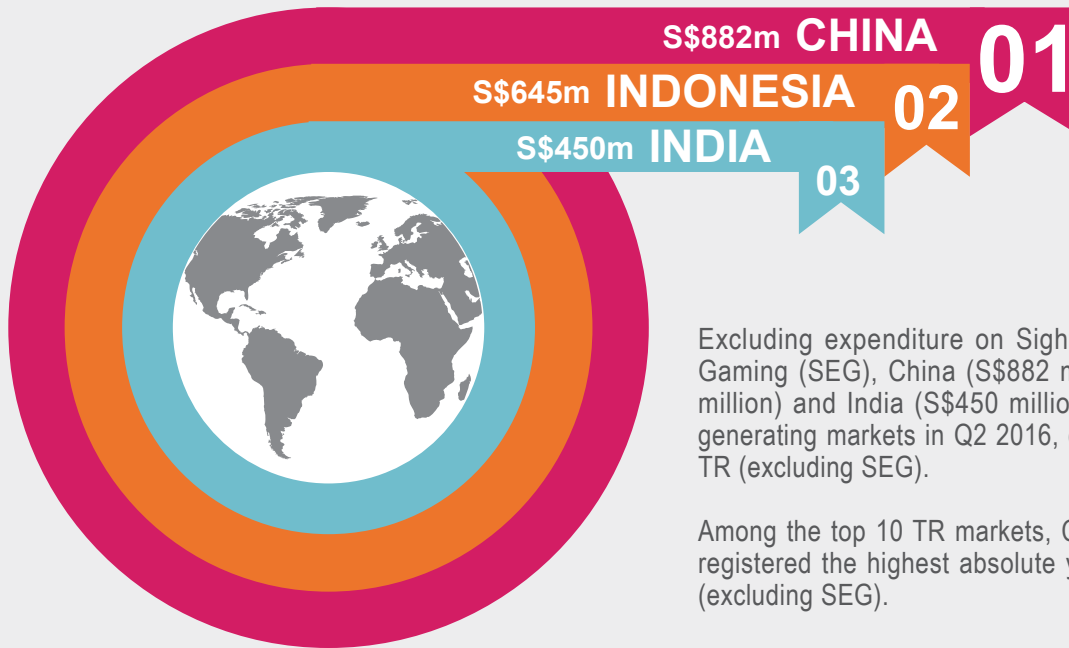
Source: Disembarkation/Embarkation Cards and Overseas Visitor Survey

- 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 October 2016.

QUARTER TWO 2016 PERFORMANCE

TOURISM RECEIPTS BY MAJOR COMPONENTS, TOP 10 MARKETS, Q2 2016

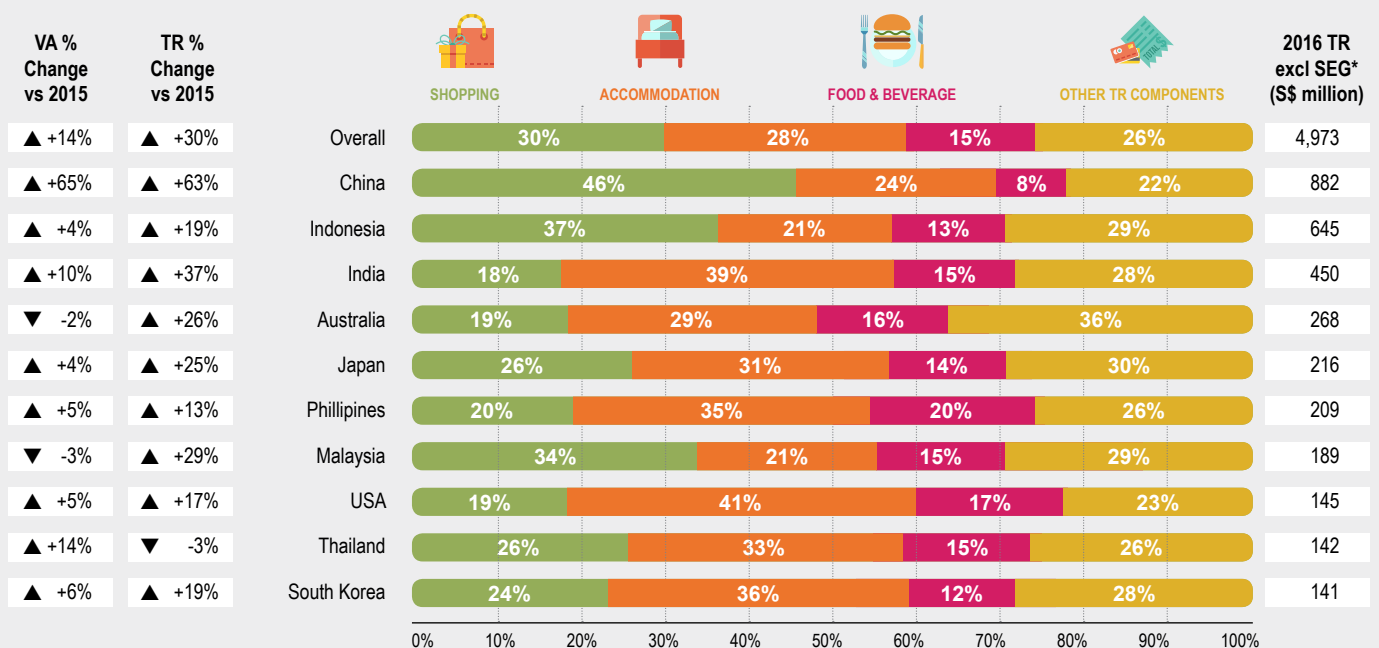


Excluding expenditure on Sightseeing, Entertainment & Gaming (SEG), China (S\$882 million), Indonesia (S\$645 million) and India (S\$450 million) were the top three TR generating markets in Q2 2016, contributing 40 per cent of TR (excluding SEG).

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, Q2 2016²

TOURISM RECEIPTS: \$6.1 BILLION (+20% VS Q2 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.

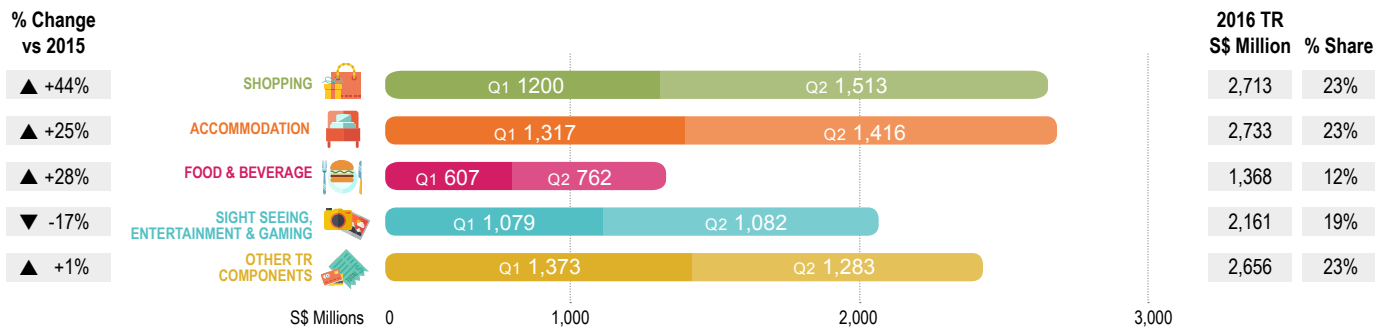
* Sightseeing, Entertainment & Gaming has been excluded in the country analysis due to commercial sensitivity of information.

² All tourism receipts are correct as at October 2016.

JANUARY TO JUNE 2016 PERFORMANCE

TOURISM RECEIPTS BY MAJOR COMPONENTS, JANUARY-JUNE 2016³

TOURISM RECEIPTS: \$11.6 BILLION (+12% VS JAN-JUN 2015)



Source: Disembarkation/Embarkation Cards and Overseas Visitors Survey

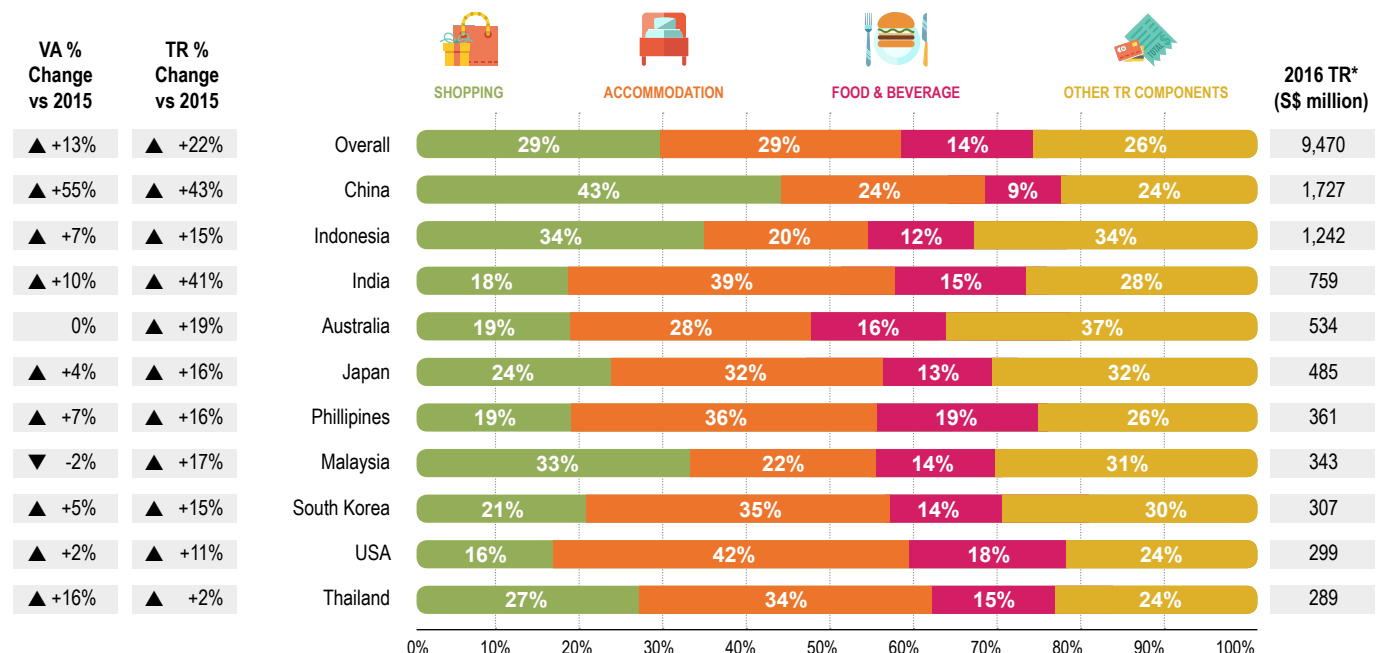
– Sightseeing, Entertainment & Gaming includes entrance fees to attractions and nightspots, expenditure on day-tours, leisure events and entertainment at the Integrated Resorts.
– Other TR components include expenditure on airfares on Singapore-based carriers, port taxes, local transportation, business,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

Tourism Receipts (TR) for January to June were estimated at S\$11.6 billion, a 12 per cent growth over the same period last year. Shopping (+44%), Accommodation (+25%) and Food &

Beverage (+28%) expenditures grew, while Sightseeing, Entertainment & Gaming expenditure declined (-17%) in the first half of 2016.

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

TOURISM RECEIPTS: \$11.6 BILLION (+12% VS JAN-JUN 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\$1,727 million), Indonesia (S\$1,242 million) and India (S\$759 million) were the top three TR generating markets for January to June 2016, contributing 39 per cent of TR (excluding SEG).

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

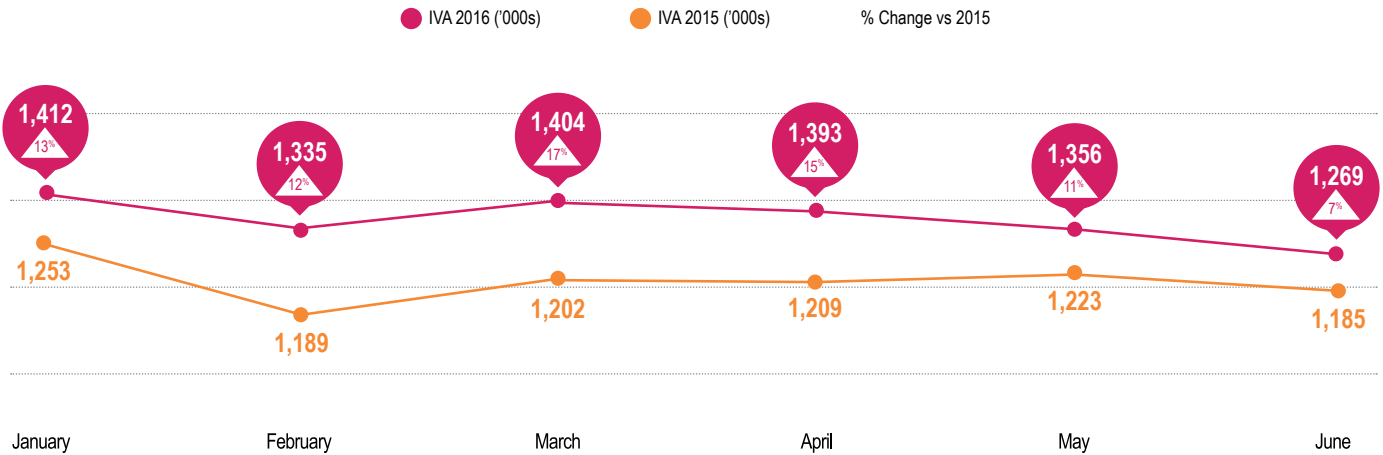
³All Tourism Receipts estimates are correct as at October 2016.

**JANUARY TO JUNE
2016 PERFORMANCE**

INTERNATIONAL VISITOR ARRIVALS, JANUARY-JUNE 2016⁴

JAN-JUN 2016: 8.2 MILLION (+13% VS JAN-JUN 2015)

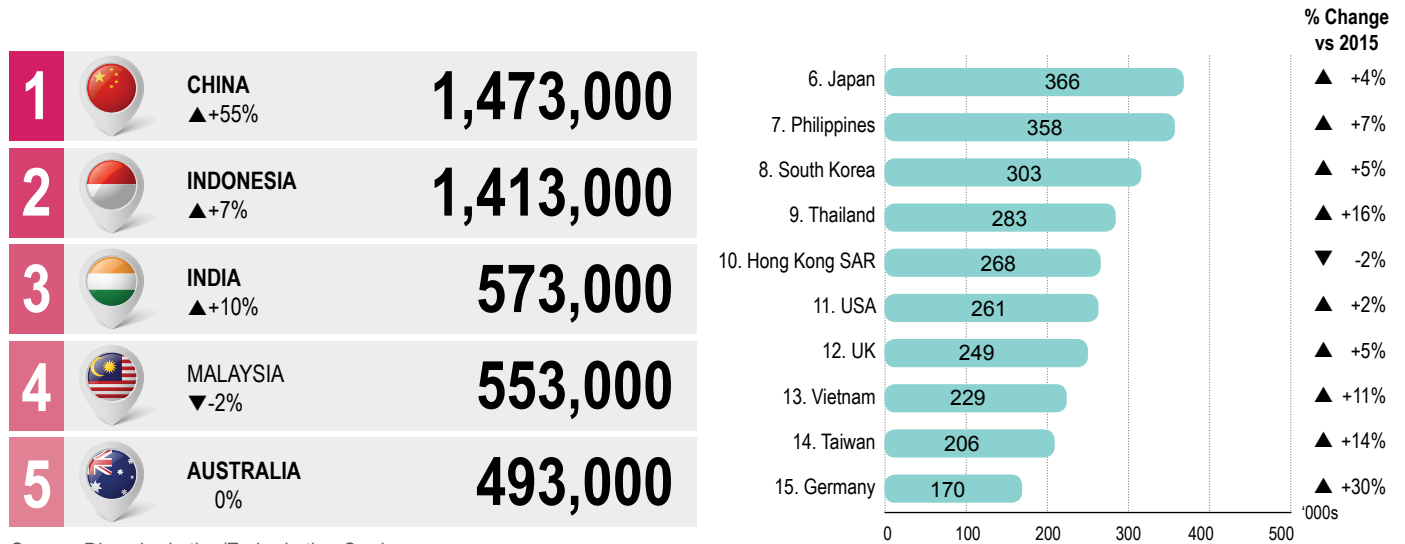
VISITOR DAYS: 28.0 MILLION DAYS (+4%)



In the first half of 2016, Singapore's international visitor arrivals (IVA) continued to see consecutive months of year-on-year growth. IVA stood at 8.2 million for January to June 2016, a 13 per cent year-on-year growth.

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

JAN-JUN 2016: 8.2 MILLION (+13% VS JAN-JUN 2015)



Source: Disembarkation/Embarkation Cards

China (1,473,000), Indonesia (1,413,000), India (573,000), Malaysia (553,000) and Australia (493,000) were Singapore's top five international visitor-generating markets in 2016. These markets accounted for 55 per cent of total IVA in January to June 2016.

China (+55%), Indonesia (+7%) and India (+10%) registered the largest absolute year-on-year growth while Malaysia (-2%) and Hong Kong (-2%) posted year-on-year declines.

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

QUARTER TWO 2016 PERFORMANCE

Gazetted hotel room revenue for Q2 2016 came in at an estimated S\$0.8 billion, an increase of 2.1 per cent year-on-year. Average Occupancy Rate (AOR⁵) came in at 83 per cent in Q2 2016, a 0.4 percentage point increase compared with

the same quarter last year while Average Room Rate (ARR⁶) declined by 3.8 per cent to S\$230 in Q2 2016. Revenue per Available Room (RevPAR⁷) slipped 3.3 per cent year-on-year to S\$191 in Q2 2016 due mainly to a lower ARR.

ARR, AOR and RevPAR, Q2 2016

| | Average Room Rate (ARR) | | Average Occupancy Rate (AOR) | | Revenue Per Available Room (RevPAR) | |
|----------|-------------------------|--------|------------------------------|--------|-------------------------------------|--------|
| | \$ | %Δ | % | %ptsΔ | \$ | %Δ |
| Overall | 230 | ▼ -3.8 | 83 | ▲ +0.4 | 191 | ▼ -3.3 |
| Luxury | 421 | ▼ -2.0 | 82 | ▼ -0.3 | 348 | ▼ -2.3 |
| Upscale | 257 | ▼ -0.6 | 83 | ▼ -0.3 | 215 | ▼ -1.0 |
| Mid-tier | 171 | ▼ -2.2 | 84 | ▲ +1.2 | 144 | ▼ -0.8 |
| Economy | 100 | ▼ -3.1 | 80 | ▲ +0.7 | 81 | ▼ -2.3 |

JANUARY TO JUNE 2016 PERFORMANCE

Gazetted hotel room revenue for January to June 2016 was estimated at S\$1.6 billion, a 3.2 per cent growth over the same period last year. In the first half of 2016, AOR increased by 0.7

percentage points to 84 per cent while ARR fell 3.2 per cent to S\$235. RevPAR fell by 2.4 per cent to S\$197, mainly due again to a lower ARR.

ARR, AOR and RevPAR, January – June 2016

| | Average Room Rate (ARR) | | Average Occupancy Rate (AOR) | | Revenue Per Available Room (RevPAR) | |
|----------|-------------------------|--------|------------------------------|--------|-------------------------------------|--------|
| | \$ | %Δ | % | %ptsΔ | \$ | %Δ |
| Overall | 235 | ▼ -3.2 | 84 | ▲ +0.7 | 197 | ▼ -2.4 |
| Luxury | 432 | ▼ -1.9 | 85 | ▼ -0.2 | 364 | ▼ -2.1 |
| Upscale | 262 | ▲ +0.5 | 85 | 0 | 222 | ▲ +0.4 |
| Mid-tier | 172 | ▼ -1.5 | 79 | ▲ +1.8 | 146 | ▲ +0.7 |
| Economy | 101 | ▼ -2.3 | 84 | ▲ +0.8 | 79 | ▼ -1.3 |

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

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

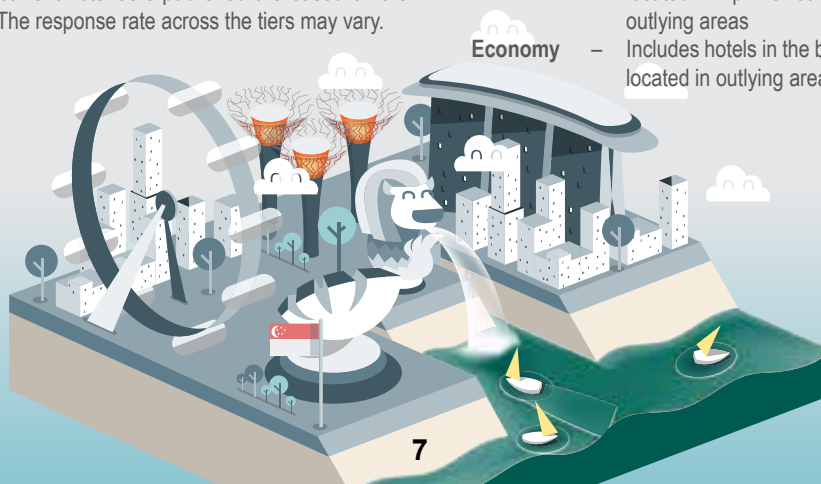
⁷ RevPAR = AOR x ARR

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 26 September 2016. 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



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