



# TOURISM SECTOR PERFORMANCE

Q3 | 2015 Report



## EXECUTIVE SUMMARY

The tourism sector registered good growth in the third quarter of this year. Tourism receipts (TR) grew 2 per cent year-on-year to S\$6.1 billion, while international visitor arrivals (IVA) grew 6 per cent to 4.1 million over the same period in 2014.

The growth in tourism receipts was mainly due to increased expenditure in Food & Beverage expenditure (+9%) and Sightseeing, Entertainment and Gaming (SEG) expenditure (+2%).

Gazetted hotel room revenue was estimated at \$0.8 billion for Q3 2015, which grew 4.1 per cent year-on-year. Even though Average Room Rate (ARR) fell 3.9 per cent during the same period, the rate of decline slowed compared to Q1 & Q2 2015. Higher room demand in Q3 2015 resulted in an increase of 0.3 percentage point year-on-year in gazetted hotel Average Occupancy Rates (AOR), reversing the decline trend observed in Q1 & Q2 2015.

Note: International visitor arrivals statistics for January to December 2015 is now available here.

## QUARTER THREE 2015 HIGHLIGHTS



Tourism Receipts (TR) in Quarter Three (Q3) 2015 came in at

**S6.1 billion,**

registering a

**2%**

year-on-year growth.

TR growth was due mainly to increased expenditure on Food & Beverage as well as Sightseeing, Entertainment and Gaming.



International Visitor Arrivals (IVA) in Q3 2015 stood at

**4.1 million,**

registering a

**6%**

year-on-year growth.



Gazetted hotel room revenue in Q3 2015 came in at an estimated

**S\$0.8 billion,**

registering a

**4.1%**

year-on-year increase.

Average Occupancy Rate (AOR) in Q3 2015 increased marginally (+0.3 per cent) over last year. The decline in Average Room Rate (ARR) by 3.9 per cent led to a 3.6 per cent drop in Revenue Per Available Room (RevPAR) in Q3 2015.

### 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.



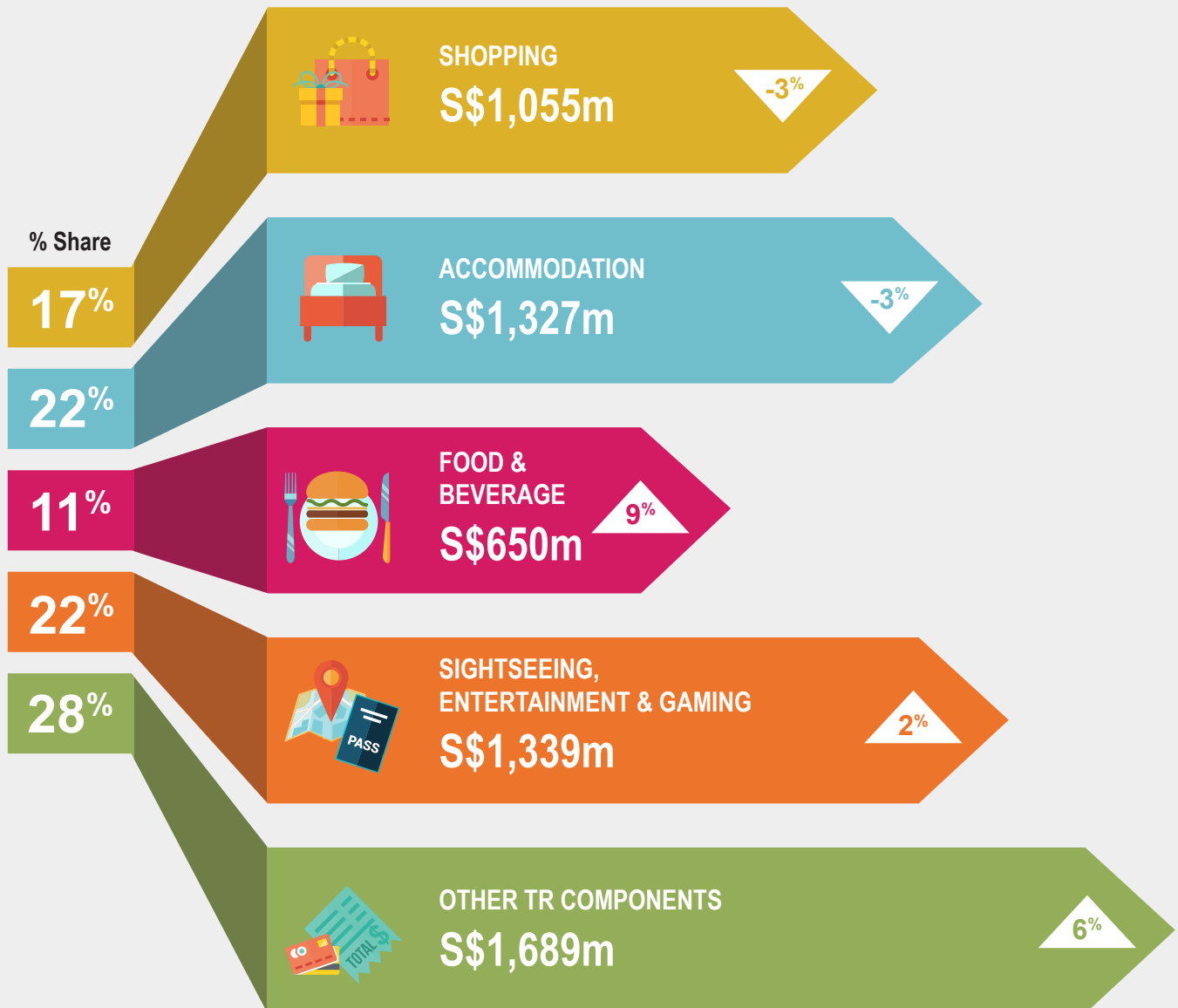
Download Monthly International Visitor Arrivals and Hotel statistics:  
<https://www.stb.gov.sg/statistics-and-market-insights/Pages/statistics-Visitor-Arrivals.aspx>

## QUARTER THREE 2015 PERFORMANCE

### TOURISM RECEIPTS BY MAJOR COMPONENTS, Q3 2015

TOURISM RECEIPTS: S\$6.1 BILLION<sup>1</sup> (2% VS Q3 2014)

All percentage changes are vs same period in 2014



Tourism Receipts (TR) for Q3 2015 was estimated at S\$6.1 billion, a 2 per cent growth over the same period last year. Food & Beverage and Sightseeing, Entertainment & Gaming

expenditure increased by 9 per cent and 2 per cent respectively, while both Accommodation (-3%) and Shopping (-3%) expenditure declined.

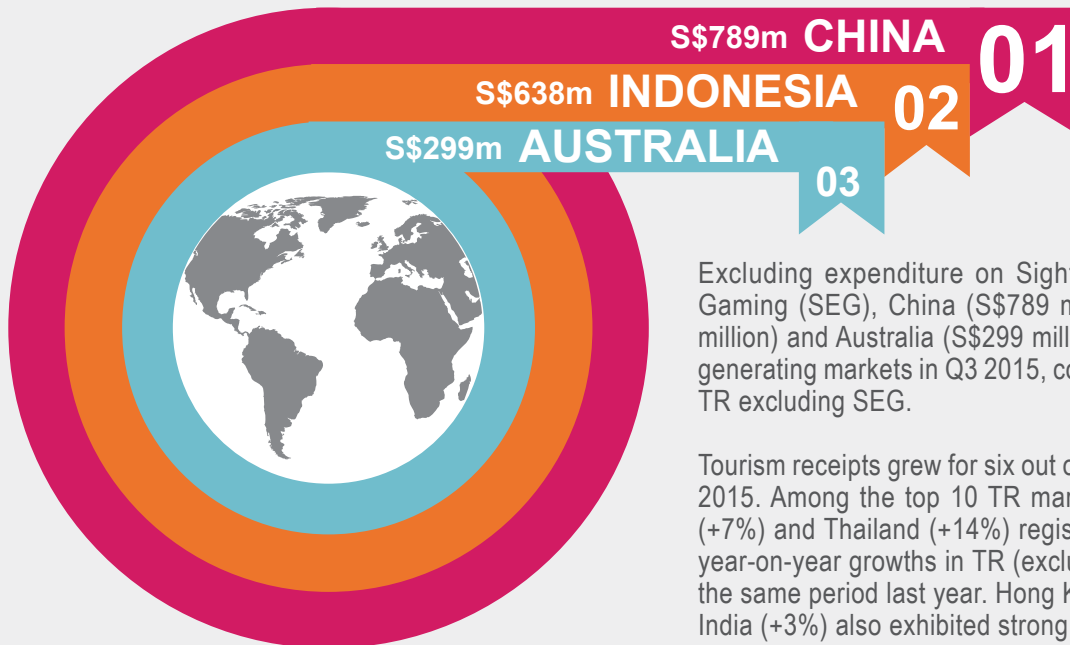
Source: Disembarkation/Embarkation Cards and Overseas Visitor Survey

- 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.

<sup>1</sup> All Tourism Receipts estimates are correct as of February 2016.

## QUARTER THREE 2015 PERFORMANCE

### TOP THREE TOURISM RECEIPTS GENERATING MARKETS

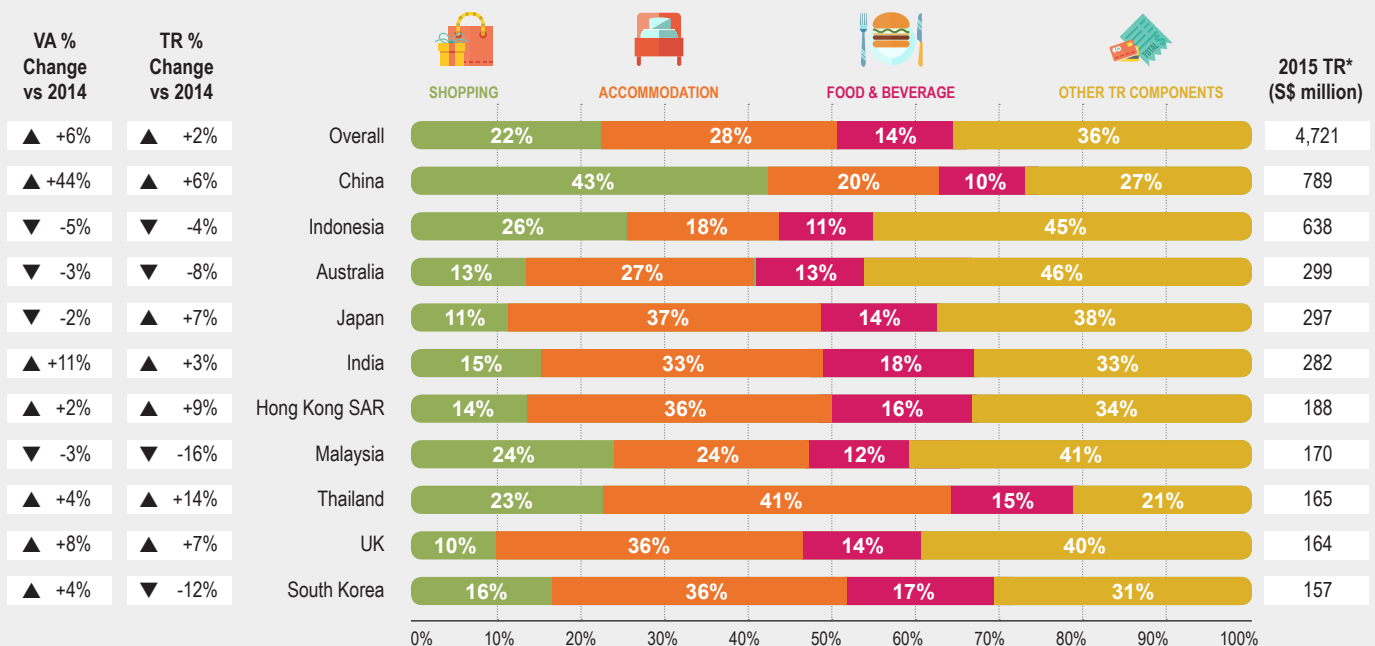


Excluding expenditure on Sightseeing, Entertainment & Gaming (SEG), China (S\$789 million), Indonesia (S\$638 million) and Australia (S\$299 million) were the top three TR generating markets in Q3 2015, contributing to 37 per cent of TR excluding SEG.

Tourism receipts grew for six out of the top ten markets in Q3 2015. Among the top 10 TR markets, China (+6%), Japan (+7%) and Thailand (+14%) registered the highest absolute year-on-year growths in TR (excluding SEG) compared with the same period last year. Hong Kong (+9%), UK (+7%) and India (+3%) also exhibited strong growth in TR in Q3 2015.

### TOURISM RECEIPTS BY MAJOR COMPONENTS, TOP 10 MARKETS, Q3 2015

TOURISM RECEIPTS: S\$6.1 BILLION (2% VS Q3 2014)



Expenditure is estimated from Overseas Visitor Survey.

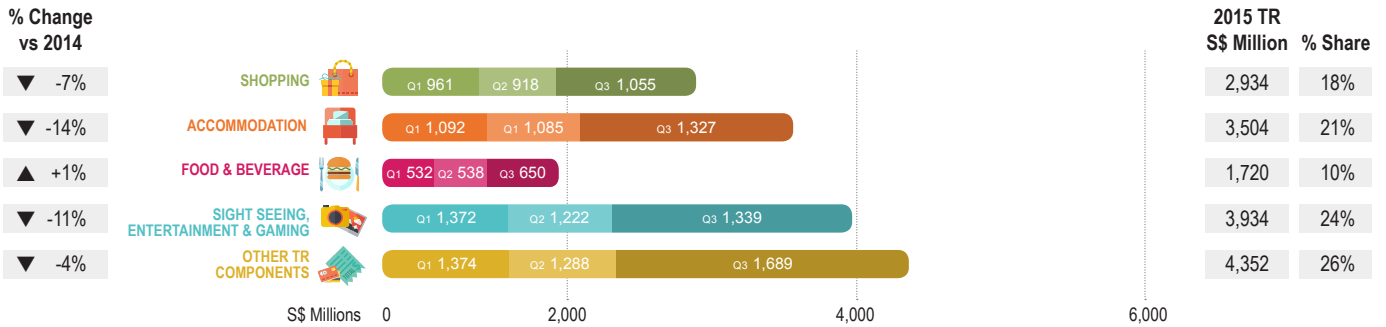
Other TR components include expenditure on airfares on Singapore-based carriers, port taxes, local transportation, business, medical, education and transit visitors.

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

# JANUARY TO SEPTEMBER 2015 PERFORMANCE

## TOURISM RECEIPTS BY MAJOR COMPONENTS, JANUARY TO SEPTEMBER 2015

TOURISM RECEIPTS: S\$16.4 BILLION<sup>2</sup> (-8% VS JAN-SEP 2014)



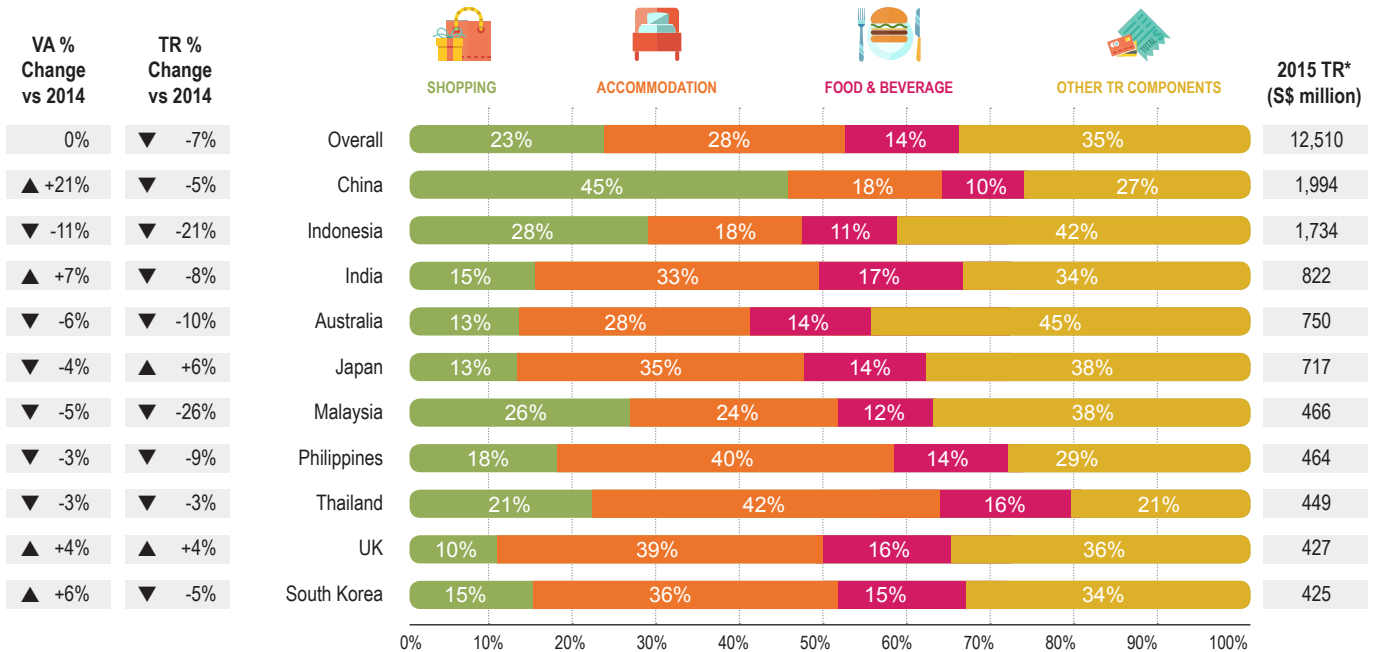
Source: Disembarkation/Embarkation Cards and Overseas Visitors Survey

– 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 2015 were estimated at S\$16.4 billion, an 8 per cent decline year-on-year. Accommodation expenditure recorded the largest year-on-year decrease (-14%), followed by Sightseeing, Entertainment & Gaming (-11%).

## TOURISM RECEIPTS BY MAJOR COMPONENTS, TOP 10 MARKETS, JANUARY-SEPTEMBER 2015

TOURISM RECEIPTS: S\$16.4 BILLION (-8% VS JAN-SEP 2014)



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 Sightseeing, Entertainment & Gaming (SEG) expenditure, China (S\$1.99 billion), Indonesia (S\$1.73 billion) and India (S\$822 million) were Singapore's top three TR-generating markets for January to September 2015, accounting for 36 per cent of the overall TR excluding SEG.

Of the top ten markets, Japan and UK recorded growths in TR (excluding SEG) at 6 per cent and 4 per cent year-on-year respectively.

Indonesia (-21%) and Malaysia (-26%) registered the largest absolute year-on-year declines in TR (excluding SEG).

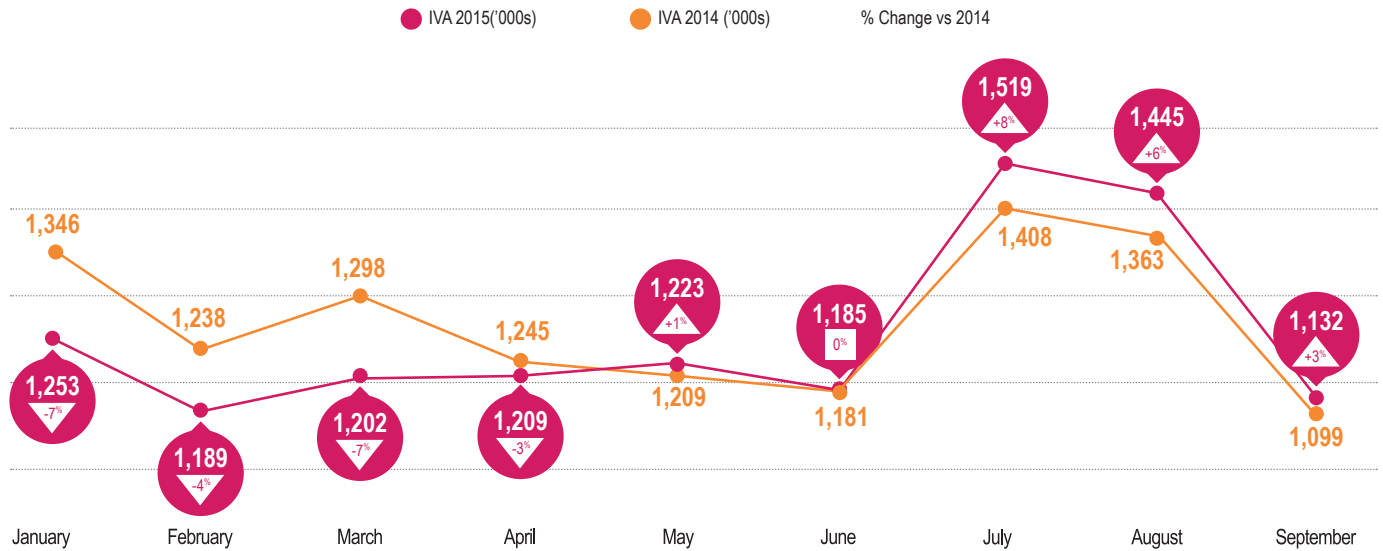
<sup>2</sup>All Tourism Receipts estimates are correct as at February 2016.

**JANUARY TO SEPTEMBER  
2015 PERFORMANCE**

**INTERNATIONAL VISITOR ARRIVALS, JANUARY-SEPTEMBER 2015**

VISITOR ARRIVALS: 11.4 MILLION (-0.3% VS JAN-SEPTEMBER 2014)

VISITOR DAYS: 42.0 MILLION DAYS (-2% VS JAN-SEPTEMBER 2014)

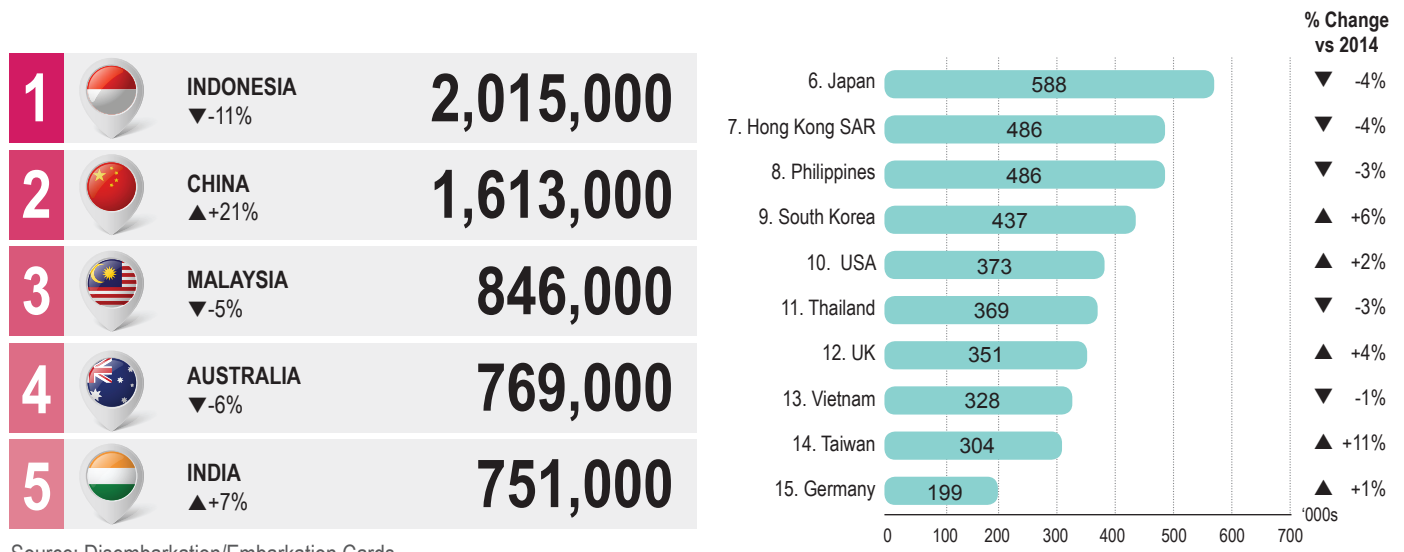


International visitor arrivals (IVA) from January to September 2015 stood at 11.4 million, a marginal 0.3 per cent decline year-on-year.

Singapore's IVA saw consecutive year-on-year growth each month since May 2015. In Q3 2015, IVA grew 6 per cent year-on-year to 4.1 million and helped offset the declines seen in the first four months of the year.

**INTERNATIONAL VISITOR ARRIVALS, TOP 15 MARKETS, JANUARY-SEPTEMBER 2015**

JAN-SEP 2015: 11.4 MILLION (-0.3% VS JAN-SEP 2014)



Source: Disembarkation/Embarkation Cards

Indonesia (2,015,000), China (1,613,000), Malaysia (846,000), Australia (769,000) and India (751,000) were Singapore's top five international visitor-generating markets<sup>3</sup> from January to September 2015. These markets accounted for 53 per cent of total IVA for the first nine months of the year.

China (+21%), India (+7%) and Taiwan (+11%) registered the largest absolute year-on-year growth while Indonesia (-11%), Malaysia (-5%) and Australia (-6%) posted the largest absolute year-on-year declines.

<sup>3</sup> Visitor arrival figures quoted are rounded to the nearest thousands.

## QUARTER THREE 2015 PERFORMANCE

Gazetted hotel room revenue for Q3 2015 came in at an estimated S\$0.8 billion, representing a 4.1 per cent year-on-year increase.

Average Room Rate (ARR) declined 3.9 per cent to reach S\$249 in Q3 2015.

Average Occupancy Rate (AOR) came in at 88 per cent in Q3 2015, a 0.3 percentage point increase compared with the same quarter last year. Revenue per Available Room (RevPAR) slipped 3.6 per cent year-on-year to S\$220 in Q3 2015 on the back of a weakened ARR.

ARR, AOR and RevPAR, Q3 2015

	Average Room Rate (ARR)		Average Occupancy Rate (AOR)		Revenue Per Available Room (RevPAR)	
	\$	%Δ	%	%ptsΔ	\$	%Δ
Overall	249	▼ -3.9	88	▲ +0.3	220	▼ -3.6
Luxury	457	▼ -3.5	89	▲ +1.6	408	▼ -1.7
Upscale	270	▲ +1.0	90	▼ -0.8	241	▲ +0.1
Mid-tier	176	▼ -3.5	89	▲ +0.4	157	▼ -3.0
Economy	108	▼ -3.3	83	▲ +1.1	90	▼ -2.0

## JANUARY TO SEPTEMBER 2015 PERFORMANCE

Gazetted hotel room revenue for January to September was estimated at S\$2.4 billion, which held steady compared with the same period last year. During the same period, ARR fell 5.3 per

cent to S\$245, while AOR dipped 0.7 percentage points to 85 per cent. Declines in both AOR and ARR resulted in RevPAR falling by 6.1 per cent to S\$208.

ARR, AOR and RevPAR, January – September 2015

	Average Room Rate (ARR)		Average Occupancy Rate (AOR)		Revenue Per Available Room (RevPAR)	
	\$	%Δ	%	%ptsΔ	\$	%Δ
Overall	245	▼ -5.3	85	▼ -0.7	208	▼ -6.1
Luxury	446	▼ -3.7	86	▼ -1.9	384	▼ -5.7
Upscale	264	▼ -1.1	86	▼ -1.0	228	▼ -2.2
Mid-tier	175	▼ -6.1	85	▲ +0.6	149	▼ -5.4
Economy	105	▼ -4.5	80	▼ -1.0	84	▼ -5.7

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

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

<sup>6</sup> 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 27 January 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