



TOURISM SECTOR PERFORMANCE

Q4 | 2016 Report

EXECUTIVE SUMMARY

The tourism sector achieved record performance in 2016. Both international visitor arrivals (IVA) and tourism receipts (TR) exceeded forecasts to hit historical highs. IVA increased 8 per cent over the same period in 2015 to reach 16.4 million visitors while TR grew by 13 per cent to reach \$24.6 billion. The strong growth in TR came on the back of higher visitor arrivals and changing profile of visitors who spent more on Shopping, Accommodation and Food & Beverage.

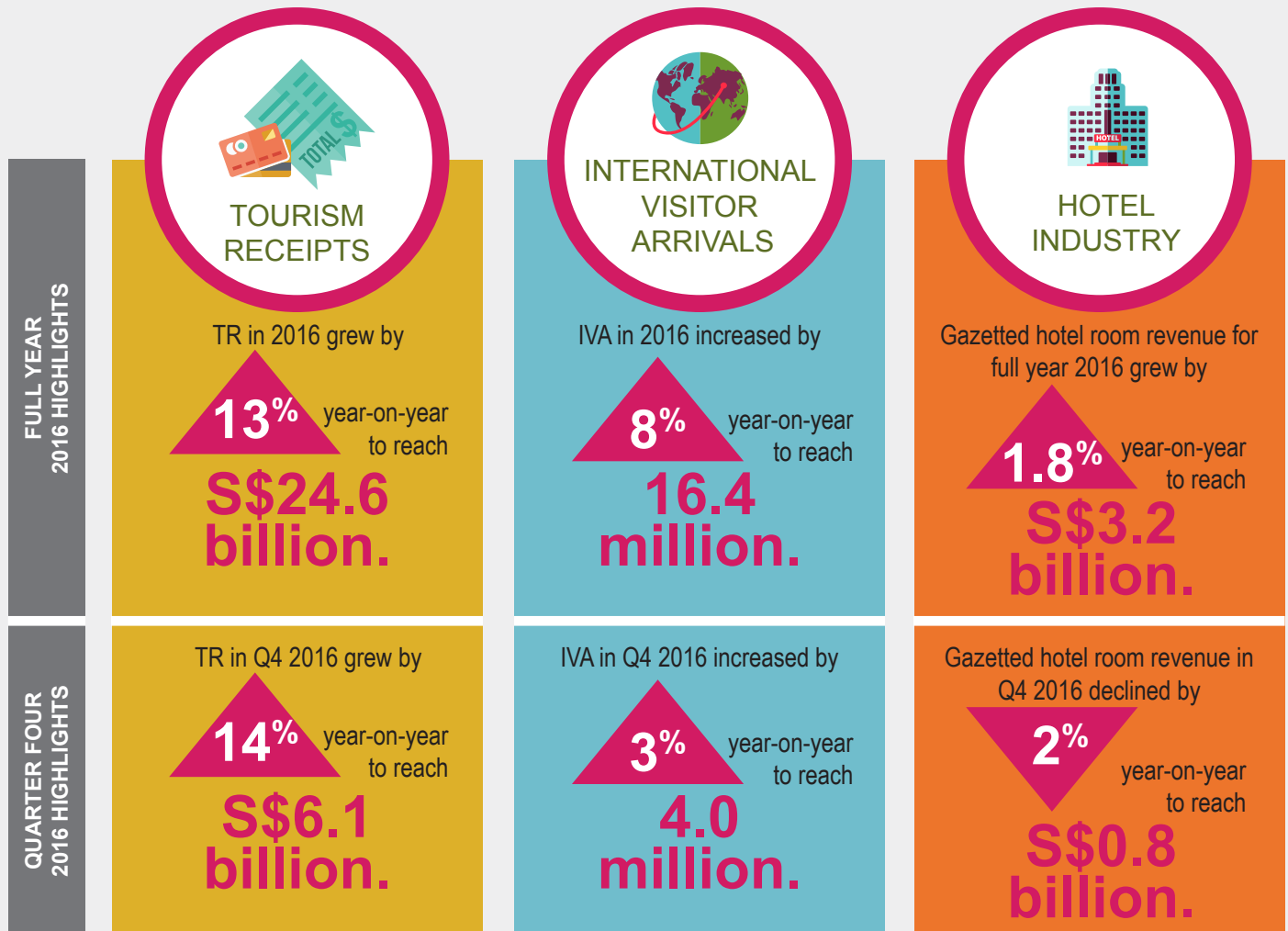
grew 14 per cent over the same period in 2015 to reach \$6.1 billion.

Gazetted hotel room revenue for 2016 was estimated at S\$3.2 billion, a 1.8 per cent growth over the same period last year. In Q4 2016, gazetted hotel room revenue came in at an estimated S\$0.8 billion, a decline of 2.0 per cent year-on-year.

In the fourth quarter of 2016 (Q4), IVA grew 3 per cent year-on-year to reach 4.0 million visitors. TR in Q4 2016

Note: International visitor arrivals statistics up to March 2017 is now available [here](#).

QUARTER FOUR 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.

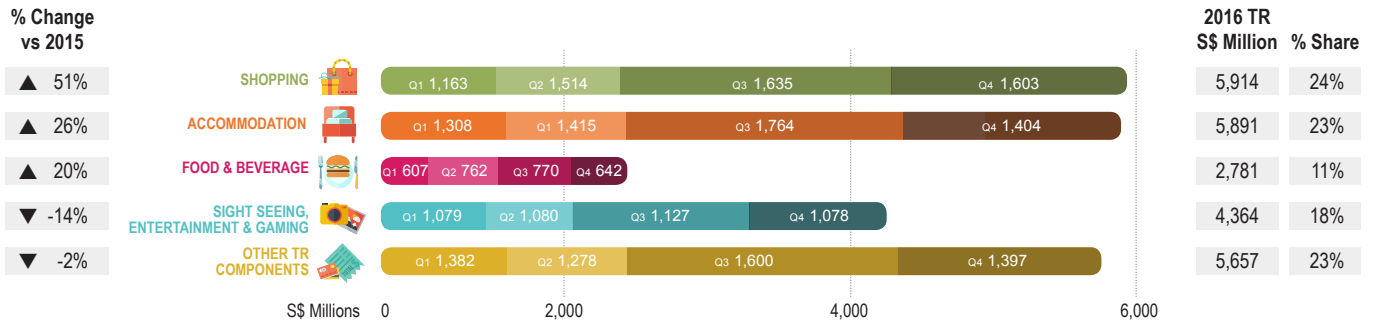


Download Monthly International Visitor Arrivals and Hotel statistics:
<https://www.stb.gov.sg/statistics-and-market-insights/Pages/statistics-Visitor-Arrivals.aspx>

JANUARY TO DECEMBER 2016 PERFORMANCE

TOURISM RECEIPTS BY MAJOR COMPONENTS, JANUARY-DECEMBER 2016¹

TOURISM RECEIPTS: \$24.6 BILLION (+13% VS JAN-DEC 2015)



Source: Disembarkation/Embarkation Cards and Overseas Visitors Survey

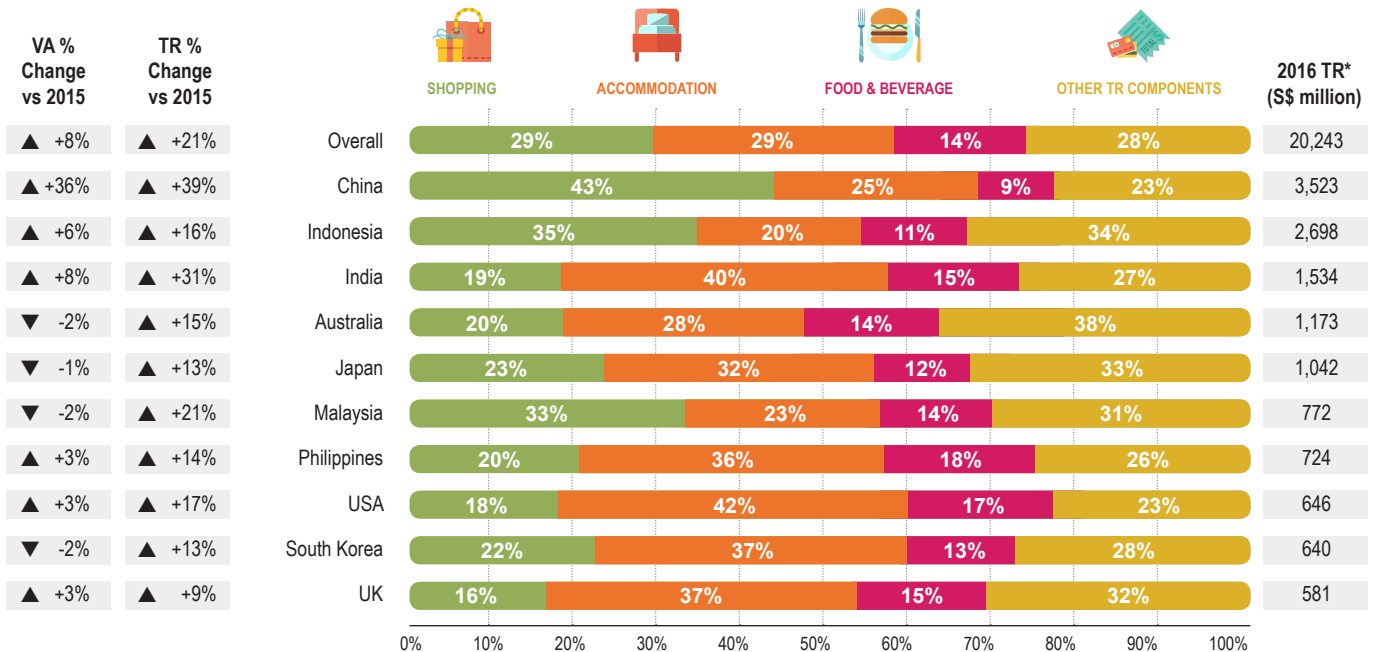
– Sightseeing, Entertainment & Gaming includes entrance fees to attractions and nightspots, expenditure on day-tours, leisure events and entertainment at the Integrated Resorts.
– Other TR components include expenditure on airfares on Singapore-based carriers, port taxes, local transportation, business,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

Tourism Receipts (TR) for 2016 were estimated at S\$24.6 billion, a 13 per cent growth over the same period last year. Shopping (+51%), Accommodation (+26%) and Food & Beverage (+20%)

expenditures grew, while Sightseeing, Entertainment & Gaming (-14%) and Other TR components (-2%) expenditures declined.

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

TOURISM RECEIPTS: \$24.6 BILLION (+13% VS JAN-DEC 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.

China (S\$3,523 million), Indonesia (S\$2,698 million) and India (S\$1,534 million) were the top three TR generating markets in 2016, contributing 38 per cent of TR (excluding SEG).

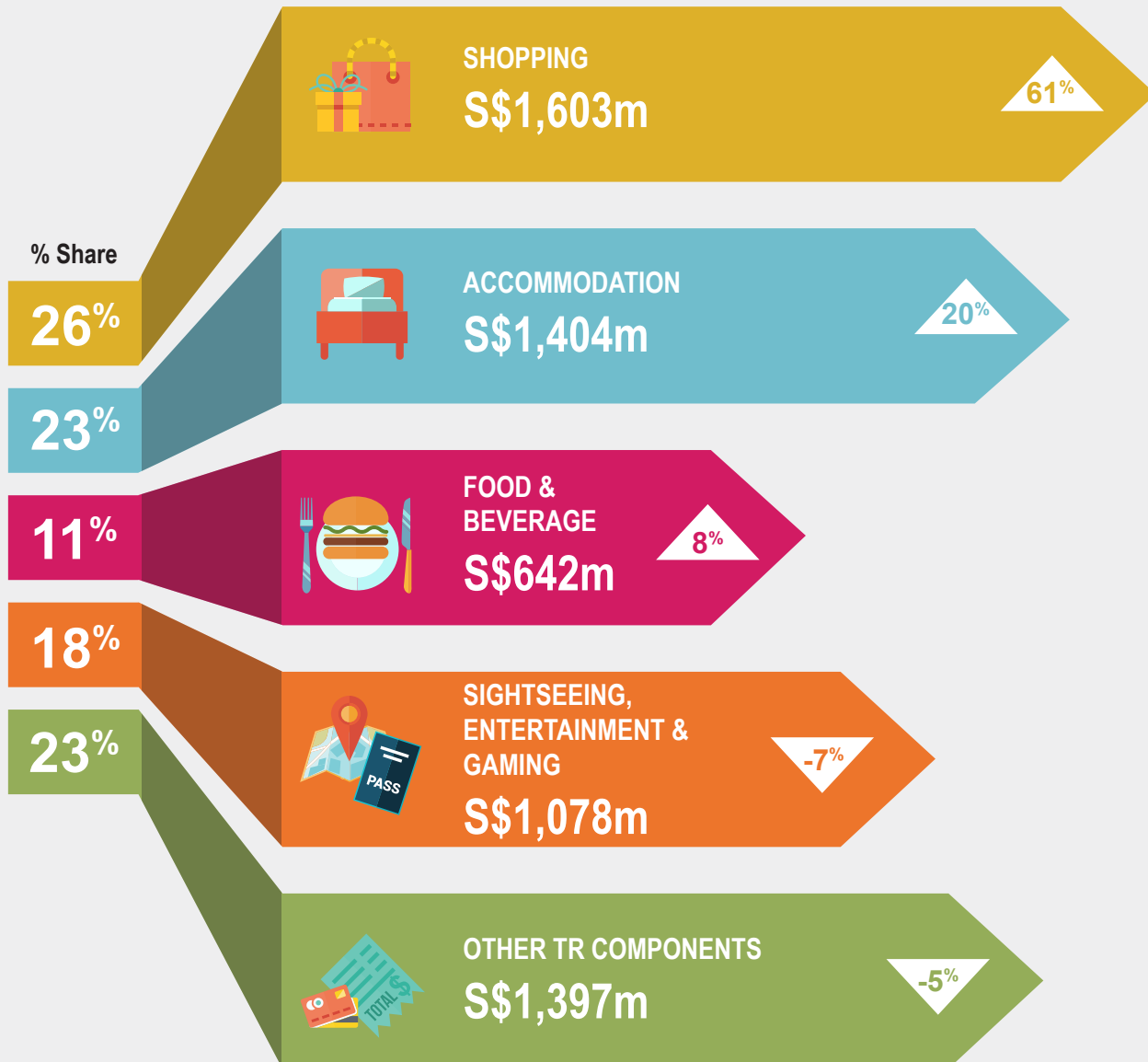
Among the top ten TR markets, China, Indonesia and India registered the highest absolute year-on-year growth in TR (excluding SEG).

¹ All Tourism Receipts estimates are correct as at May 2017.

QUARTER FOUR 2016 PERFORMANCE

TOURISM RECEIPTS BY MAJOR COMPONENTS, Q4 2016²

TOURISM RECEIPTS: \$6.1 BILLION (+14% VS Q4 2015)
All percentage changes are vs same period in 2015



Tourism Receipts (TR) for the fourth quarter (Q4 2016) was estimated at S\$6.1 billion, a 14 per cent growth over the same period last year. Shopping (+61%), Accommodation

(+20%) and Food & Beverage (+8%) expenditures grew, while Sightseeing, Entertainment & Gaming (-7%), and Other TR components (-5%) expenditures declined.

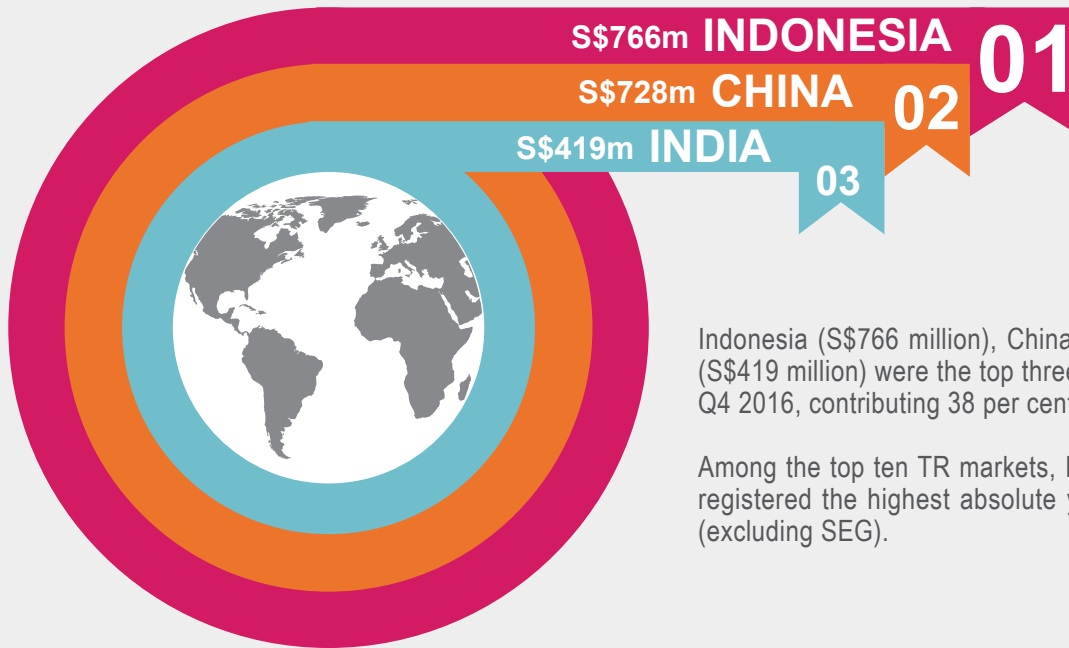
Source: Disembarkation/Embarkation Cards and Overseas Visitor Survey

- 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.

²All Tourism Receipts estimates are correct as of May 2017.

QUARTER FOUR 2016 PERFORMANCE

TOURISM RECEIPTS BY MAJOR COMPONENTS, TOP 10 MARKETS, Q4 2016

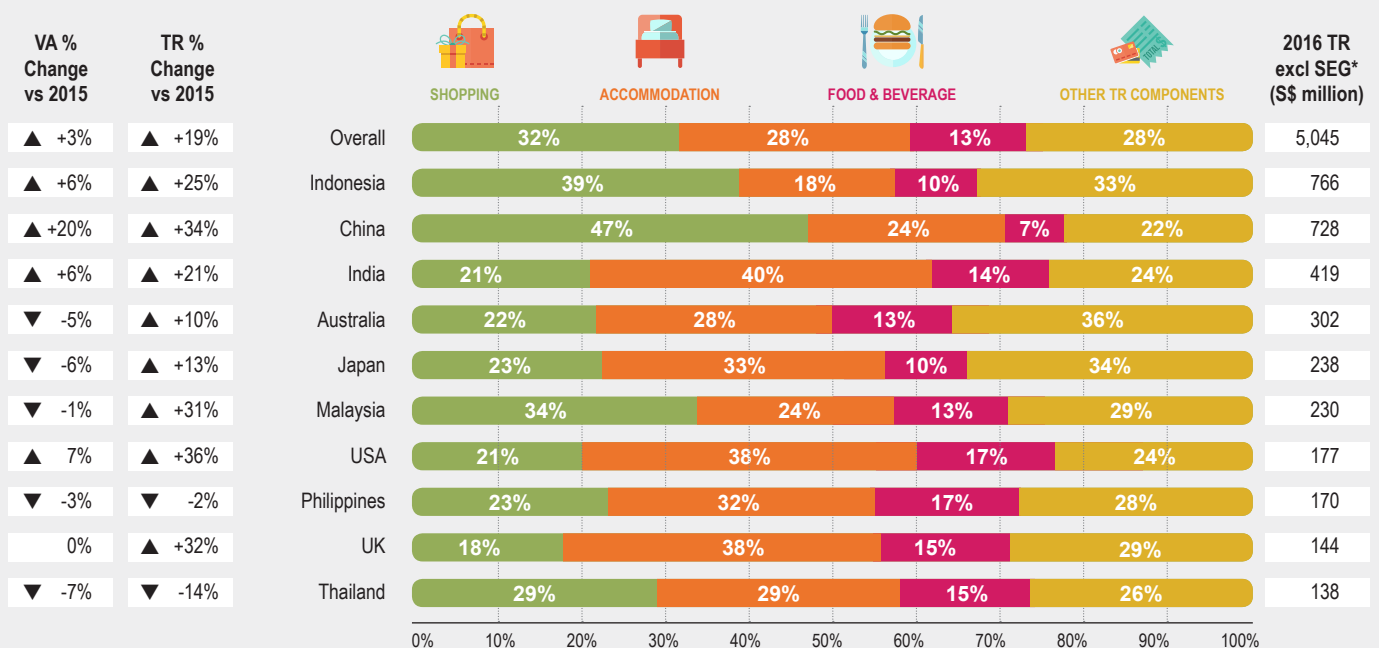


Indonesia (\$766 million), China (\$728 million) and India (\$419 million) were the top three TR generating markets in Q4 2016, contributing 38 per cent of TR (excluding SEG).

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

TOURISM RECEIPTS BY MAJOR COMPONENTS, TOP 10 MARKETS, Q4 2016³

TOURISM RECEIPTS: \$6.1 BILLION (+14% VS Q4 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.

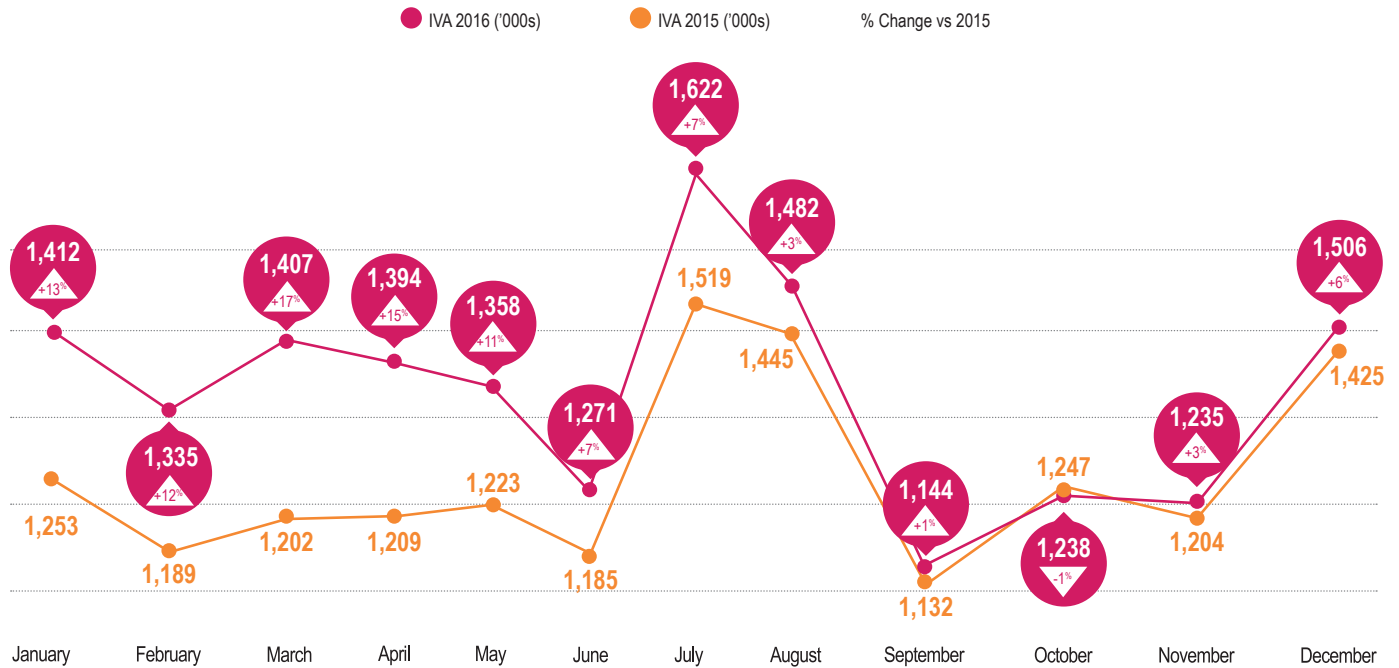
³ All Tourism Receipts estimates are correct as at May 2017.

**JANUARY TO DECEMBER
2016 PERFORMANCE**

INTERNATIONAL VISITOR ARRIVALS, JANUARY-DECEMBER 2016⁴

JAN-DEC 2016: 16.4 MILLION (+8% VS JAN-DEC 2015)

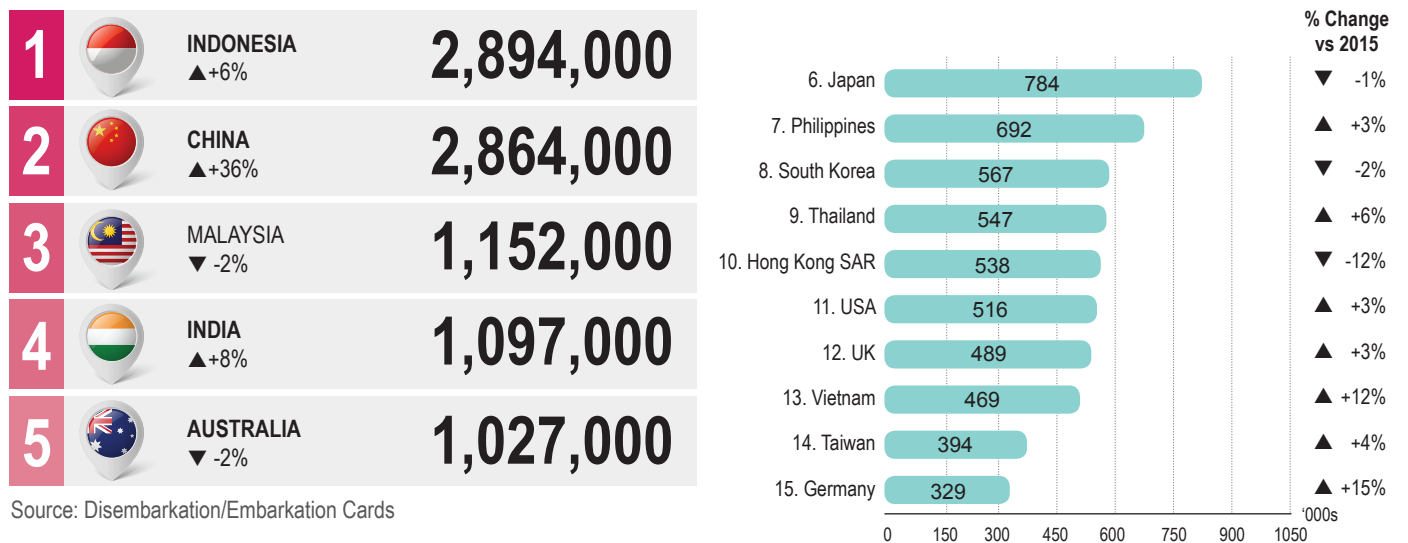
VISITOR DAYS: 56.3 MILLION DAYS (+2%)



In 2016, Singapore's international visitor arrivals (IVA) reached a record high of 16.4 million, an 8 per cent year-on-year growth. IVA in Q4 2016 increased by 3% year-on-year to reach 4.0 million.

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

JAN-DEC 2016: 16.4 MILLION (+8% VS JAN-DEC 2015)



Source: Disembarkation/Embarkation Cards

Indonesia (2.89 million), China (2.86 million), Malaysia (1.15 million), India (1.10 million), and Australia (1.03 million) were Singapore's top five international visitor-generating markets in 2016. These markets accounted for 55 per cent of total IVA during this period.

China (+36%), Indonesia (+6%) and India (+8%) registered the largest absolute year-on-year growth while Hong Kong (-12%) and Malaysia (-2%) and Australia (-2%) posted year-on-year declines.

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

JANUARY TO DECEMBER 2016 PERFORMANCE

Gazetted hotel room revenue for 2016 was estimated at S\$3.2 billion, a 1.8 per cent growth over the same period last year. In 2016, Average Occupancy Rate (AOR) fell 0.9 percentage points

to reach 84 per cent while Average Room Rate (ARR) fell 3.9 per cent to S\$236. Revenue per Available Room (RevPAR) fell by 4.7 per cent to S\$199, mainly due to a lower ARR.

ARR, AOR and RevPAR, January – December 2016

	Average Room Rate (ARR)		Average Occupancy Rate (AOR)		Revenue Per Available Room (RevPAR)	
	\$	%Δ	%	%ptsΔ	\$	%Δ
Overall	236	▼ -3.9	84	▼ -0.9	199	▼ -4.7
Luxury	448	▲ +0.2	85	▼ -1.4	381	▼ -1.2
Upscale	261	▼ -1.4	85	▼ -1.4	222	▼ -2.7
Mid-tier	170	▼ -2.9	86	▲ +0.2	145	▼ -2.7
Economy	99	▼ -3.9	79	▼ -1.7	78	▼ -5.5

QUARTER FOUR 2016 PERFORMANCE

Gazetted hotel room revenue for Q4 2016 came in at an estimated S\$0.8 billion, a decline of 2.0 per cent year-on-year. AOR came in at 82 per cent in Q4 2016, a 2.8 percentage point decrease compared with the same quarter last year while ARR

declined by 4.9 per cent to S\$233 in Q4 2016. RevPAR slipped 8.0 per cent year-on-year to S\$192 in Q4 2016 mainly due to a lower ARR.

ARR, AOR and RevPAR, Q4 2016

	Average Room Rate (ARR)		Average Occupancy Rate (AOR)		Revenue Per Available Room (RevPAR)	
	\$	%Δ	%	%ptsΔ	\$	%Δ
Overall	233	▼ -4.9	82	▼ -2.8	192	▼ -8.0
Luxury	457	▲ +1.4	83	▼ -3.7	379	▼ -2.9
Upscale	258	▼ -3.4	83	▼ -2.4	213	▼ -6.1
Mid-tier	166	▼ -4.6	84	▼ -2.1	139	▼ -7.0
Economy	92	▼ -6.4	76	▼ -4.3	70	▼ -11.4

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

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

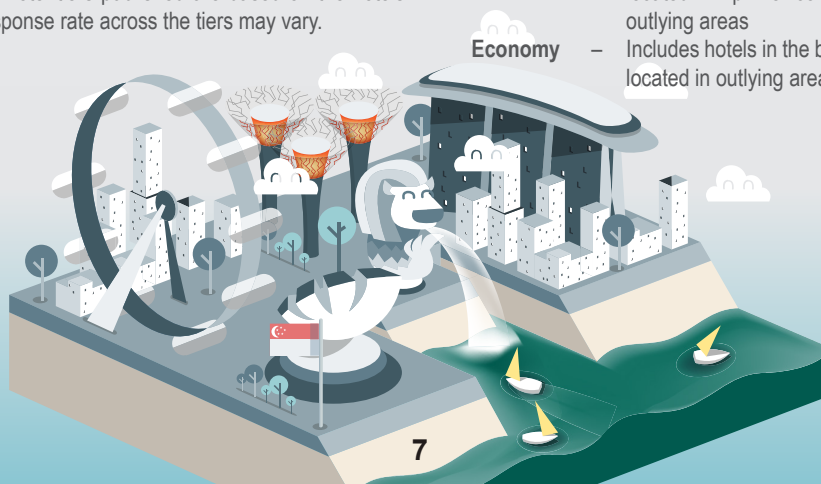
⁷ RevPAR = AOR x ARR

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 27 April 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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