



Singapore Market Study Findings

An Overview to Timor-Leste
Stakeholder

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• Singapore Market

- Total Population : 5.64 million (end June 2018)
- Resident population : 3.99 million
- Expat/non-resident : 1.64 million
- Visitor arrivals : 18,506,600 (+6.2%)
(excluding Malaysian land arrivals)
- Tourism receipts : S\$27.10 billion (+1/0%)
- Average length of stay : 3.2 days
- Outbound departures of SG residents
 - Total = 10.4 million
 - Air = 8.4 million
 - Sea = 2.0 Million



Singapore Market



❖ PASSENGER MOVEMENTS, CHANGI AIRPORT : 65.63 million

❖ NETWORK : More than 100 airlines flying to some 400 cities in about 100 countries and territories worldwide Each week about 7400 flights land or depart from Changi

❖ TRAVEL AGENTS

- | | |
|-------------------------------|------|
| ○ No. of active travel agents | 1200 |
| ○ No. of outbound agents | 800 |
| ○ No. of inbound agents | 600 |
| ○ No. of agents doing both | 200 |



Mapping the future of global travel and tourism in Asia Pacific region - VISA

- ❖ International outbound travel amongst Singapore households are expected to double by 2025, ranking 7th in the world and 3rd in Asia Pacific
- ❖ Households outbound travel spend

	2015	2025	% increase
	US\$22.5 bn	US\$44.9 bn	99%
- ❖ 65 + year-olds travelers

	852,000	3,451,000
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- ❖ Average number of trips per year

	1.31	2.84
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- ❖ Top Destination: Malaysia, Thailand, Hong Kong, Indonesia, Taiwan

• What Singaporeans are eager to explore

- Singaporeans are adventurous travelers
- Explore new destinations
- Try out new activities

How to find the new destinations

- Using smartphones for travel browsing & travel booking specially Millennium
- Influenced by word of mouth 50%
- Travel websites / reviews / posts / forums 54%
- Internet advertisements of destinations / travel services 46%
- Searched by going to travel providers' own websites/apps/OTAs or online travel price comparators 99.6%
- Searched by phone calls/visit to airline offices or travel agents 31.9%



How Timor-Leste will attract Singapore market

Focus On Niche Product Marketing

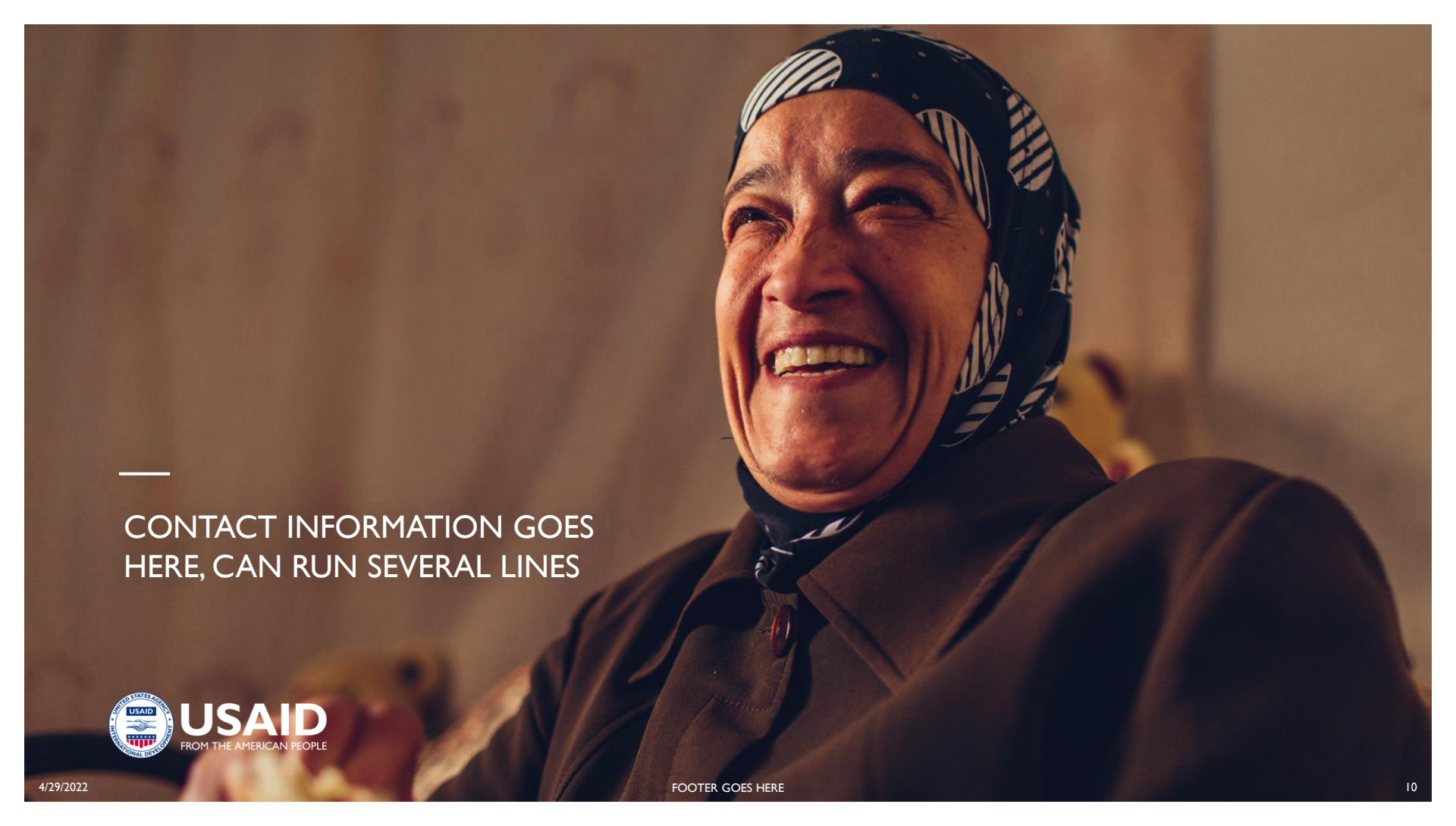
- Dive Tourism
- Religious Tourism
- Eco Tourism



What To Do Next

- Air Connectivity
- Branding and positioning
- Social Media marketing

OBRIGADA...



CONTACT INFORMATION GOES
HERE, CAN RUN SEVERAL LINES



USAID
FROM THE AMERICAN PEOPLE