



Manufacturing and Services

Office of Travel and Tourism Industries

2008 Market Profile: Singapore



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	99	97	88	107	116	123	135	141	42
Percentage Change (%)	-27%	-2%	-10%	22%	9%	6%	10%	5%	43%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$382	\$372	\$334	\$401	\$424	\$464	\$500	\$562	\$180
Travel Receipts	\$314	\$332	\$313	\$385	\$412	\$461	\$497	\$556	\$242
Passenger Fare Receipts	\$68	\$40	\$21	\$16	\$12	\$3	\$3	\$6	-\$62
Change (%) in Total Exports	-25%	-3%	-10%	20%	6%	9%	8%	12%	47%

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Travel Agency	48%	41%	-8 pts.
Personal Computer	31%	35%	4 pts.
Airlines Directly	27%	30%	3 pts.
Corporate Travel Dept.	24%	21%	-3 pts.

2008 Market Profile: Singapore

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Business/Professional	50%	44%	-6 pts.
Leisure/Rec./Holidays	24%	28%	4 pts.
Visit Friends/Relatives	13%	15%	2 pts.
Convention/Conference	10%	10%	0 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Business/Professional	57%	51%	-6 pts.
Leisure/Rec./Holidays	48%	49%	2 pts.
Visit Friends/Relatives	31%	32%	1 pt.
Convention/Conference	17%	15%	-3 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	66%	65%	-1 pt.
Business & Convention	66%	59%	-7 pts.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Taxi/Cab/Limousine	59%	57%	-2 pts.
Airlines in U.S.	38%	38%	0 pts.
Rented Auto	33%	36%	3 pts.
City Subway/Tram/Bus	18%	26%	8 pts.
Company or Private Auto	18%	16%	-3 pts.

2008 Market Profile: Singapore

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Shopping	90%	92%	2 pts.
Dining in Restaurants	89%	92%	3 pts.
Sightseeing in Cities	41%	46%	5 pts.
Amusement/Theme Parks	29%	33%	4 pts.
Visit Historical Places	29%	32%	3 pts.
Visit Small Towns	20%	22%	2 pts.
Visit National Parks	18%	21%	3 pts.
Touring Countryside	17%	20%	3 pts.
Casinos/Gambling	13%	15%	2 pts.
Guided Tours	10%	15%	5 pts.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	52	64	12 days
Advance Trip Decision Time (med. days)	30	30	0 days
Prepaid Package	8%	8%	0 pts.
First International Trip to the U.S.	18%	22%	4 pts.
Length of Stay in U.S. (mean nights)	15.3	19.1	4 nights
Length of Stay in U.S. (median nights)	9.0	10.0	1 night
Number of States Visited (% 1 state)	52%	48%	-4 pts.
Average Number of States Visited	1.7	1.8	0 states
Hotel/Motel (% 1+ nights)	92%	90%	-3 pts.
Average # of Nights in Hotel/Motel	8.6	9.5	1 night
Travel Party Size (mean # of persons)	1.4	1.4	0.0
Gender: % Male (among adults)	70%	74%	3 pts.
Household Income (mean average)	\$128,100	\$134,900	\$6,800
Household Income (median average)	\$118,100	\$134,000	\$15,900
Average Age: Female	39	38	-1 year
Average Age: Male	41	41	0 years

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
REGIONS				
Pacific	**	**	57.3%	81
STATES				
California	**	**	52.9%	75

(1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

(2) Percentage-point and percentage changes are based on non-rounded data.

(3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

(**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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Survey of International Air Travelers

The Survey of International Air Travelers (or “In-Flight” survey) provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Singapore traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method
Table 11	Travel Party Size	Table 29	Factors in Airline Choice
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



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