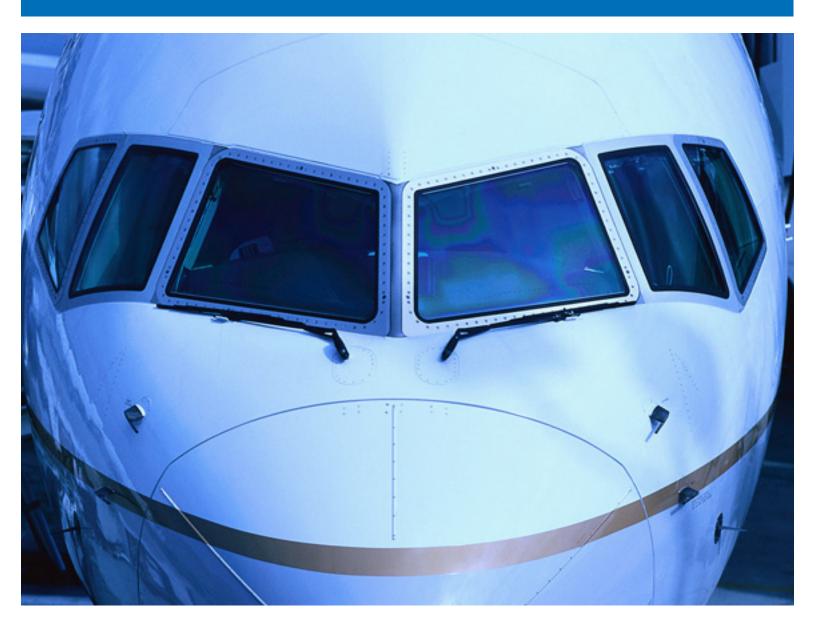
U.S. Department of Commerce International Trade Administration



Office of Travel and Tourism Industries

2010 Market Profile: Singapore



Visitation Trends (Arrivals)

[Thousands of SingaporeVisitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	88	107	116	123	135	141	107	139	52
Percentage Change (%)	-10	22	9	6	10	5	-24	30	59

Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010 ^p	Change 2010/2003
Total Travel & Tourism Exports (1)	\$334	\$401	\$424	\$464	\$500	\$557	\$386	\$506	\$172
Travel Receipts	\$313	\$385	\$412	\$461	\$497	\$552	\$382	\$501	\$188
Passenger Fare Receipts	\$21	\$16	\$12	\$3	\$3	\$5	\$4	\$5	-\$16
Change (%) in Total Exports	-10	20	6	9	8	11	-31	31	51

(p) Preliminary, subject to future revisions.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Personal Computer	40	42	2.3
Travel Agency	39	42	2.8
Airlines Directly	30	36	6.0
Corporate Travel Dept.	17	19	1.8

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Business/Professional	42	49	7.0
Leisure/Rec./Holidays	27	24	-2.5
Visit Friends/Relatives	18	15	-3.5
Convention/Conferences	9	10	0.4

All Purposes of Trip

Purpose of Trip (multiple responsetop 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Business/Professional	47	54	6.9
Leisure/Rec./Holidays	53	46	-6.8
Visit Friends/Relatives	36	36	0.4
Convention/Conference	13	14	1.4
NET PURPOSES OF TRIP:			
Leisure & VFR	67	66	-1.2
Business & Convention	55	61	6.2

Transportation Used in the United States

Transportation Types Used in United States (multiple responsetop 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	58	64	5.4
Airlines in U.S.	39	42	3.5
Rented Auto	30	34	4.2
City Subway/Tram/Bus	22	20	-2.3
Company or Private Auto	19	16	-2.9

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responsetop 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Dining in Restaurants	90	92	1.3
Shopping	92	89	-3.0
Sightseeing in Cities	46	40	-5.7
Visit Historical Places	37	31	-6.3
Amusement/Theme Parks	27	22	-5.3
Art Gallery/Museum	14	20	6.0
Visit National Parks	23	20	-2.9
Concert/Play/Musical	15	18	3.5
Visit Small Towns	24	17	-6.8
Nightclubs/Dancing	11	15	4.5

Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	64	48	-15.8 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	4%	7%	2.8 pts.
First International Trip to the U.S.	16%	17%	1.7 pts.
Length of Stay in U.S. (mean nights)	20.9	13.9	-7.0 nights
Length of Stay in U.S. (median nights)	10	10	0 nights
Number of States Visited (% 1 state)	46%	52%	5.8 pts.
Average Number of States Visited	1.8	1.8	0.0 states
Hotel/Motel (% 1+ nights)	89%	88%	-0.8 pts.
Average # of Nights in Hotel/Motel	10.5	9.2	-1.3 nights
Travel Party Size (mean # of persons)	1.4	1.3	-0.1
Gender: % Male (among adults)	63%	71%	8.6 pts.
Household Income (mean average)	\$125,800	\$127,600	\$1,800
Household Income (median average)	\$123,100	\$128,300	\$5,200
Average Age: Female	39	40	1.1 years
Average Age: Male	41	40	-1.1 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)				
REGIONS	REGIONS							
Pacific	**	**	55.2	77				
STATES								
California	**	**	51.8	72				

(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.

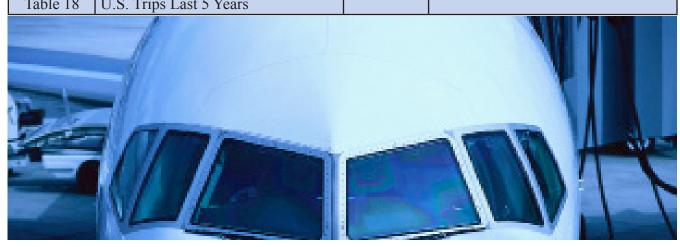
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Survey of International Air Travelers

The Survey of International Air Travelers 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 thirtyfive 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						
Sui			Sumber 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					



Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

http://tinet.ita.doc.gov/research/programs/ifs/customized.html

For OTTI programs of interest visit:

http://www.tinet.ita.doc.gov/research/index.html

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

U.S. Department of Commerce

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