

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2011 Market Profile: Singapore



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## Visitation Trends (Arrivals)

[Thousands of Singapore Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	107	116	123	135	141	107	139	159	53
Percentage Change (%)	22	9	6	10	5	-24	30	14	50

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 <sup>r</sup>	Change 2011/2004
Total Travel & Tourism Exports (1)	\$401	\$424	\$464	\$500	\$557	\$386	\$531	\$635	\$234
Travel Receipts	\$385	\$412	\$461	\$497	\$552	\$382	\$526	\$629	\$244
Passenger Fare Receipts	\$16	\$12	\$3	\$3	\$5	\$4	\$5	\$6	-\$10
Change (%) in Total Exports	20	6	9	8	11	-31	38	20	58

(r) Revised.

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	42	45	2.9
Airlines Directly	36	36	-0.3
Travel Agency	42	36	-6.3
Friends/Relatives	16	19	2.4

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	24	38	13.3
Business/Professional	49	34	-14.7
Visit Friends/Relatives	15	17	2.6
Convention/Conference	10	7	-2.5

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	46	57	10.3
Business/Professional	54	37	-16.5
Visit Friends/Relatives	36	32	-3.6
Convention/Conference	14	12	-2.4
NET PURPOSES OF TRIP:			
Leisure & VFR	66	71	5.0
Business & Convention	61	44	-16.6

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	64	58	-5.1
Airlines in U.S.	42	38	-4.6
Rented Auto	34	35	1.0
City Subway/Tram/Bus	20	26	6.7
Company or Private Auto	16	15	-1.4

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	89	94	4.7
Dining in Restaurants	92	91	-0.9
Sightseeing in Cities	40	50	9.9
Visit Historical Places	31	39	8.0
Amusement/Theme Parks	22	35	13.2
Visit Small Towns	17	25	8.4
Visit National Parks	20	23	2.8
Art Gallery/Museum	20	21	1.1
Guided Tours	13	21	8.3
Touring Countryside	13	20	7.2
Cultural Heritage Sites	14	20	5.2

## Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	48	66	18.0 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	7%	9%	2.6 pts.
First International Trip to the U.S.	17%	23%	5.9 pts.
Length of Stay in U.S. (mean nights)	13.9	16.3	2.4 nights
Length of Stay in U.S. (median nights)	10	10	0 nights
Number of States Visited (% 1 state)	52%	54%	2.2 pts.
Average Number of States Visited	1.8	1.7	-0.1 states
Hotel/Motel (% 1+ nights)	88%	89%	1.2 pts.
Average # of Nights in Hotel/Motel	9.2	8.7	-0.5 nights
Travel Party Size (mean # of persons)	1.3	1.5	0.2
Gender: % Male (among adults)	71%	**	**
Household Income (mean average)	\$127,600	\$132,000	\$4,400
Household Income (median average)	\$128,300	\$124,200	-\$4,100
Average Age: Female	40	**	**
Average Age: Male	40	**	**

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
<b>REGIONS</b>				
Pacific	55.2	77	**	**
<b>STATES</b>				
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/ifis/index.html>.

For a list of the states that comprise each census region, please visit: [http://tinet.ita.doc.gov/outreachpages/census\\_regions.html](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 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
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Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
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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

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