

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Singapore



2014 Market Profile: Singapore

Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	135	141	107	139	159	162	153	150	15
Percentage Change (%)	10	5	-24	30	14	2	-6	-2	11

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$696	\$837	\$614	\$828	\$861	\$942	\$976	October	-
Travel (all purposes including education)	\$693	\$832	\$610	\$823	\$854	\$934	\$968	\$940	\$247
Of which: Education Related	\$101	\$112	\$119	\$125	\$138	\$147	\$156	October	-
Of which: Other Business/ Personal Travel	\$589	\$716	\$486	\$693	\$711	\$781	\$806	October	-
Passenger Air Transportation	\$3	\$5	\$4	\$5	\$7	\$8	\$8	October	-
Change (%) in Total Exports	15	20	-27	35	4	9	4	-	-

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

^(p) Preliminary, subject to future revisions. Estimates on passenger fares, education and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	54	50	-4.4
Corporate Travel Dept.	37	31	-6.7
Online Travel Agency	25	25	0.1
Personal Recommendation	25	24	-0.9
Travel Guides	15	17	1.4
Travel Agency Office	17	17	-0.4
National/State/City Travel Office	8	6	-1.4
Tour Operator/Travel Club	5	5	-0.3
Other	6	4	-2.1

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Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	30	38	8.4
Business	38	32	-5.6
Visit Friends/Relatives	12	13	1.6
Convention/Conference/Trade Show	14	10	-4.1
Education	5	6	1.3
Health Treatment	0.4	0.2	-0.2
Religion/Pilgrimages	0.6	0.0	-0.6
Other	1.3	0.4	-0.9

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	46	49	3.3
Business	42	37	-5.2
Visit Friends/Relatives	26	30	4.2
Convention/Conference/Trade Show	20	15	-4.4
Education	6	8	1.6
Religion/Pilgrimages	0.5	0.8	0.3
Health Treatment	0.7	0.7	0.0
Other	2	0.7	-1.3
NET PURPOSES OF TRIP:			
Leisure & VFR	56	62	5.8
Business & Convention	55	46	-9.0

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	95	87	-7.6
Sightseeing	70	68	-1.8
Experience Fine Dining	34	38	3.5
National Parks/Monuments	36	35	-0.9
Art Gallery/Museum	23	24	1.6
Small Towns/Countryside	27	24	-3.3
Amusement/Theme Parks	19	24	4.7
Historical Locations	26	22	-4.2
Concert/Play/Musical	18	21	2.5
Guided Tours	19	16	-2.9
Casinos/Gamble	8	14	5.8
Cultural / Ethnic Heritage Sites	12	13	1.4
Nightclubbing/Dancing	15	10	-4.7
Sporting Event	10	7	-3.3
American Indian Communities	2	5	3.0
Camping/Hiking	3	4	1.6
Snow Sports	1	4	2.8
Water Sports	2	3	1.0
Environ./Eco. Excursions	3	3	-0.5
Golfing/Tennis	3	2	-0.7
Hunting/Fishing	0.7	1	0.6
Other	2	2	-0.5



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Air Travel between U.S. Cities	49	48	-0.9
Rented Auto	39	39	0.1
Taxicab/Limousine	52	38	-14.2
Auto, Private or Company	31	30	-0.7
City Subway/Tram/Bus	31	26	-4.5
Bus between Cities	13	13	0.0
Railroad between Cities	8	6	-1.3
Ferry/River Taxi/Srt Scenic Cruise	9	5	-3.4
Cruise Ship/River Boat 1+ Nights	5	3	-1.8
Rented Bicycle/Motorcycle/Moped	2	2	-0.7
Motor Home/Camper	1	0.7	-0.3

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	59	70	11.5
Advance Trip Decision Time (median days)	30	45	15.0
Prepaid Package	4	6	1.9
First International Trip to the U.S.	17	12	-4.5
Length of Stay in U.S. (mean nights)	17.1	17.9	0.8
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	57	55	-2.0
Average Number of States Visited	1.7	1.7	0.0
Hotel/Motel (% 1+ nights)	90	87	-3.1
Average # of Nights in Hotel/Motel	11.0	11.0	0.0
Travel Party Size (mean # of persons)	1.3	1.5	0.2
Gender: % Male (among adults)	69	67	-1.9
Household Income (mean average)	\$175,084	\$167,730	-\$7,354
Household Income (median average)	\$150,000	\$131,920	-\$18,080
Average Age: Female (among adults)	39	37	-1.3
Average Age: Male (among adults)	42	40	-1.4

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
No destinations meet the minimum sample requirement.				

- (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 incident 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.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? The NTTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; 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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

U.S. Department of Commerce

International Trade Administration
Industry & Analysis
National Travel and Tourism Office
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
ntto@trade.gov

<http://travel.trade.gov>