

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: Singapore



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Total Arrivals	141	107	139	159	162	153	152	160	18
Percentage Change (%)	5	-24	30	14	2	-6	-1	5	13

Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 ^r	2014 ^r	2015 ^r	Change 2015/2008
Total Travel and Tourism Exports ²	\$837	\$614	\$828	\$861	\$942	\$925	\$927	\$977	\$140
Travel Receipts	\$832	\$610	\$823	\$854	\$934	\$917	\$918	\$969	\$137
Education Receipts	\$112	\$119	\$125	\$138	\$147	\$154	\$163	\$176	\$64
Other Business/Personal	\$716	\$486	\$693	\$711	\$781	\$757	\$748	\$786	\$70
Health/Border/Seasonal	\$4	\$5	\$5	\$5	\$6	\$6	\$7	\$7	\$3
Passenger Fare Receipts	\$5	\$4	\$5	\$7	\$8	\$8	\$9	\$8	\$3
% Change in Total Exports	20%	-27%	35%	4%	9%	-2%	0%	5%	17%

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Airlines	50	57	7.6
Corporate Travel Dept.	31	34	2.9
Personal Recommendation	24	25	1.2
Online Travel Agency	25	21	-3.3
Travel Guides	17	16	-1.1
Travel Agency Office	17	13	-4.1
National/State/City Travel Office	6	9	3.3
Tour Operator/Travel Club	5	3	-2.1
Other	4	7	2.7

Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Business	32	30	-1.8
Vacation/Holiday	38	28	-9.5
Convention/Conference/Trade Show	10	19	9.0
Visit Friends/Relatives	13	14	1.0
Education	6	8	1.3
Health Treatment	0.2	0.5	0.3
Religion/Pilgrimages	0.0	0.0	0.0
Other	0.4	0.1	-0.3

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	49	45	-3.7
Business	37	37	-0.4
Visit Friends/Relatives	30	29	-0.9
Convention/Conference/Trade Show	15	23	7.5
Education	8	8	0.6
Health Treatment	0.7	0.9	0.2
Religion/Pilgrimages	0.8	0.0	-0.8
Other	0.7	0.8	0.1
NET PURPOSES OF TRIP:			
Leisure & VFR	62	57	-5.3
Business & Convention	46	53	7.3

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Shopping	87	88	1.1
Sightseeing	68	67	-1.0
Experience Fine Dining	38	39	1.1
National Parks/Monuments	35	30	-4.7
Small Towns/Countryside	24	25	1.2
Art Gallery/Museum	24	24	-0.6
Historical Locations	22	23	1.6
Amusement/Theme Parks	24	18	-5.8
Guided Tours	16	14	-2.3
Concert/Play/Musical	21	14	-7.0
Cultural / Ethnic Heritage Sites	13	12	-1.5
Camping/Hiking	4	8	3.5
Sporting Event	7	7	0.3
Nightclubbing/Dancing	10	7	-3.4
Casinos/Gamble	14	6	-7.9
Water Sports	3	5	1.7
Environ./Eco. Excursions	3	4	1.1
Hunting/Fishing	1	4	2.4
Golfing/Tennis	2	3	1.2
Snow Sports	4	3	-1.1
American Indian Communities	4.5	1.6	-2.9
Other	1.5	1.0	-0.5



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Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Air Travel between U.S. Cities	48	50	1.7
Taxicab/Limousine	38	42	4.5
Rented Auto	39	36	-2.7
Auto, Private or Company	30	29	-1.3
City Subway/Tram/Bus	26	28	1.7
Bus between Cities	13	8	-4.7
Railroad between Cities	6	6	-0.1
Ferry/River Taxi/Srt Scenic Cruise	5	4	-0.8
Cruise Ship/River Boat 1+ Nights	3	2	-1.2
Motor Home/Camper	0.7	1.0	0.3
Rented Bicycle/Motorcycle/Moped	1.6	0.9	-0.7

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽³⁾
Advance Trip Decision Time (mean days)	70	72	1.6
Advance Trip Decision Time (median days)	45	45	0.0
Prepaid Package	6	5	-1.4
First International Trip to the U.S.	12	16	3.5
Length of Stay in U.S. (mean nights)	17.9	15.6	-2.3
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	55	58	3.3
Average Number of States Visited	1.7	1.7	0.0
Hotel/Motel (% 1+ nights)	87	88	1.4
Average # of Nights in Hotel/Motel	11.0	8.8	-2.2
Travel Party Size (mean # of persons)	1.5	1.4	-0.1
Gender: % Male (among adults)	67	69	2.1
Household Income (mean average)	\$167,730	\$168,434	\$704
Household Income (median average)	\$131,920	\$120,000	-\$11,920
Average Age: Female (among adults)	37	41	3.6
Average Age: Male (among adults)	40	43	3.0

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

Visitation to U.S. Destinations/Regions ⁽³⁾ (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
No destinations meet the minimum sample requirement.				

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) 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).
- 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>
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) 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.
- (n/a) Not available.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.
- Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes 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? NTTO sells custom reports. To learn more, visit: <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.

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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

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