



STORYPOINT 1 – INTRODUCTION

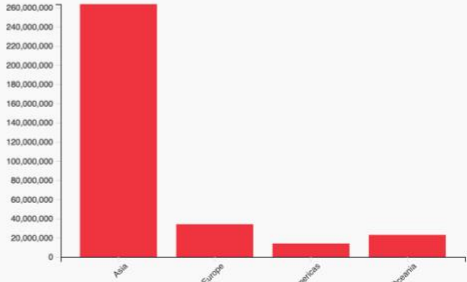
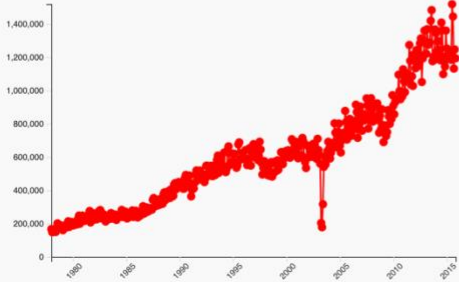
Singapore Tourism

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### Introduction



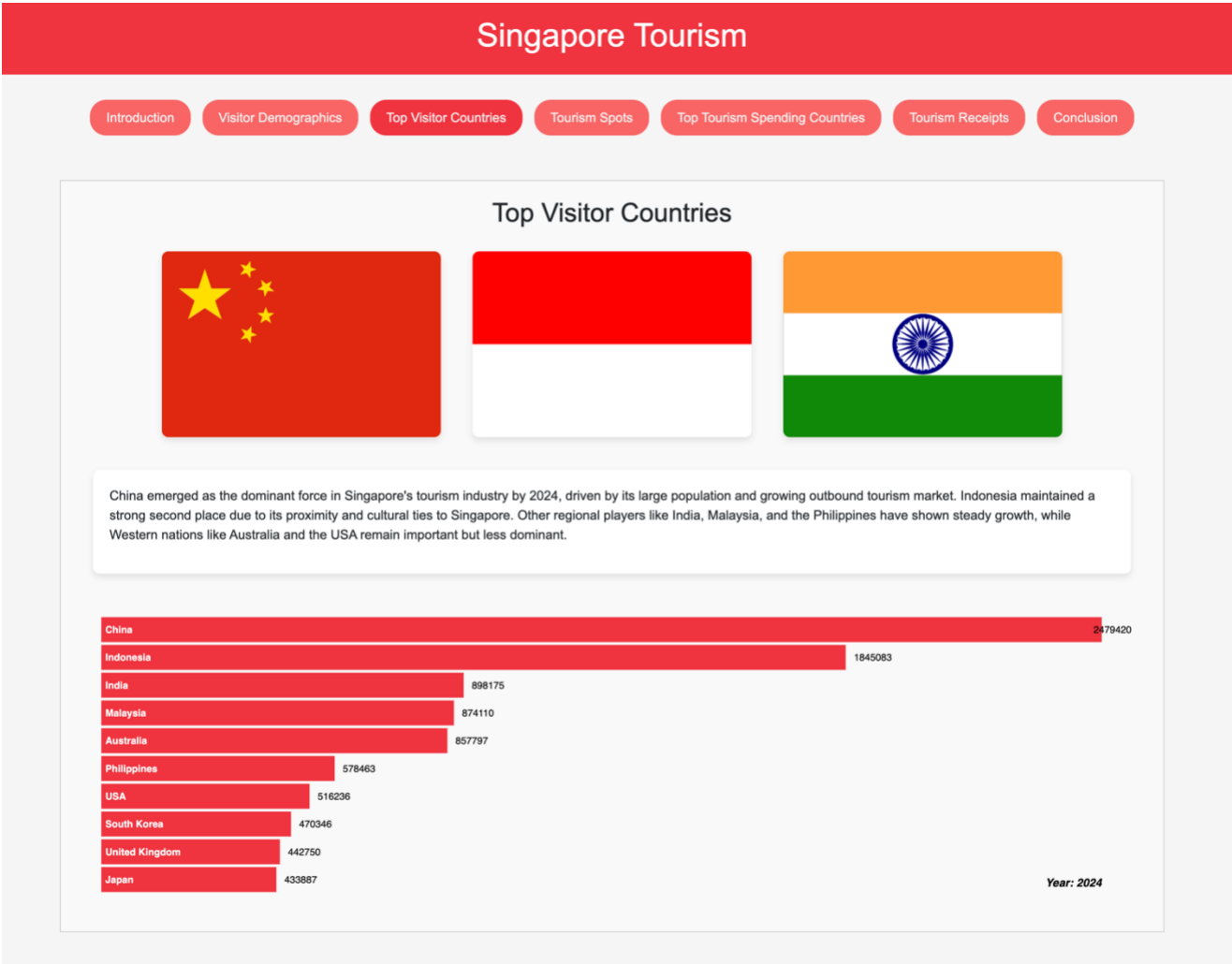
Singapore has long been a major hub for tourism, attracting millions of visitors from around the world each year. With its vibrant cultural offerings, unique attractions, and status as a global business destination, tourism plays a crucial role in the nation's economy. This dashboard provides an overview of tourism trends over the years, focusing on total international arrivals and the regional breakdown of visitors. Notably, while tourism generally increased over time, significant dips are seen during crises such as the 2003 SARS outbreak. A majority of visitors come from Asia, reflecting Singapore's geographic and cultural connections with the region.



STORYPOINT 2 – VISITOR DEMOGRAPHICS



STORYPOINT 3 – TOP VISITOR COUNTRIES



STORYPOINT 4 – TOURISM SPOTS

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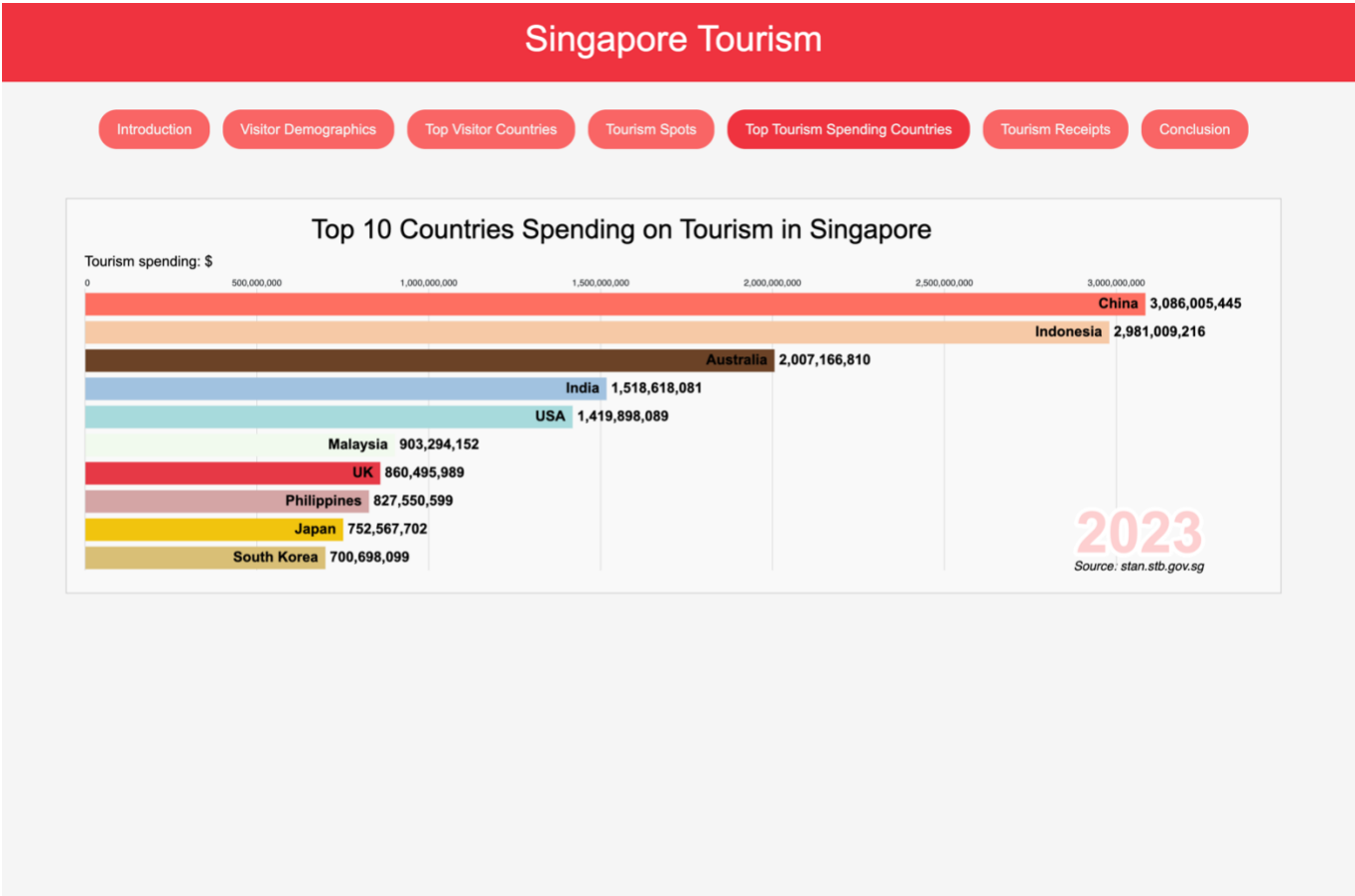
Tourism Spots



Notable tourism clusters are concentrated in areas such as Marina Bay, Sentosa Island, and Orchard Road, reflecting their status as popular tourist hubs. Other red markers appear in various residential and suburban regions, indicating the presence of parks, cultural landmarks, and other attractions that draw visitors beyond the central areas. The distribution of tourism spots shows Singapore's ability to offer diverse experiences, from urban and commercial hotspots to nature reserves and cultural sites spread throughout the city-state.



STORYPOINT 5 – TOP TOURISM SPENDING COUNTRIES



STORYPOINT 6 – TOURISM RECEIPTS

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Tourism Receipts




Other consumption categories, such as entertainment and cultural activities, increased significantly. This shows that tourists are more inclined to experience local culture and activities rather than just make material purchases. For example, Singapore's rich nightlife, cultural activities and tourism options attract tourists to explore in depth. This trend may be influenced by the efforts of the Singapore government and the Tourism Board to promote cultural and entertainment activities.

Tourism Receipts By Place of Residences & Major Components

23	13	12	15	13	14	21	13	18	18
26	32	20	28	10	9	22	12	29	18
24	14		20	26	25	21	25	17	29
27	41	56	37	51	52	36	50	36	35
China	Indonesia	Australia	India	USA	UK	Malaysia	Japan	Philippines	South Korea

Overall Tourism Receipts By Major Components



STORYPOINT 7 – CONCLUSION

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## Conclusion

In conclusion, Singapore's tourism landscape is marked by a diverse demographic of visitors, with significant contributions from countries such as China, Indonesia, and India. These travelers are drawn to iconic tourism spots like Marina Bay Sands, Sentosa Island, and Orchard Road, which offer unique experiences and vibrant cultural showcases. Notably, China stands out as the top source of tourism spending, reflecting a growing interest in the city-state's offerings. Overall, Singapore's tourism sector continues to thrive, generating substantial receipts that underscore its status as a premier global destination.