## **Enhancing Australian Tourist Experience in Singapore**

Proposals to Boost Engagement, Visitation and Spending



Presented by: Grace Chong 5 Jan 2025



## **Introduction & Background**

- Data used consists of a sample set of 1883 respondents from a survey conducted over a 1-year period (Jan - Dec)
- The survey captures key insights on Australian tourists' **preferences, behaviors**, and **spending** patterns in Singapore.

## **Objective**

- 1. Provide a general overview of the dataset
- 2. Focus on **three key areas** to enhance tourist experience:
  - Attract more tourist to the Zoo, Bird Paradise and Night Safari
  - **B**oost solo-traveller engagement
  - Create luxury accommodations and experience packages for retirees (>65yrs old)

### **Data Overview - Australian Tourist Trends**

• Survey Sample: 1883 respondents (Australian tourists) surveyed over a 1-year period (Jan - Dec).

#### **Tourist Count by Month**

 The overall tourist visitation rate is relatively consistent throughout the year, with Jan to Mar seeing the highest levels of activity.



#### **Gender Ratio**

 Quite an even distribution of male and female tourist

**51%** Male

#### **Main Purpose of Visit**

90% Leisure

#### **Arrival/Departure Mode**

Majority arrive and leave Singapore by plane.
Only a handful arrive by cruise.



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96% Plane

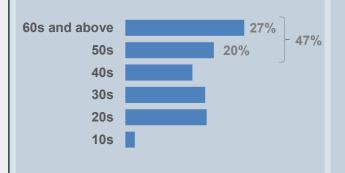
4% Land and Sea

92% Plane

8% Land and Sea

#### **Tourist Age Range**

 Close to half the tourist population are 50 years old and above



#### **Travel Companion**

 Close to half of the tourist came with their spouse, followed by 28% of solo-travelers



28% Alone



#### **Last Country/ Next Country**

 Majority come to Singapore directly and return home, with a smaller portion coming from and travelling to other SEA countries.

#### Last:

75% from Home

12% from other SEA countries

#### Next:

68% going Home

20% going to other SEA countries

## **Data Overview - Australian Tourist Trends**

• Survey Sample: 1883 respondents (Australian tourists) surveyed over a 1-year period (Jan - Dec).

#### **Accommodation Type**

Majority chose to stay in hotels

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62% Hotels

38% Others/Hostels/Stay with friends and relatives

#### **Last SG Visit**

 Most tourist either visited SG more than 3 years ago or they came here for the first time

**First Visit** 

43% 33%

> 3 yrs ago

## **Length of Stay**

· Highest portion of tourist stayed for 3 nights

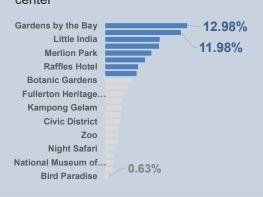
20% (((

17% ((

15%

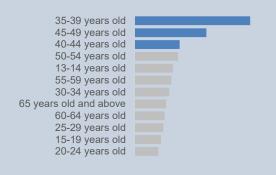
#### **Attractions Popularity**

 Most popular attractions are in the city center



#### Avg PCE by Age

 Working adults have the highest average per capital expenditure



#### **PCE Spend Area**

· Highest expenditure is on accommodation



36% Accoms



25% Others







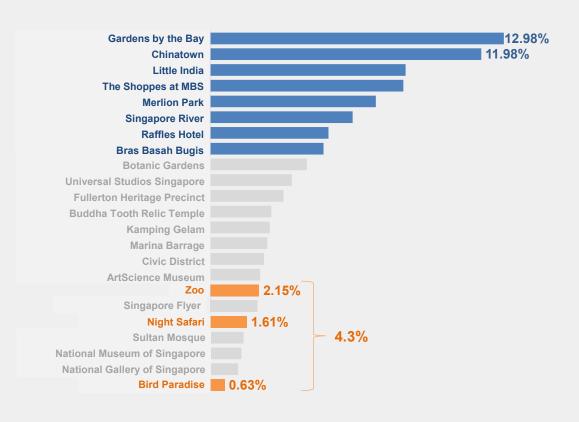
39% Shop, Sightseeing, F&B, Transportation

# Proposed 3 Focus Areas to Enhance Tourist Experience

- Attract more tourist to the Zoo, Bird Paradise and Night Safari
- Boost solo-traveller engagement
- Create luxury accommodations and experience packages for retirees

## **Proposed Improvement Area 1**

• Attract more tourist to the Zoo, Night Safari and Bird Paradise.



#### Observations:

- tourists mainly visit attractions in the City Centre such as Gardens by the Bay, MBS, Merlion Park, Singapore River etc.
- much lesser tourist (4.3%) visit the Zoo, Bird Paradise and Night Safari.

#### Possible Reason:

- Inconvenient location
- No variety of activities except for a day-out with wildlife

#### **Proposed Strategy:**

- · Develop and introduce the North as the 'Adventure Zone'
- Bundle most visited attraction (Gardens by the Bay) with the Bird Paradise/Zoo entry ticket at a discounted rate
- Provide transport from town to the Zoo area and back
- Increase the variety of activities near the Zoo
  - massage(for rest and relaxation)
  - o local crafts pop-up stalls (for shopping)
  - go-kart, ziplining, obstacle courses, archery (for adventures)
  - Themed Cafes (for more F&B choices)
  - Bicycle/buggy rental for visiting all these attractions in the north within the vicinity of the Zoo

## **Proposed Improvement Area 2**

Boost Solo-Traveller Engagement



#### Observation:

 A substantial portion (28%, slightly more than ¼) of travellers come as solotravellers

#### Possible Reason:

- · Safe country, low crime rates
- Efficient Transportation (MRT and extensive bus network)
- · Clean environment
- Wide variety of food catering to different budget
- · Multi-cultural insights
- Ease of communication (English-speaking)

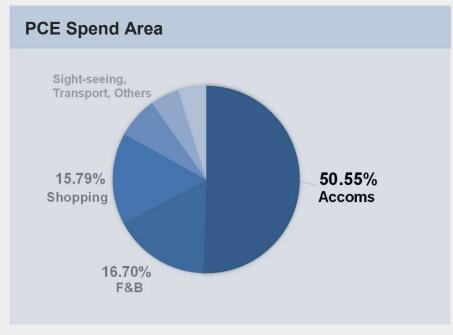
#### **Proposed Strategy:**

- Develop a simple 5-7 page guide-book catered to solo-travellers
- Tie-in with cycling interest groups to organise evening group bicycle tour for local food tasting so that solo-travellers can meet other travellers and locals
- Create an app where solo-travellers can meet locals to bring them around for half a day
- Offer discounts and packages that do not penalize solo-travellers with higher rates

## **Proposed Improvement Area 3**

Create luxury accommodations and experience packages for retirees (> 65yrs old)





#### Observation:

- The age group with the largest proportion of tourist is those >65 yrs old
- Older tourist are spending half of their total expenditure on accommodation, which is the highest proportion compared to other age range
- The next highest expenditure area is F&B and Shopping

#### Possible Reason:

- Older tourist prioritise comfort & luxury
- Older tourist may prefer a more relaxed itinerary instead of travelling extensively for sight-seeing or shopping.

#### **Proposed Strategy:**

- · Promote luxury hotels/resorts with wellness offerings
- Provide special experiences such as Sound Bath Meditation, batik workshops at a relaxed pace
- All-in-packages combining leisure and comfort (e.g. premium dining, personalized tours, airport transfers)
  - o Dining options can include special experiences such as the Albatross Sunset Cruise, Ocean Restaurant fine dining with the sea aquarium view

## Conclusion

Australia continues to provide a steady stream of tourists to Singapore, making it a key market for tourism efforts. To capitalize on this, it is essential to maintain strong engagement with Australian travelers

These are 3 proposed areas for enhancing the tourist experience:

- Attract more tourist to the Zoo, Bird Paradise and Night Safari
- Boost solo-traveller engagement
- Create luxury accommodations and experience packages for retirees

The **Proposed Strategies** are designed to elevate the experience of Australian tourists in Singapore,

focusing on increasing their engagement, visitation, and spending, ultimately strengthening Singapore's position as a preferred destination.