

Enhancing Australian Tourist Experience in Singapore

Proposals to Boost Engagement, Visitation and Spending



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Introduction & Background

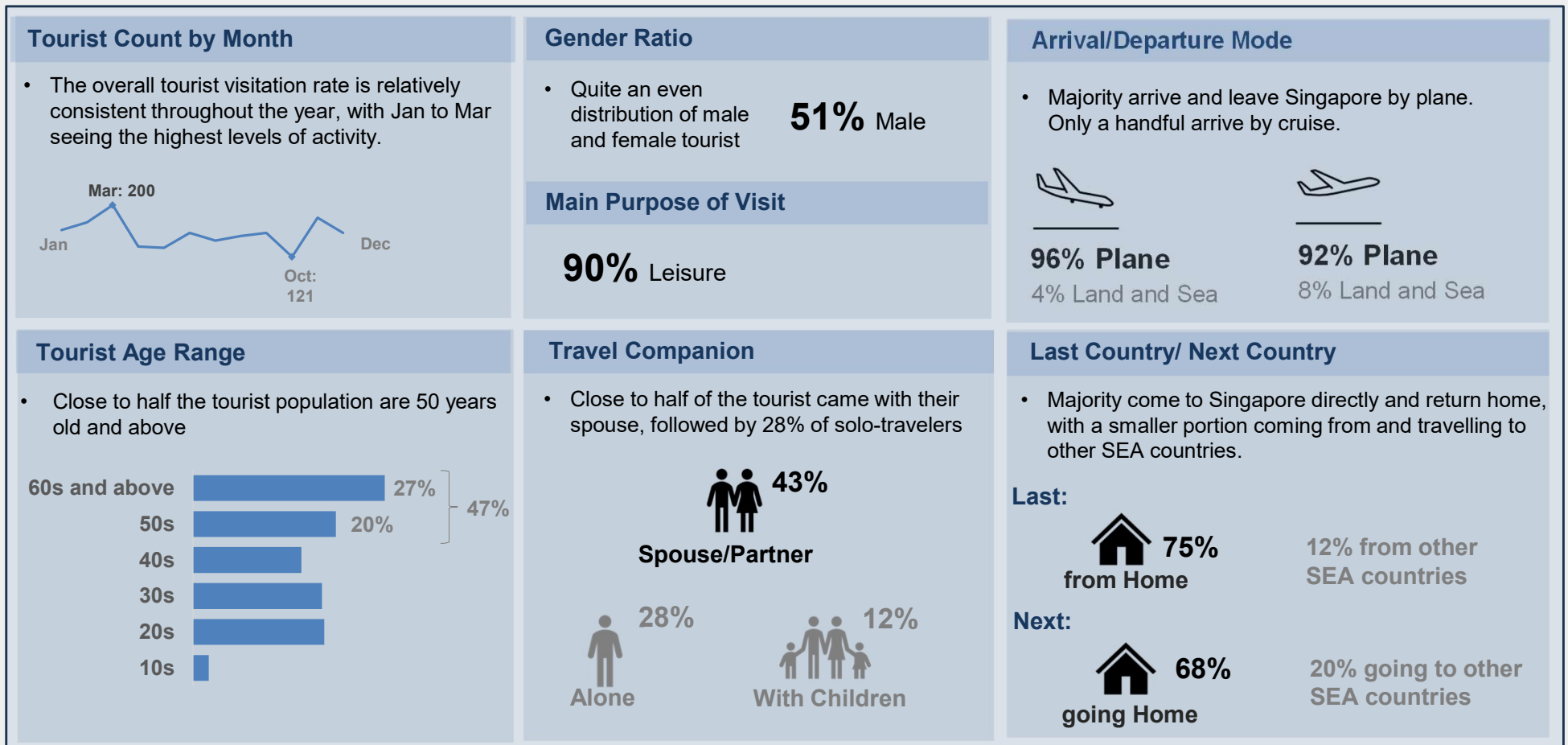
- Data used consists of a sample set of **1883** respondents from a survey conducted over a **1-year** period (Jan - Dec)
- The survey captures key insights on Australian tourists' **preferences, behaviors, and spending** patterns in Singapore.

Objective

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

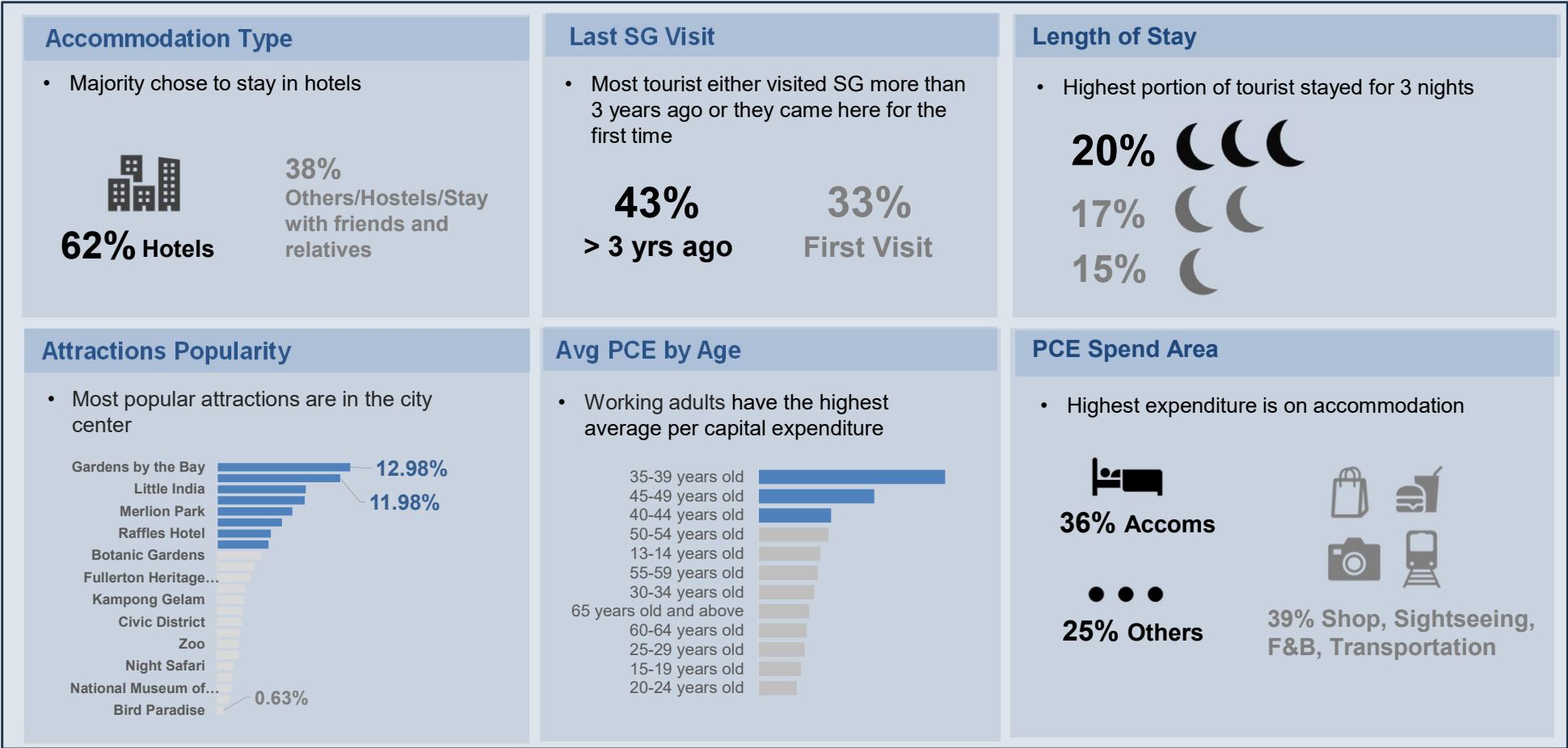
Data Overview – Australian Tourist Trends

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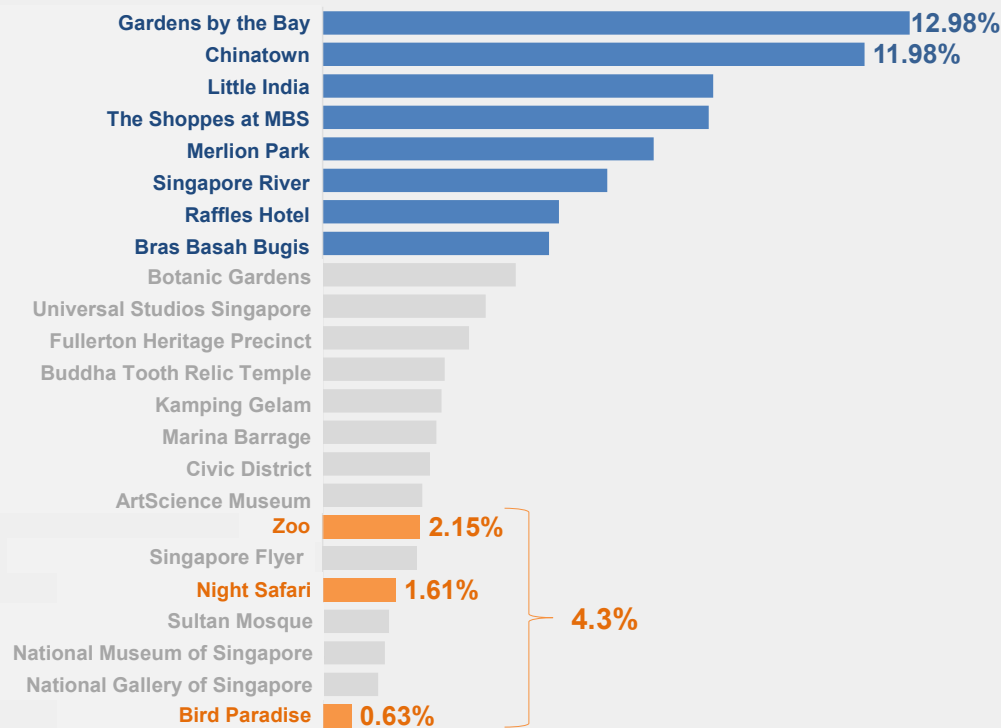


Proposed 3 Focus Areas to Enhance Tourist Experience

- **A**tract more tourist to the Zoo, Bird Paradise and Night Safari
- **B**oost solo-traveller engagement
- **C**reate 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:

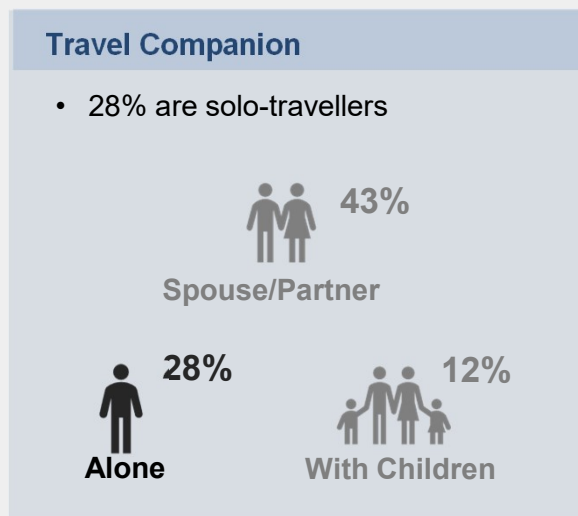
- Inconvenient location
- No variety of activities except for a day-out with wildlife

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)
 - 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 $\frac{1}{4}$) of travellers come as solo-travellers

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

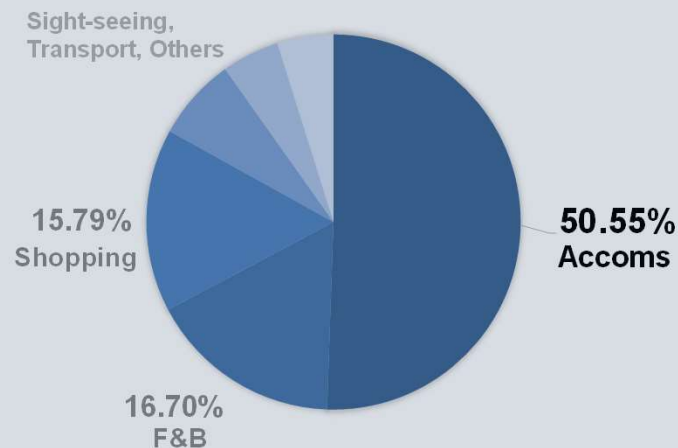
- Create luxury accommodations and experience packages for retirees (> 65yrs old)

Age Range with Highest Tourist Count

> 65 yrs old

18%

PCE Spend Area



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)
 - 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:

- **A**tract more tourist to the Zoo, Bird Paradise and Night Safari
- **B**oost solo-traveller engagement
- **C**reate 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**.