

# Rain-Induced Fluctuations in Singapore's Tourism Number

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# TABLE OF CONTENTS

**01**

**Background**

**02**

**SG Weather**

**03**

**Tourism Trend**

**04**

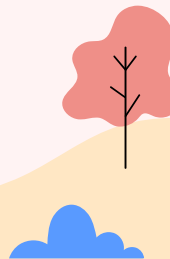
**Greater China**

**05**

**Recommendations**

**06**

**Conclusion**





01

# Background

# Problem Statement

The Tourism Board would like to increase visitors arrivals to exceed pre-pandemic numbers. Literature search found that rainy season is a potential deterrer for visits.



# BACKGROUND

- Weather and climate highly influences tourists' decision for timing of travel and its destination (Gössling et al., 2016)
- Rain is the most frequently cited negative travel memory (Gössling et al., 2016)
  - 'last-minute change of plans'
  - 'lack of indoor activities'
- Summer tourists on average, can accept up to 2.1 days of continuous rain for a 1-week holiday (Steiger et al., 2016)





02

# SG Weather

An analysis on recent  
years weather (2012-2021)

The background is a light pink color with four large, irregular yellow shapes in the corners. Each yellow shape contains stylized illustrations: a blue cloud and a red location pin with a dashed line in the top-left; a red cloud in the top-right; a red tree and a blue location pin with a dashed line in the bottom-right; and a blue tree and a red cloud in the bottom-left.

# 182

The number of rainy days in 2021!



# February

The driest month with least rain

# November

Has the highest average number of rainy days

# December

On average, has the heaviest rains





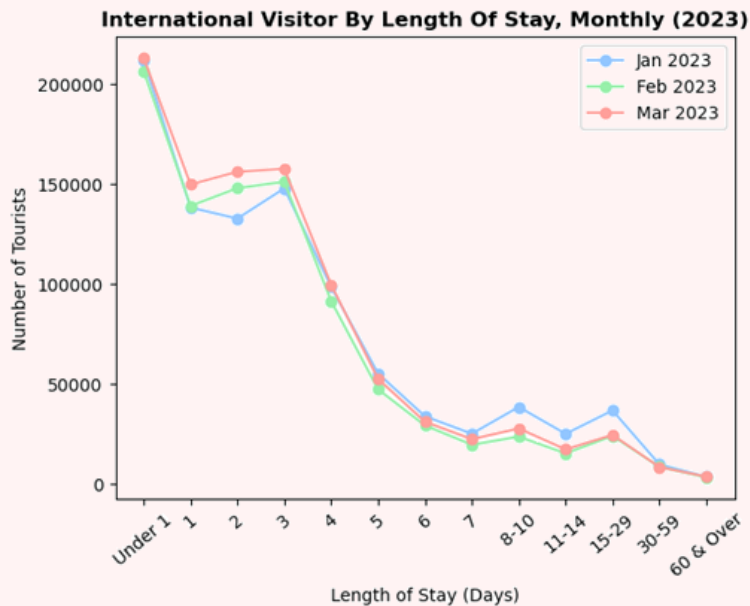


03

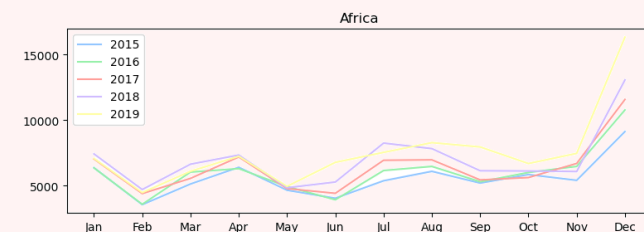
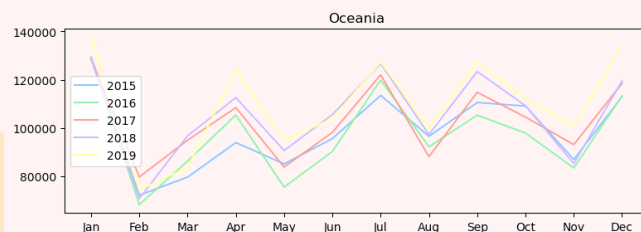
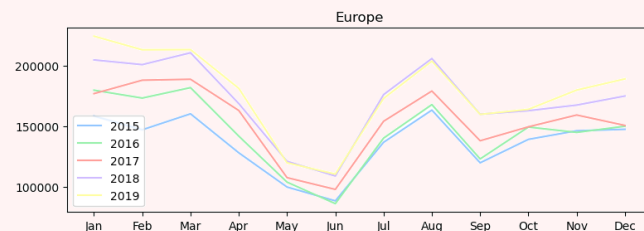
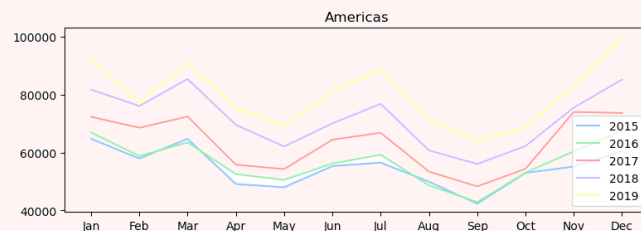
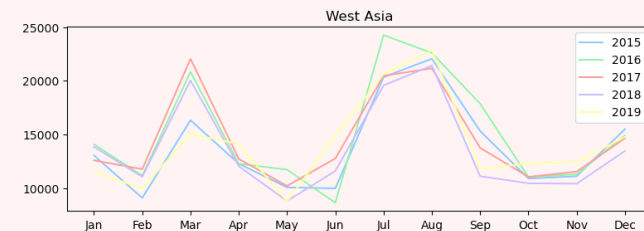
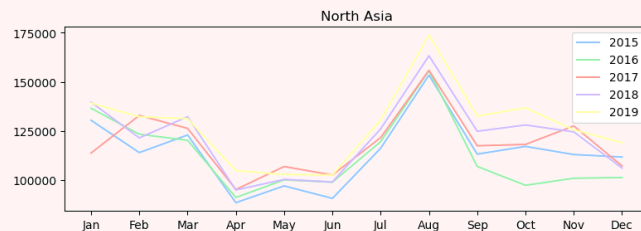
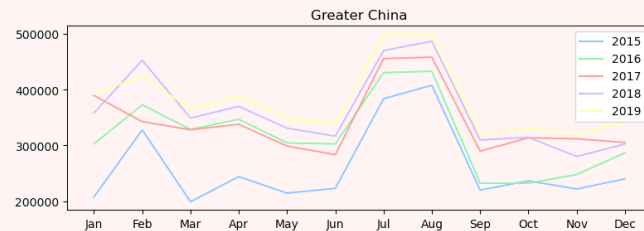
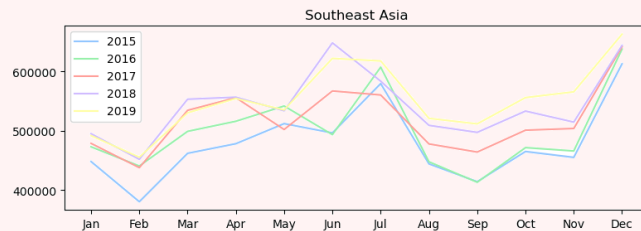
# Visitors Trend

Trend analysis by regions

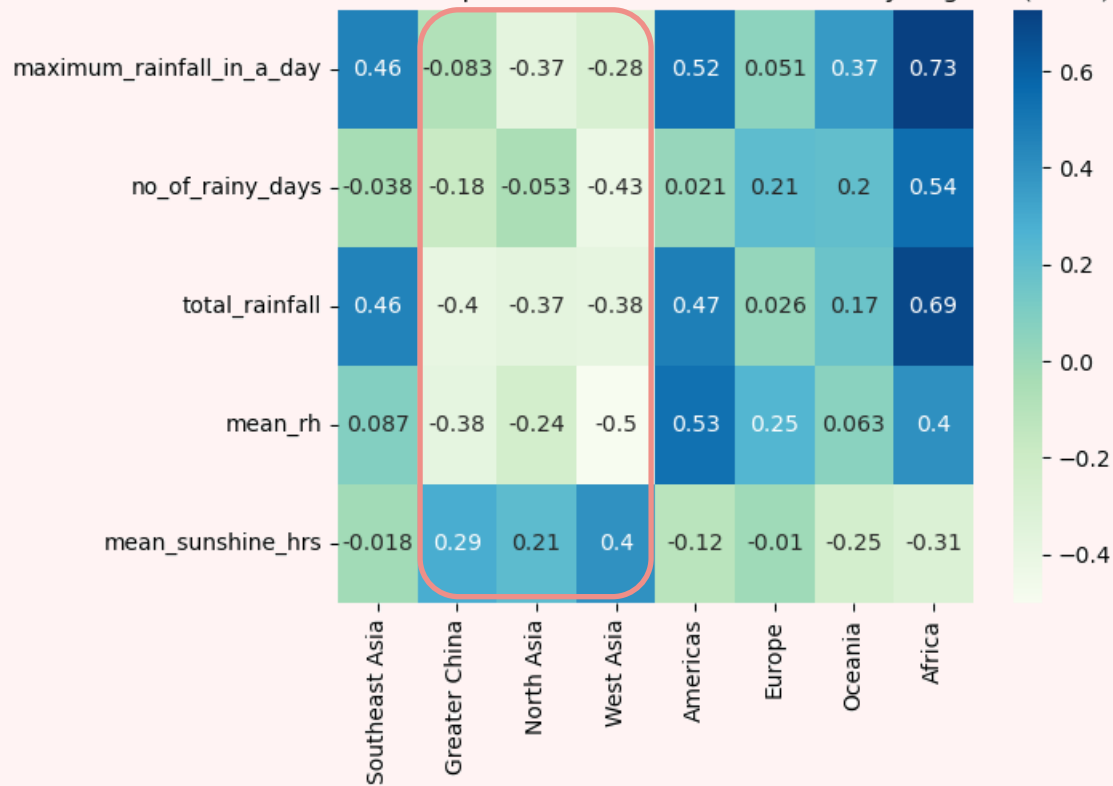
# SG is a short trip destination



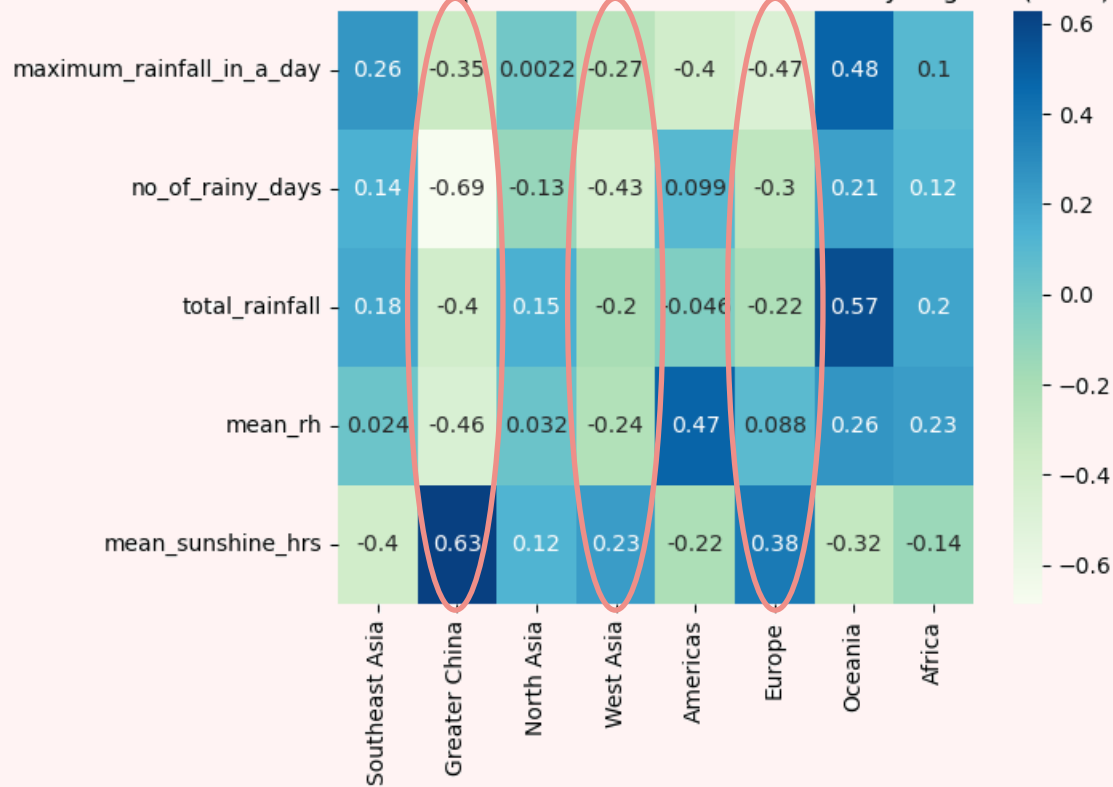
# Monthly Tourists Number in Singapore by Regions (2015-2019)



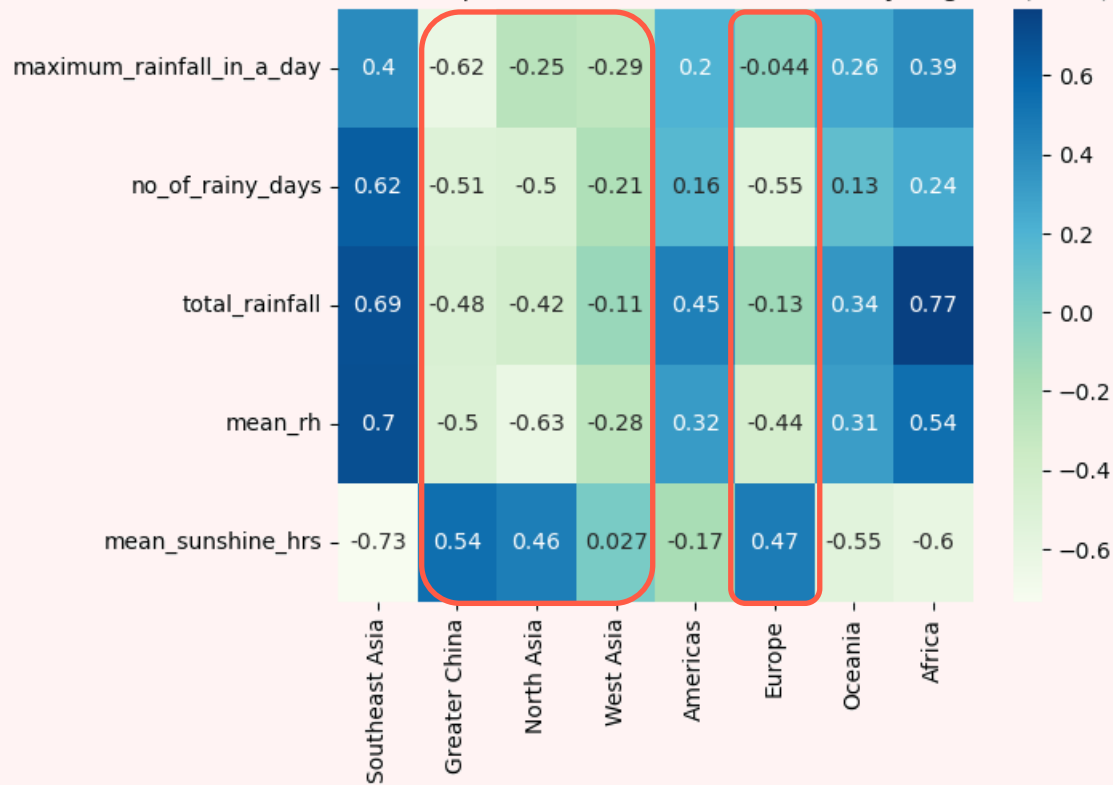
Correlation Heatmap - Weather vs Visitors Arrival by Regions (2017)



Correlation Heatmap - Weather vs Visitors Arrival by Regions (2018)



Correlation Heatmap - Weather vs Visitors Arrival by Regions (2019)



# Findings

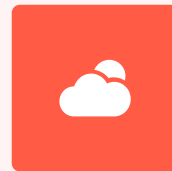


## Greater China

Increasingly stronger negative correlation between no. of rainy days and visitor numbers

## West Asia

Showing weak negative correlation between no. of rainy days and visitor numbers

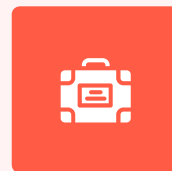


## Southeast Asia

Tourists from SEA are not avoiding the rainy season

## Europe

Increasingly stronger negative correlation between no. of rainy days and visitor numbers





04

# Greater China

Deeper Analysis of the  
Region





**2<sup>nd</sup>**

largest source of visitors


**Top Market**

In terms of tourism receipt

**5%**

Increase in tourism receipt from 2018



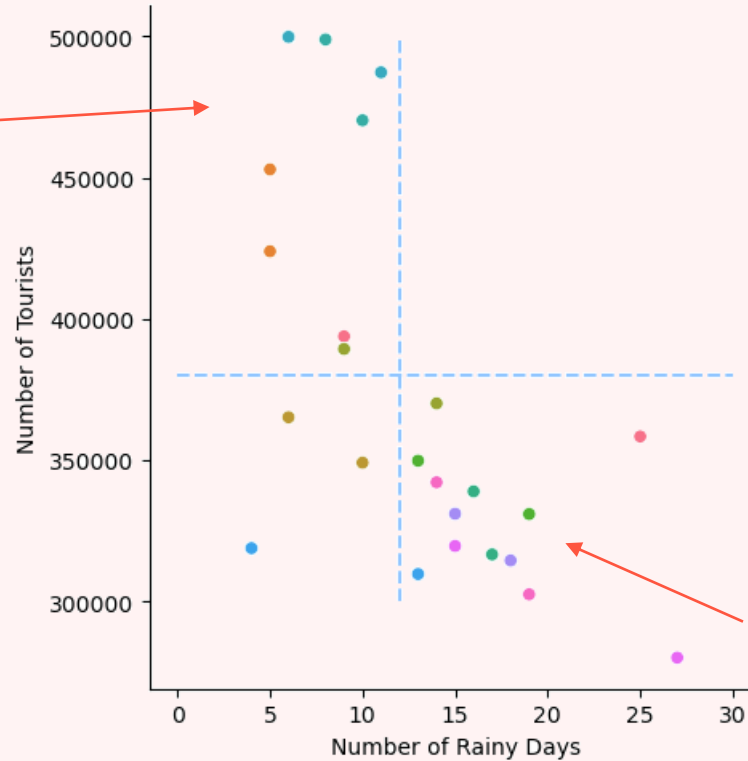


**SGD\$4.124b**

Tourism receipt revenue from Mainland China in 2019

**Relationship between Number of Rainy Days in a Month and Number of tourists from Greater China Region in 2018 and 2019**

**High monthly  
tourist number,  
less rainy days**



**Low monthly  
tourist number,  
more rainy days**



05

# Recommendations

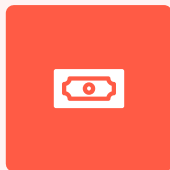
What to do next

# Recommendations



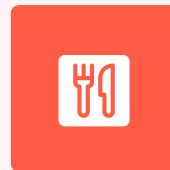
## Host more indoor events

Provide entertaining, indoor alternative itinerary for all ages during rainy days



## Work with tour agencies

Work with tour agencies in the region to include more indoor attractions such as Gardens by the Bay and ArtScience Museum



## Wet-weather friendly trips

Establish SG as a food tour destination to increase visits during rainy seasons



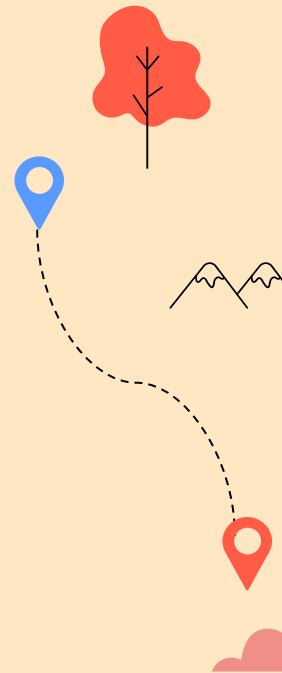
06

# Conclusions



# Main takeaways

- Tourists from selected regions are avoiding visiting SG during rainy seasons in recent years
- SEA visitors are not deterred by rain
- Greater China tourists are less likely to visit during rainy seasons
- Greater China is our biggest tourism receipt market and second largest source of tourists
- Attracting Greater China tourists to visit during rainy seasons can drive up our tourism revenue



# THANKS!

Does anyone have any questions?



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