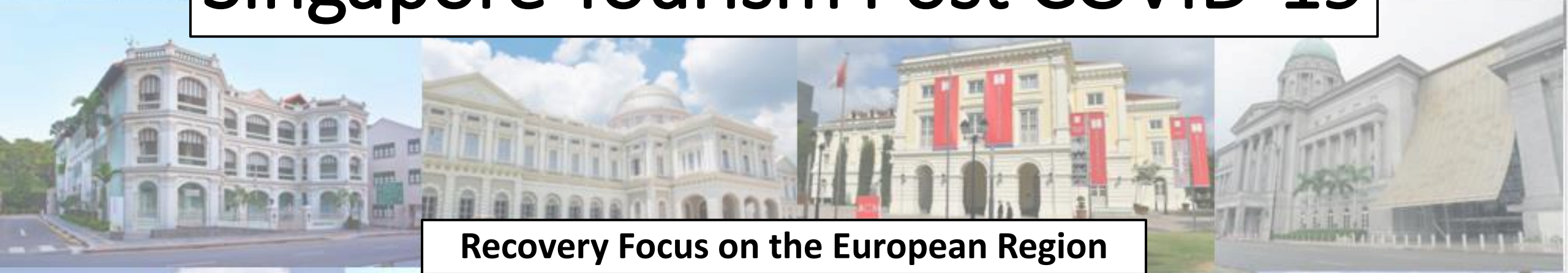




# Singapore Tourism Post COVID-19



**Recovery Focus on the European Region**





# Contents:

- Introduction
- Problem Statement & Business Needs
- Insights and Findings
- Strategies
- Conclusion
- References





# Introduction:

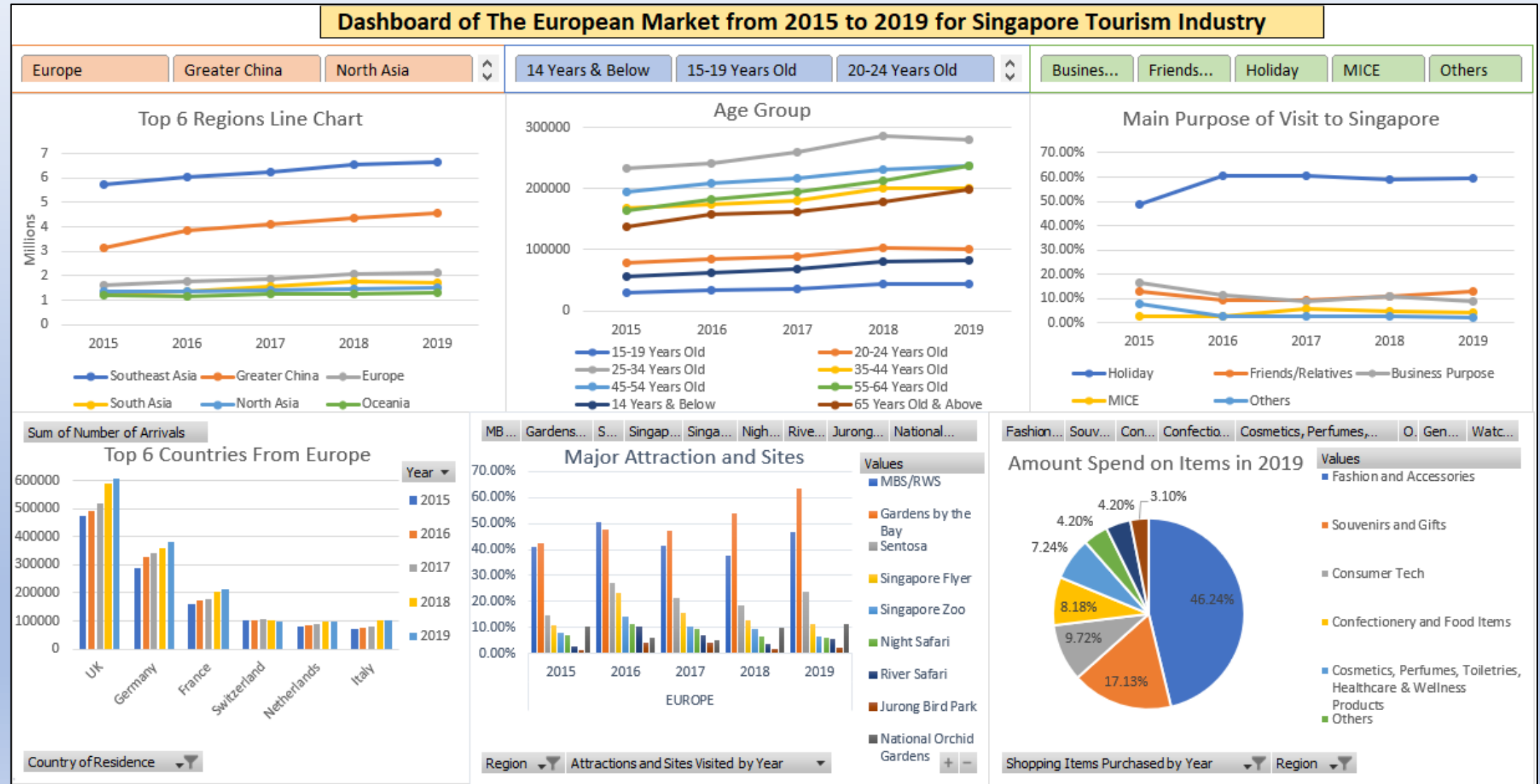
- **Target Audience:**
  - Singapore Tourism Board (STB) Management
- **Data Source:**
  - Singapore Tourism Analytics Network (STAN) website
  - Pre-COVID tourist figures from 2015-2019
- **Data Preparation:**
  - Removed many rows & columns
  - Replaced values e.g. \* that represent figure smaller than 0.5% to 0
  - And etc.



# Problem Statement & Business Needs :

- Singapore Tourism devastated by COVID-19 Pandemic
- Business strategy for recovery of Singapore tourism industry
- Keith Tan, CEO of STB, stated need to diversify tourism portfolio even in this pandemic. (Singapore focuses on diversifying tourism, 2020)
- Focus here will be tourist recovery from **Europe** while diversifying from the Asian Region.

# Dashboard:





# Insights and Findings (1) :

- **Findings 1 :**

- Positive Growth of European Market Pre-COVID
- Arrivals from Europe region is the 3<sup>rd</sup> largest internationally

- **Findings 2 :**

- UK has largest arrival numbers
- Good growth from Germany and France Pre-COVID
- Decreased and stagnate growth from Switzerland, Netherlands and Italy

- **Findings 3 :**

- Main arrival group from 25 years old & above
- Strong growth from age group of 55 years & above, set to overtake others



# Insights and Findings (2) :

- **Findings 4 :**

- Holiday visitors top the chart, but stagnating
- Worrying trend of decrease in Business and MICE tourist

- **Findings 5 :**

- Gardens by the bay & integrated resorts dominates attraction numbers
- Overall decrease in visitors to Zoo, Night & River Safari and Bird Park

- **Findings 6 :**

- 46% big percentage spending on Fashion & Accessories
- 1/3 of the section is spent on Souvenirs, Food & Consumer tech items

# Strategies (1) :

## 1. Language:

- Professional and correct use of English as cornerstone
- Employ fluent German & French language speakers
- Subsidies to take up Language courses

## 2. Health and Safety:

- Highlight Singapore's success of controlling the COVID-19 pandemic
- Continue improvements to excellent Hygiene & Health standards
- Singapore Airlines a Great & Safe way to fly!



# Strategies (2):

## 3. EU-Singapore Free Trade Agreement:

- Capitalise on EU-SG Free trade, entered into force on 21<sup>st</sup> Nov 2019 (EU-Singapore Agreement, 2020)

## 4. Look Outside the Major Areas:

- More marketing on other attraction (e.g. Mandai Park Development)
- More focus on different categories (e.g. Uniquely Singapore souvenirs)





# Conclusion:

- **Limitations :**

- Analysis base on **Pre-COVID data**, need to look into more areas like hygiene, health, digitalisation factors to further strengthen post COVID-19 recovery Strategy

- **Threats:**

- Rapid technology adaptation due to COVID-19 e.g. Zoom, etc. reduce the need for business travel
- Rapid development of online digital store/market will further affect tourist spending



# References:

- cnbc.com. 2020. *Singapore Focuses On Diversifying Tourism Portfolio Amid Coronavirus Crisis*. [online] Available at: <<https://www.cnbc.com/video/2020/02/06/singapore-will-keep-diversifying-tourism-portfolio-amid-virus-crisis.html>> [Accessed 7 December 2020].
- Trade - European Commission. 2020. *EU-Singapore Agreement*. [online] Available at: <<https://ec.europa.eu/trade/policy/in-focus/eu-singapore-agreement/>> [Accessed 7 December 2020].

## Data Source :

- <https://stan.stb.gov.sg/portal/tourism-statistics.html>