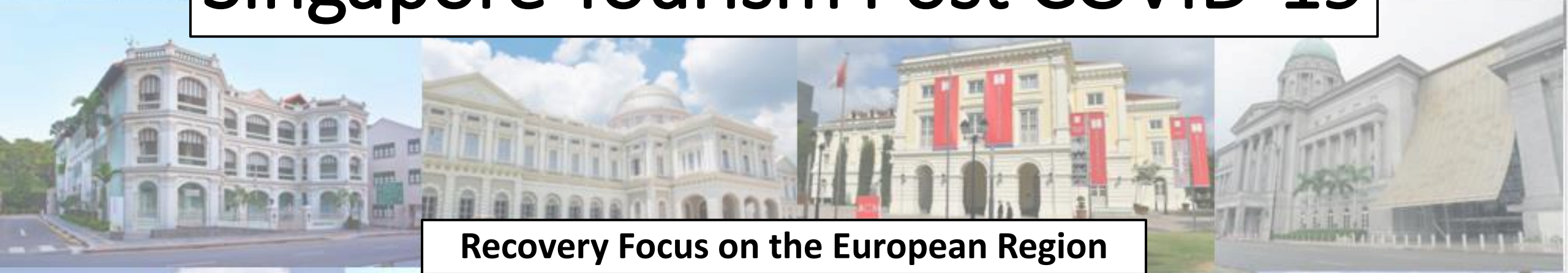




Singapore Tourism Post COVID-19



Recovery Focus on the European Region



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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.

Insights and Findings (1) :

- **Findings 1 :**

- Positive Growth of European Market Pre-COVID
- Arrivals from Europe region is the 3rd 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 21st 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>