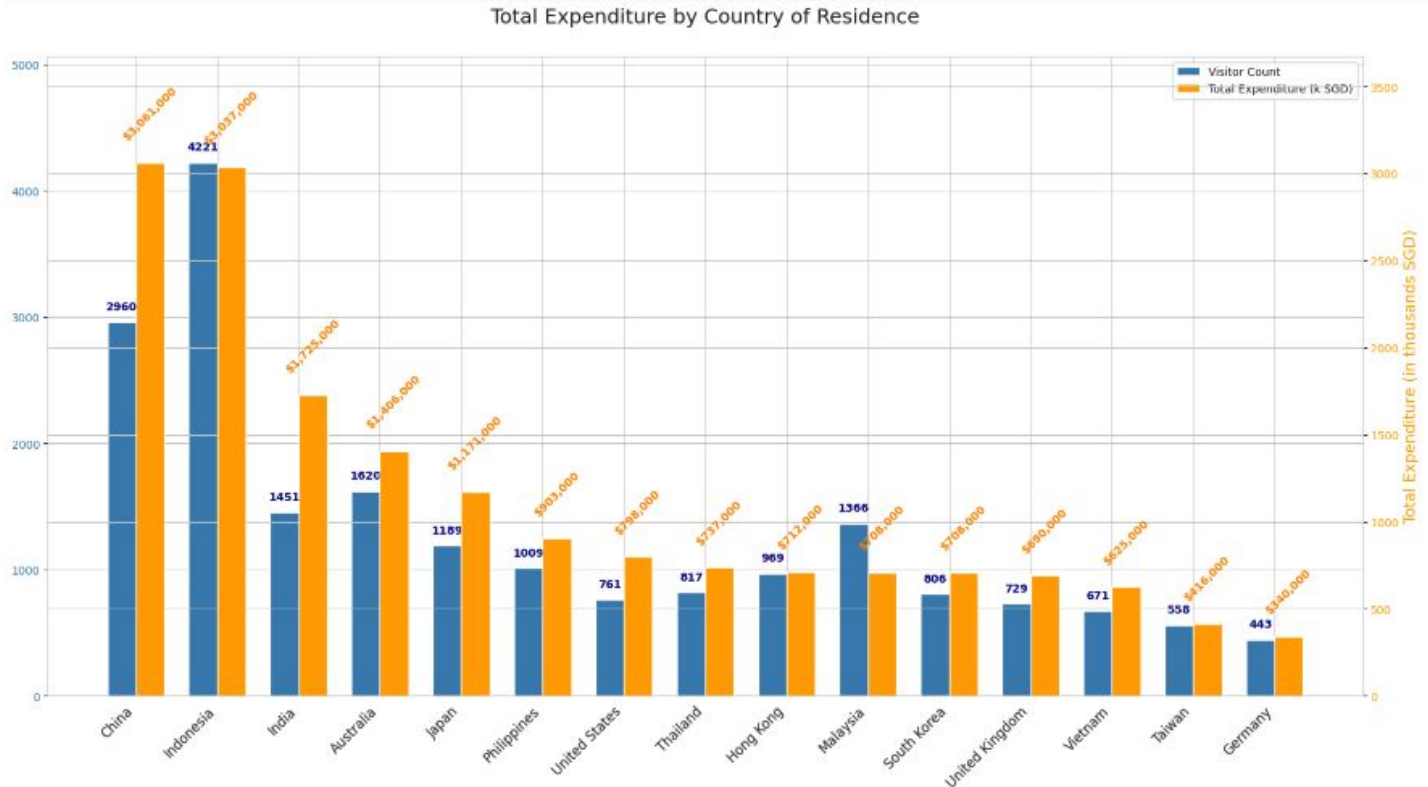


# Destination Singapore

A data driven approach to attract visitors to spend in  
Singapore

# Who spends most in total?



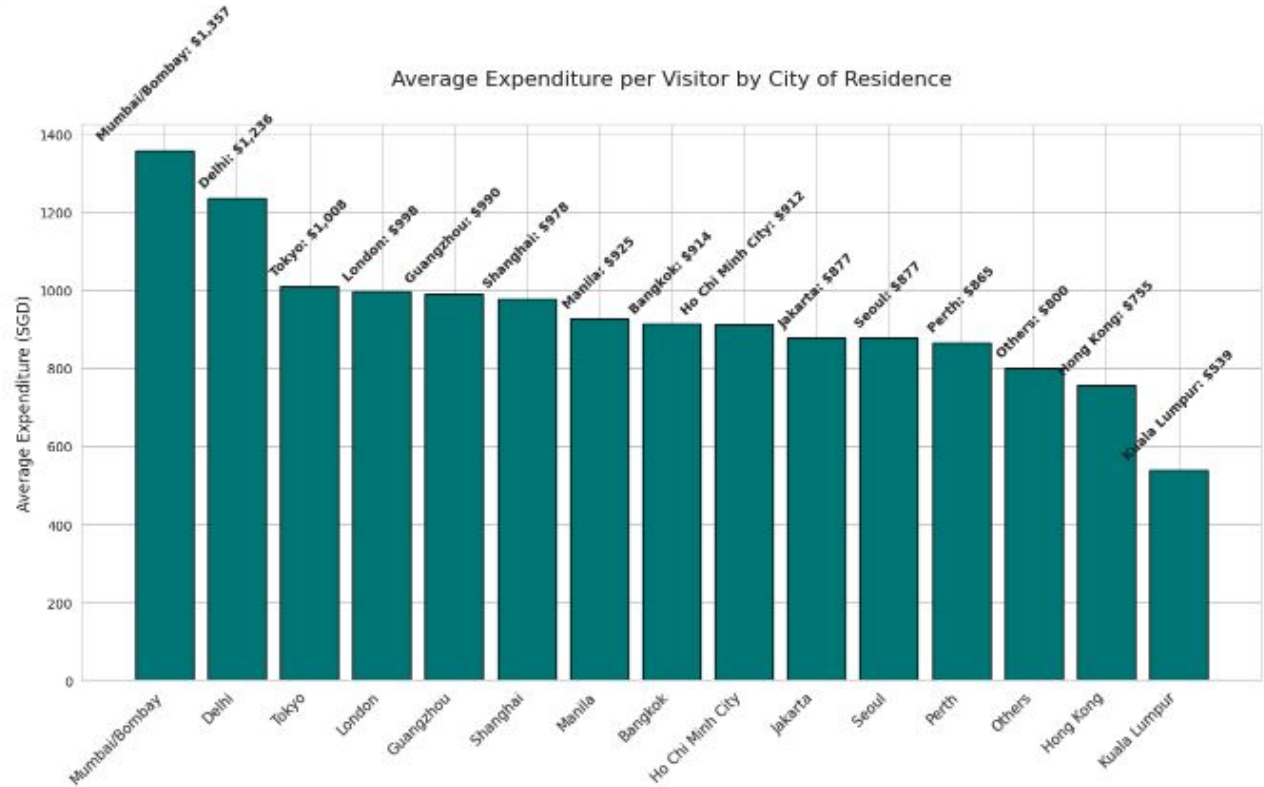
In terms of total expenditure, visitors from China and Indonesia top the list.



# Which City spends the most?

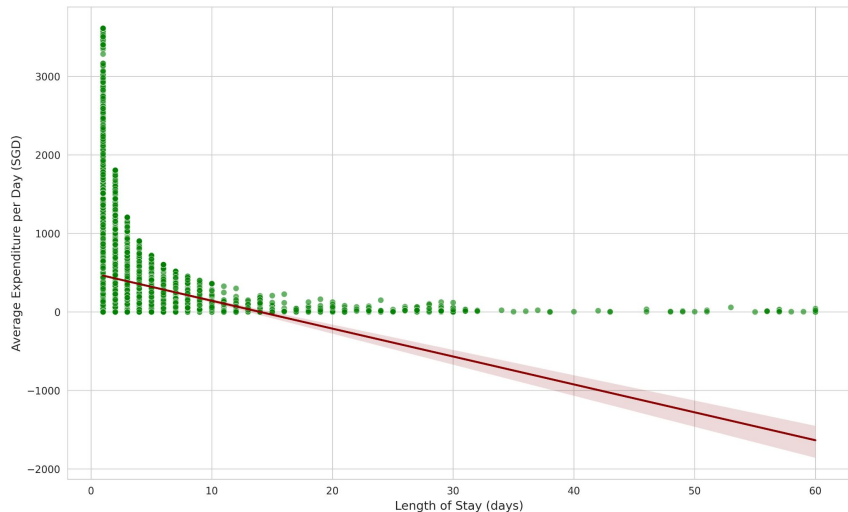
Visitors from Mumbai, Delhi, and Tokyo spend the most on average.

Target these cities through social media ads in their native languages

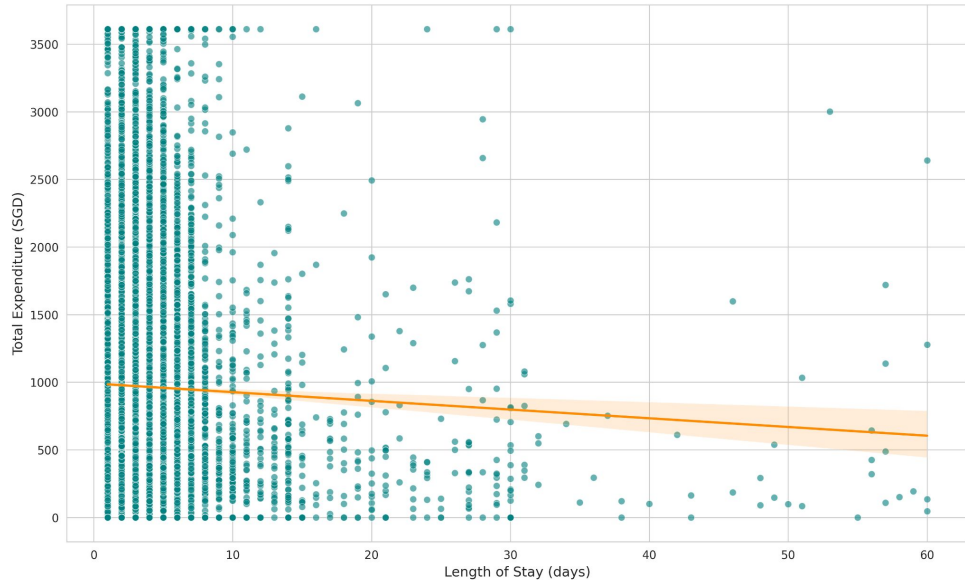


# Does the Length of Stay affect spend?

Length of Stay vs Average Expenditure per Day  
(Pearson correlation = -0.291)



Length of Stay vs Total Expenditure  
(Pearson correlation = -0.029)

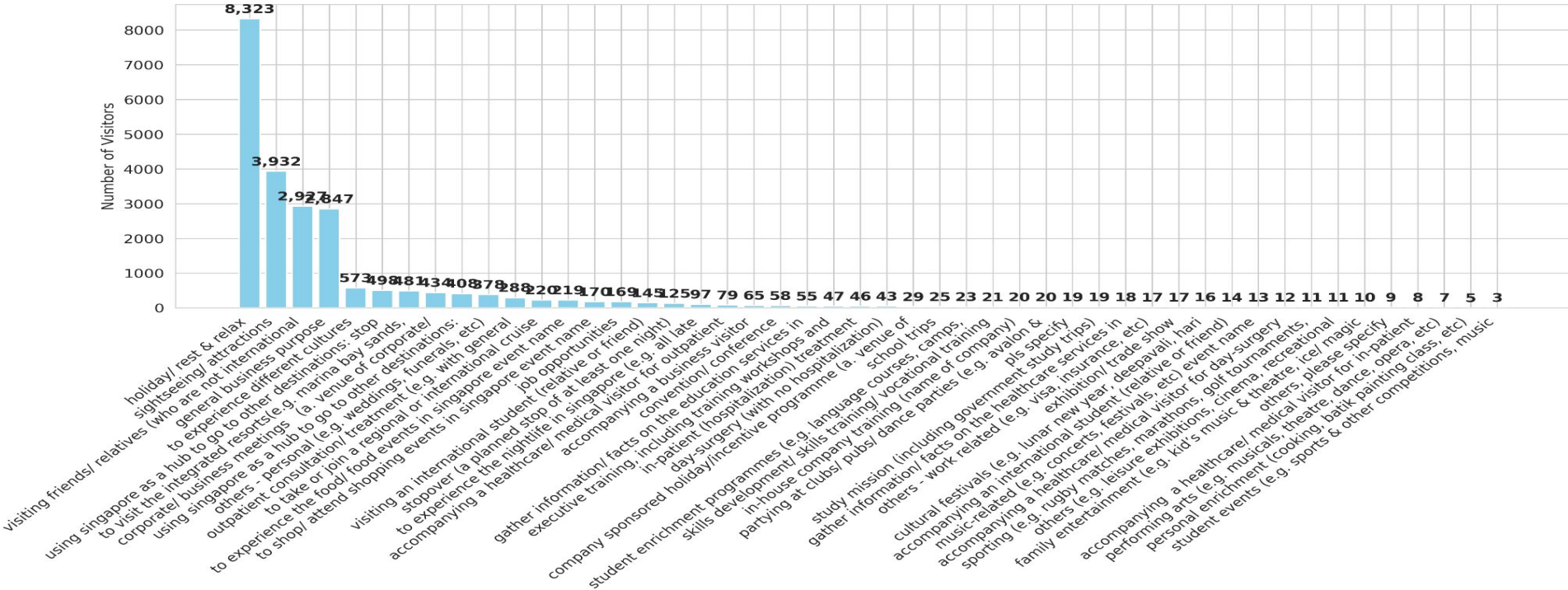


The returns from each extra day stayed diminishes. We should focus on attracting short term visitors but get them to come often.

# Why do people come to Singapore?

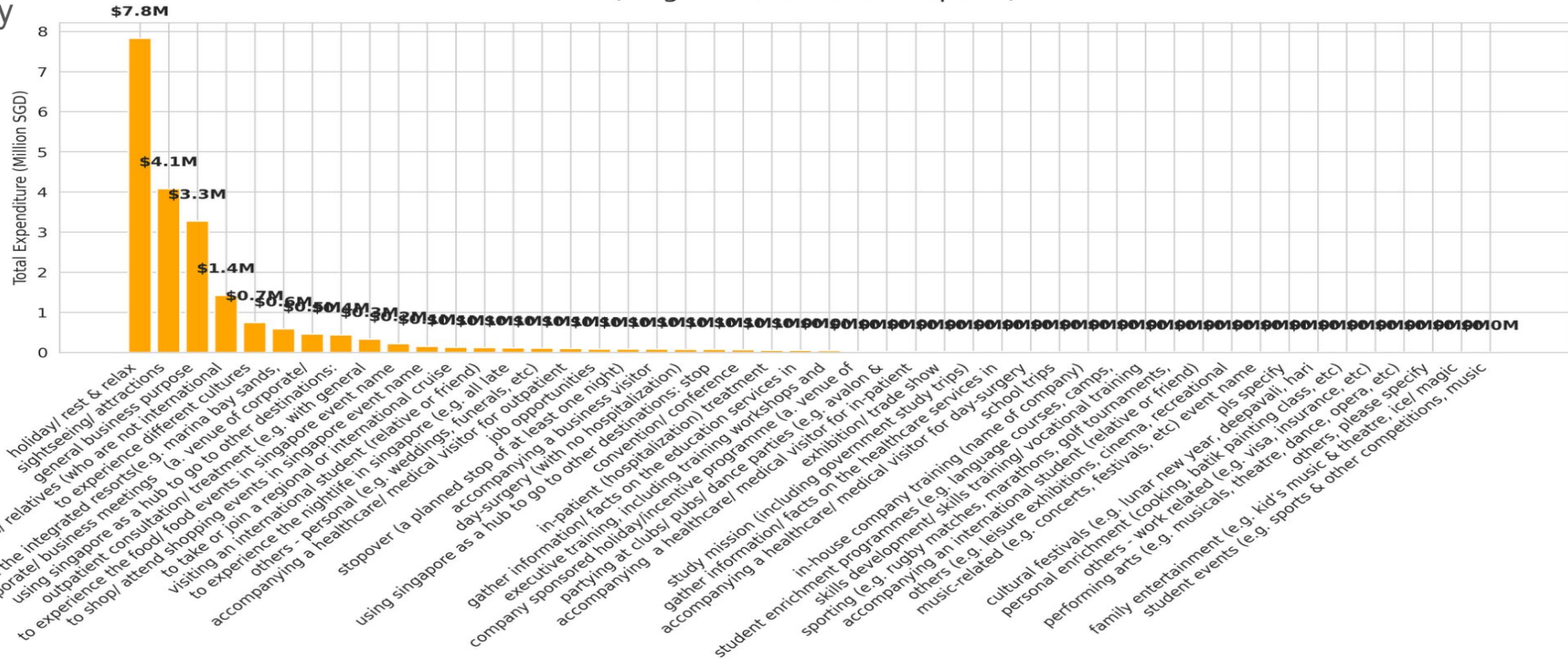
Most come for a holiday/  
rest & relax

Visitor Volume by Main Purpose of Visit  
(Target: Increase Arrivals)



Most money is spent in total by people who are here for a holiday

Total Expenditure by Main Purpose of Visit (Million SGD)  
(Target: Increase Total Spend)











# The most significant reasons people come to Singapore?

- To take a break. (Holiday, rest & relax, sightseeing)
- Medical treatments (as the patient or to accompany the patient)
- For training (students, executives, company training, skill training)

## Attract more visitors!

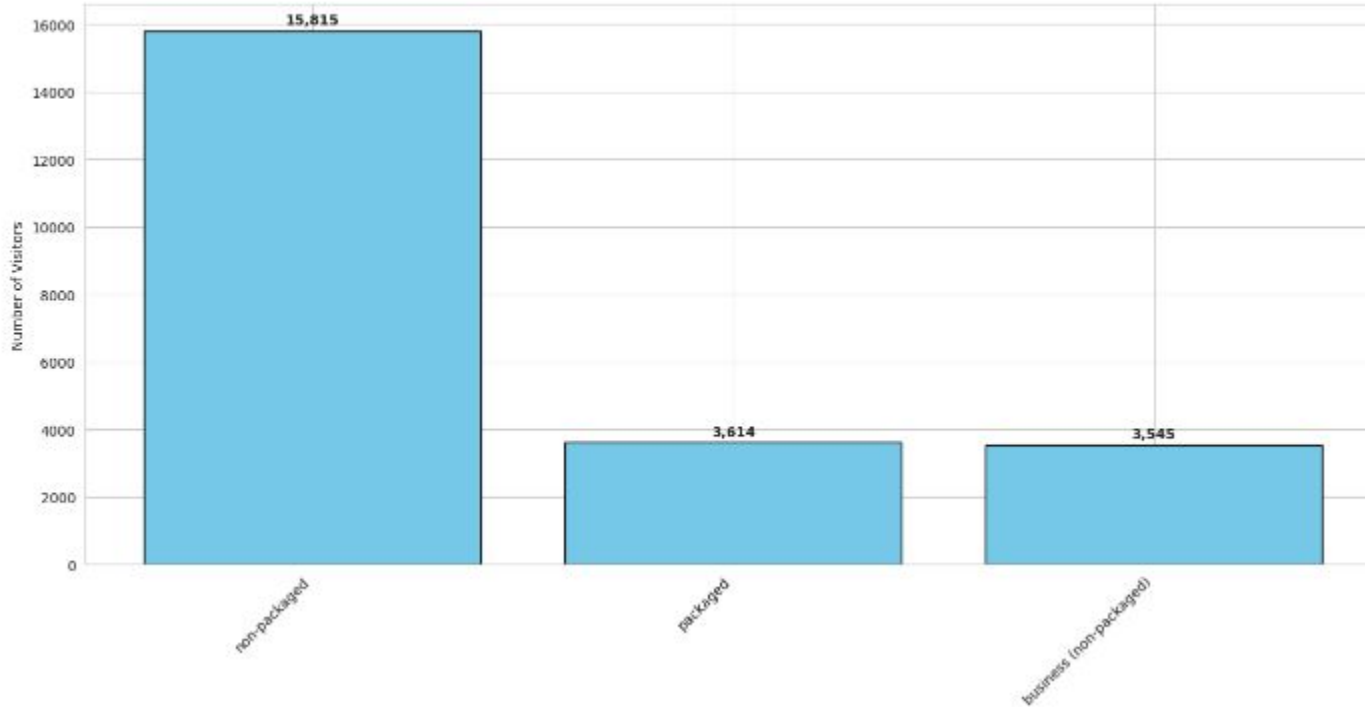
Focus on Fun!

Shout out about our excellent healthcare!

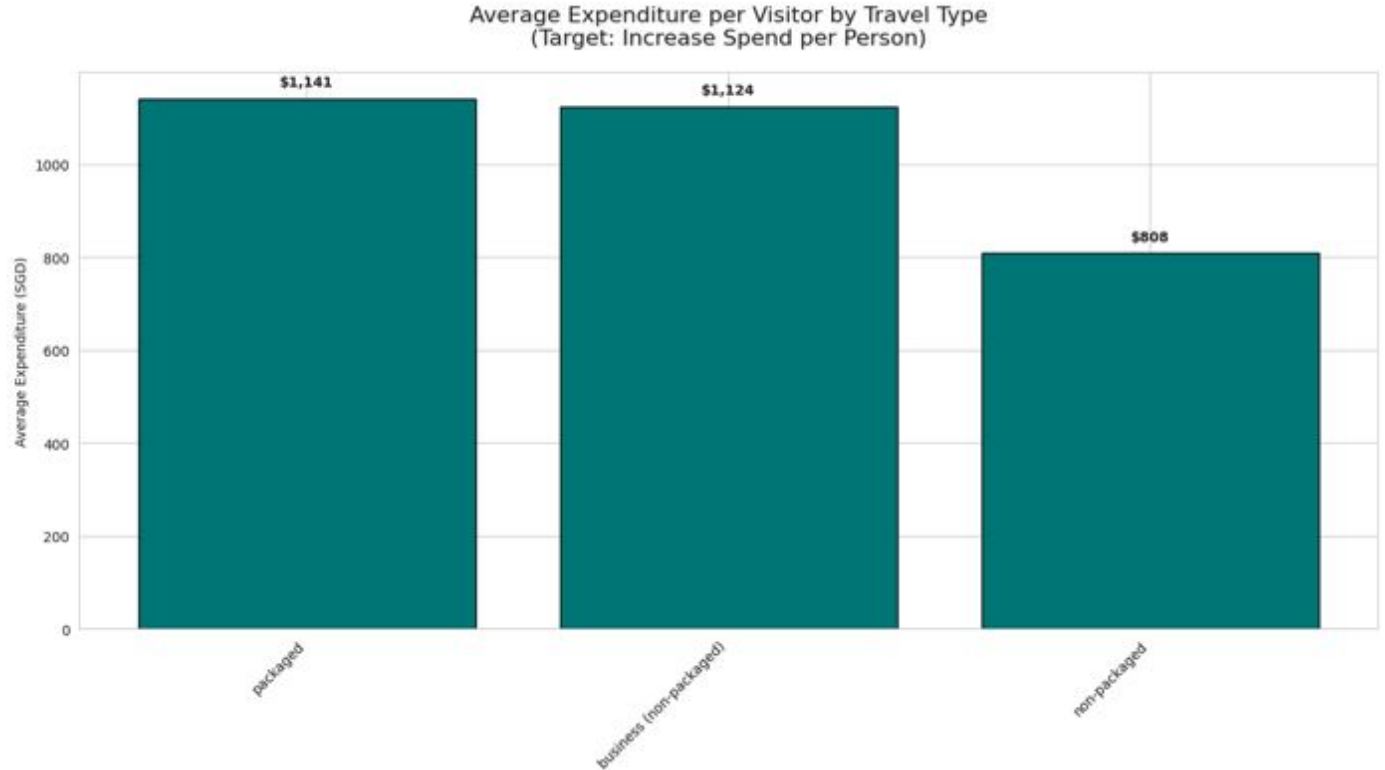
Promote our educational resources!

Most of our visitors do not follow any packaged tours and are not on here on business

Visitor Volume by Travel Type  
(Target: Grow High-Potential Segments)

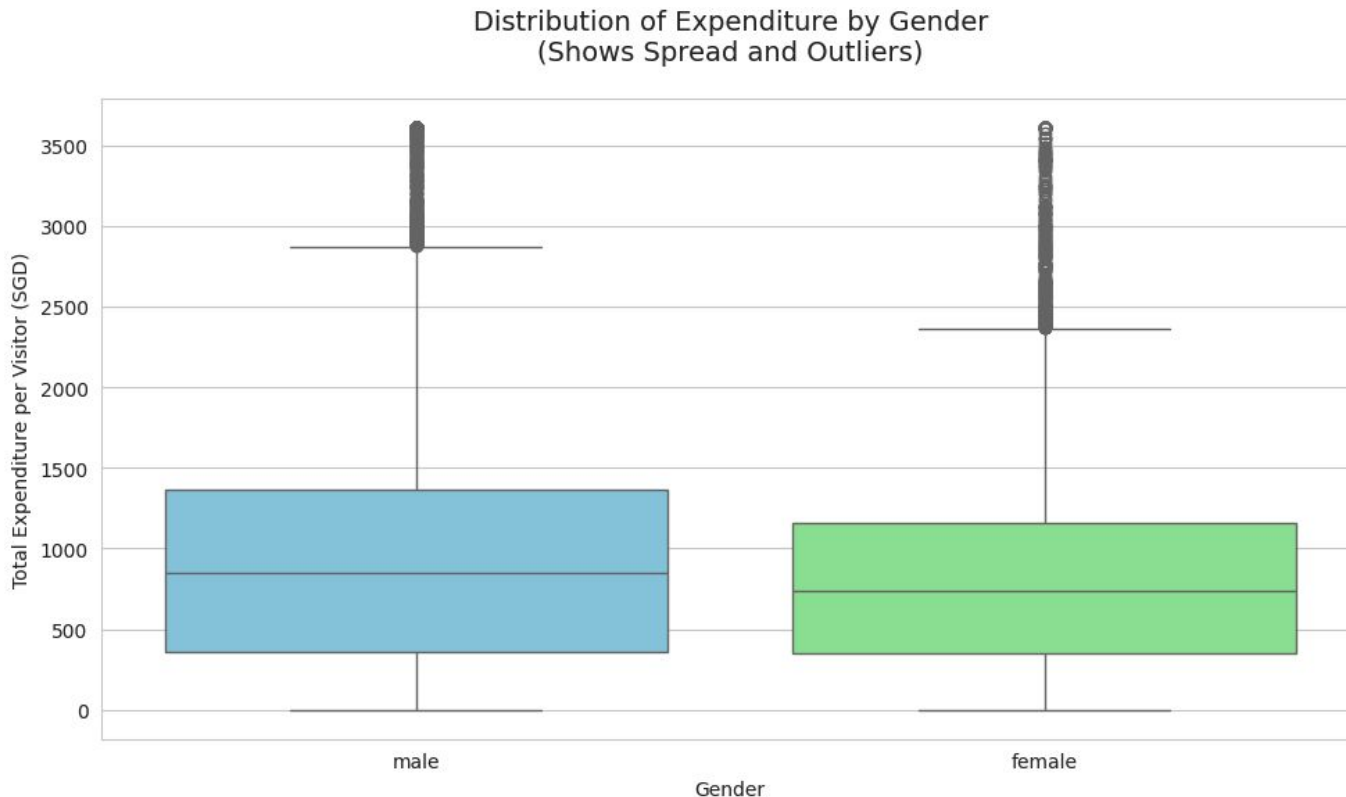


However these non-packaged tourists spend the least.  
Those on packaged tours spend the most, followed by business travellers.



# Guys vs Girls. Who spends more?

Most of the guys spend more, within a wider spend range



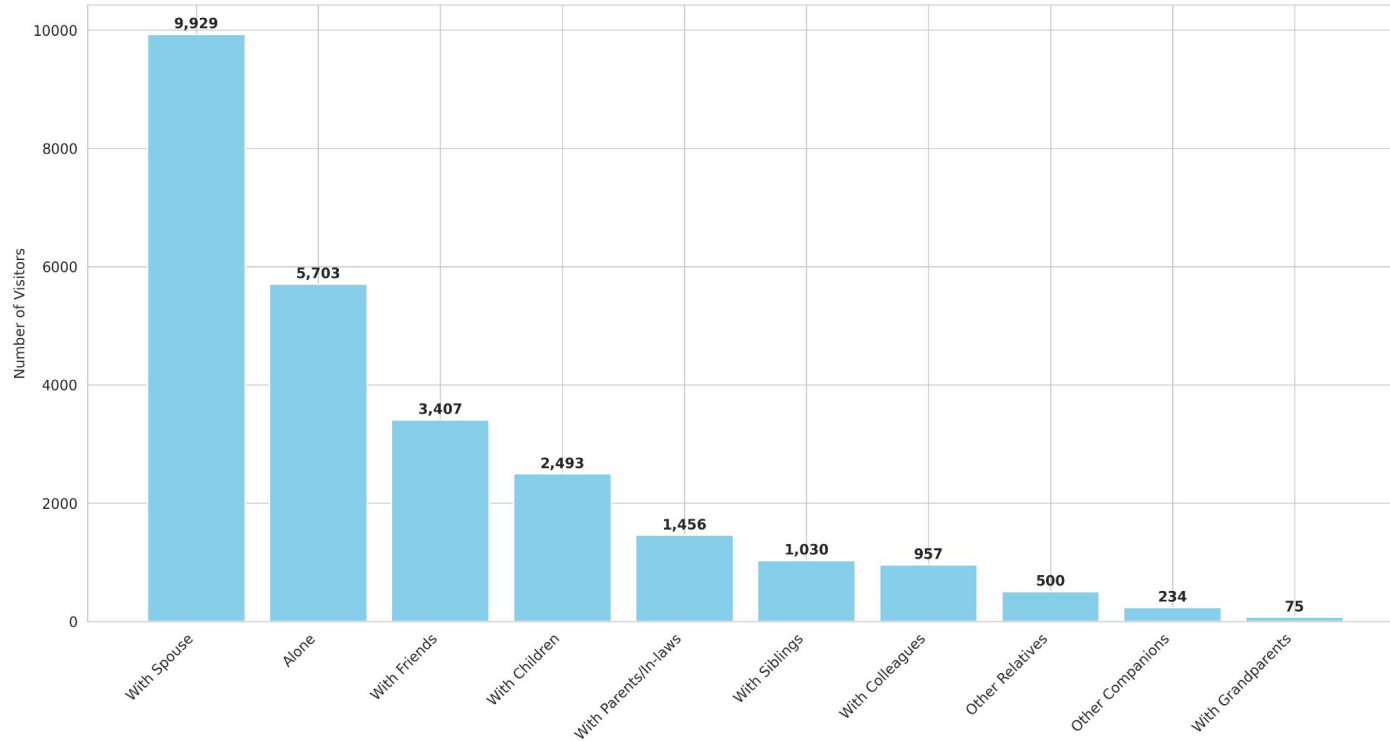
Most of the girls spend less and within a narrower spend range. But there are more higher spending outliers



# Who do they travel with most?

Most travel with spouse

Visitor Volume by Travel Companion

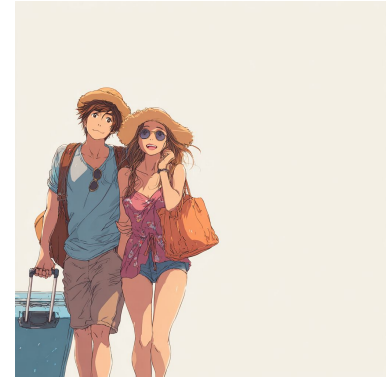
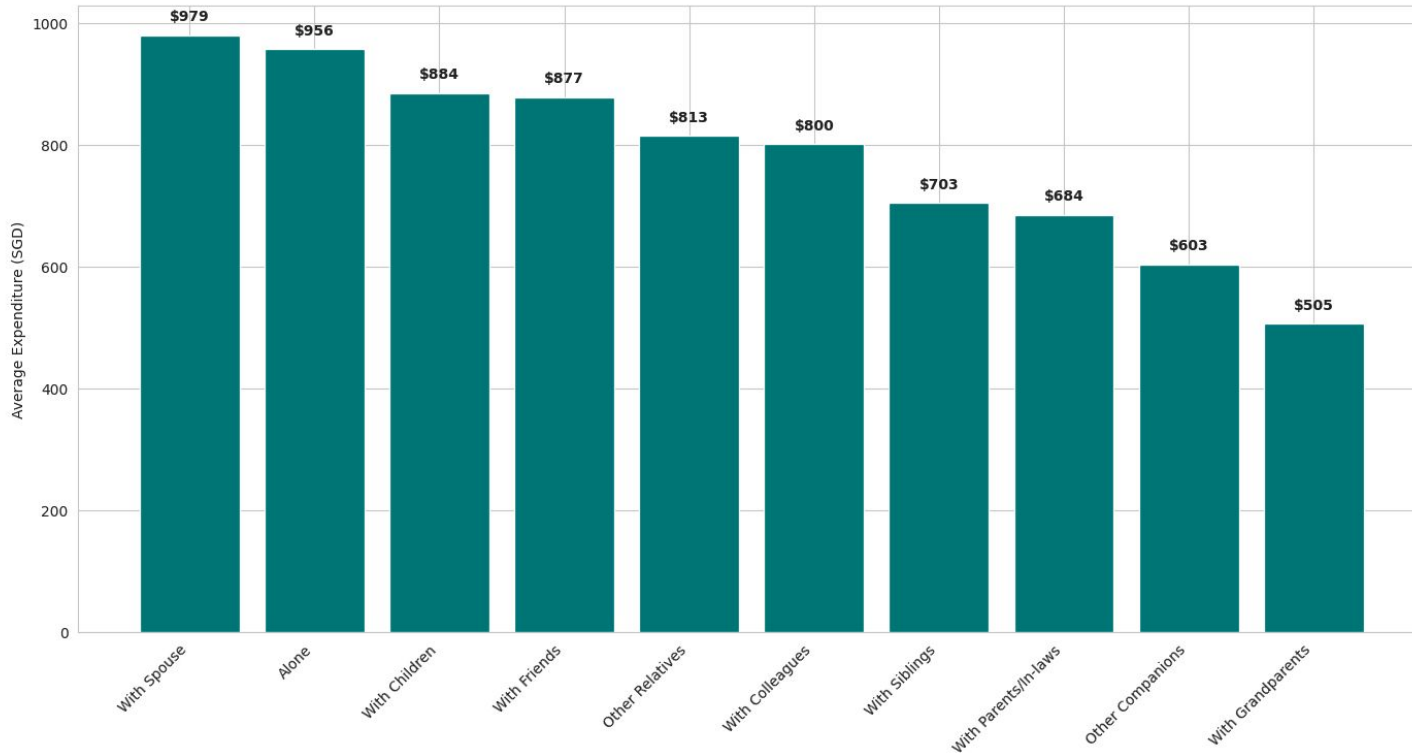


# How much do they spend on average?

Couples  
promos?

On average, they spend the most with their spouse. Solo travellers spend the next highest.

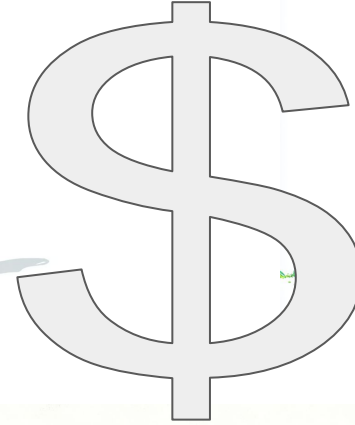
Average Expenditure by Travel Companion





# 7 Personas

- Repeat Leisure Visitors
- Business Travelers
- Budget Solo Explorers
- Family Holidaymakers
- High-Value Luxury Shoppers
- Regional Short-Stay Shoppers
- First-Time Cultural Seekers



# Repeat Leisure Visitors

- Size: 11,624 visitors (50.6%)
- Avg Spend: \$531
- Top Origin: indonesia
- Main Purpose: holiday/ rest & relax

→ Marketing Focus: Buy Facebook, Youtube, Instagram and TikTok ads targeting people in Indonesia. Tailored campaigns in Indonesian language, partnerships with Bataam ferry terminals.

Promote MBS and all the luxury goods shopping to increase arrivals & spending. Shout out our GST refund for tourists. Take advantage of the taxes that make luxury goods far more expensive in China, Malaysia and Indonesia



# Business Travelers

- Size: 2,791 visitors (12.1%)
  - Avg Spend: \$1,761
  - Top Origin: Other
  - Main Purpose: general business purpose
- Marketing Focus: Promote Singapore as THE place to do business.

Promote business conferences and events. Collaborate with telcos and hotels to provide free, secure wifi in hotels. Hold international business networking events. Collaborate with service providers to offer special discounts or privileges to businesses in a globally promoted campaign.



# Budget Solo Explorers

- Size: 3,705 visitors (16.1%)
- Avg Spend: \$1,126
- Top Origin: Other
- Main Purpose: holiday/ rest & relax

→ Marketing Focus: Offer practical freebies and discounts to incentivise budget solo explorers to come here.

Host networking events for visitors to explore quirky aspects of Singapore for example, durian tasting, bird watching, Katong tours, family history tours.

Collaborate with Singapore Citizens who are jobless or retired to create experiences for these solo travellers and a side income or business for these Singapore Citizens.



# Family Holidaymakers

- Size: 1,141 visitors (5.0%)
    - Avg Spend: \$1,902
    - Top Origin: china
    - Main Purpose: holiday/ rest & relax
- Marketing Focus: Child friendly activities that the entire family can enjoy. Promote these through content in Chinese, through Wechat and Douyin for China.



# High-Value Luxury Shoppers

- Size: 2,812 visitors (12.2%)
- Avg Spend: \$722
- Top Origin: indonesia
- Main Purpose: holiday/ rest & relax

→ Marketing Focus: Collaborate with MBS for promos for tourists. Run digital campaigns (buy Youtube, Facebook, Instagram and Tiktok ads targeting Indonesia) in English, Malay and Chinese languages to reach the target audiences to attract them to our shopping paradise for imported luxury goods. Collaborate with Channel 8 actors and actresses to attract rich Indonesian Chinese to Singapore for meet the stars events with wine tasting and luxury goods discount shopping.





# Regional Short-Stay Shoppers

- Size: 460 visitors (2.0%)
  - Avg Spend: \$1,585
  - Top Origin: china
  - Main Purpose: holiday/ rest & relax
- Marketing Focus: 3 day sale, flash sale, shopping trips with big one day only bargains to spur impulse buys and drive these shoppers into a buying frenzy. Market these promos ahead of time through word of mouth, ads in china, Wechat, Douyin, Weibo, Xiaohongshu and Bilibili



# First-Time Cultural Seekers

- Size: 441 visitors (1.9%)
  - Avg Spend: \$1,578
  - Top Origin: Other
  - Main Purpose: holiday/ rest & relax
- Marketing Focus: Bring in world renown artists to perform in Singapore Consider bringing in performances like Les Miserables, Phantom of The Opera, groups like Il Divo, Korean Boy Bands and other cultural draws to attract more such visitors. Promote these shows months in advance through social media, before the tickets are released.



# Thank you

I hope these insights will help you attract more visitors and increase their spend in  
our Lion City