

Analysis on Popular Tourist destinations in Singapore



Marina Bay Sands



Orchard Belt



Universal Studios Singapore

Main Age Group



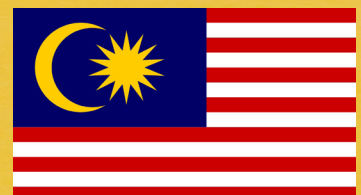
Over 50% of all visitors were

21 - 40 years old

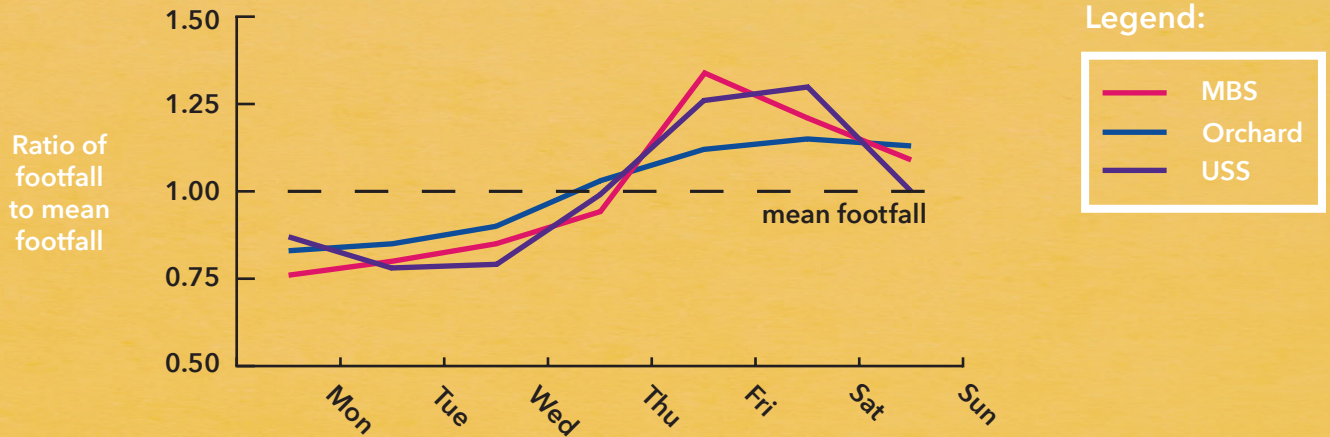
- MBS - **56.1 %**
- Orchard - **50.7 %**
- USS - **52.6 %**

Top 3 Countries

International visitors at MBS ,Orchard and USS, make up **19%** , **11%** and **32%** of all visitors respectively. International visitors to MBS,Orchard and USS mainly come from China, Indonesia and Malaysia.

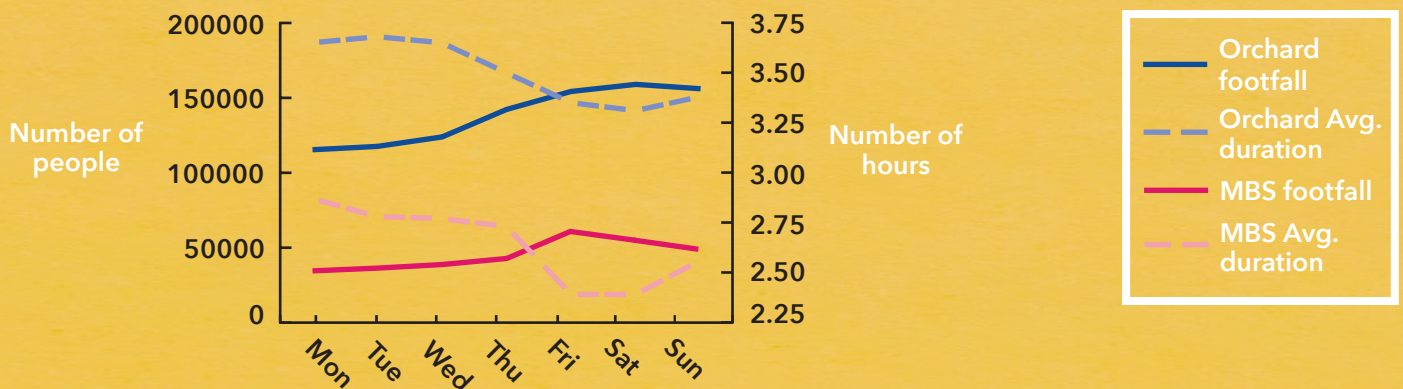


Footfall

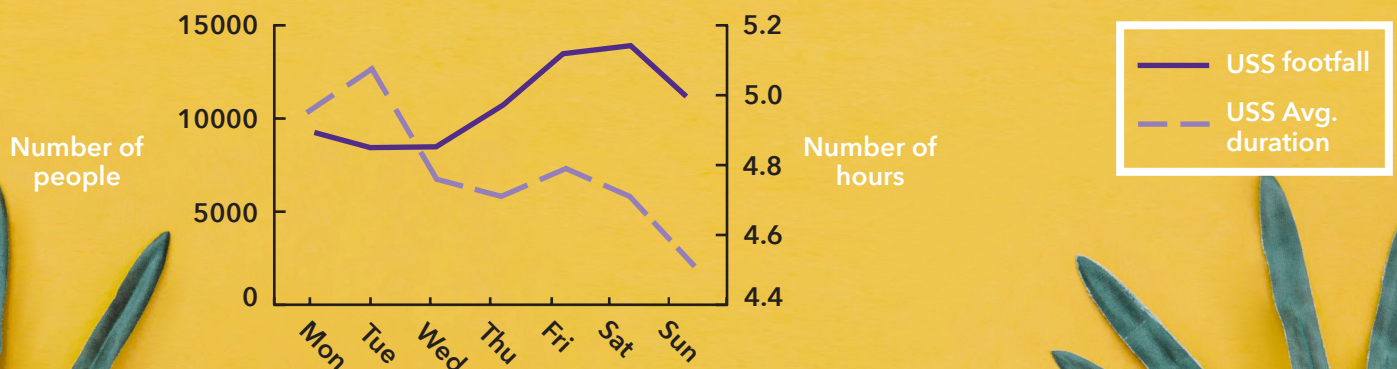


Footfall generally peaks in the run up to the weekend. Orchard and USS is busiest on Saturdays and MBS is busiest on Friday visits.

Duration of Stay vs Footfall



The graph shows an inverse relationship between footfall and duration of stay in MBS and Orchard. This suggests that people spend less time in these shopping districts the more crowded they are.



This relationship could not be seen in the way people visit USS however. This may be because people are more willing to queue up for rollercoaster rides than for seats at busy cafes and restaurants.