

# HOW WOULD YOU REIMAGINE TRAVEL?

VisitSingapore.com

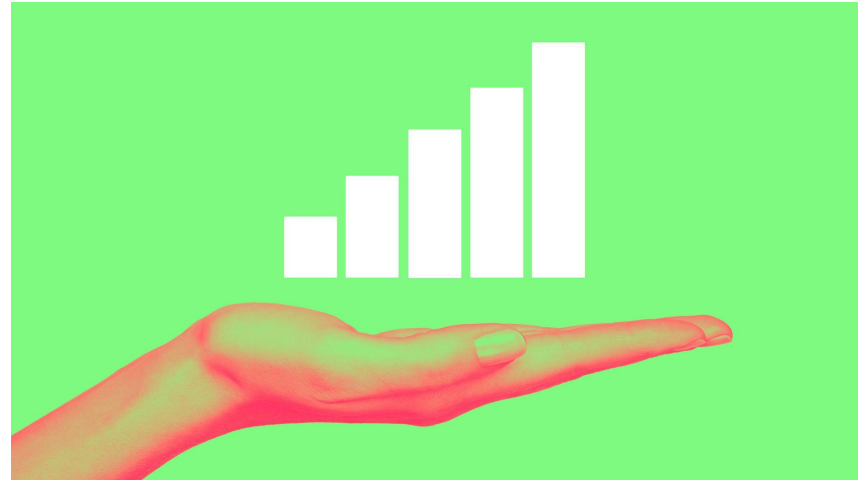
singaporeimagine



<https://www.meetingspotlight.com/article/singapore-launches-singaporeimagine-it-looks-ahead-future-travel>

# Agenda

1. Situation
2. Findings
3. Recommendation



# Situation

## S'pore's tourist arrivals fell 85% to 2.7m, lowest in four decades due to Covid-19



Adeline Tan

PUBLISHED FEB 1, 2021, 1:35 PM SGT



SINGAPORE - Visitor arrivals to Singapore plummeted to 2.7 million last year, the lowest in about four decades, following unprecedented global travel restrictions and border closures amid the Covid-19 pandemic.

Last year's arrivals nearly all took place during the first two months of the year, and the total number is a drop of 85.7 per cent from arrivals in the whole of 2019, said the Singapore Tourism Board (STB) on Monday (Feb 1).

Tourism receipts also tumbled 78.4 per cent to \$4.4 billion in the first three quarters of last year, from the same period in 2019.

<https://www.straitstimes.com/singapore/consumer/27-million-visitors-in-singapore-in-2020-lowest-in-four-decades-due-to-covid-19>

# Complication on loss in Visitor Arrivals



TRAVEL  
SERVICES



ACCOMMODATION



TRANSPORTATION



RECREATION &  
ENTERTAINMENT



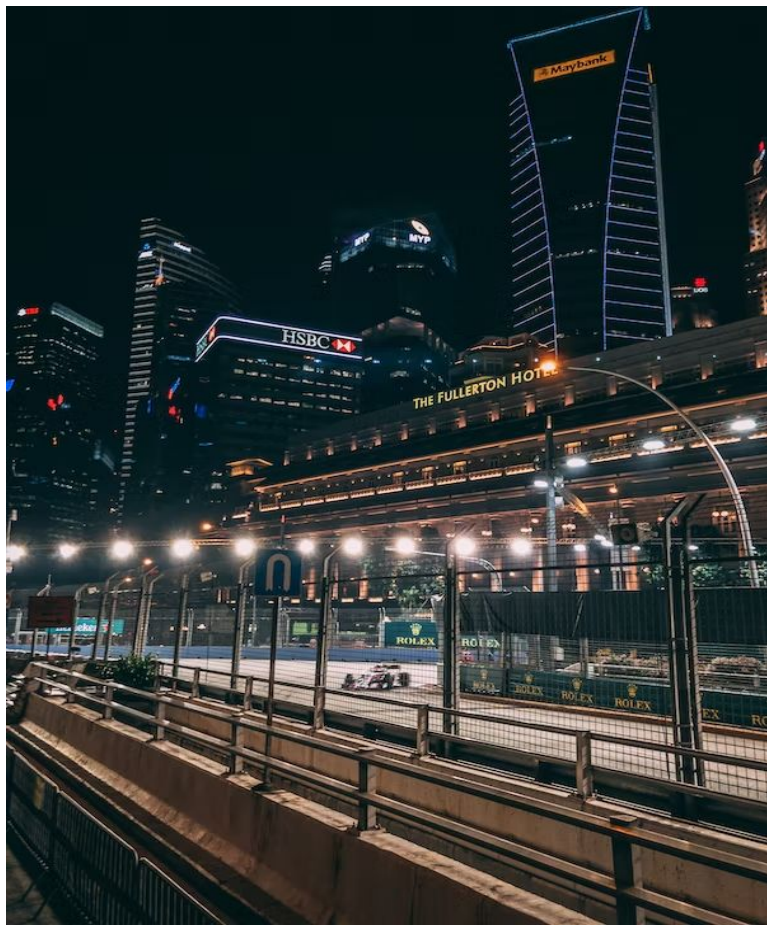
FOOD & BEVERAGE  
SERVICES

Drop in visitor arrival  
Loss in Tourism Receipts  
Loss in GDP  
Loss in Jobs/Income

# Resolution

- Using Rainfall data & Visitor arrival data from 1996 to 2015
- Organize right strategic tourism events
- On the right month
- To the right visitors
- Boost Singapore's tourism arrivals.

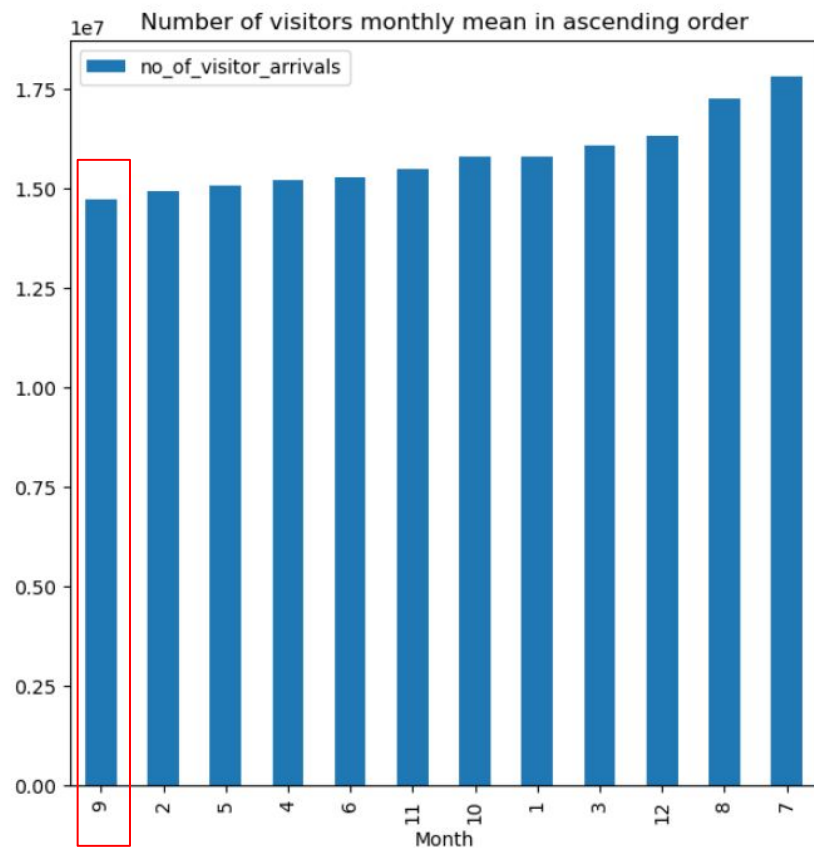




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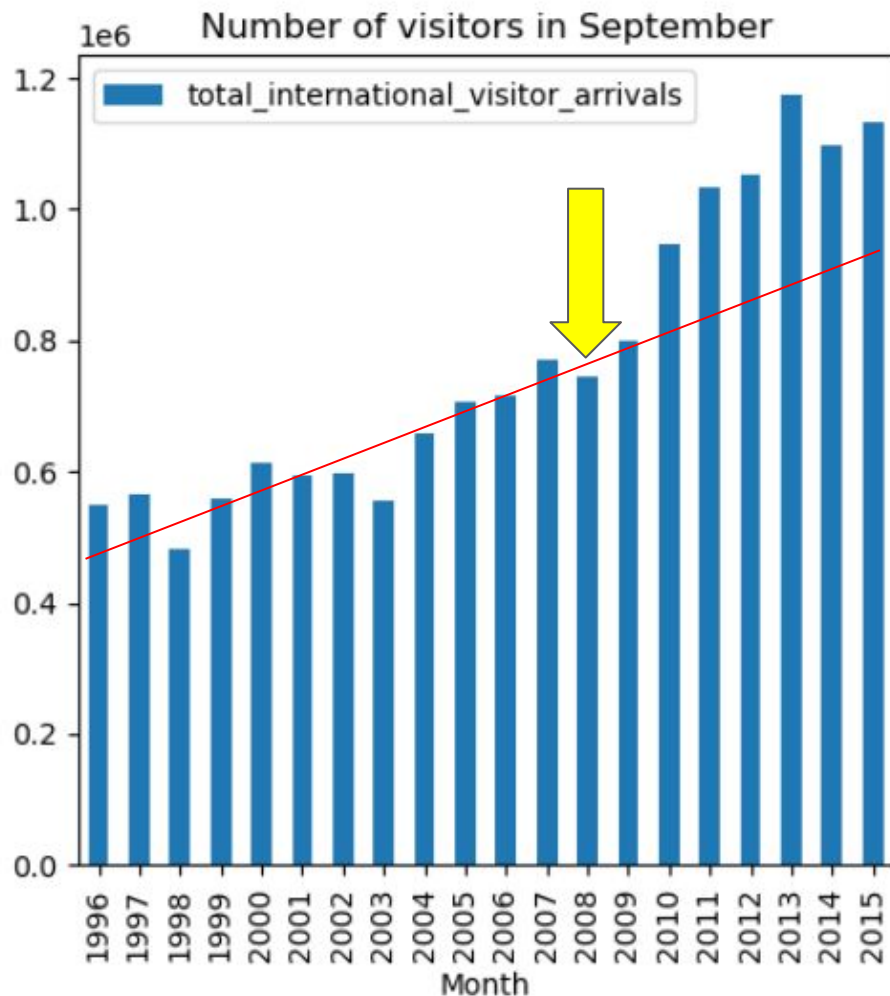
<https://www.visitsingapore.com/festivals-events-singapore/annual-highlights/grand-prix-season-singapore/>



<https://data.gov.sg/>



<https://www.visitsingapore.com/festivals-events-singapore/annual-highlights/grand-prix-season-singapore/>



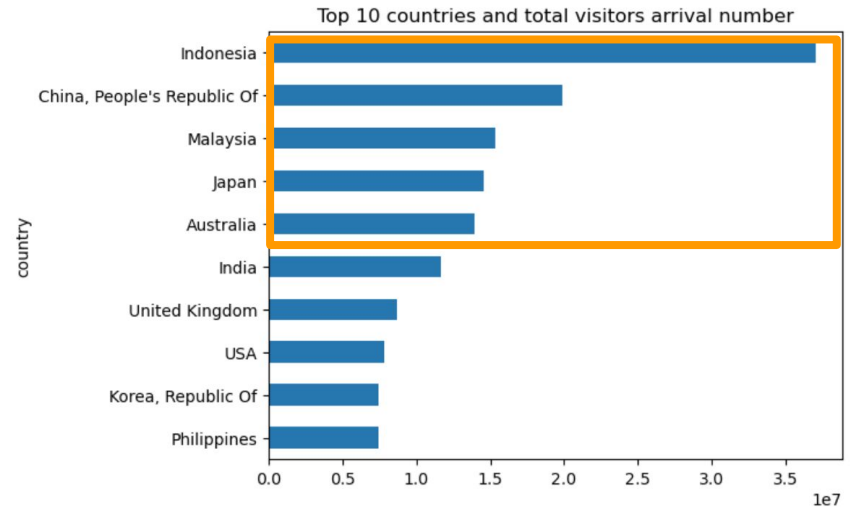
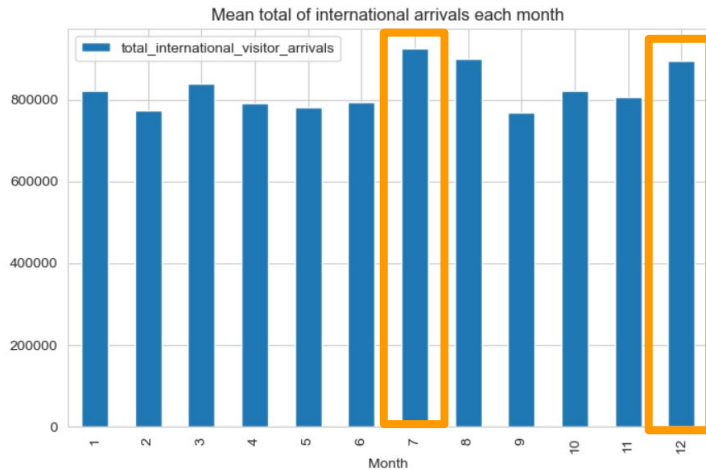
### Economic Benefits and Positive Spill-overs from F1

Let me now briefly touch on our strategic rationale for hosting an F1 race. Singapore is a leading business centre and our aim is to be a vibrant global city that is abuzz with high quality entertainment and events. A world class event like the F1 race, with more than 500 million viewers worldwide, will take us closer to this objective. F1 will give a strong boost to our tourism sector. It is expected to generate incremental tourism receipts of about S\$100 million a year. Hotels, night spots, restaurants, retailers, airlines, taxi drivers, and many other groups will benefit. The hive of activity surrounding the race will create opportunities for individuals and companies alike. Neo Chian will elaborate on this.

<https://www.mti.gov.sg/Newsroom/Speeches/2007/05/Opening-Remarks-by-MOS-Iswaran-on-the-Formula-1-Singapore-Grand-Prix>



# Insight : most popular months + top visitors' countries





10

Posted by u/LifeInAction 3 years ago

## Is Singapore worth visiting during rainy season?

I'm in Bangkok and have a couple days left, looking to possibly use it to travel somewhere nearby for a couple of days before heading home, and really looking into Singapore



7



Posted by u/acid-rain-maker 4 years ago

## What's it like in Singapore in mid-January? What to do?

Visiting for a week in mid-January. A few questions, if I may:

What's the weather typically like? Of course, there's weather info on the 'net, but numbers may not describe how it feels. Locals will know how to dress. I'm coming from a colder climate right now. I'm used to mild weather normally.

Will I need sunscreen?



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Posted by u/KoiPanda 5 months ago

## Travelling to Singapore at the end of October - Is the weather good?

**Question**

Hi all,

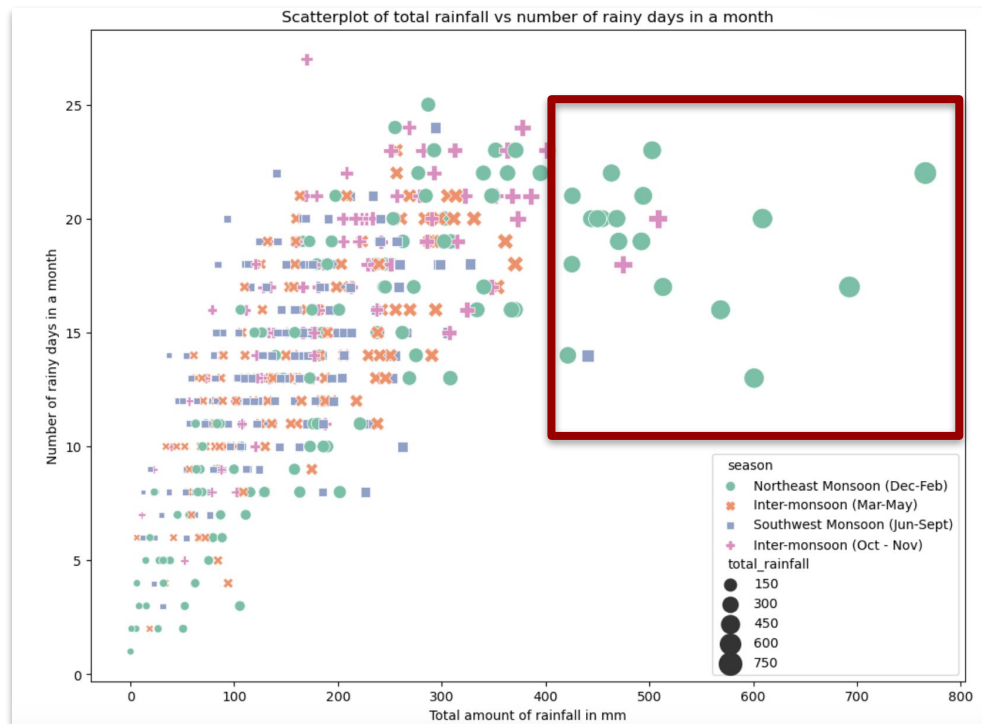
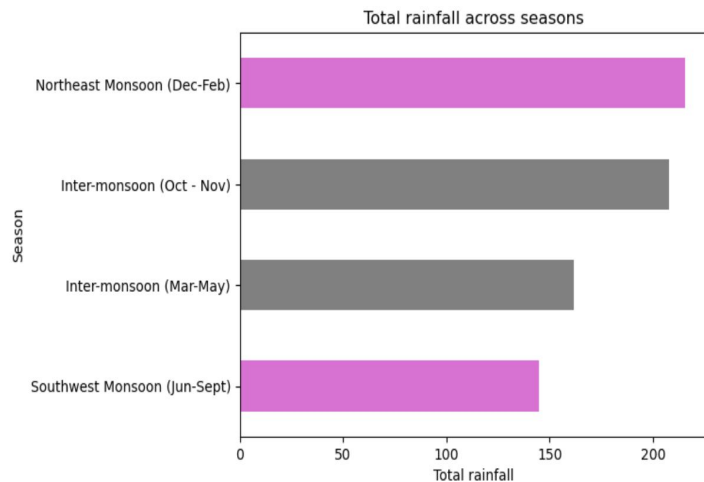
My last trip fell through because I caught COVID-19 so I am planning another trip at the end of October.

I am looking at the season and can see that " *Singapore in October sees the onset of the **northeast monsoon**<sup>\*</sup>, which brings much less rain than the southwest monsoon but causes a lot more thunderstorms. As a result, **\* around 15-20 days in this month are visited by rain, thunder and lightning, which makes the weather quite humid during this time.** "*

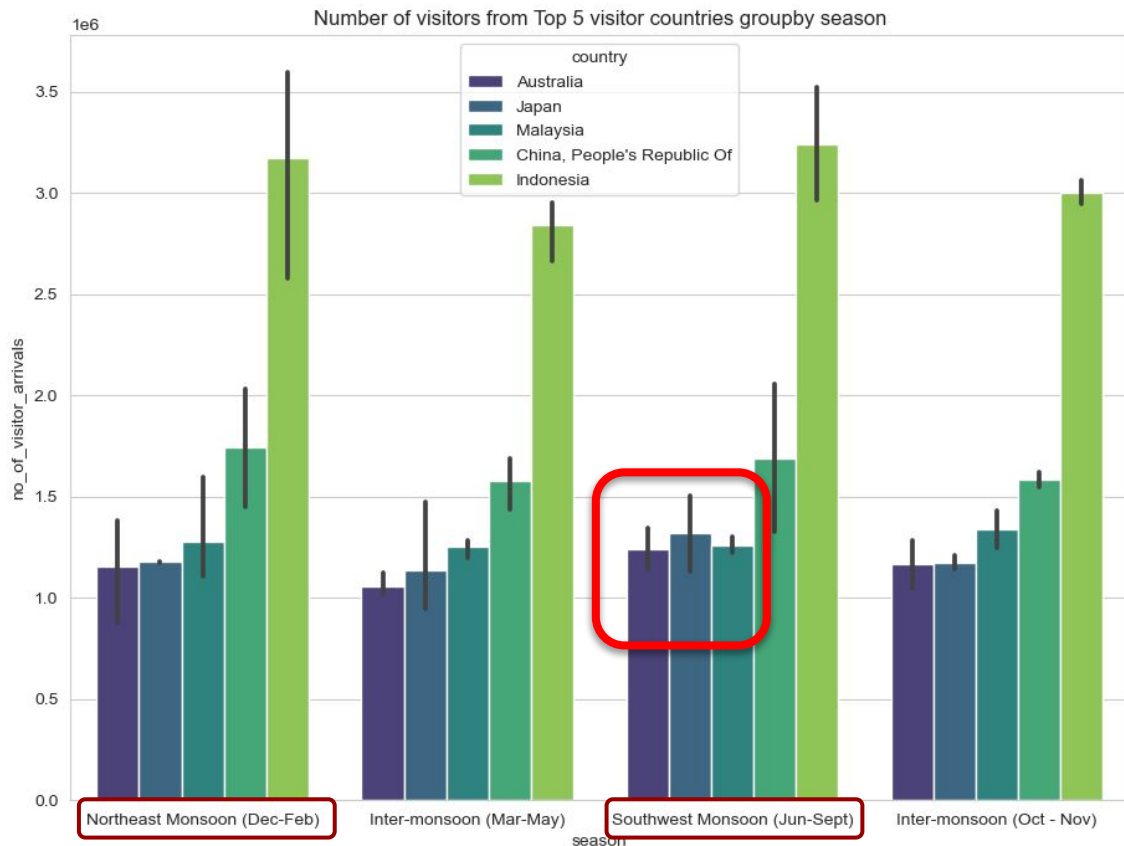
Are the rains/thunderstorms throughout the entire day? Or is it normally 1-2 hours sort of thing?

Is Autumn normally low 30s°C as well?

# An analysis on Singapore's weather



# Top 5 Countries' visitors by monsoon season



- Indonesian and Chinese visitors are the highest throughout the seasons
- More Japanese and Australian visitors during Jun-Sept period than the rest of the year

# Our Strategy:

Curate the right strategic tourism events  
for the right visitors'  
during the right period



# Jun - Sept : Eat and Shop in Sunny Singapore

## Guinness World Record for Longest Satay Line



<https://www.guinnessworldrecords.com/world-records/longest-satay>



**MICHELIN BIB GOURMAND 2021 WINNERS!**

<https://eatbook.sg/michelin-bib-gourmand-2021/>

## Singapore Food Trails

*Note: Japanese tourists comes in tour buses and loves our food*

<https://www.straitstimes.com/singapore/singapore-back-on-japanese-tourists-map-0>

<https://boncode.sg/sg/store/great-singapore-sale/>

## Great Singapore Sales



# Dec - Feb : An Event for Everyone



<https://dejiki.com/2022/12/uss-universal-christmas-2022-event/>



Musical, circus and carnivals

<https://www.sassymamasg.com/the-great-bay-fiesta-at-marina-bay/>



Skate with family

<https://www.sunnycitykids.com/latest/mega-carnival-at-dmarquee-downtown-east>



Mega Carnival Downtown East

<https://www.zoukout.com/looking-back/>



Zouk Out

<https://thesmartlocal.com/read/siloso-beach-party-2018/>



Siloso Beach Party

<https://christmaswonderland.sg/>



Christmas Wonderland 15

# Potential enhancements

1. The current data set only shows visitors arrivals, and not spending
  - a. Not all visitors are big spenders
  - b. Spending gives a better idea on which country's tourists are giving the most return
2. To assign weightage to countries
  - a. based on proximity of their countries to Singapore



Thank you  
Q&A