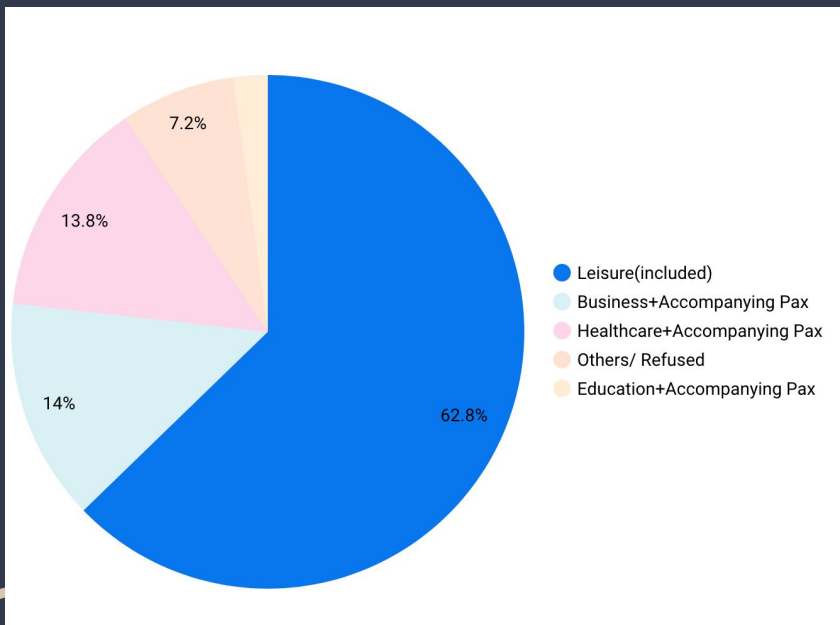


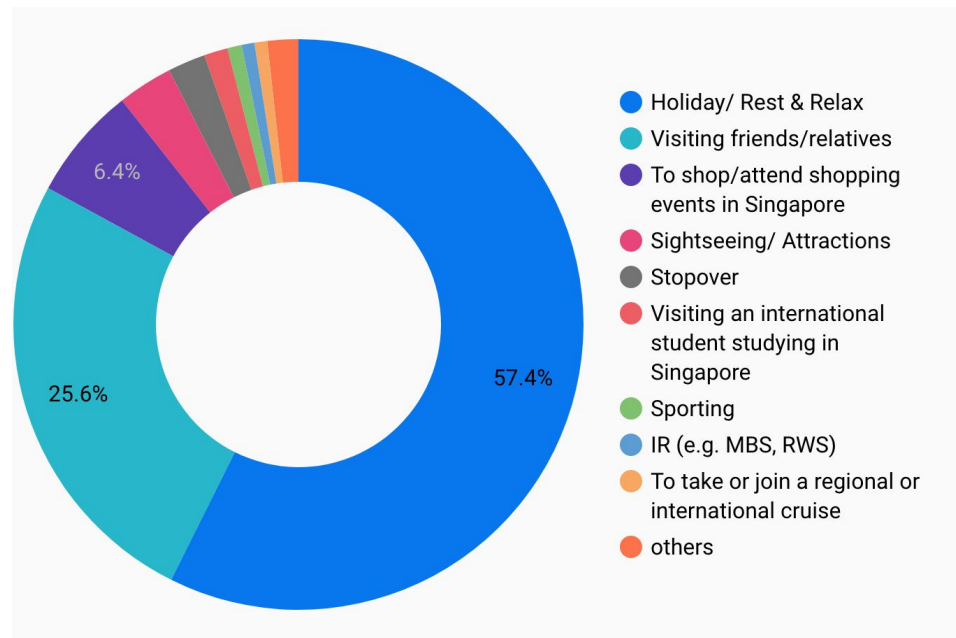
Analysis – Business and Leisure Visitor

A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

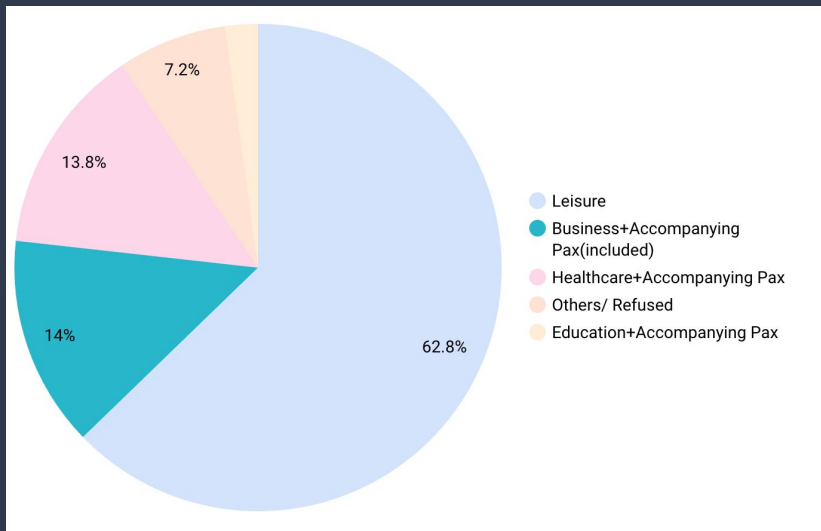
Leisure Visitor – 62.8%



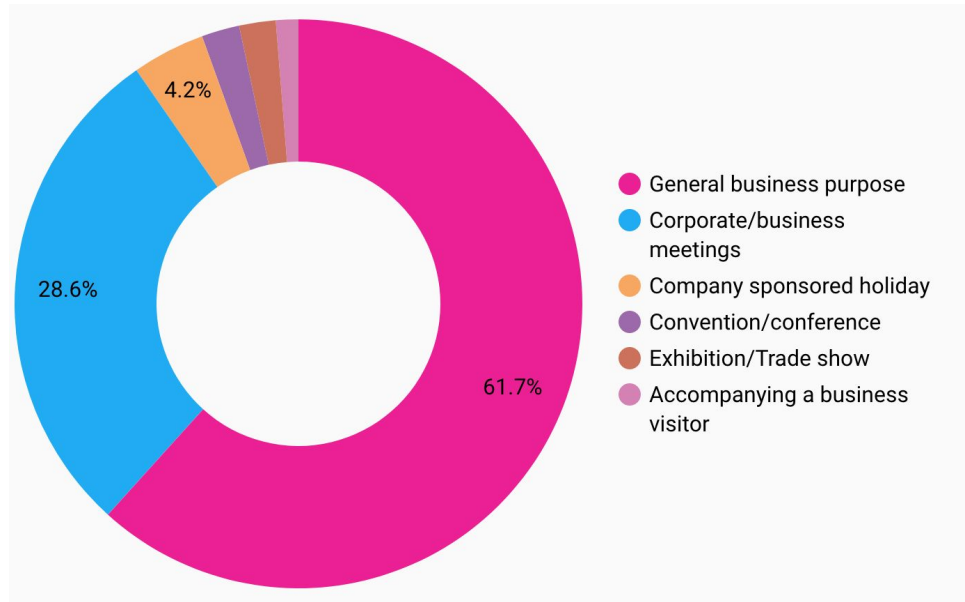
Breakdown



Business Visitor – 14%



Breakdown



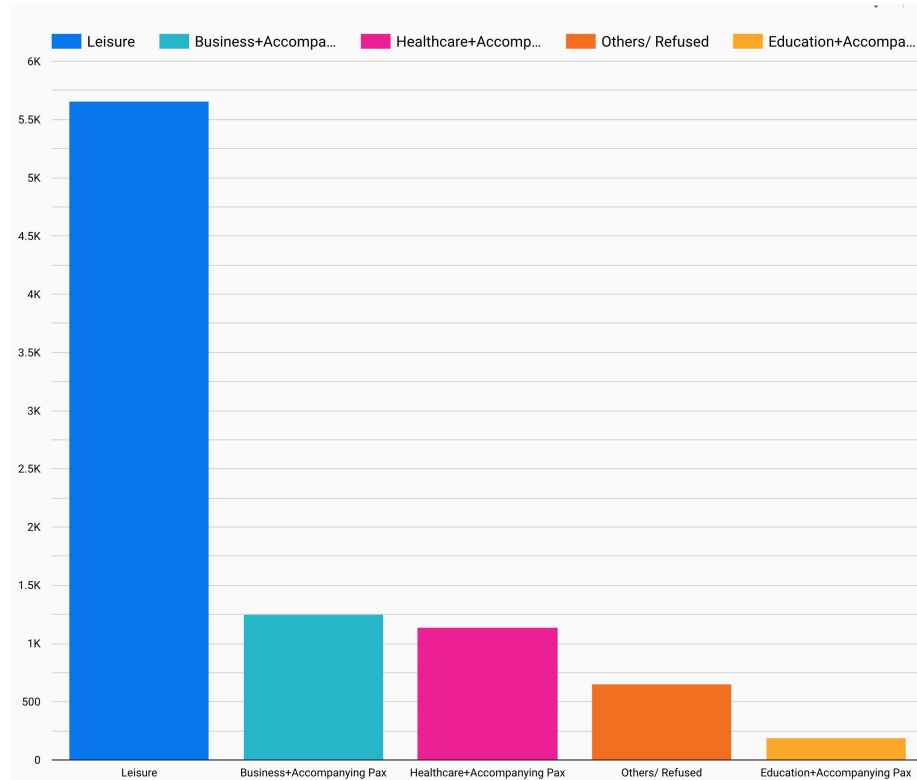
Purpose and Spending

Purpose_grp		Record Count	totexp_\$ ▾
1.	Business+Accompanying Pax	1,251	26,814,703.55
2.	Leisure	5,655	3,002,233.66
3.	Healthcare+Accompanying Pax	1,143	2,645,202.36
4.	Others/ Refused	650	172,636.63
5.	Education+Accompanying Pax	188	114,798.22

Top 10 Purpose / Expenditure

	Purpose	Purpose_grp	Record Count	totexp_-\$
1.	Holiday/ Rest & Relax	Leisure	3,244	1,942,422.38
2.	Visiting friends/relatives	Leisure	1,446	503,402.43
3.	General business purpose	Business+Accompanying Pax	772	26,351,040.96
4.	Others - Personal (e.g. weddings, funerals, etc)	Others/ Refused	616	162,228.3
5.	Outpatient consultation/treatment	Healthcare+Accompanying Pax	634	981,723.53
6.	Corporate/business meetings	Business+Accompanying Pax	358	383,145.4
7.	Accompanying a Healthcare/medical visitor for Outpatient consultation/treat	Healthcare+Accompanying Pax	431	969,565.33
8.	To shop/attend shopping events in Singapore	Leisure	364	214,726.18
9.	Sightseeing/ Attractions	Leisure	177	88,310.11
10.	Stopover	Leisure	121	58,011.79

Purpose Group Comparison



First Visit / Purpose Group

