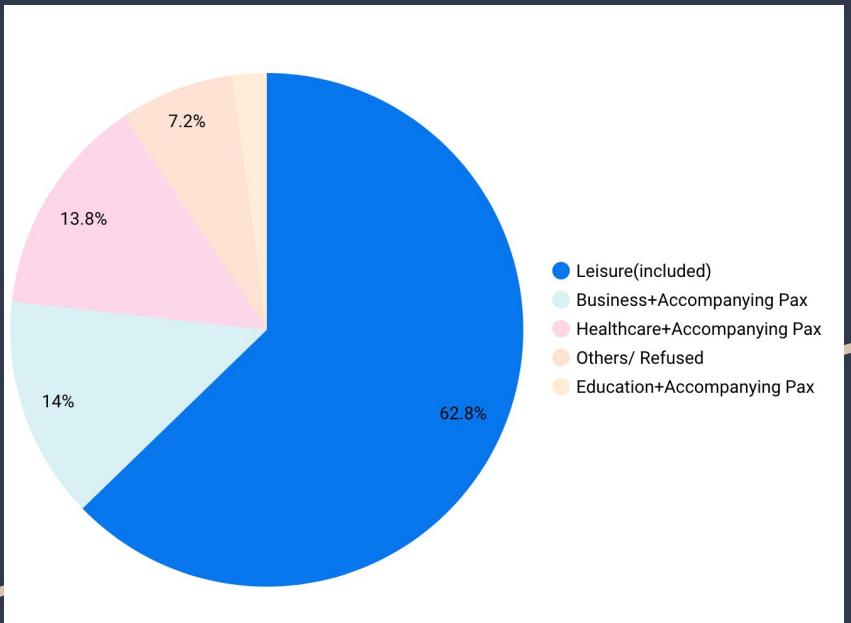


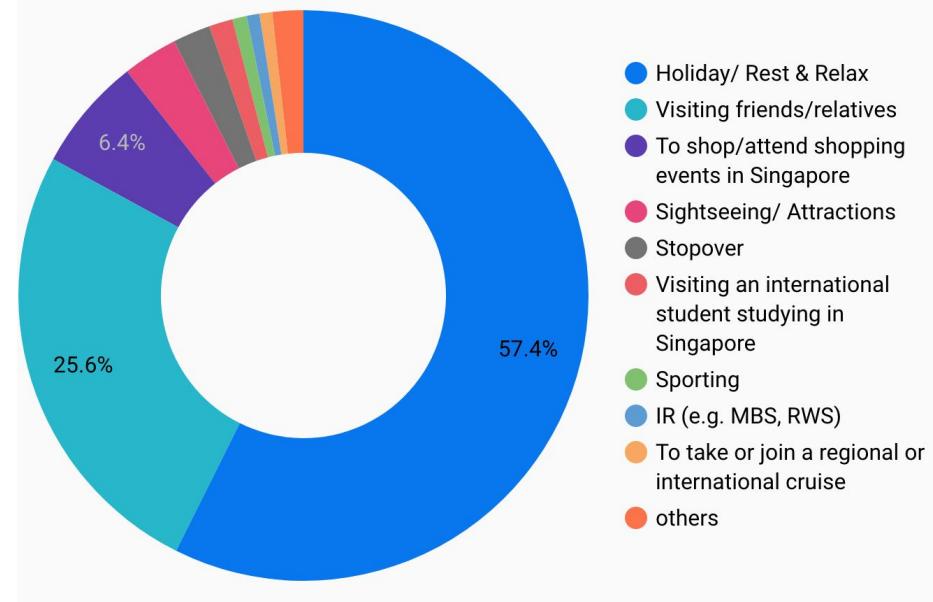
Analysis - Business and Leisure Visitor



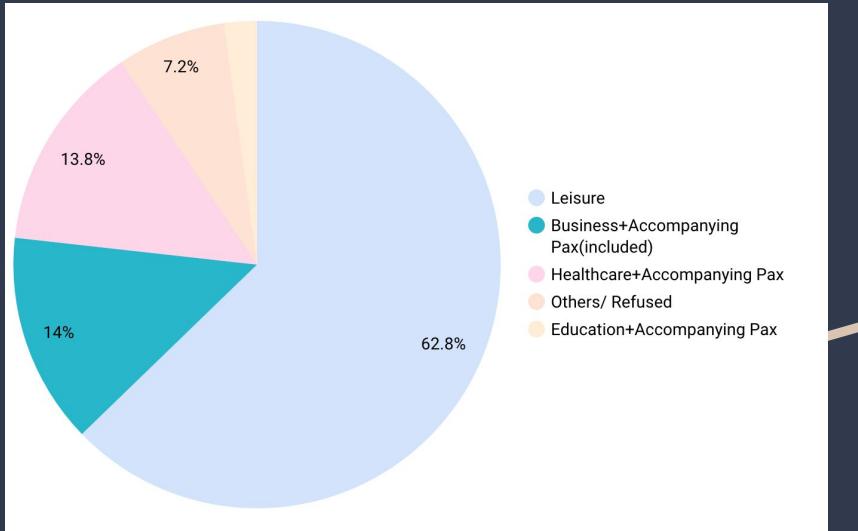
Leisure Visitor - 62.8%



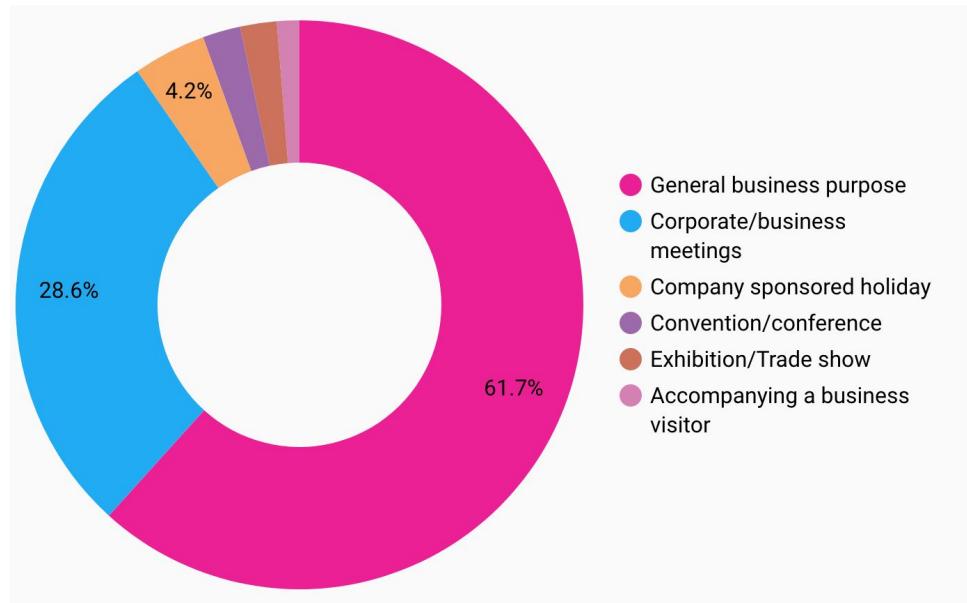
Breakdown



Business Visitor - 14%



Breakdown



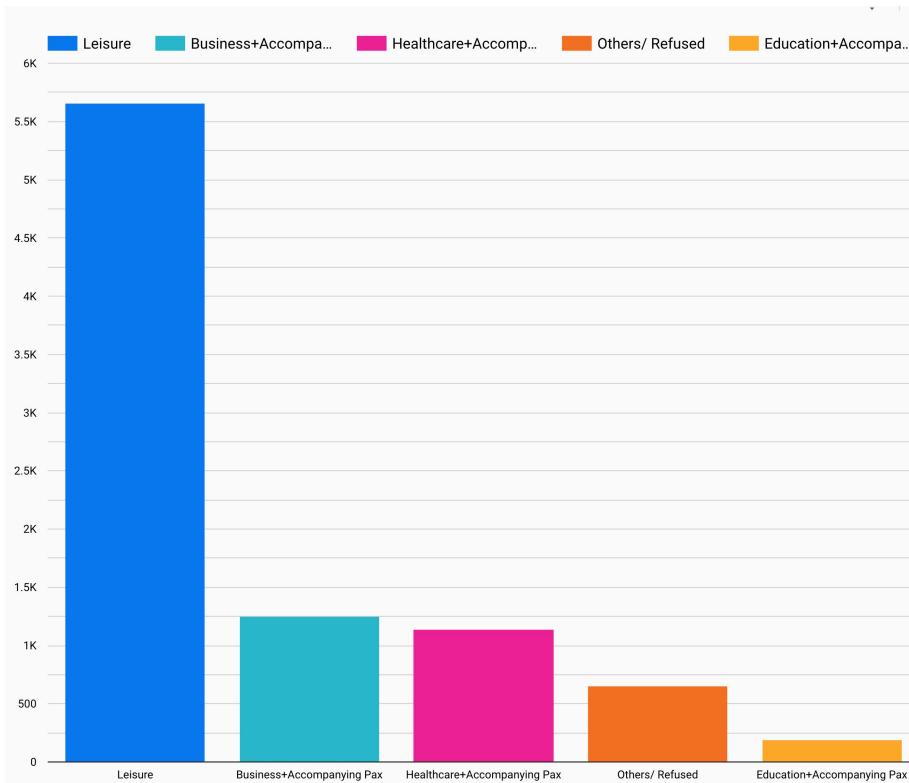
Purpose and Spending

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

