Team Seven - DST Assignment

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Overview

A data analytic project for **Singapore Tourism Board** that help to

- Understand current **situation**, **problems** of Singapore's tourism industry by generating data driven **KPIs** and insights.

- Suggest potential **solution** with data analysis that can boost Singapore tourism.

Business Question

How to BOOST singapore tourism industry?

1 How was the performance of Singapore tourism industry?

2 What are the key problems that we should focus on?

3 What was the possible actions to take?

Target audience

Direct audience

01 | Management of Singapore Tourism Board (STB)

02 | Business development team of STB

03 | Marketing department of STB

Potential audience

04 | Singapore Economic Development Board (EDB)
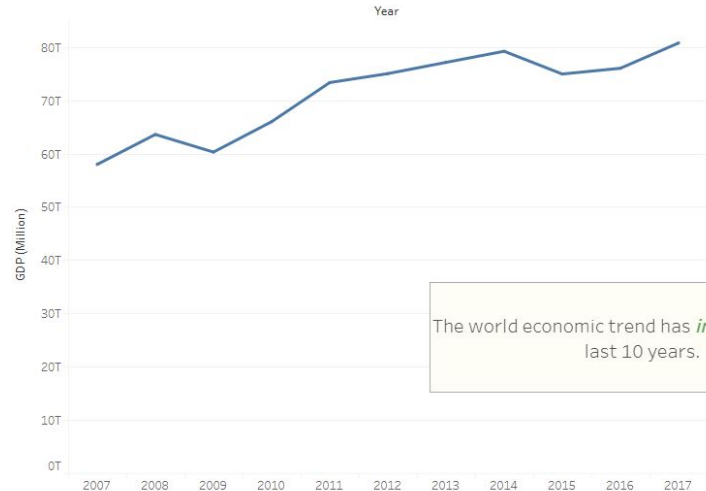
05 | Singapore Prime Minister office

Understanding the Situation

World Economy

World GDP has keep increasing over the last decades. It's a good time for Singapore to promote itself to the world and develop its tourism industry.

Year

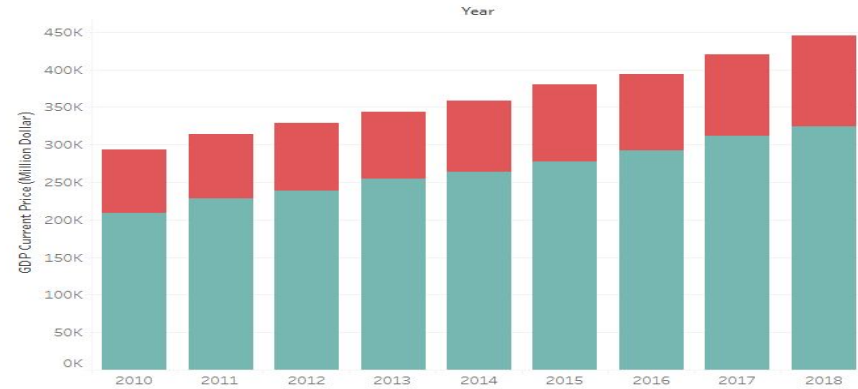The world economic trend has *increasing* for the last 10 years.

Singapore Economy

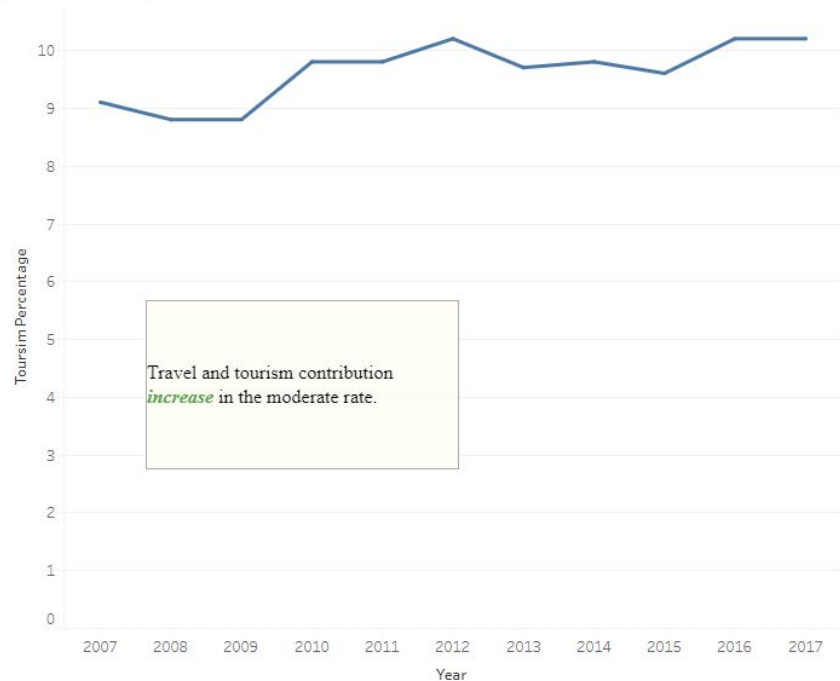Singapore's GDP is also growing in visible speed.

Singapore Tourism

Tourism is playing an even more important part in Singapore's economy at a moderate increasing speed.

Singapore - Contribution of Travel and Tourism to GDP
(2007 - 2017)

Travel and tourism contribution *increase* in the moderate rate.

Situation Summary

1 World economy is increasing, making it a good time for Singapore to develop tourism industry.

2 Singapore's tourism industry is performing well and becoming even more important in Singapore economy.

3 Although Singapore tourism industry is doing well, there are still much potential for even better performance. We should get prepared for the future.
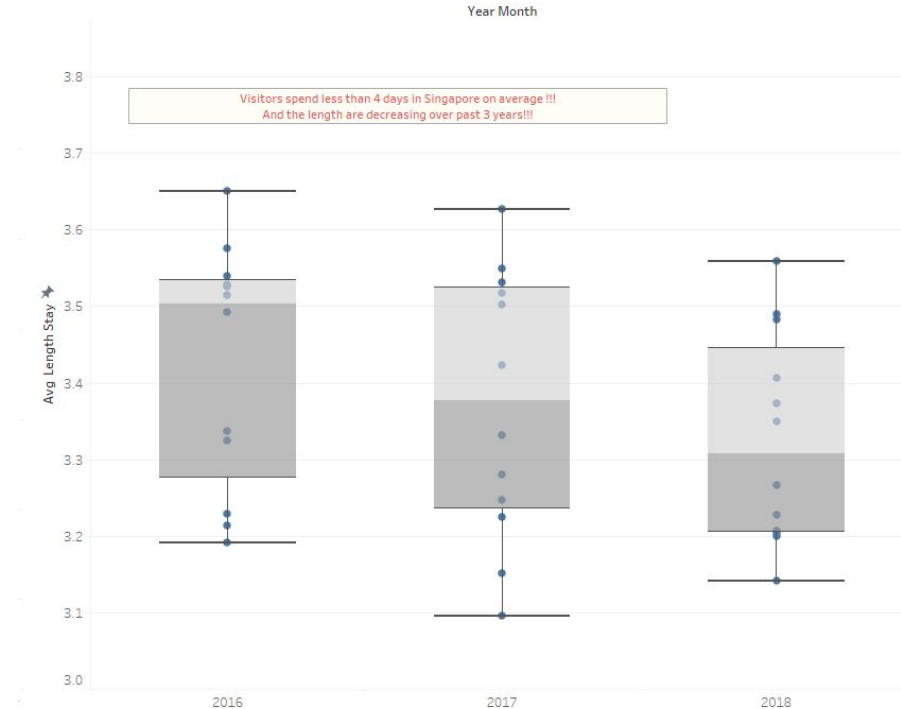
Knowing the Problem

Visitor Stay

The average stay of visitors to Singapore is short, at a median/mean both less than 4 days.

And this number was even decreasing for past 3 years, which is a bad signal.

This problem give Singapore great potential to further develop its tourism industry. imagine what would be the tourism contribution be if Singapore could attract tourists to stay for 6 days at average!

Monthly Average Length of Stay (2016 - 2018)

Year Month

Visitors spend less than 4 days in Singapore on average !!!
And the length are decreasing over past 3 years!!!

Monthly Visit

There presents lull seasons in Singapore tourism industry, at month September, October and November.

Potential improvement can be done to attract more tourists for these lull seasons.

Year of Year Month
- 2016
- 2017
- 2018

Peak month for visitor is on July/August (2016 - 2018)

Year Month

Visitor Days

September, October and November is lull season for visitor in Singapore !!!

Problems Summary

1   Given Singapore is such a small nation, how can we increase visitor stay?

2   There can be multiple factors causing lull seasons for tourism, including seasons, holidays and etc. Is there a way to improve on these lull seasons?
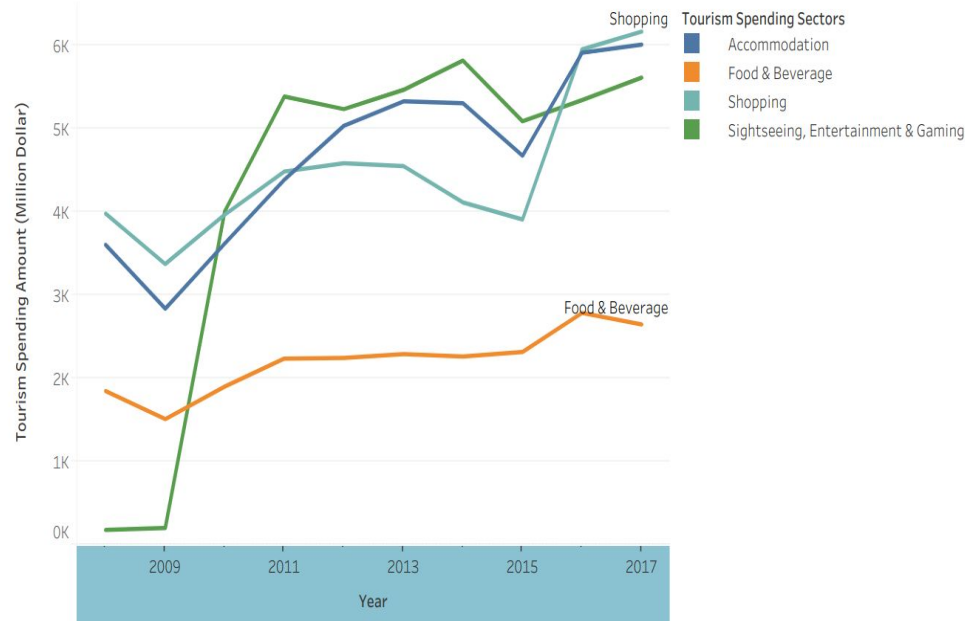
Thinking of the Solution

Tourism Spending

We have seen a drastic improvement on tourism spending from 2009 to 2010, same period for the opening of Marina Bay Sands Casino and Sentosa World Casino.

Despite of contributing to the tourism spending, more attractions also means more places for the tourists to spend time on, and thus finally **increase the length of visitor stay**.
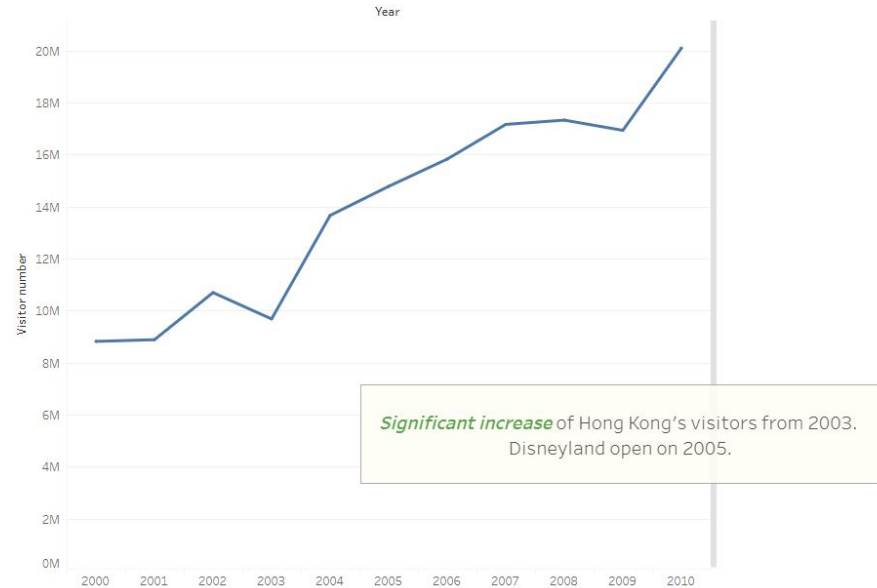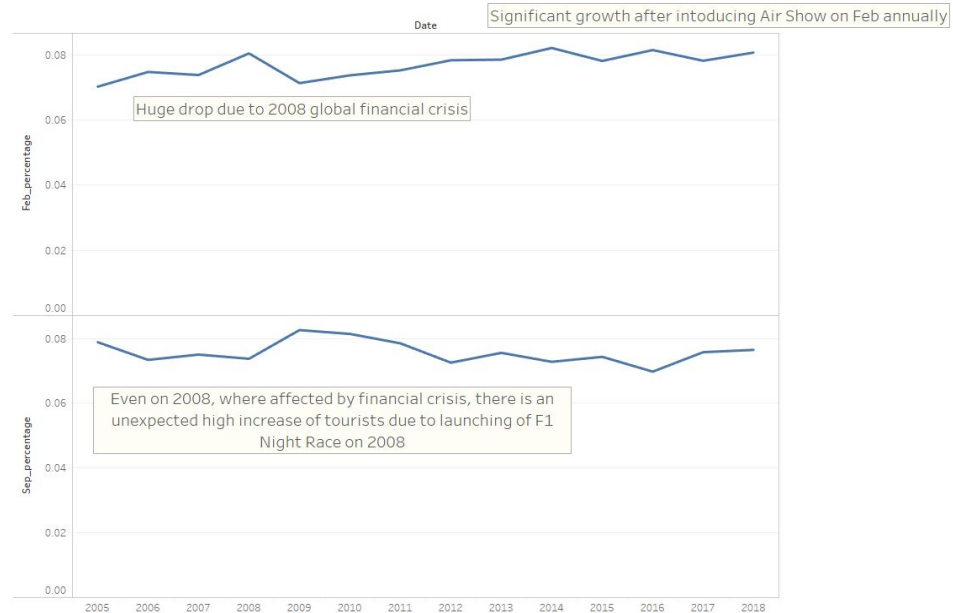

Tourism Spending Sector (2010 - 2017)

Tourism Spending Sectors
Accommodation
Food & Beverage
Shopping
Sightseeing, Entertainment & Gaming

Hong Kong Disneyland

Lesson can be learnt from Hong Kong, which gaines significant growth in tourism with opening of Disneyland.

Year

Significant increase of Hong Kong's visitors from 2003. Disneyland open on 2005.

Attractive events

- Since the launch of **Singapore Airshow** on February annually, the percentage of visitors on Feb has been increasing in the past decades.
- September has always been the lull season. But on 2008, when financial crisis crash tourism among all over the world, the No. of visitors to Singapore increased significantly, due to the first launch of **F1 Night Race**.

Solutions Summary

1 Build more tourists attractions like DisneyLand to increase length of visitor stay.

2 Host more regular attractive events to improve on lull seasons.

Proceeding the **Next Step**

Transportation

To enhance our solutions, we can also advertise on transportation promotion against country with **higher growth rate** and **higher visitor amount**.
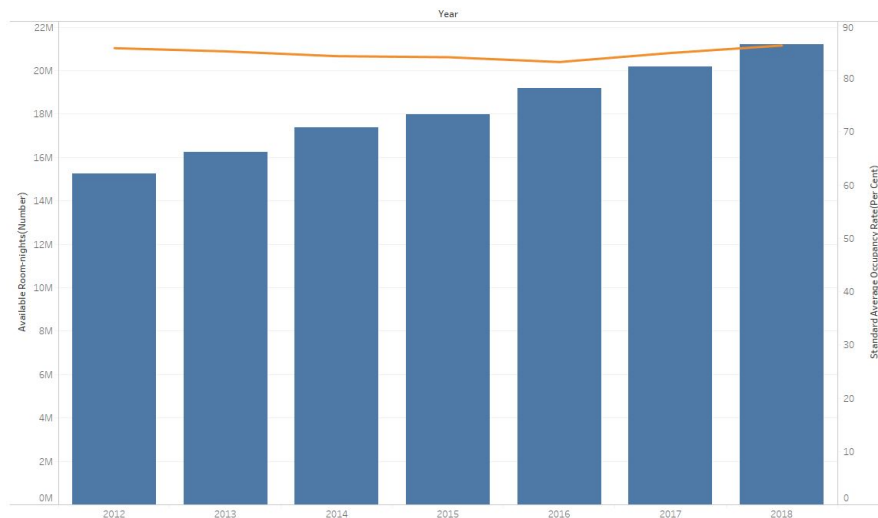
Accommodation

With expected visitor growth from the solution, we should consider to increase the hotel amount accordingly.

Currently the occupation rate was stable on around **86%** percent, regardless the growth of visitors, which is a very good behavior.

Should keep perform as we have done in managing accommodation for visitors.

Standard Average Occupancy Rate Vs Available Room-nights

KPI Tracking

After working on the solution, following are the metrics need to be monitored to evaluate the performance of the given solution.

- Growth of visitors annually after having new attractions
- Growth of visitor monthly percentage after having new regular events
- Tourism expenditure
- Length of visitor stay
- Percentage of tourism contribution to GDP

References

Data source

Singapore Airshow occurs at every 2 year in Feb starting from Feb 2008
https://en.wikipedia.org/wiki/Singapore_Airshow

Singapore F1 Race occurs at every Sep each year starting from Sep 2008
https://en.wikipedia.org/wiki/Singapore_Grand_Prix

2016-2018 visitor stay data
https://www.stb.gov.sg/statistics-and-market-insights/Pages/statistics-visitor-arrivals.aspx

HK visitor number
https://data.worldbank.org/indicator/ST.INT.ARVL?locations=HK&view=chart

Singapore Tourism data:
https://www.stb.gov.sg/statistics-and-market-insights/Pages/statistics-Visitor-Arrivals.aspx
https://www.stb.gov.sg/statistics-and-market-insights/marketstatistics/stb%20q3%202018%20final.pdf
https://www.singstat.gov.sg/find-data/search-by-theme/industry/tourism/latest-data
https://www.tablebuilder.singstat.gov.sg/publicfacing/createDataTable.action?refId=15278
https://www.tablebuilder.singstat.gov.sg/publicfacing/createDataTable.action?refId=12360

Storyboard Link

https://public.tableau.com/profile/ng.soo.kuan1733#!/vizhome/HowtoBoostSingaporeTourismIndustry/Story?publish=yes

Thank you.