Birdseye view of Singapore's Tourist Places by Age & Ethnicity

Using Power of Geospatial Analytics & Geovisualization









☐ Background & Motivation

☐ Target Audience

- Data Preparation & Modeling
- ☐ Story map Demonstration
- ☐ Insights & Future Scope



Tourism in Singapore is a major industry and contributor to the Singaporean economy, attracting 17.4 million international tourists in 2017, more than 3 times of Singapore's total population.

Singapore also has one of the world's lowest crime rates.

As English is the dominant one of its four official languages, it is generally easier for tourists to understand when speaking to the local population of the country, for example, when shopping.

Transport in Singapore exhaustively covers most, if not all public venues in Singapore, which increases convenience for tourists. This includes the well-known Mass Rapid Transit (MRT) system.

Target Audience

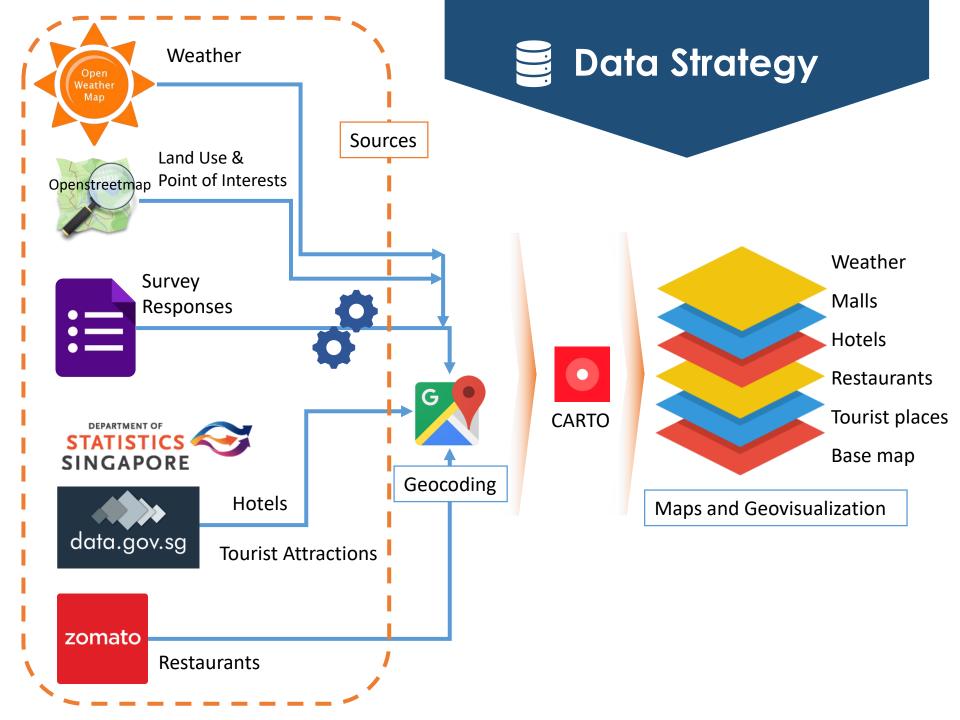


Incoming **Tourists**





Travel Agency Singapore Gov.t & STB







SMART ITINERARY PLANNER

Empower tourists to create their own Singapore itinerary. The smart planner generates itineraries based on visitor preferences and other factors such as traffic, weather and opening hours, so that travelers can enjoy a seamless visitor experience, customized just for them.





RECOMMENDATION ENGINE

Apart from adding new feature layers, we can personalize tourists' experiences, through activity suggestions, based on data insights on their needs, profiles and preferences.

