

# **Profiles and Characteristics of Indonesian Visitors to SG**

By: Feng Weihang

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**Setting the Scene**

**Getting to know the visitors**

**Getting to know how much the visitors spent**

**Getting to know what affects how much the visitors spent**

**Limitations and Future Explorations**

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**Setting the Scene**

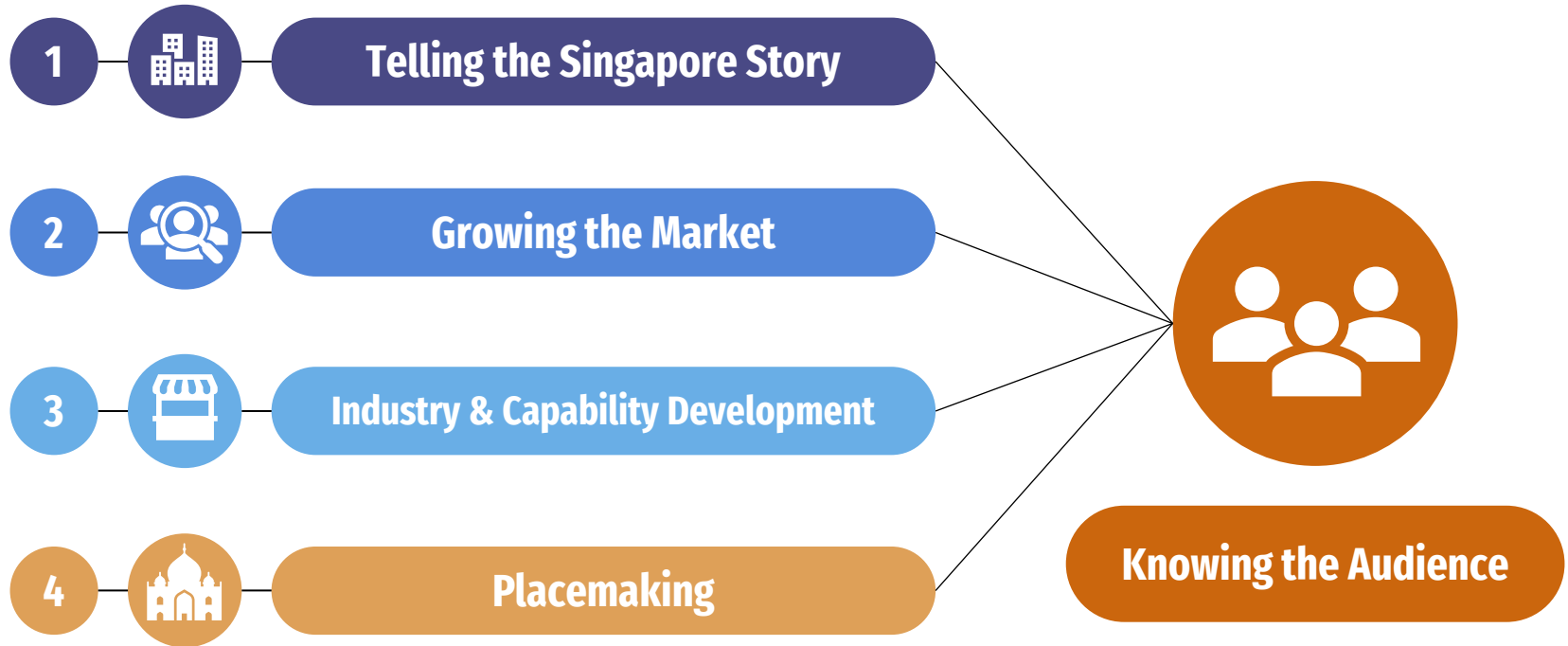
**Getting to know the visitors**

**Getting to know how much the visitors spent**

**Getting to know what affects how much the visitors spent**

**Limitations and Future Explorations**

# Some of the Roles of the Singapore Tourism Board



# Problem Statement

Develop **profile** groups of **Indonesian visitors** and understand their **key characteristics** so that STB can focus their **market growing** efforts to different groups of visitors, provide better advice to local players to **develop further capabilities** and **improve SG's tourist receipts**.

# Some brief information on **Indonesia**



**Population: 273.5 Million (2020)**



**GDP per cap: 3870 USD (2020)**



**Urbanisation rate: 56.64% (2020)**



**Main religion: Islam (86.7%)**

Sources:  
World Bank, Statista



World's largest island country  
(1,904,569 sq.km – 2600 times of Singapore)

## 2021 Indonesia National Holidays



|     |        |                                   |     |        |                                  |
|-----|--------|-----------------------------------|-----|--------|----------------------------------|
| JAN | JAN 1  | New Year's Day                    | JUN | JUN 1  | Pancasila Day                    |
| FEB | FEB 12 | Chinese New Year                  | JUL | JUL 20 | Eid al-Adha                      |
| MAR | MAR 11 | Ascension Day of Prophet Muhammad | AUG | AUG 10 | Islamic New Year                 |
|     | MAR 14 | Day of Silence (Nyepi)            |     | AUG 17 | Independence Day                 |
| APR | APR 2  | Good Friday                       | OCT | OCT 19 | Birthday of the Prophet Muhammad |
| MAY | MAY 1  | Labour Day                        | DEC | DEC 25 | Christmas Day                    |
|     | MAY 13 | Ascension Day of Jesus Christ     |     |        |                                  |
|     | MAY 14 | Eid al-Fitr                       |     |        |                                  |
|     | MAY 14 | Vesak Day                         |     |        |                                  |

2021 Holidays

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Setting the Scene

Getting to know the visitors

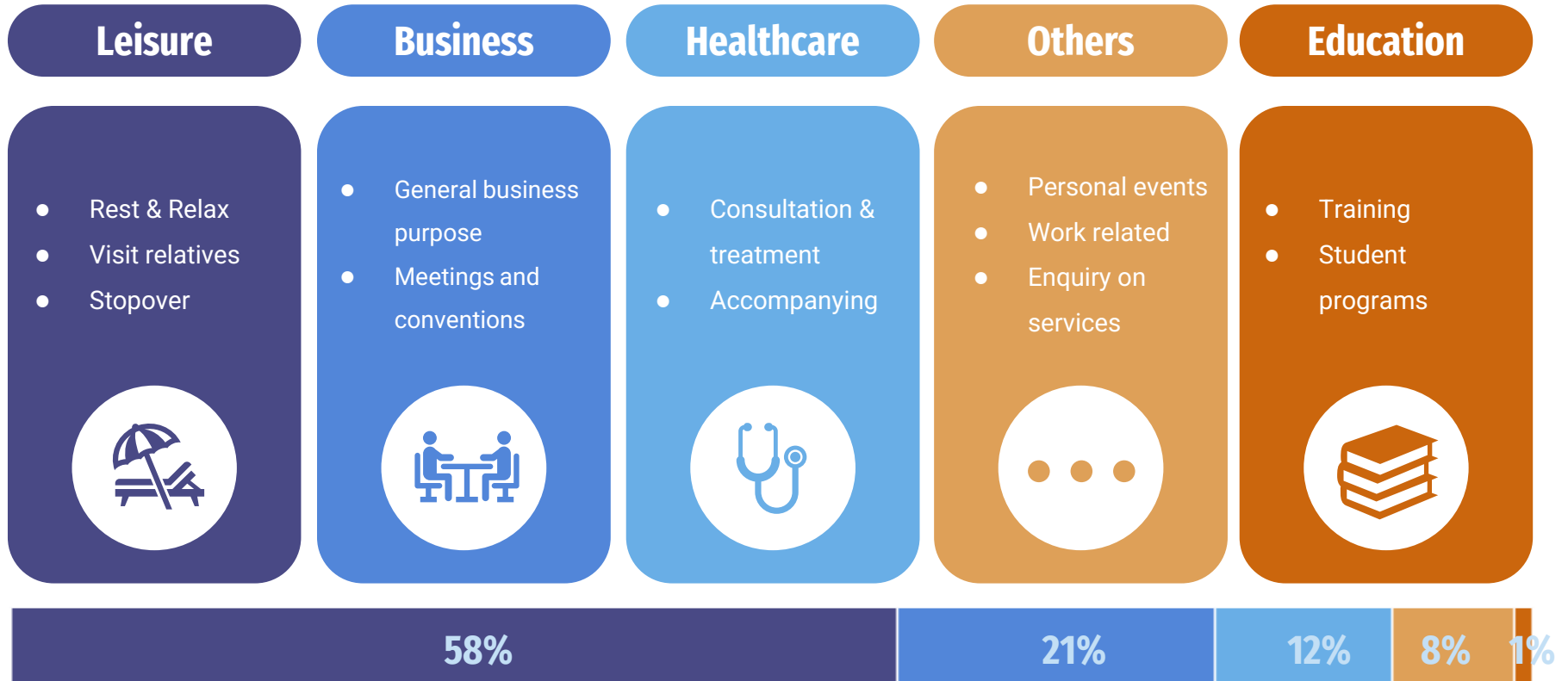
Getting to know how much the visitors spent

Getting to know what affects how much the visitors spent

Limitations and Future Explorations

# Who are the visitors?

## Main Categories

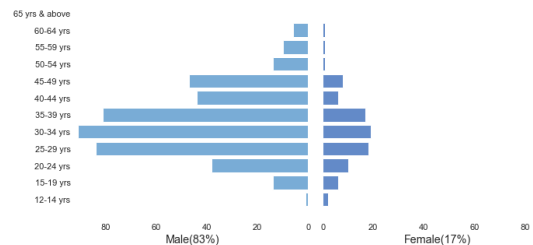
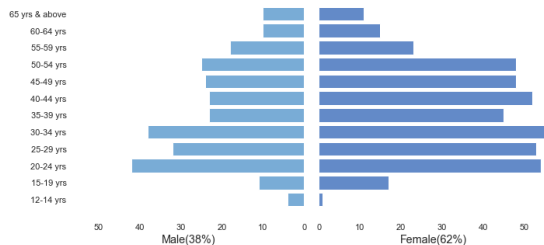
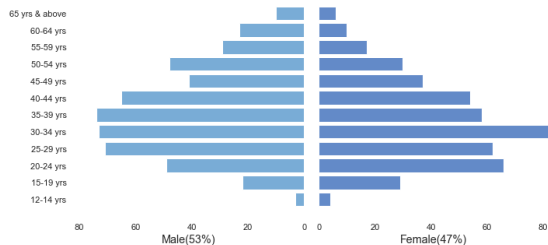


(From 2948 records )

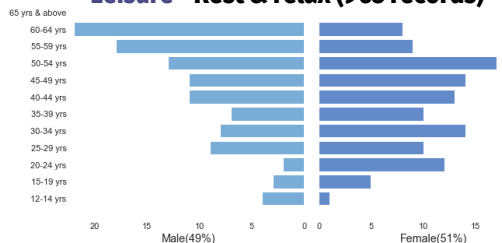


# Who are the visitors?

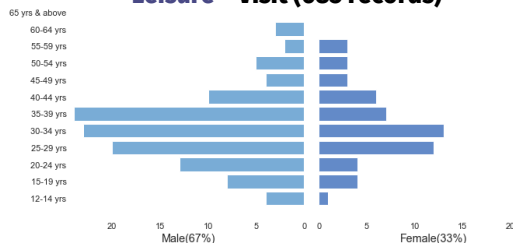
## Age Groups and Gender



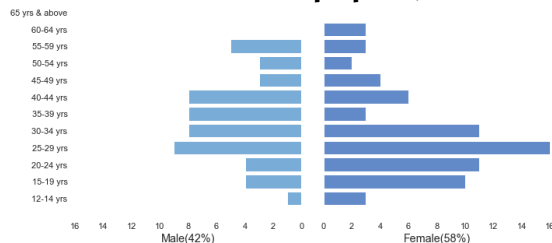
### Leisure - Rest & relax (963 records)



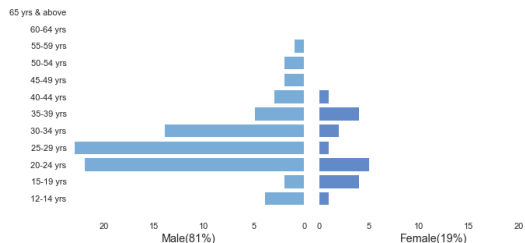
### Leisure - Visit (683 records)



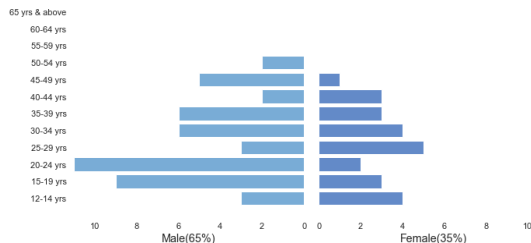
### Business - General business purpose (519 records)



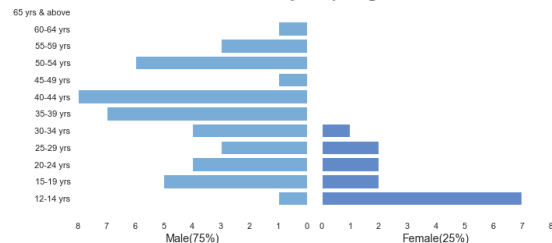
### Healthcare - Consultation and treatment (221 records)



### Others - Personal events (172 records)



### Healthcare - Accompanying (125 records)



### Business - Meetings and conventions (96 records)

### Leisure - Stopover (72 records)

### Others - Work related (57 records)

# Some Interesting Observations

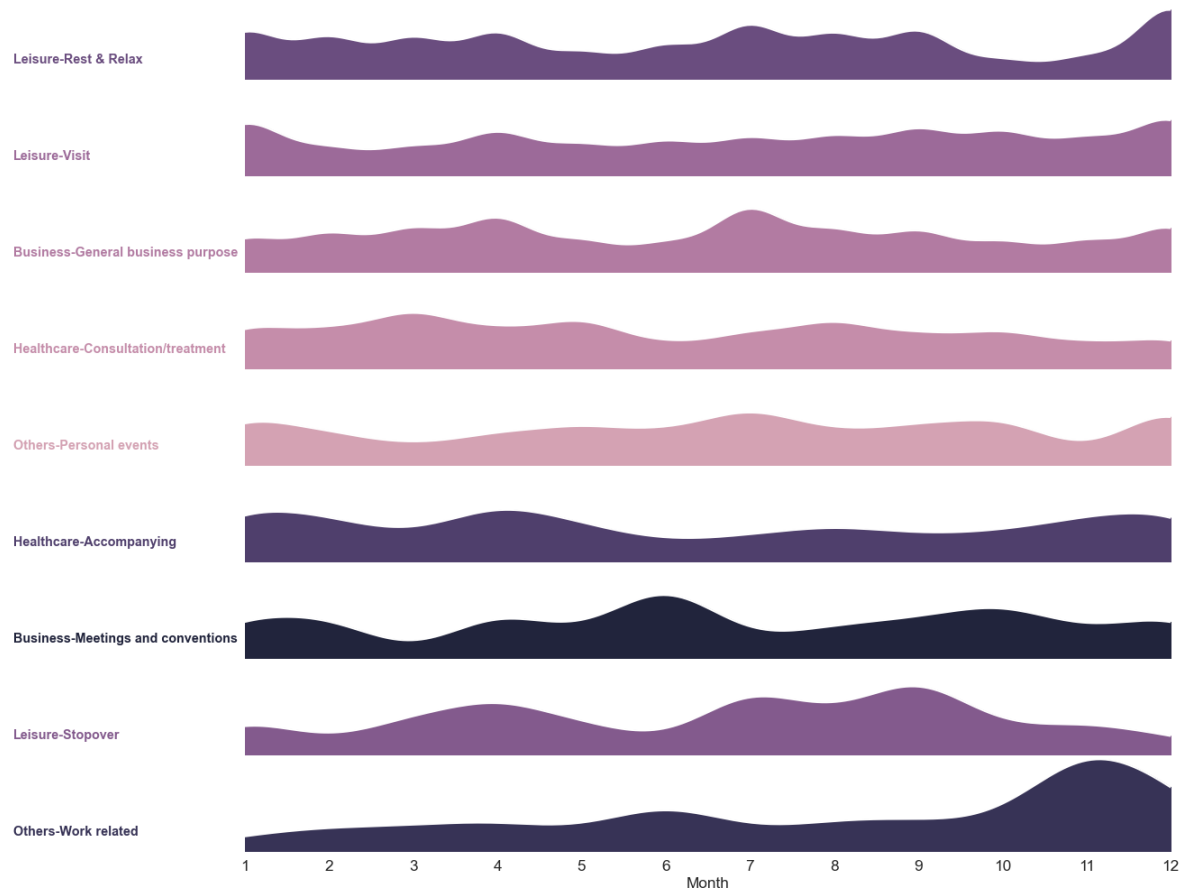
- Leisure purpose visitors are mainly young to middle age adults. More females than males come to SG to visit their relatives. While more males visit SG as a stopover.
- Business purpose visitors are almost predominantly male.
- Medical tourists seeking treatments are predominantly older, but their accompanying caregivers are young to middle-age adult age group, majority female.
- About twice as many males visit SG for personal events such as weddings and funerals compared to females.

## How might this be useful?

- Tailor market growing efforts to appeal to major groups.
- What aspects of Singapore can be appealing to groups who currently makes up the minority?
- Local capability development to cater to specific needs. For examples, hotels near private hospital clusters, commercial spaces near hospitals for accompanying caregivers.

# Who are the visitors?

## Arrival Months



\*Only showing categories with >50 records

# Some Interesting Observations

- Leisure activities such as R&R, visiting relatives, as well as attending personal events, typically peaks near the year end.
- Business related activities and stopovers begin to pick up from Q2 and carries on till Q3.
- Typically, more medical tourists arrive in the first half of the year.
- Several arrivals such as R&R, business and work related arrivals experience a plateau near May - June, may be a result of holidays in Indonesia such as Eid al-Fitr.

## How might this be useful?

- Further capacity study can be conducted to assess local capacity in different areas of interest. In order to adequately plan for peak periods.
- Focus marketing efforts prior to peak arrivals.

Others-Personal events

Business meetings and conventions

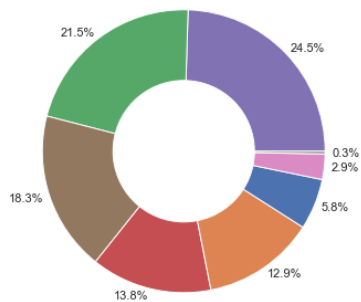
Others-Work related

1 2 3 4 5 6 7 8 9 10 11 12  
Month

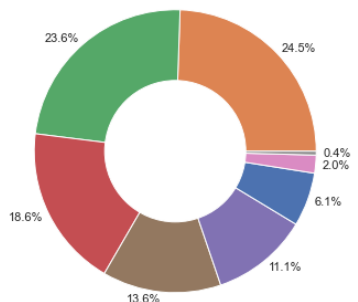
\*Only showing categories  
with >50 records

# Who are the visitors?

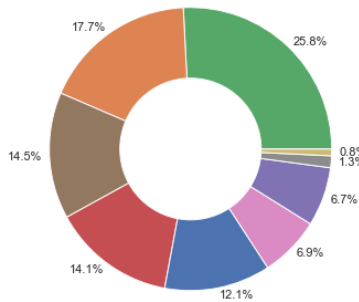
## Number of Prior Visits



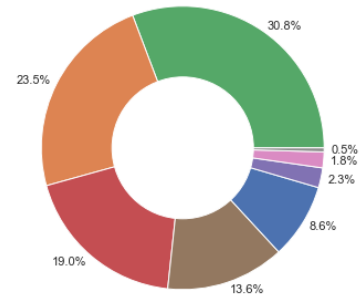
**Leisure - Rest & relax**  
(963 records)



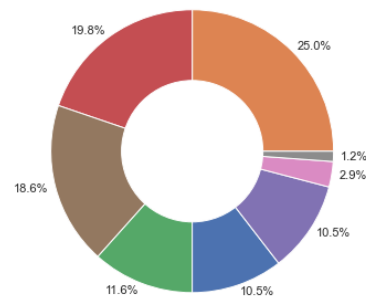
**Leisure - Visit**  
(683 records)



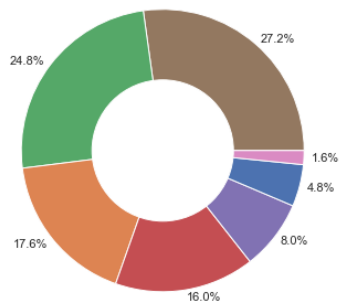
**Business - General business**  
(519 records)



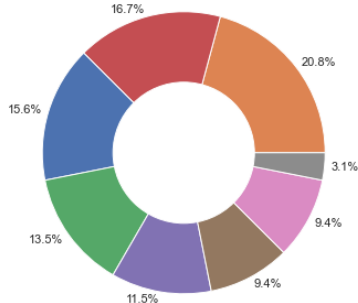
**Healthcare - Consultation and treatment**  
(221 records)



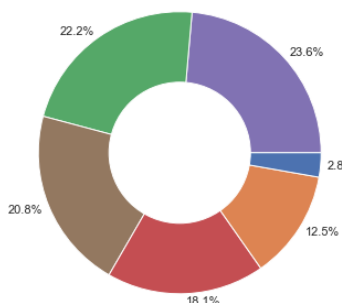
**Others - Personal events**  
(172 records)



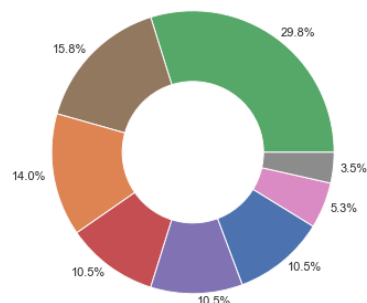
**Healthcare - Accompanying**  
(125 records)



**Business - Meetings and conventions**  
(96 records)



**Leisure - Stopover**  
(72 records)



**Others - Work related**  
(57 records)

### On average...

- First time visitor
- Once per year
- A couple of times
- Once per half year
- Once per quarter
- Once per month
- Once per fortnight
- Once per week

# Some Interesting Observations

## On average...

- About 65% of leisure visitors (R&R, stopover) are either first time, or have travelled to SG 3 times or less in the past 3 years. Visiting relatives are more common, with the majority coming once a quarter, half year or year.
- Business related visitors are more frequent travellers to SG, with even 15 percent of meeting attendants coming monthly on average.
- Not as high a percentage of travellers are first time visitors.
- Those visiting relatives and attending to personal events are also more frequent travellers.

## How might this be useful?

- Due to Singapore's small size and existing trend, more efforts should be put in to capture new visitors to Singapore for leisure.
- More efforts to develop capability for business events, due to SG's proximity to Indonesia and also the existing trend.
- Keep up SG's high medical standard to continue to attract returning medical tourists.

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# How much do they spend?

## Daily Shopping Expenses

### Legend

10<sup>th</sup> percentile    median    90<sup>th</sup> percentile



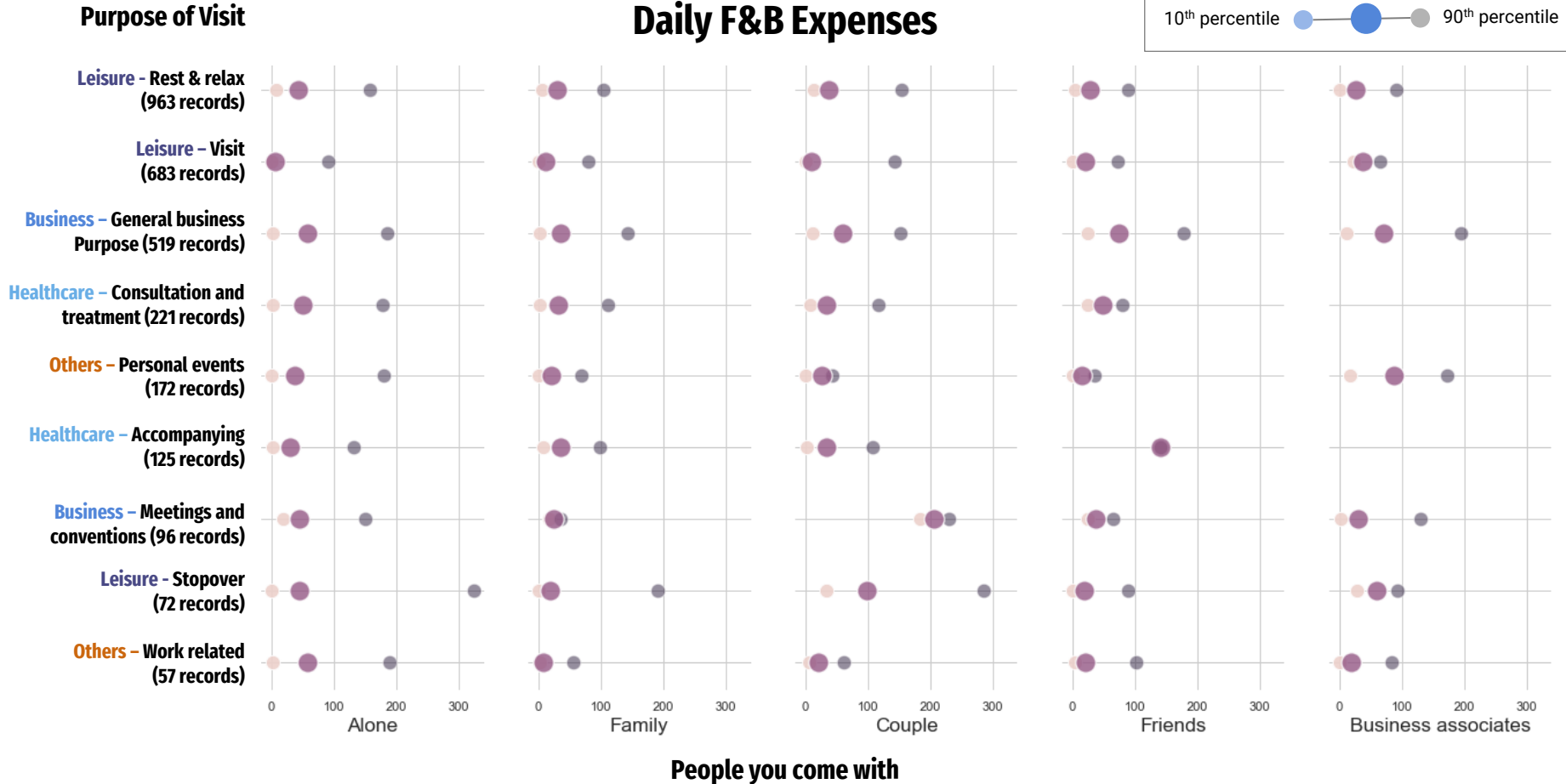


# How much do they spend?

## Daily F&B Expenses

### Legend

10<sup>th</sup> percentile      median      90<sup>th</sup> percentile



# How much do they spend?

## Daily Accommodation Expenses

### Legend

10<sup>th</sup> percentile    median    90<sup>th</sup> percentile



# How much do they spend?

## Daily Transport Expenses

### Legend

10<sup>th</sup> percentile    median    90<sup>th</sup> percentile

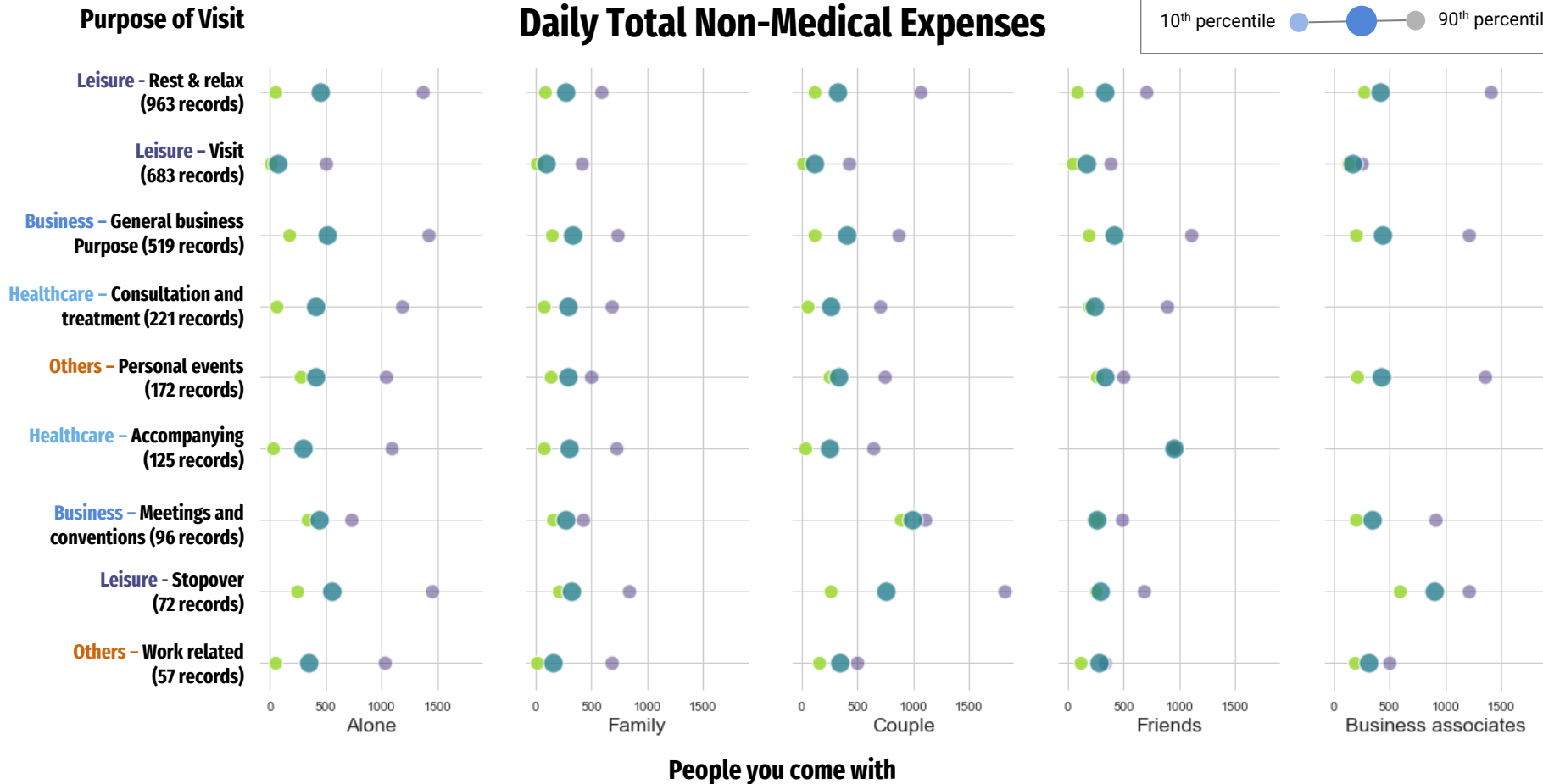


# How much do they spend?

## Daily Total Non-Medical Expenses

Legend

10<sup>th</sup> percentile    median    90<sup>th</sup> percentile

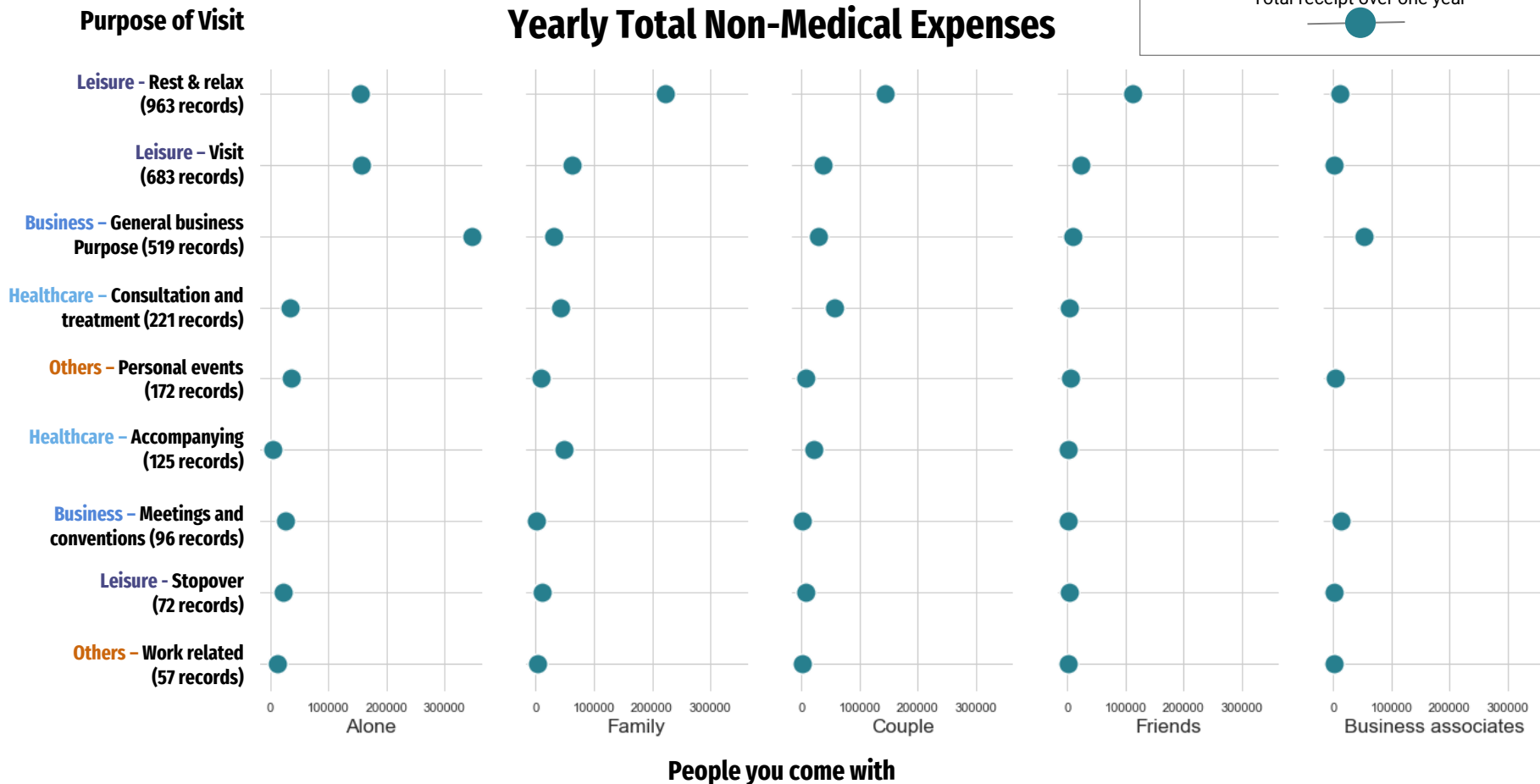


# How much do they spend?

## Yearly Total Non-Medical Expenses

Legend

Total receipt over one year



# Some Interesting Observations

- Visitor in SG as a stopover destination produce the highest daily tourist receipt across all companion categories, among them, business travellers tend to produce the highest daily receipt.
- Leisure travellers produced the highest tourist receipt across the whole year, with those on family trips accounting for most and those on trips with friends accounting for least aside from business leisure trips.
- General business travellers produced the highest yearly total receipt, but this is probably due to a minority of outliers.
- Lone travelers tend to generate more tourist receipt on a per capita daily basis.

## How might this be useful?

- Marketing strategy near airports should be of high value products and services to appeal to stopover visitors.
- Continue to develop Singapore as a family-friendly destination, but consider a more exciting and vibrant image to attract those on leisure trips with friends.
- Attracting business visitors are of great value as a minority of them can be of big contributors to tourist receipts.

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# Methodology to determine important influencers of visitor spending

## Independent Variables

Carrier Category

No. of Visit in  
Past 3 Years

Arrival Month

etc...

## Dependent Variable

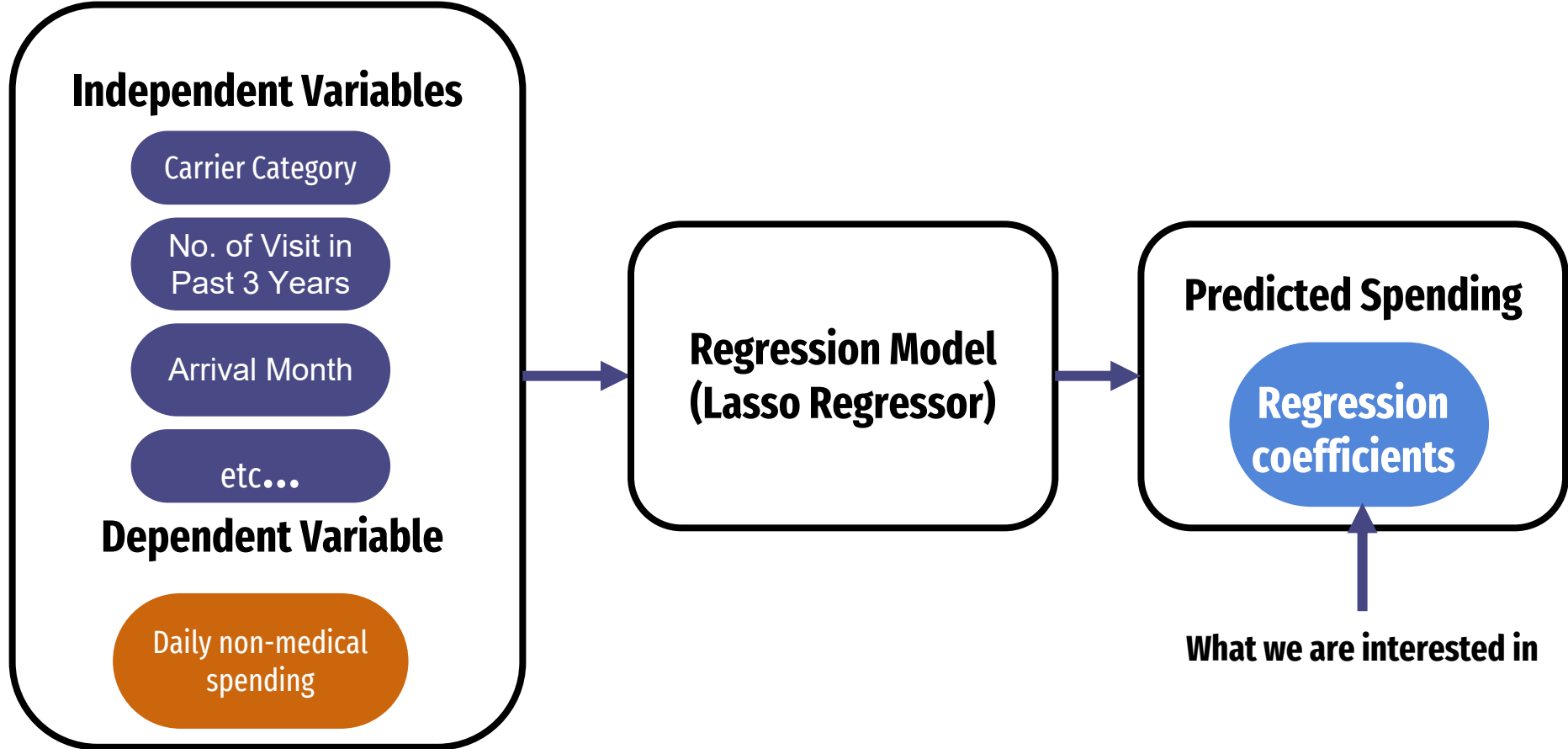
Daily non-medical  
spending

Regression Model  
(Lasso Regressor)

## Predicted Spending

Regression  
coefficients

What we are interested in





# Top 10 most important factors influencing daily non-medical spending

## Positive Correlation with daily non-medical spending

1. Carrier Category - Premium Carrier
2. Carrier Category - National Carrier
3. No. of Visit in Past 3 Years
4. Companions - Others
5. Arrival Month - August
6. Travel Type - Package Tour
7. Age Group - 30-34 yrs
8. Marital Status - Married
9. Age Group - 40-44 yrs
10. Carrier Category - Regional Carrier

## Negative Correlation with daily non-medical spending

1. Length of stay
2. POV - Leisure-Visit
3. Carrier Category - Sea
4. POV -Personal events
5. Destination - Multi-Destination
6. Companions - Family
7. POV - Healthcare consultation/treatment
8. Age Group - 65 yrs & above
9. POV - Meetings and conventions
10. 1st time visitor

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# Limitations

- Some questions exist for the dataset as it is unclear of the year of the dataset. Judging by the case numbers, it would be a sample dataset, however it is unclear if the sample is representative with regards to different features.
- The exact number of companions would be a useful indicator to provide a finer grain information on the effect and profile of travel group sizes.
- We have seen that flight carrier information is a leading predictor of daily spending. The flight carrier information is provided, another useful information to have would be the flight prices for different airlines on the same route.

# Future Explorations

- Due to time constraint, more could be done to explore the data in terms of mode of arrival, whether SG is the first port, transit port or the final port, and travel types.

**THANK YOU**

# Acknowledgement

## Design elements and graphics:

- <https://slidesgo.com/>
- <https://www.vecteezy.com/free-vector/merlion>

## Additional research sources

- [https://en.wikipedia.org/wiki/List\\_of\\_low-cost\\_airlines#Asia](https://en.wikipedia.org/wiki/List_of_low-cost_airlines#Asia)
- <https://data.worldbank.org/country>
- <https://www.oneeducation.org.uk/types-of-airlines-and-business-models/>