

High Value Travellers SINGAPORE



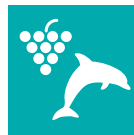
DEFINITION OF A HIGH VALUE TRAVELLER



Travel
Long Haul



Considering
or intending to
visit Australia.



Motivated by nature
and wildlife, aquatic
and coastal, and food
and wine experiences



Represent "high value": above
average trip expenditure, and
a higher likelihood to stay
longer and disperse further

Size of the market¹

0.8 million HVTs in Singapore considering Australia
Representing **20%** of the Singaporean long haul travel market
An additional **0.6 million** HVTs in Singapore not currently considering Australia

Drivers of Destination Choice²

Important factors when choosing a long haul destination



World class nature and wildlife



A safe and secure destination



Good food, wine, local cuisine and produce

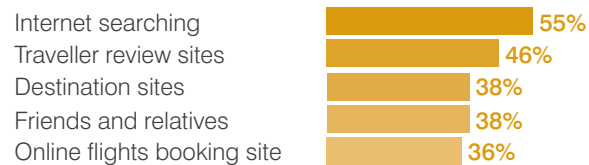


Value for money

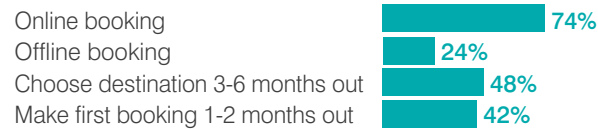


Friendly and open citizens, local hospitality

Planning Sources¹

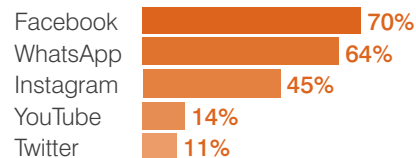


Booking Behaviour¹



Social Media³

Top sources used to share overseas holiday experiences



WA SPECIFIC INSIGHTS

Most Appealing WA Experiences³

When prompted with pictures and descriptions of WA destinations and experiences.



Outdoor / nature



Observing wildlife / marine life



Coastal / beach



Engaging with wildlife / marine life



Food and wine experiences

Likely length of stay in WA is **7 nights³**.

Half would want to **visit only WA** during their trip to Australia, and would want to visit multiple WA regions³.

Two in five have a **friend or relative** living in WA³.

Biggest barrier to visiting WA is a **preference for other overseas destinations³**.



"Observing
wildlife and
marine life"