

SINGAPORE | MARKET PROFILE 2024

MARKET OVERVIEW

Leisure Visitation to WA ¹

11 nights

Average Length of Stay

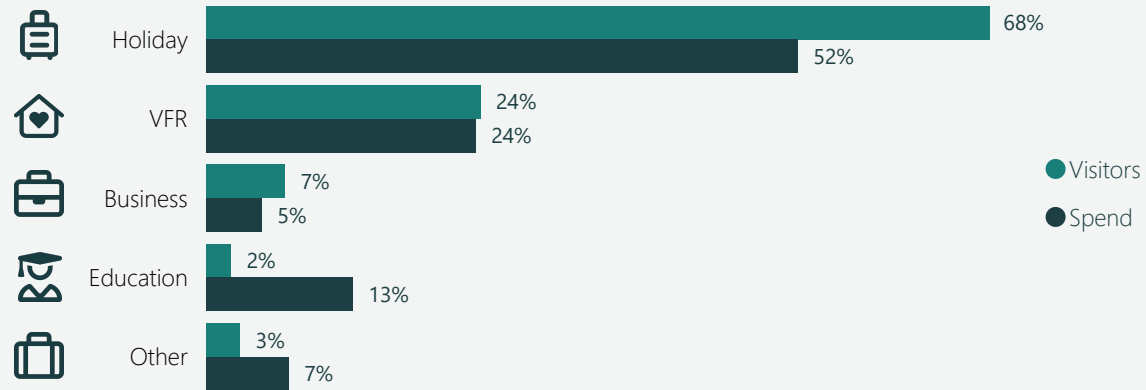
\$2,084

Average Trip Spend

\$188

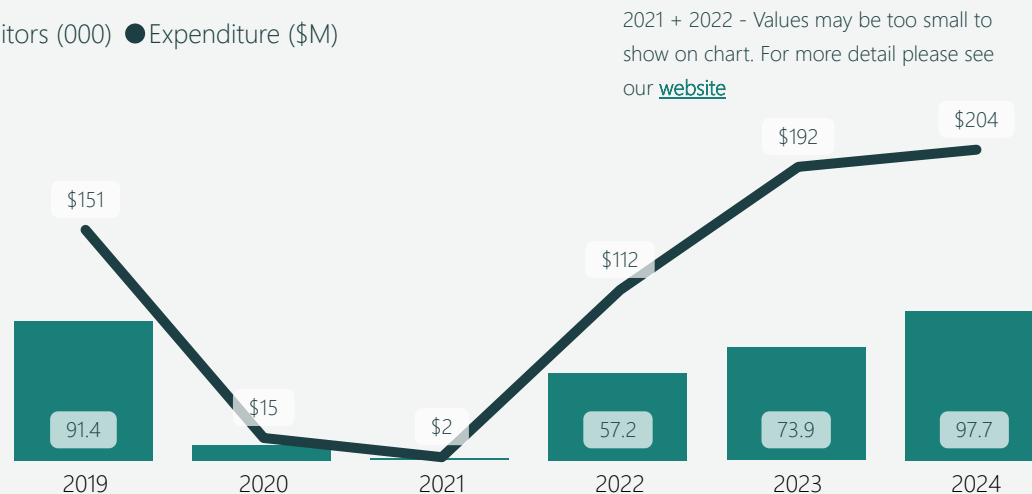
Average Daily Spend

International Visitors and Spend by Purpose (WA) ¹

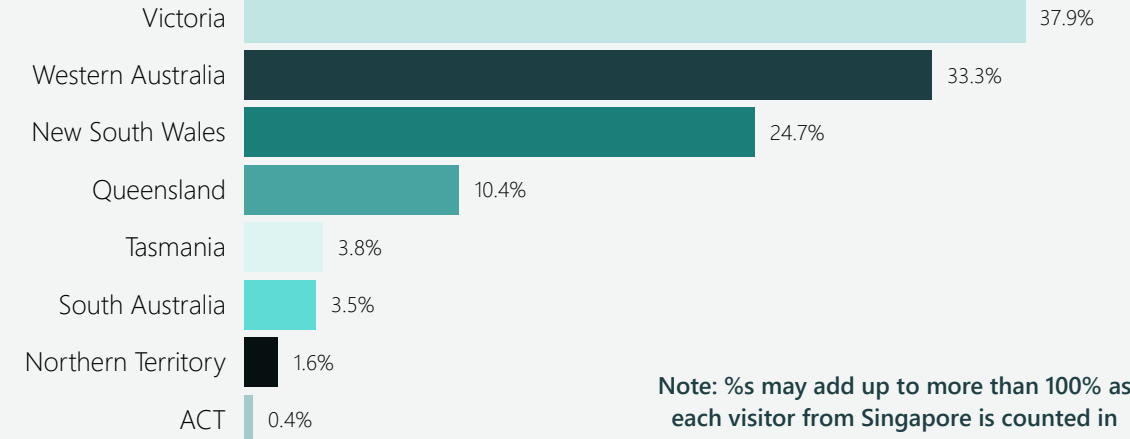


Leisure Visitation and Spend to WA ²

● Visitors (000) ● Expenditure (\$M)

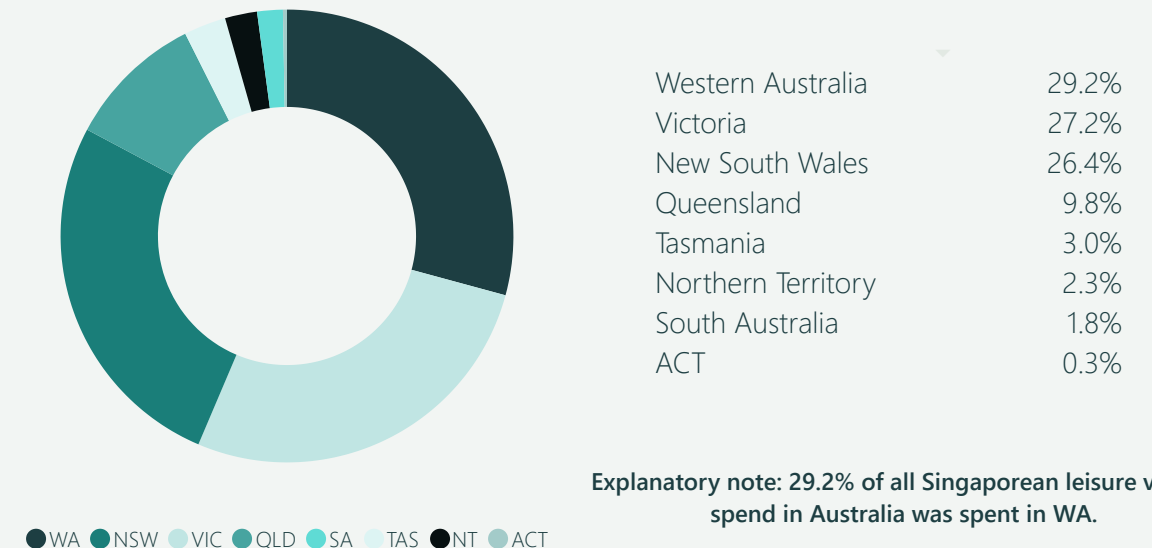


Market Share of International Leisure Visitors to Australia ¹



Note: %s may add up to more than 100% as each visitor from Singapore is counted in every State they visit.

Market Share of International Leisure Visitor Spend in Australia ¹

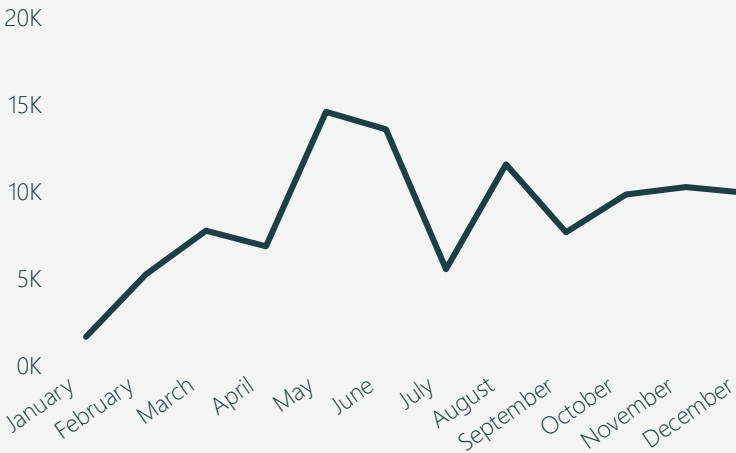


Explanatory note: 29.2% of all Singaporean leisure visitor spend in Australia was spent in WA.

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TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

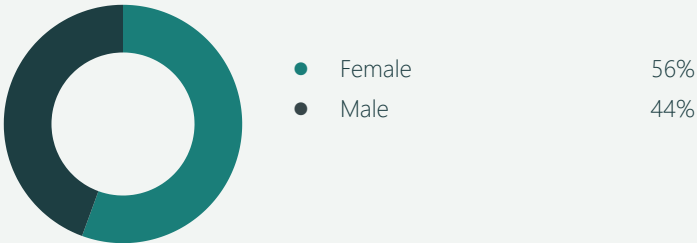
Seasonality - Short-term Leisure Visitor Arrivals to WA ⁴



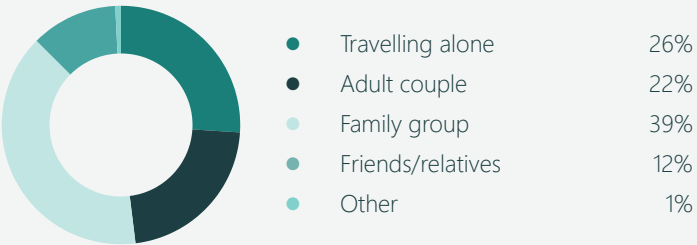
Age ³



Gender ³



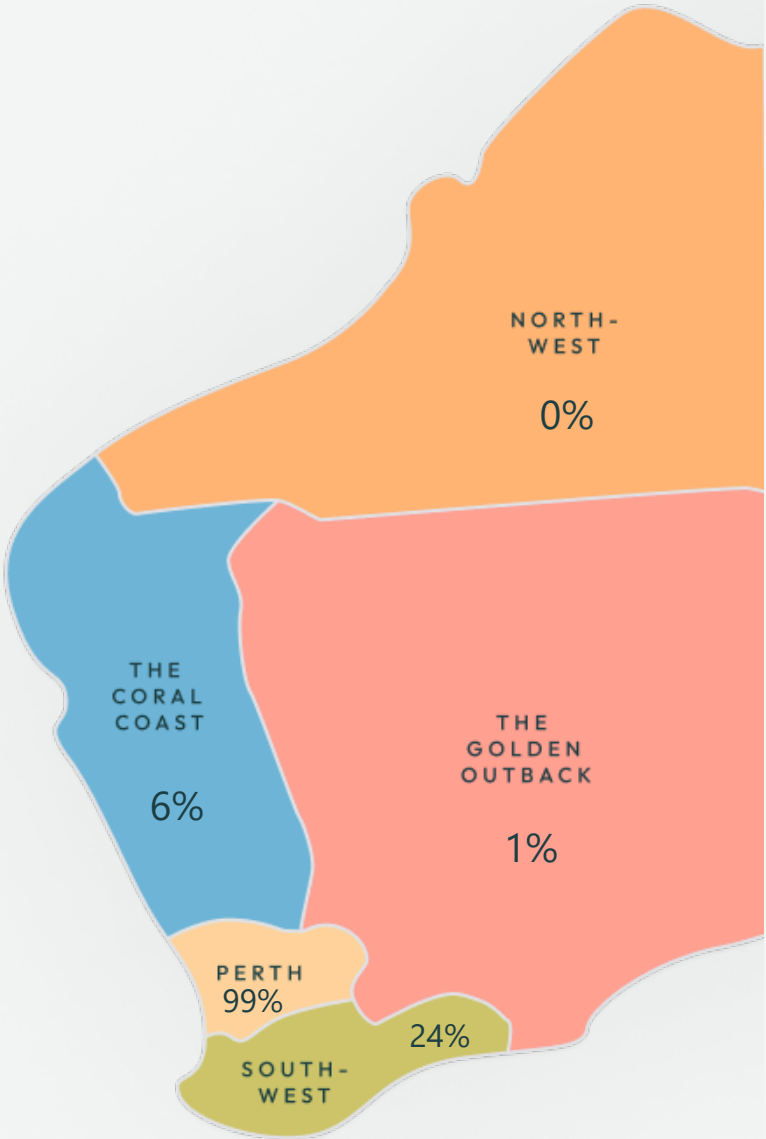
Travel Party ³



Length of Trip ³



Regional Dispersal ³



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TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

Top 5 Activities for Leisure Visitors to WA ³

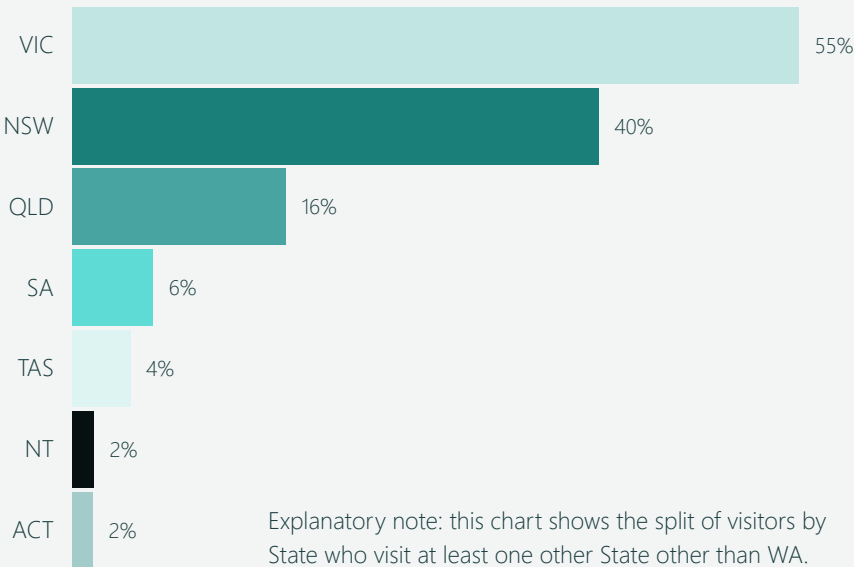
①	Eat out / dine at a restaurant and/or cafe	97%
②	Go shopping for pleasure	94%
③	Sightseeing/looking around	86%
④	Visit national parks / state parks	69%
⑤	Go to the beach	67%

NOTE: Activity may have taken in place in WA or elsewhere in Australia during the trip.

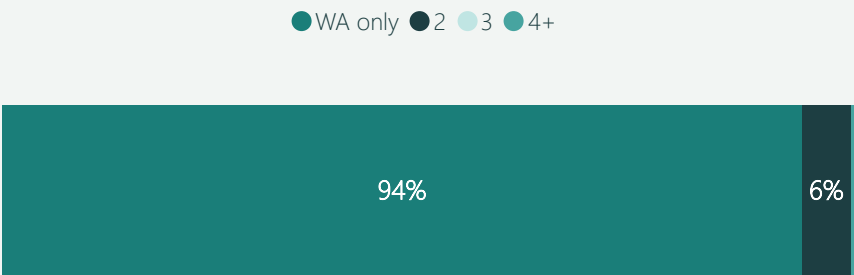
Top 3 Accommodation Choices for Leisure Visitors to WA ³

①	Hotel/resort/motel or motor Inn	63%
②	Friends or relatives property	28%
③	Other commercial accommodation	18%

Other States Visited ³



Number of States Visited ³



Group Tour v Free Independent Travellers (FIT) ³

67% of Singaporean leisure visitors to WA are free independent travellers. 96% of Singaporean leisure visitors to the rest of Australia are free independent travellers, so only a small proportion are likely to be on a group tour.

Repeat Visitors ³

86% of Singaporean leisure visitors to WA are on a return visit to Australia

Travel Packages ³

3% of Singaporean leisure visitors to WA arrived on a travel package

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IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

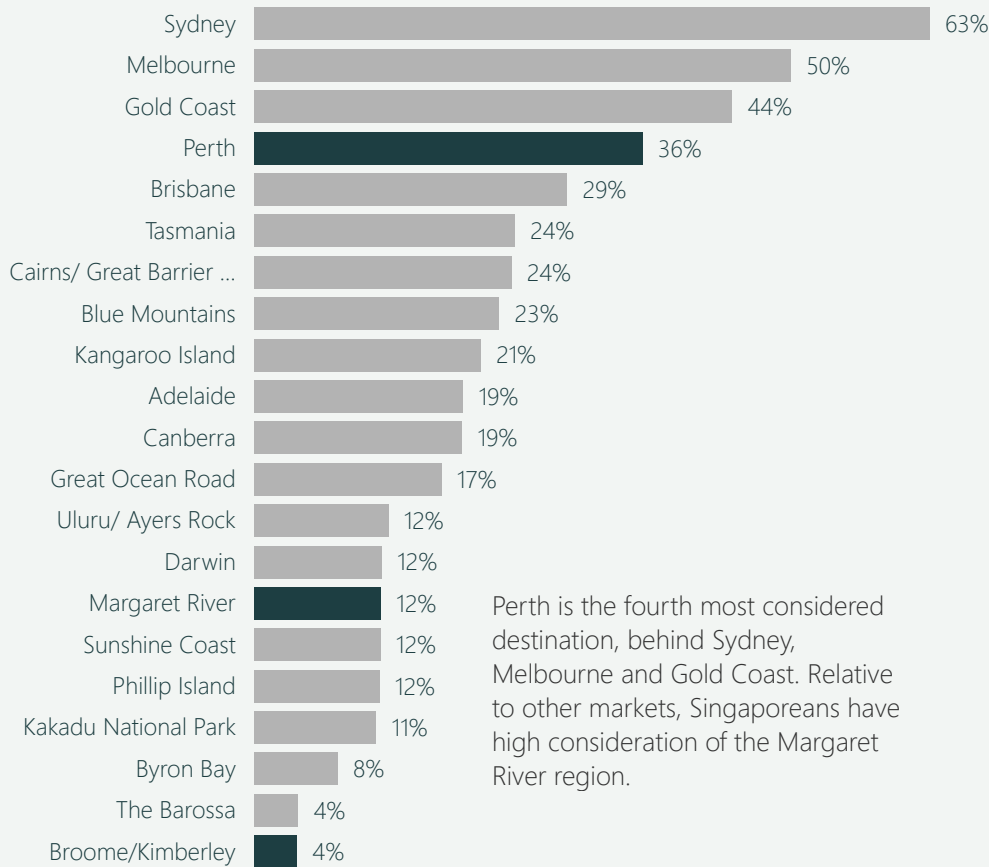
Out of region (OOR) travellers



Travelled outside of their region within the last 5 years for leisure and/or intend to travel outside of their region for leisure within the next 2 years

Consideration of Australian Destinations ⁵

(those considering a trip to Australia in the next 4 years)



Perth is the fourth most considered destination, behind Sydney, Melbourne and Gold Coast. Relative to other markets, Singaporeans have high consideration of the Margaret River region.

Which factors are most important when choosing a destination ⁵

- 1 Value for money
- 2 Easy to get to (time & effort)
- 3 A safe and secure destination
- 4 Appealing climate or weather
- 5 A family friendly destination
- 6 A good range of accommodation options

Singaporean travellers seek value for money; that is not to say they want 'cheap' destinations, but rather travel experiences that are worth the investment. They seek destinations that are easy to get to (time and effort), safe, and have an appealing climate; attributes that position Western Australia well in the minds of Singaporeans.

What OOR travellers associate with destinations ⁵

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	39%	39%	22%	35%	10%	6%
A vibrant city lifestyle	59%	45%	22%	25%	5%	6%
Beautiful natural environments, including mountains, rivers, forests, beaches, and coastlines	15%	18%	11%	16%	19%	9%
Different and interesting local wildlife	14%	14%	10%	15%	10%	7%
Good food, wine/beverages, local cuisine and produce	40%	40%	22%	30%	15%	7%
Interesting events and festivals	37%	32%	16%	19%	7%	7%
Value for money	24%	23%	13%	29%	8%	5%

Singaporean travellers associate Perth most strongly with being a family friendly destination. Perth outperforms Sydney and Melbourne on value for money, while Margaret River performs well in terms of association with beautiful natural environments.

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NOTES & REFERENCES

Notes

'Leisure' comprises both holiday visitors and those visiting friends and relatives (VFR).

References

1. Tourism Research Australia – International Visitor Survey, YE Dec 24
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23/24
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 23/24
4. Australian Bureau of Statistics via Tourism Research Australia – Visitor Arrivals and Departures (State of Stay: WA, Category of Traveller: Short Term Visitor Arrival, Main purpose of trip: Leisure, Country (TRA benchmarks)), YE Dec 24
5. Tourism Australia – Consumer Demand Project, October - December 2024.

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