

SINGAPORE OUTBOUND TRAVEL PROFILE

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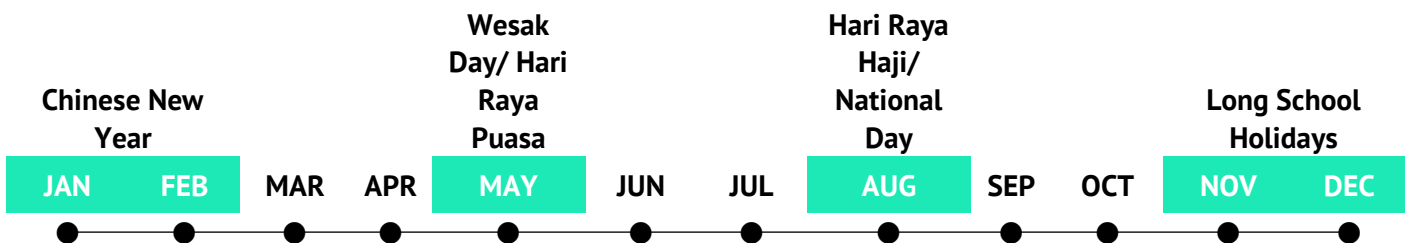


PLANNING



Singaporeans typically plan and book 3 – 6 months in advance

PEAK SEASONS TO TRAVEL 2020



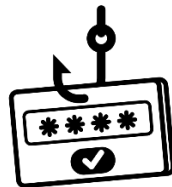
ONLINE PENETRATION



A limited number of travel agency websites offer online, instant confirmation.

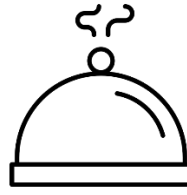
Instead, Singaporeans use popular online holiday booking platforms:

Agoda, Booking.com, Skyscanner, Kayak, airline websites.



Singaporeans worry about online scams when booking travel.

POPULAR ACTIVITIES



For Singaporeans, shopping and dining opportunities are key drivers for destination choice.

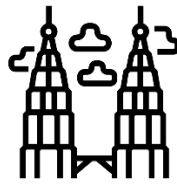
Their top reason for travel is rest and relaxation.

POPULAR DESTINATIONS

ASEAN



THAILAND



MALAYSIA



INDONESIA

MEDIUM HAUL



JAPAN

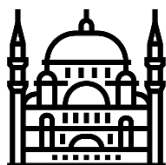


SOUTH KOREA



TAIWAN

LONG HAUL



TURKEY



UK



AUSTRALIA

TYPES OF TRAVELLERS



GROUP

- Bilingual tours, run in English/ Chinese
- Book via travel agents over email/ phone/ travel fairs
- Target consumers are Baby Boomers who want to explore unusual destinations, or don't have the confidence to travel to a new country



FIT

- Mature market: travellers are used to being independent, and are increasingly looking for new destinations
- Book predominantly online
- Budget conscious travellers who would rather book everything themselves – they believe travel agents are expensive



LUXURY

- Travel in smaller groups
- Want everything arranged for them, would usually book via a travel agent
- Want to experience fine dining, unusual destinations for the bragging factor

TRAVEL AGENTS



Compared to APAC travellers in general, Singaporeans tend to be less satisfied with travel agents and tour operators

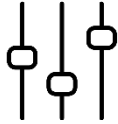


There are a few major travel agencies – the rest are smaller sized

MICE



Companies usually plan 6 – 12 months in advance



Agents use a mixture of direct contracting and local DMCs to operate the groups



Price is the driver for destination choice

ACTIVE NTOS WITH OFFICES IN SINGAPORE

China National Tourist Office

Hong Kong Tourism Board

Incredible India

Japan National Tourist Organisation

Korea Tourism Organisation

NYC & Company

Philippines Tourism

Spain Tourism

Switzerland Tourism

Taiwan Tourism Bureau

Tourism Australia

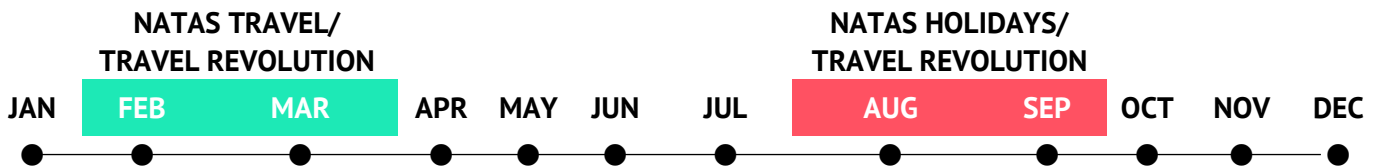
Tourism Authority of Thailand

Tourism Malaysia

Tourism New Zealand

Wonderful Indonesia

MAJOR CONSUMER TRAVEL FAIRS



TIPS FOR EFFECTIVE SALES CALLS

- ✓ Always bring business cards, and accept and give them with both hands. Make sure you put the card somewhere appropriate – your back pocket is not a good place!
- ✓ Attend travel consumer fairs as a good way to assess the market – the best time to see an agent at a consumer fair is to visit on the first day, Friday, as soon as it opens
- ✓ But do not arrange sales calls the week immediately prior or post a major consumer travel fair; travel agents are at their busiest
- ✓ Travel agents are easy to get around in Singapore, as many are in the same geographic area, i.e. Chinatown
- ✓ Communication shouldn't be an issue – nearly all agents will speak very competent English

ABOUT PEAR ANDERSON

Pear Anderson is a boutique travel-industry consultancy firm, experts in Southeast Asian outbound tourism. They partner across the spectrum of tourism-related organisations to build a lasting foundation in SEA, a market set to be worth USD \$76 billion by 2025.

The global Muslim travel segment is a core specialisation. Pear Anderson in partnership with Faez Fadhilillah, the founder of Tripfez and Salam Standard, travel companies specialising in the Muslim market, provide unique insights, research and training on this lucrative segment.

For more information, contact us at:

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Research sources

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[Amadeus Journey of Me](#)

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