SINGAPORE OUTBOUND TRAVEL PROFILE

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**PLANNING**

Singaporeans typically plan and book 3 – 6 months in advance.

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**PEAK SEASONS TO TRAVEL 2020**

<table>
<thead>
<tr>
<th>Chinese New Year</th>
<th>Wesak Day/ Hari Raya Puasa</th>
<th>Hari Raya Haji/ National Day</th>
<th>Long School Holidays</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN FEB</td>
<td>MAR APR MAY JUN JUL AUG SEP OCT NOV DEC</td>
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**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.

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**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
**SINGAPORE OUTBOUND TRAVEL PROFILE**

### 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

<table>
<thead>
<tr>
<th>Name</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>China National Tourist Office</td>
<td>Hong Kong Tourism Board</td>
</tr>
<tr>
<td>Incredible India</td>
<td>Japan National Tourist Organisation</td>
</tr>
<tr>
<td>Korea Tourism Organisation</td>
<td>NYC &amp; Company</td>
</tr>
<tr>
<td>Philippines Tourism</td>
<td>Spain Tourism</td>
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<tr>
<td>Switzerland Tourism</td>
<td>Taiwan Tourism Bureau</td>
</tr>
<tr>
<td>Tourism Australia</td>
<td>Tourism Authority of Thailand</td>
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<tr>
<td>Tourism Malaysia</td>
<td>Tourism New Zealand</td>
</tr>
<tr>
<td>Wonderful Indonesia</td>
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</tbody>
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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 Faeez 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


Amadeus Journey of Me

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