

Singapore Visitor Profile to NSW

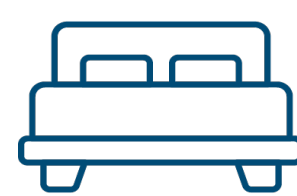
Year ended December 2023



Source: International Visitor Survey, Tourism Research Australia



VISITORS
108,900
86% vs. 2019*



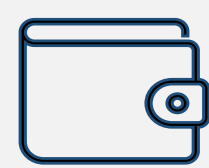
NIGHTS
1.6m
140% vs. 2019*



EXPENDITURE
\$344.8m
149% vs. 2019*

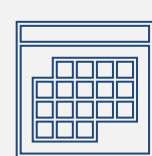
*vs. Pre-COVID period (YE Dec 2019)

Average spend



\$217 per night
\$3166 per visitor

Average length of stay



14.6 nights

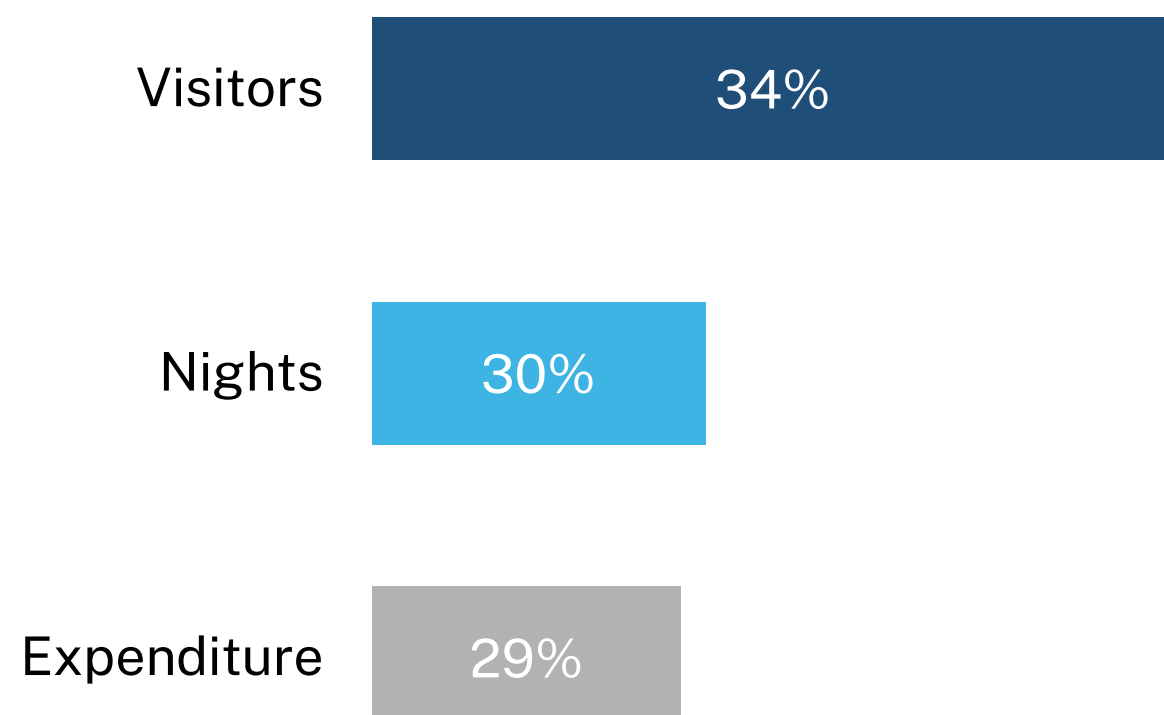
Rank in NSW



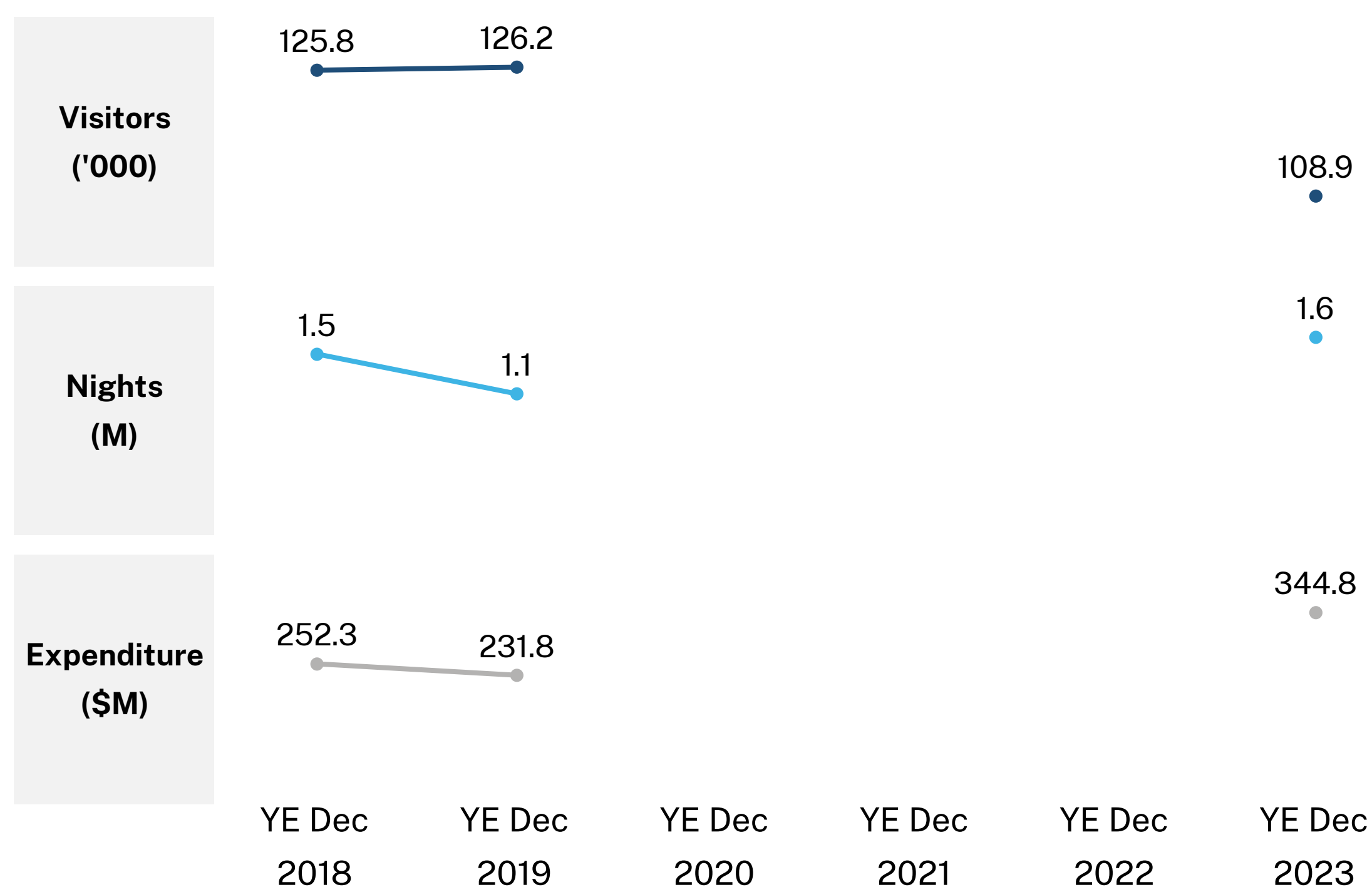
#8 for visitors
#13 for nights
#9 for expenditure

NSW share of visitors to Australia

34% of international visitors from Singapore visited NSW during their trip to Australia

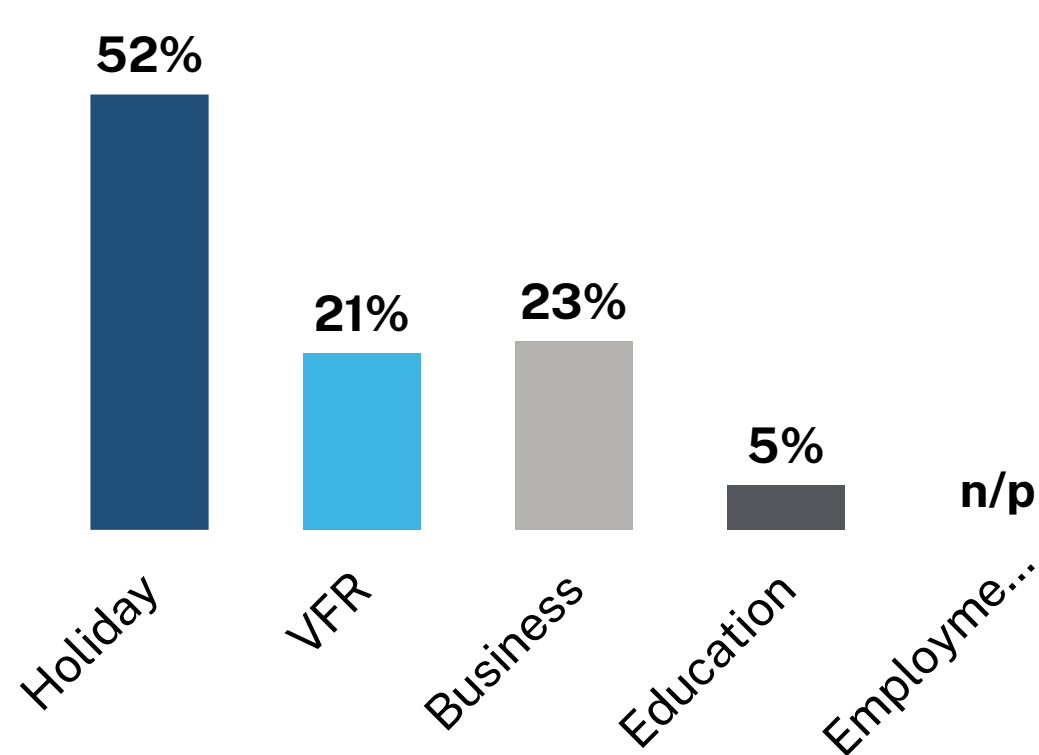


Time Series

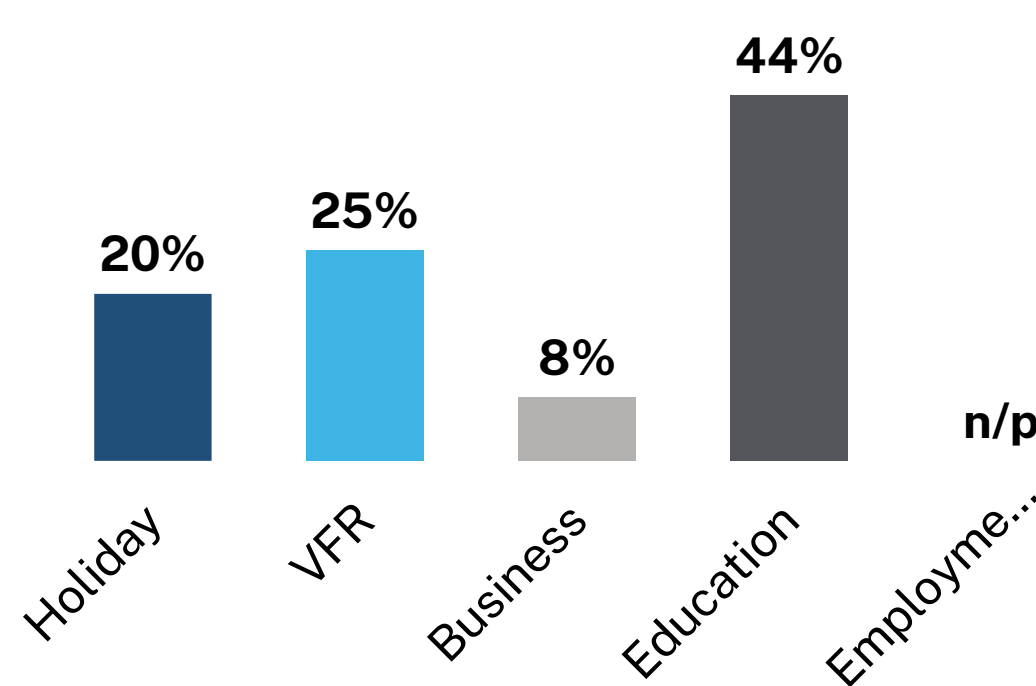


Purpose of Visit

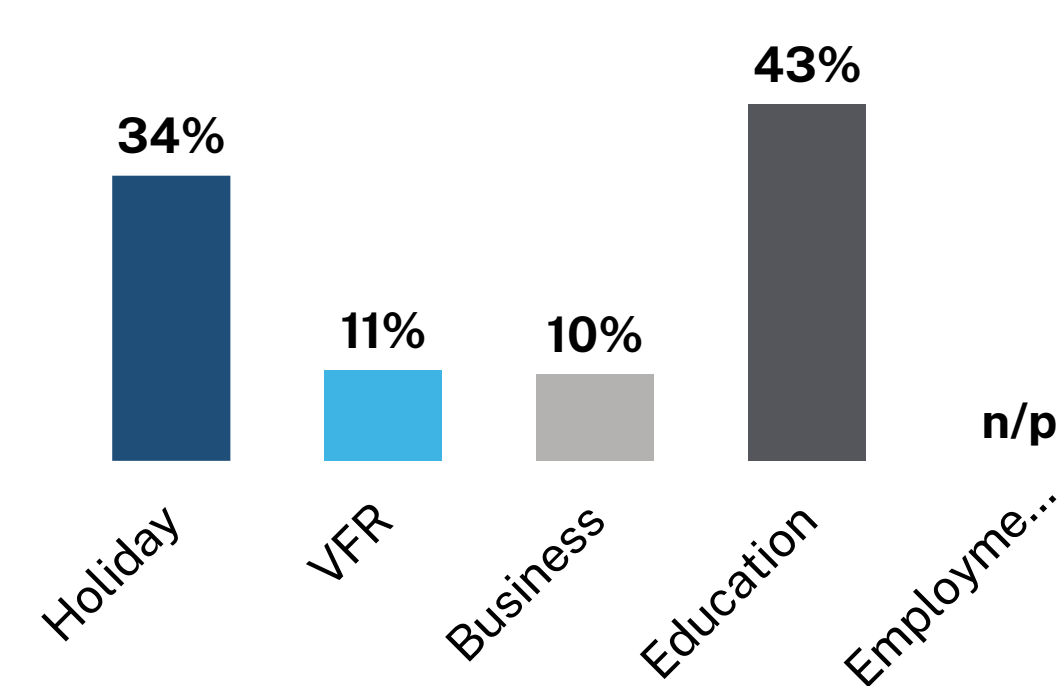
Visitors (000)



Nights (000)



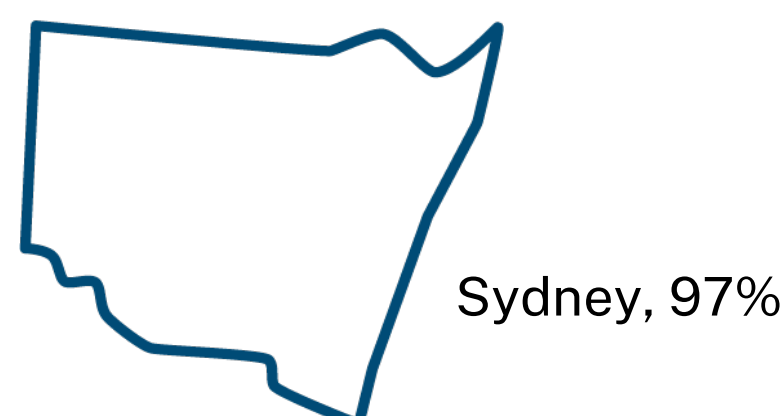
Expenditure (\$M)



Visitor dispersal

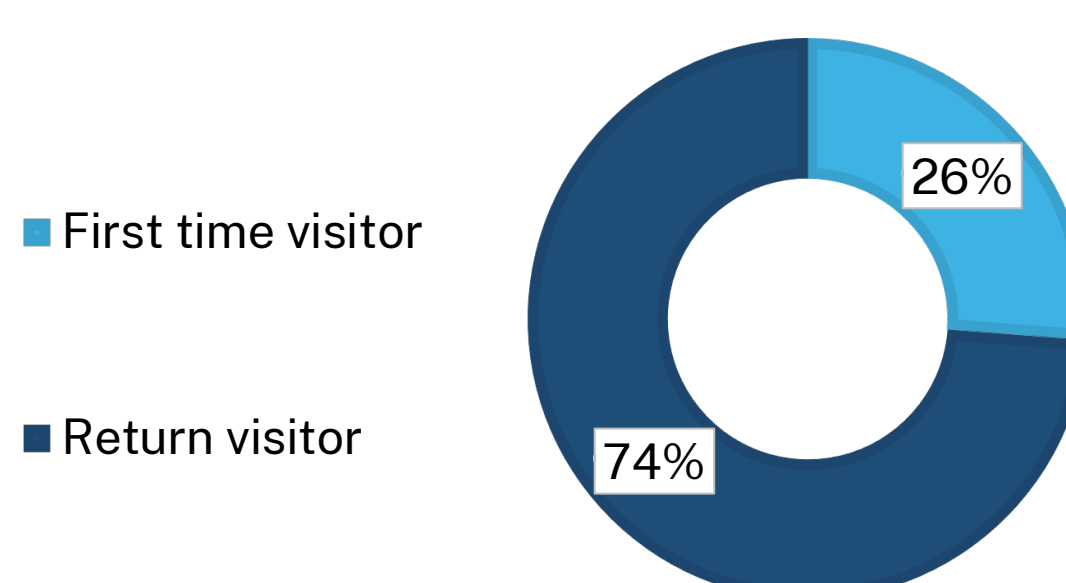
16% of visitors from Singapore visited Regional NSW as part of their trip

Regional NSW, 16%



First vs return visitor to Australia

74% of visitors from Singapore to NSW were making a return visit to Australia



Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.

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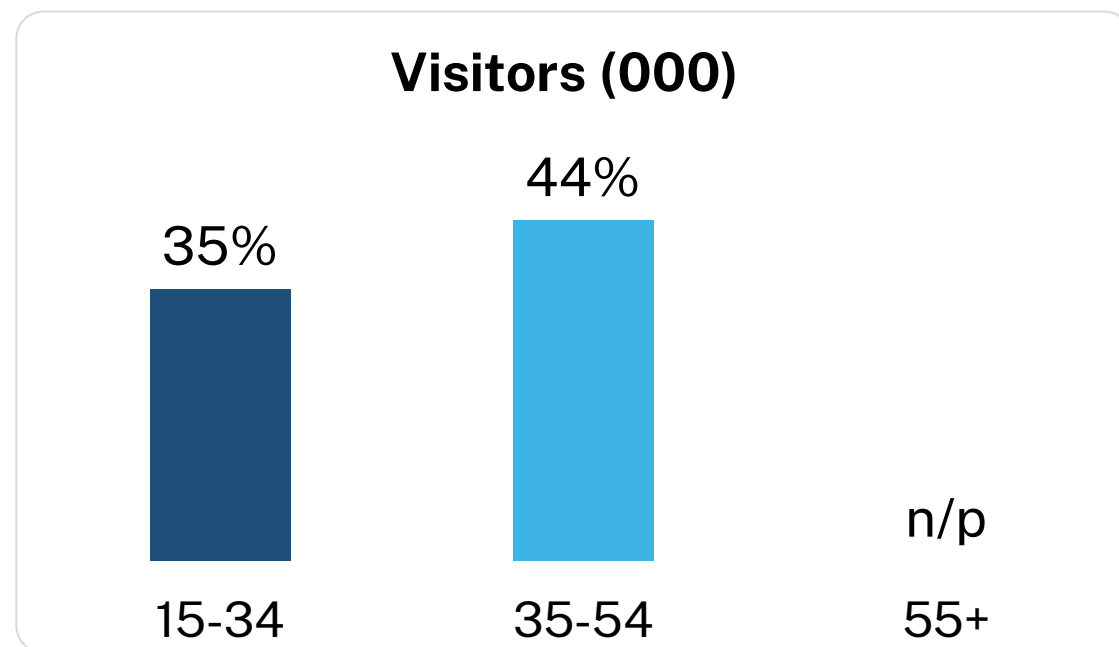
Year ended December 2023



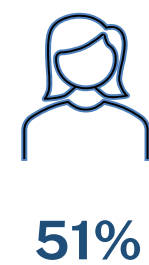
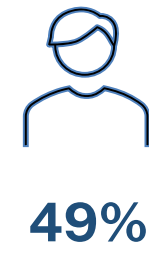
Source: International Visitor Survey, Tourism Research Australia

Age

'35-54 years' was the largest age group of visitors from Singapore to NSW

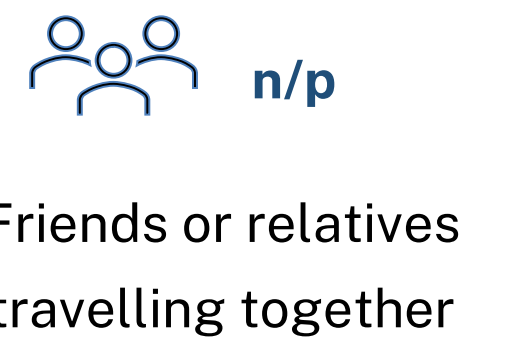
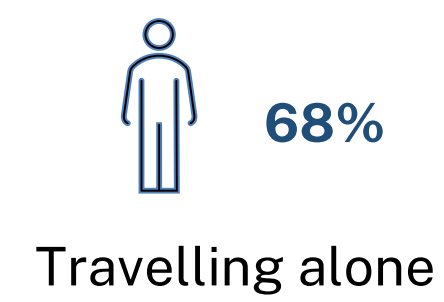


Gender



Travel party

68% of visitors from Singapore to NSW were travelling alone.



Group tour

96% of all visitors to NSW from Singapore didn't travel to Australia on a group tour

Group tour n/p



Travel package

93% of all visitors to NSW from Singapore did not travel to Australia as part of a package tour

Package tour n/p



FIT visitor#

64% of visitors to NSW from Singapore were Free and Independent Travellers



free and independent traveller

Lifestage

Young Singles (15 - 24 YO) 10%

Midlife Singles (25 - 44 YO) 29%

Older Singles (45+ YO) n/p

Young/Midlife Couples, no kids (15 - 44 YO) n/p

Older Couples, no kids at home (45+ YO) n/p

Parent(s) with kids still at home 31%

Aviation



Inbound seats to Sydney

1,095,705 seats

+20.7% YoY

11.4% of the total inbounds seats available at Sydney Airport

Key airlines



1. Singapore Airlines, 42%

2. Tiger Airways, 28%

3. Qantas Airways, 14%

Source: International seat capacity based on direct non-stop services - YE December 2023, OAG

Source: Short term arrivals to Sydney, Tourism Research Australia