Plenary #1
Singapore: Reopening to the World

Moderated by Ms. Juliana Kua
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The Road Ahead

Singapore remains a preferred destination

Strong intention to travel within the next 12 months

For travel to APAC, Singapore continues to be the top considered destination for Leisure and Business travel

Singapore remains highly regarded as a destination for Safe Travel

Source: STB Brand Health Study Covid 19 Impact Analysis (Jan 22)

"The majority of February's travellers also arrived from nearby countries with quarantine-free Vaccinated Travel Lane arrangements with Singapore."
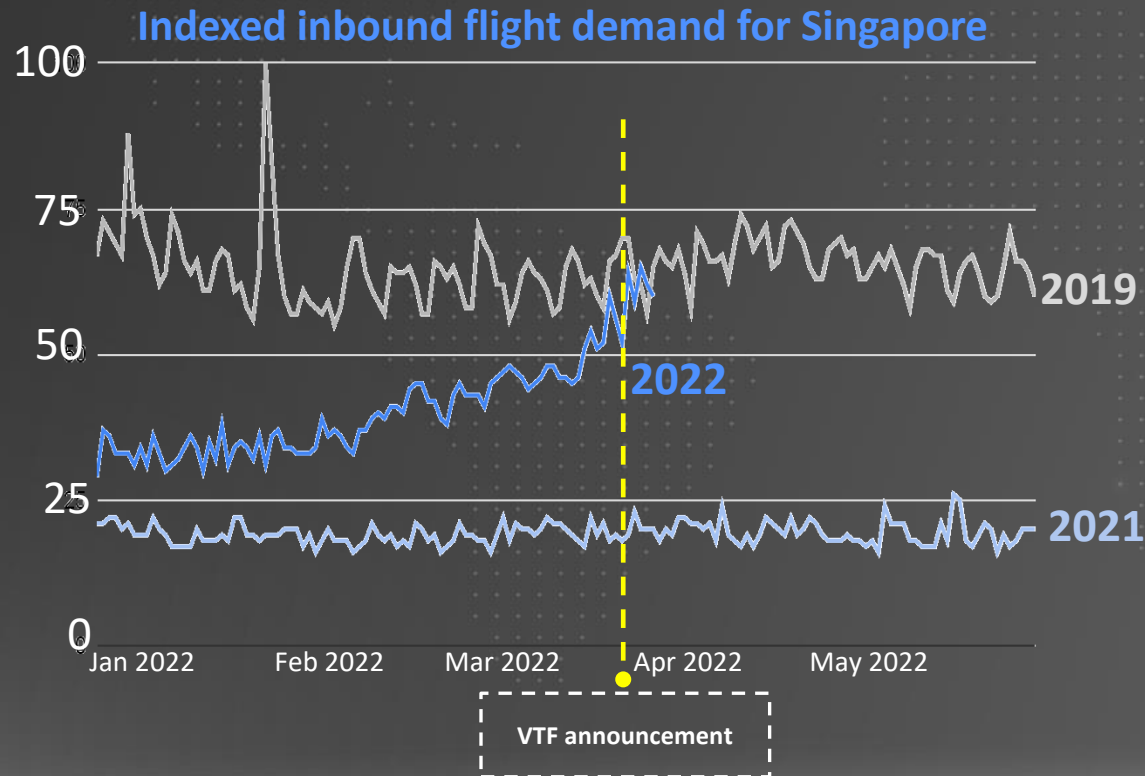**- Business Times**

The Road Ahead

Singapore remains a preferred destination

Air related queries to Singapore are recovering to pre-Covid levels

Indexed inbound flight demand for Singapore

100

75

50

25

0

2019

2022

2021

Jan 2022   Feb 2022   Mar 2022   Apr 2022   May 2022

VTF announcement

**Based on search volume for Air and Accomodation related queries**

Singapore is the

- **Most Popular** destination for Indonesian travellers
- **2nd Most Popular** for Malaysian travellers
- **8th Most Popular** for Indian and Australian travellers

Source: Google Data (25 March 2022 to 31 March 2022)

Visitor Arrivals to Singapore for March 2022

- ☐ Others
- ☐ India
- ☐ Indonesia
- ☐ Malaysia
- ☐ Australia

6%
9%
11%
50%
23%
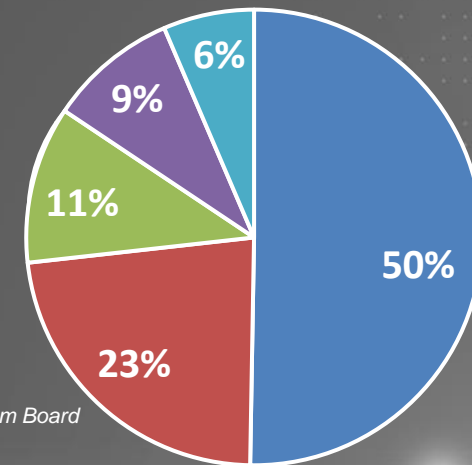
4 Source Markets account for 1 in 2 visitors

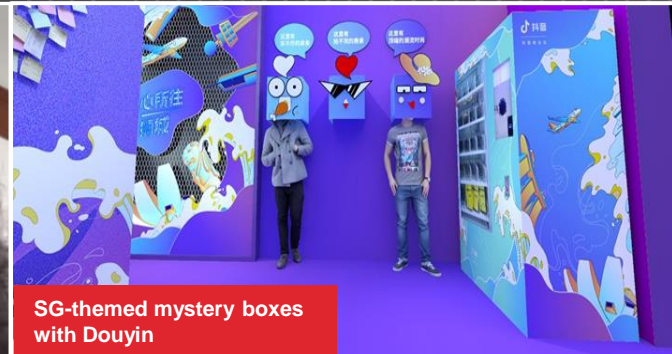*Source: Singapore Tourism Board*

We Are Ready

Bringing Singapore to the World over the past twelve months

Commemorating Singapore-Japan Diplomatic Relationship

Merli-themed staycation with Sino Hotel Group

SG-themed mystery boxes with Douyin

Singlish Masters

Peranakan menu for Singapore Food Festival activation in France

TV Series on Vietnamese nationals living in Singapore

We Are Ready

Ramping Up Engagements and Collaborations

SingapoReimagine social media campaign in France

Partnership with MODE Tour, South Korea

Welcome back to Singapore press conference and destination update, Vietnam

- Enquiries on Singapore rising, as regional destinations such as Indonesia & Australia open up

- Corporate travel restarted Increase demand for business class seats

- In Mainland China, Singapore is held in high regard, with desire to travel being only second to Japan
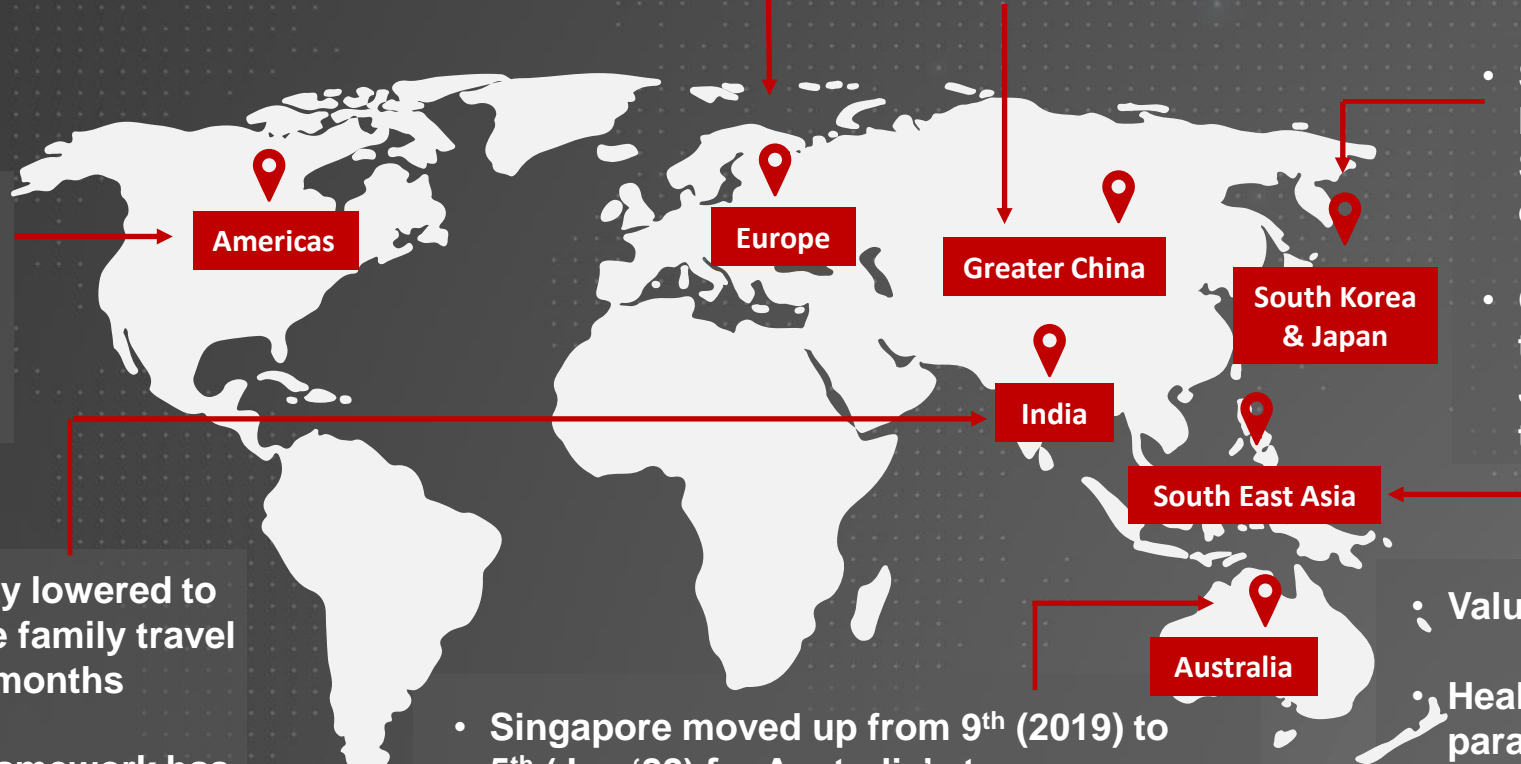
- Significant proportion of Millennials and Gen Z in South Korea willing to travel overseas

- Consumers prioritise sustainable & conscientious travel

- Preference for Travel Advisors

- On a best case scenario, travel intermediaries in Japan expect overseas travel to resume in 2H 2022

Americas

Europe

Greater China

South Korea & Japan

India

South East Asia

Australia

- Vaccination eligibility lowered to 12 Years old → more family travel possible in coming months

- Vaccinated travel framework has led to renewed confidence for summer bookings as well as M&I groups

- Singapore moved up from 9th (2019) to 5th (Jan '22) for Australia's top outbound markets

- Single destination holidays are preferred and deemed safer

- Value conscious

- Health concern is paramount, preference for quality brands and likely to choose destinations that are closer to home

Source: Australian Bureau of Statistics (www.abs.gov.au)