



Data for visitors to Australia for less than 12 months



Singapore is Australia's sixth largest inbound market, reaching 84% of pre-pandemic levels in FY2023-24. Total spend from Singapore visitors was \$1.1 billion for FY2023-24.

Visitor numbers



Total visitors
392,300



Change vs last year
+10%



Change vs pre-pandemic
-16%



Rank
6th

Visitor group type



Solo traveller
50%

Total INT: 57%



Adult couple
17%

Total INT: 20%



Family
22%

Total INT: 12%



Other
11%

Total INT: 11%

Visitor spend



Average visitor spend
\$3,300



Total spend in Australia
\$1.1b



Change in total spend vs last year
+8%

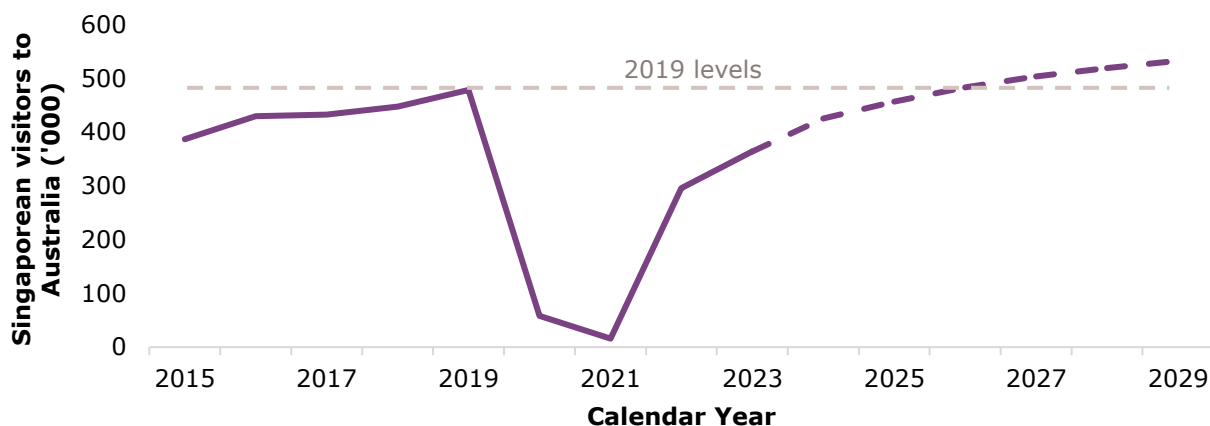


Change in total spend vs pre-pandemic
+3%

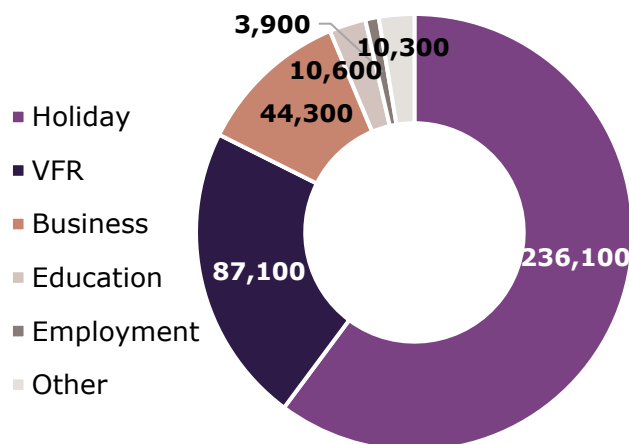


Singapore is forecast to return to pre-pandemic levels in 2026. 4 in 5 Singaporean visitors come to Australia for a holiday or visiting friends and relatives (VFR).

Forecast visitor growth



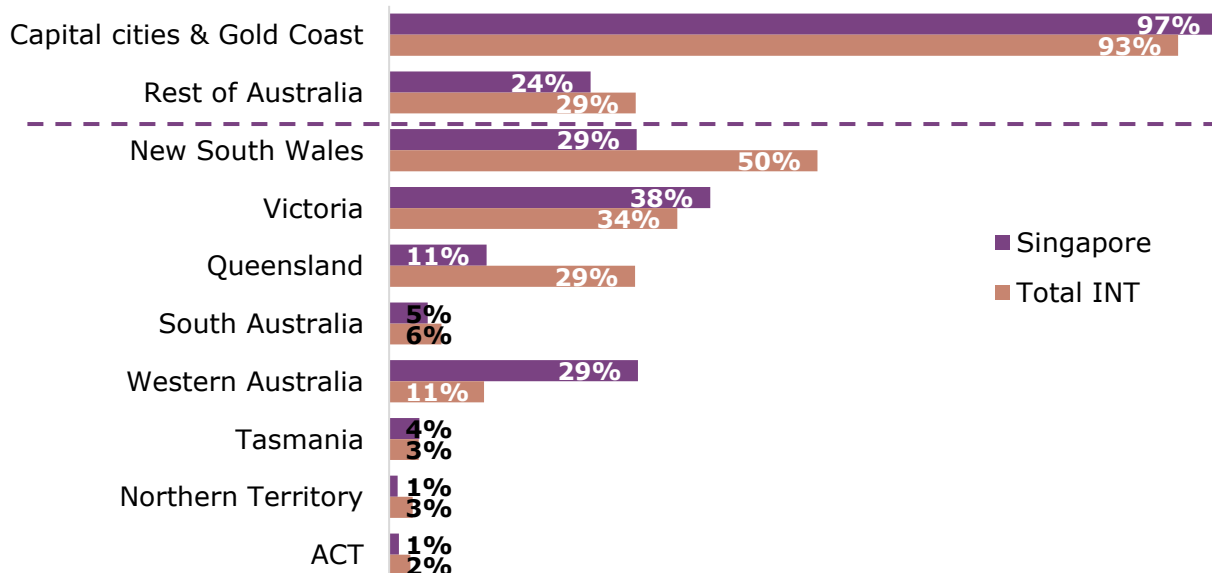
Main reason for visitation



	Singapore	Total INT
Holiday	60%	43%
Visiting Friends or Relatives (VFR)	22%	34%
Business	11%	9%
Education	3%	6%
Employment	1%	4%
Other	3%	4%

*Total INT = The average for total international visitors to Australia

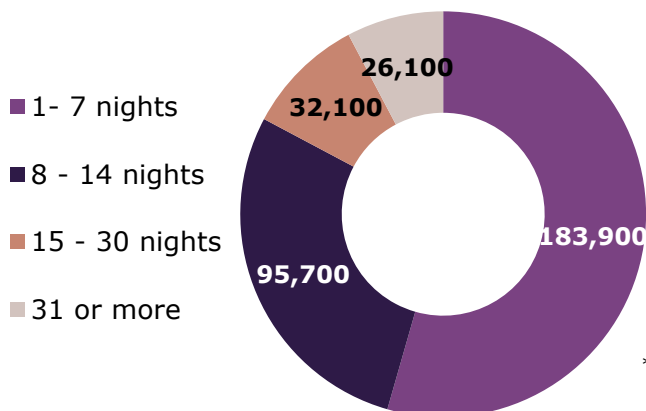
Where visitors stay





Singaporean visitors spend less nights in Australia compared to the average international visitors. Key demand-driving experiences includes social and outdoor activities, local attractions and going to the market.

Nights Stayed



	Singapore	Total INT
1- 7 nights	54%	34%
8 - 14 nights	28%	23%
15 - 30 nights	9%	17%
31 or more nights	8%	25%

*Total INT = The average for total international visitors to Australia

Visitor experience rating and trip type



Positive trip sentiment
 (7+ out of 10)
96%
 Total INT: 96%

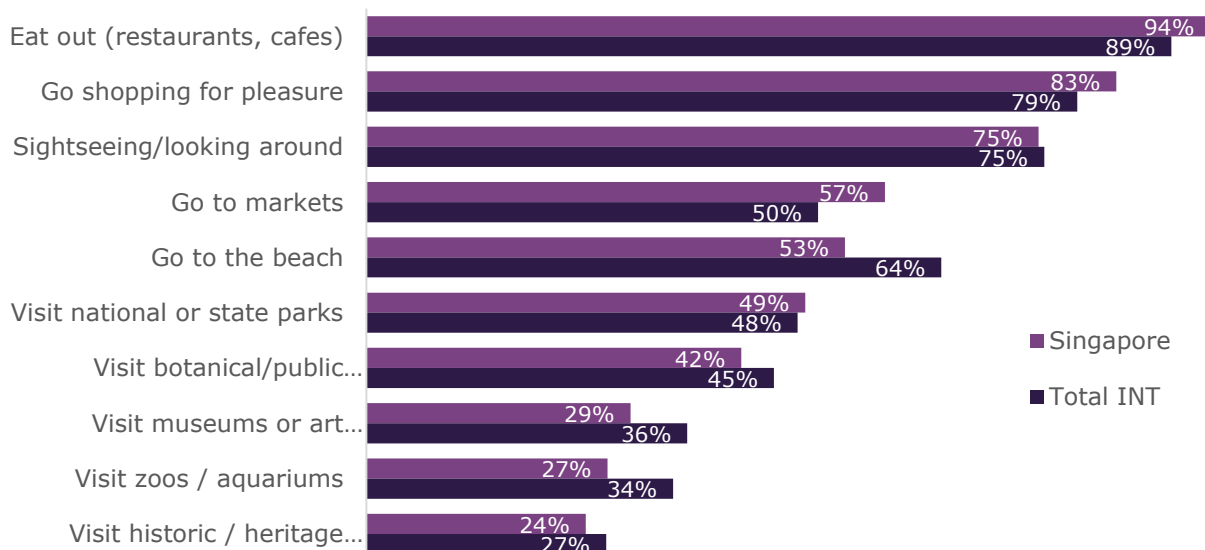


First trip to Australia
19%
 Total INT: 36%



Return trip to Australia
81%
 Total INT: 64%

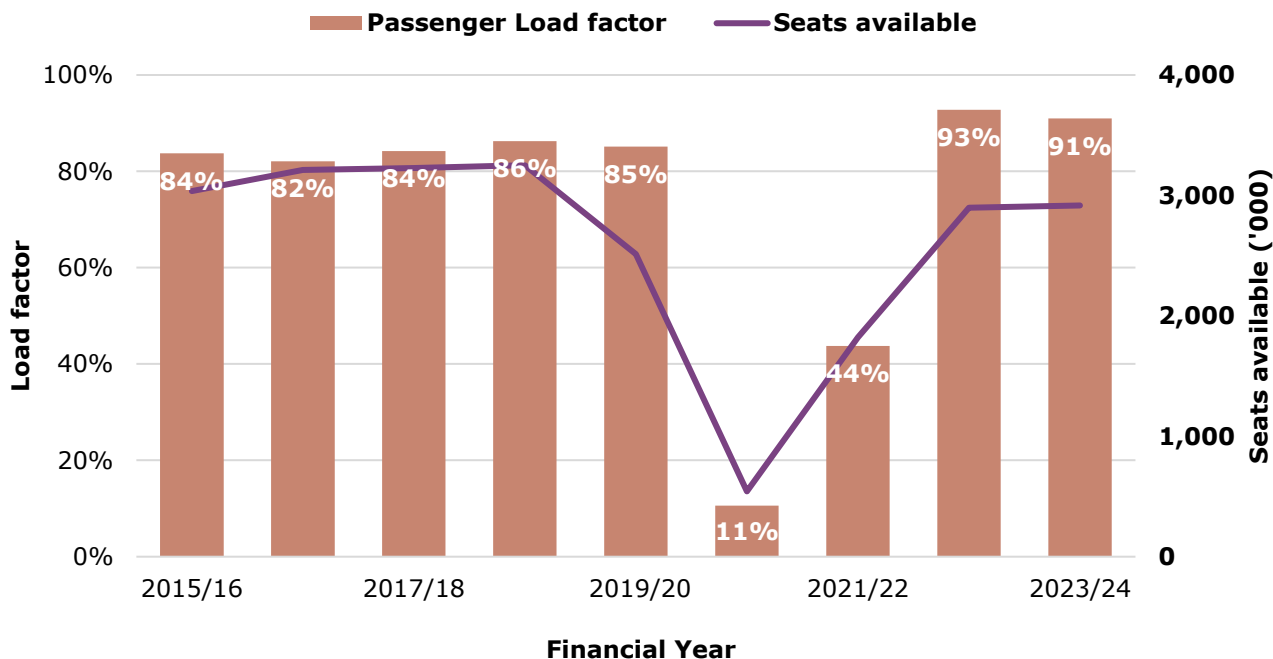
What visitors do





Aviation capacity for Singapore remains below pre-pandemic levels in FY2023-24. Over 339,600 Australians visited Singapore in FY2023-24.

Aviation capacity



Australians in market



Australian residents returning from market
339,600



Singaporean residents coming into Australia
392,300



NET visitor balance
+52,700

Data sources

- Tourism Research Australia, International Visitor Survey (IVS)
- Australian Bureau of Statistics, Overseas Arrivals and Departures
- Tourism Research Australia, forecasts (arrivals to Australia forecasts)
- Bureau of Infrastructure and Transport Research Economics, Aviation Statistics

Data may not sum to 100% for all measures due to rounding and visitors can visit more than one location and/or experienced more than one activity. Updated December 2024.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade). Web: www.tra.gov.au. Enquiries welcome at: tourism.research@tra.gov.au