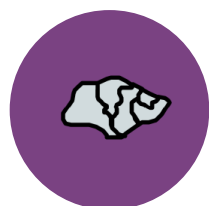




Data for visitors to Australia for less than 12 months



Singapore is Australia's 6th largest inbound market. In 2025 Singapore saw a 6% year-on-year increase in visitation, and a 3% increase in spend in Australia.

Visitor numbers



Total visitors
443,720



Change vs last year
+6%



Rank
6th

Visitor spend



Average visitor spend
\$2,910



Total spend in Australia
\$1.1b



Change in total spend vs last year
+3%

Visitor group type



Solo traveller
43%
Total INT: 54%



Adult couple
13%
Total INT: 20%



Family/ friends group
40%
Total INT: 23%

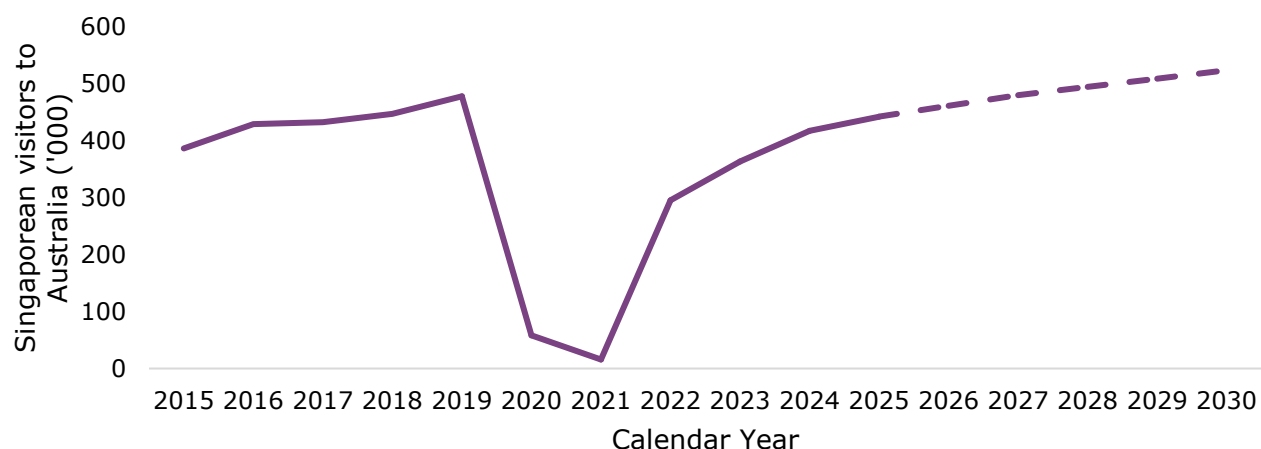


Other
3%
Total INT: 3%



Visitors from Singapore are forecast to increase to 524,000 in 2030. Many come for a holiday and are more likely to visit Western Australia than the average international traveller.

Forecast visitor growth

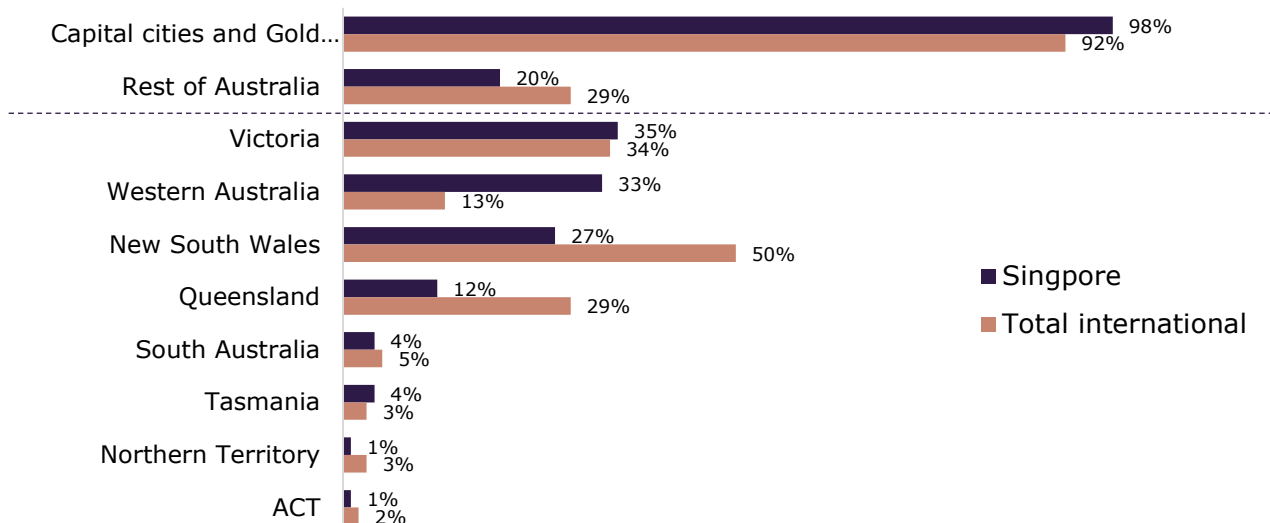


Main reason for visitation



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

Destinations visited





Singaporean visitors spend fewer nights in Australia than the average international visitor, with just over half staying a week or less. Three out of four are return visitors. Key demand-driving experiences include eating out, shopping, and markets.

Nights Stayed

	Singapore	Total INT
1- 7 nights	52%	34%
8 - 14 nights	31%	23%
15 - 30 nights	8%	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)

95%

Total INT: 97%



First trip to
 Australia

25%

Total INT: 41%

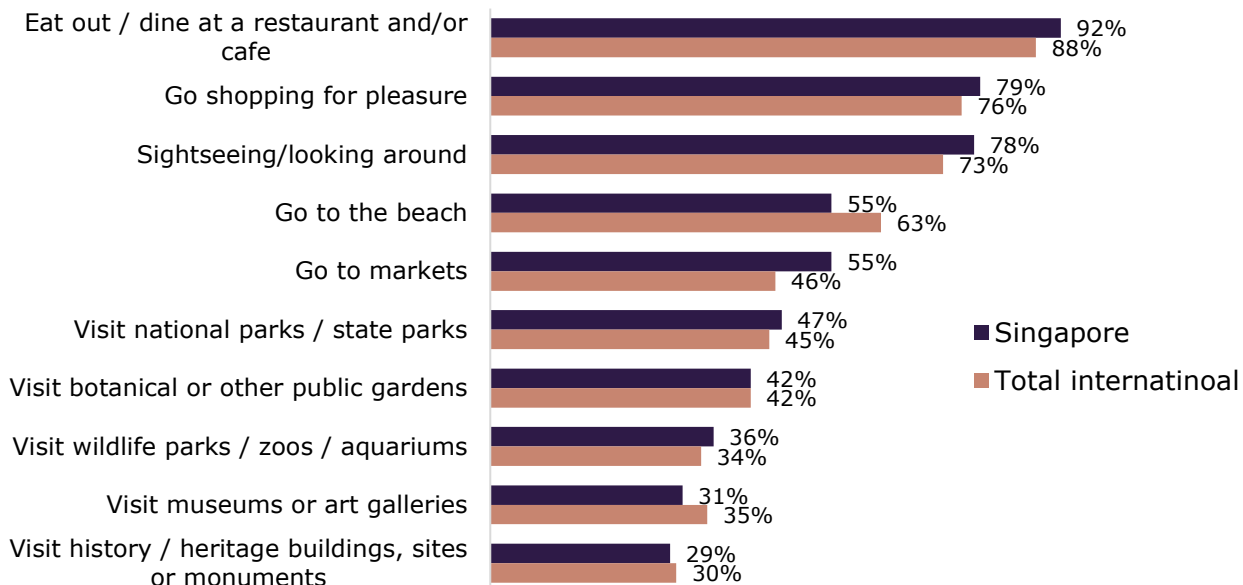


Return trip to
 Australia

75%

Total INT: 59%

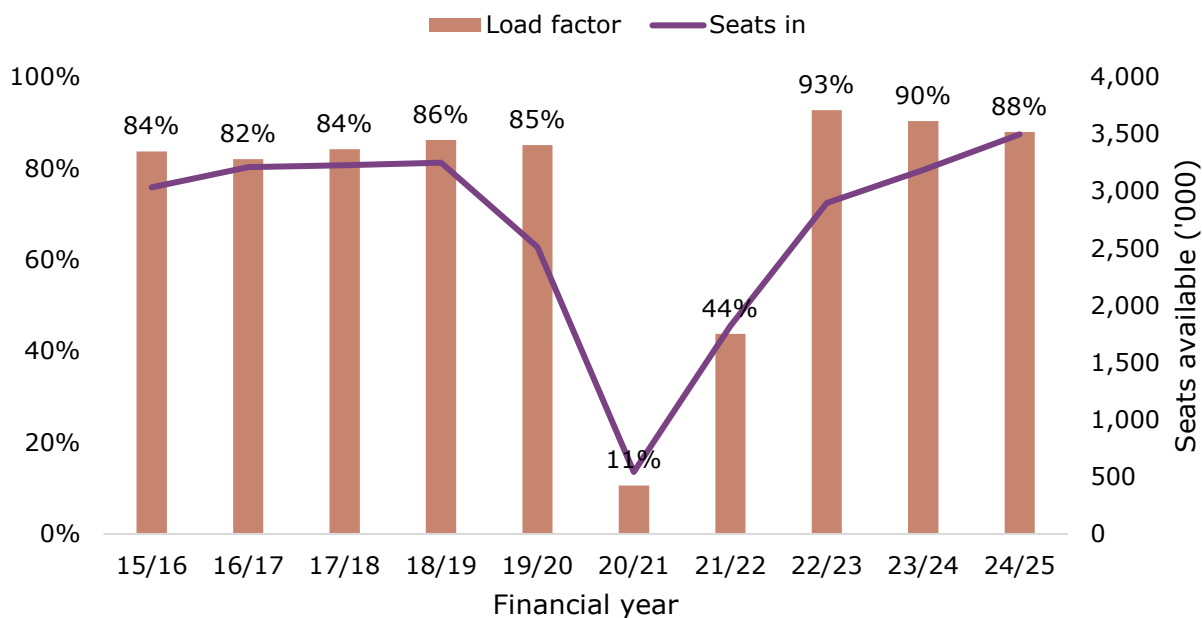
What visitors do





Available seats has increased in the last two years. While load factor has declined, it is still above pre-pandemic levels. Over 392,600 Australians visited Singapore in 2025.

Direct aviation capacity



Australian visitors to market



Australians' visiting
 Singapore
392,610



Singaporean residents
 Visiting Australia
443,720



NET visitor
 balance
+51,110

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 March 2026.

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