

Tourism industry on track for growth this year

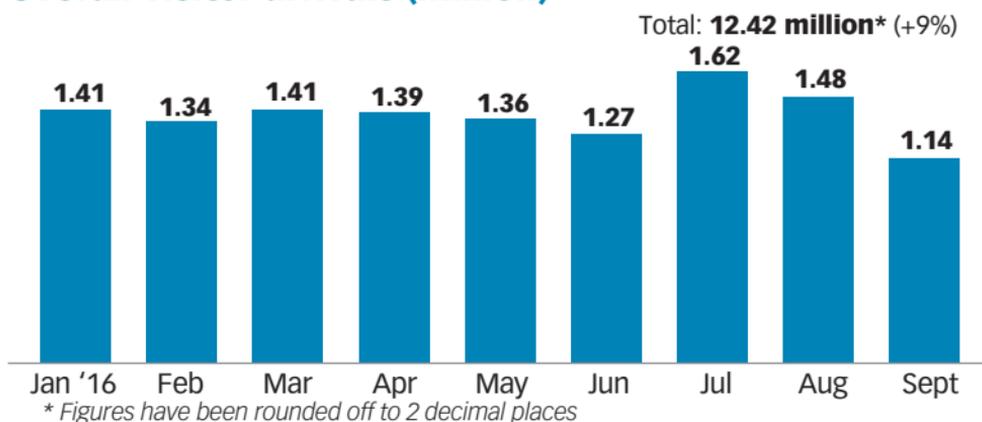
Despite headwinds, Singapore's tourism industry has done better than anticipated so far this year, with visitor arrivals up some 9 per cent year on year for the period spanning January to September.

One of the key factors is the surge in the number of Chinese visitors. In fact, China has overtaken Indonesia – traditionally Singapore's top market – to become the single biggest source of visitors.

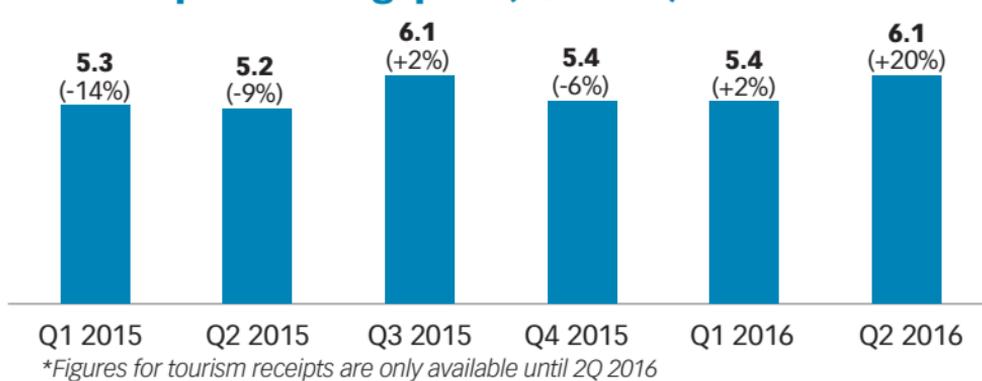
At the beginning of the year, the Singapore Tourism Board projected that visitor arrivals would expand by 0-3 per cent to between 15.2 million and 15.7 million this year, while spend would rise 0-2 per cent to S\$22 billion to S\$22.4 billion. It cited concerns about a gloomy global economy and a potential slowdown in corporate travel, as well as stiff competition in the region for the tourism dollar.

In the first-half of this year, tourism spend by in-bound visitors was up 12 per cent at some S\$11.6 billion, as a larger proportion of big spenders from key markets breezed into town in Q2. **BY NISHA RAMCHANDANI**

Overall visitor arrivals (million)



Visitor spend in Singapore (S\$billion)



The number of Chinese visitors jumped nearly 41 per cent to 2.27 million, as efforts to work with Chinese review sites and online travel platforms such as Alitrip paid off. Total outbound travel from China hit over 120 million last year, making the market a key contributor to global tourism. This figure is expected to rise to 220 million by 2025*, thanks to an emerging middle class.

*Goldman Sachs

Hotel industry

January to September

		REVENUE PER AVAILABLE ROOM BY HOTEL CATEGORY (S\$)	
Average room rate	S\$238 (-3%)	Luxury	384 (0%)
Average occupancy rate	85% (0%)	Upscale	225 (-1%)
Revenue per available room	S\$202 (-3%)	Mid-tier	147 (-1%)
Total room revenue	S\$2.44 billion (+3%)	Economy	80 (-4%)

*Figures have been rounded off to nearest whole number