

Tourism Sector Performance

Q3 2011 Report



TOURISM SECTOR PERFORMANCE

HIGHLIGHTS

1. Tourism Receipts

- Tourism Receipts (TR) for Quarter Three (Q3) 2011 were estimated at S\$6 billion, registering a 12% year-on-year growth.
- All TR components for Q3 2011 saw year-on-year growth.

2. International Visitor Arrivals

- International Visitor Arrivals (IVA) for Q3 2011 stood at close to 3.5 million, representing a 15% year-on-year growth.

3. Hotel Industry

- Gazetted hotel room revenue for Q3 2011 came in at an estimated S\$0.7 billion, representing an 18% year-on-year growth.
- Robust performance in Average Room Rate (ARR) and Average Occupancy Rate (AOR) resulted in a 16% growth in Revenue Per Available Room (RevPAR).

Note to Editors:

This quarterly report provides a summary of key statistics on tourism receipts, international visitor arrivals and gazetted hotels. The analysis in this report is based on data from a variety of sources, including Disembarkation/Embarkation cards, the Overseas Visitors Survey (OVS) and the monthly hotel returns from gazetted hotels. Data derived from the OVS are subject to sampling error. Users are advised to exercise discretion when drawing any conclusions or inferences, or taking any action, based on the data.

A downloadable version of this report is also available at:

<http://app.stb.gov.sg/asp/new/new02a.asp?id=3>

Monthly International Visitor Arrival and Hotel statistics are available at:

<https://app.stb.gov.sg/asp/tou/tou02.asp#VS>

1. Tourism Receipts

QUARTER THREE 2011 PERFORMANCE¹

Tourism Receipts (TR) for Quarter Three (Q3) 2011 were estimated at S\$6 billion, registering a 12% year-on-year growth. All TR components saw year-on-year growth.

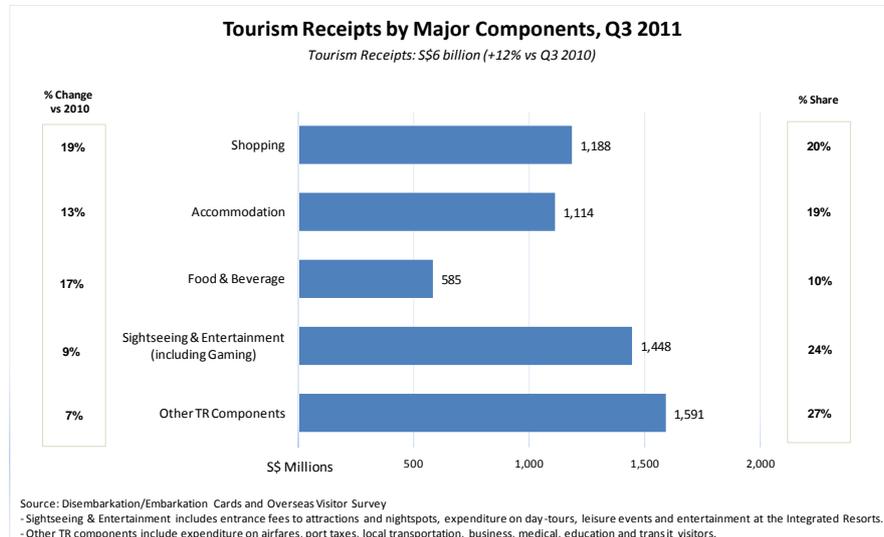


Chart 1: Tourism Receipts by Major Components, Q3 2011

Excluding Sightseeing & Entertainment expenditure, Indonesia (S\$781 million), P R China (S\$603 million), Australia (S\$296 million), India (S\$296 million) and Japan (S\$232 million) were Singapore's top five TR generating markets for Q3 2011.

All top 10 markets registered year-on-year growth in Q3, except USA (-14%) which saw a continuing decline in business traffic. India (+41%) was the top growth market in terms of TR, boosted by a strong increase in business traffic in Q3. Significant TR increases were also registered for Japan (36%), Philippines (34%) and P R China (31%), primarily due to an increase in leisure traffic and shopping expenditure.



Chart 2: Tourism Receipts by Major Components, Top 10 Markets, Q3 2011

1. Tourism Receipts

JANUARY TO SEPTEMBER 2011 PERFORMANCE¹

Tourism Receipts (TR) for January to September 2011 were estimated at S\$17 billion, registering a 22% year-on-year growth.

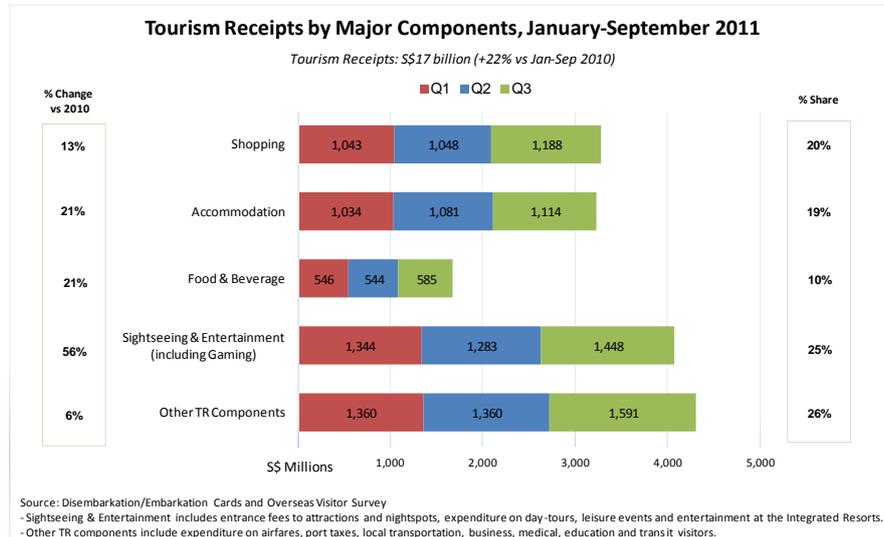


Chart 3: Tourism Receipts by Major Components, January-September 2011

Excluding Sightseeing & Entertainment expenditure, Indonesia (S\$2,114 million), P R China (S\$1,579 million), Australia (S\$818 million), India (S\$808 million) and Malaysia (S\$635 million) were Singapore's top five TR generating markets for January to September 2011.

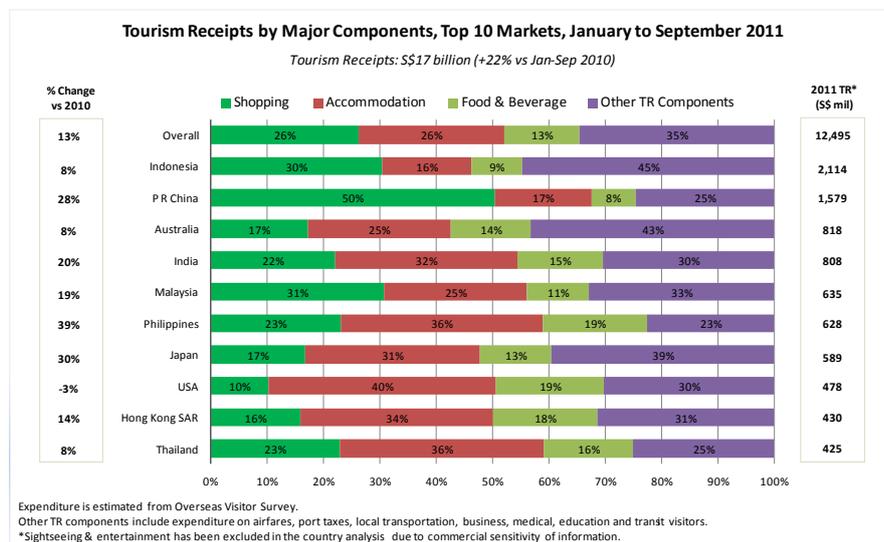


Chart 4: Tourism Receipts by Major Components, Top 10 Markets, January-September 2011

Asia's share of TR continues to grow, as western markets such as USA and UK, affected by poor economic conditions, showed a decline in their respective shares of TR.

¹ All Tourism Receipts estimates are correct as at 12 December 2011.

2. International Visitor Arrivals

QUARTER THREE 2011 PERFORMANCE

International Visitor Arrivals (IVA) for Q3 stood at close to 3.5 million, representing a 15% year-on-year growth. IVA for July 2011 was the highest ever recorded thus far for any single month. August and September have the highest recorded IVA for the respective months.

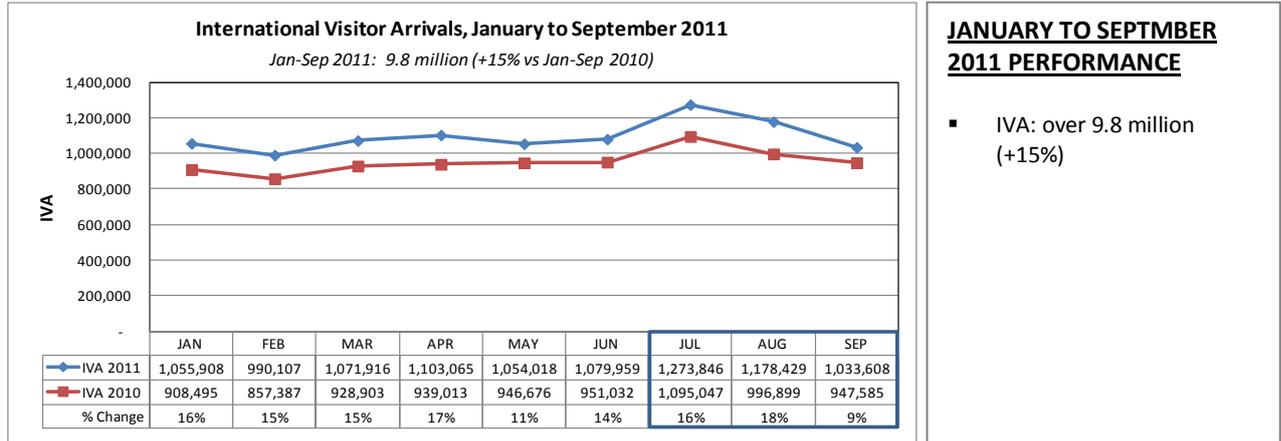


Chart 5: International Visitor Arrivals, January-September 2011

JANUARY TO SEPTEMBER 2011 PERFORMANCE

Indonesia (1,925,000), P R China (1,230,000), Malaysia (817,000), Australia (717,000) and India (641,000) were Singapore's top five international visitor-generating markets for the period of January to September 2011². These markets accounted for 54% of total IVA for the period.

P R China (+39%) and the Philippines (+30%) registered the highest percentage growth out of the top 15 markets for the period of January to September 2011.

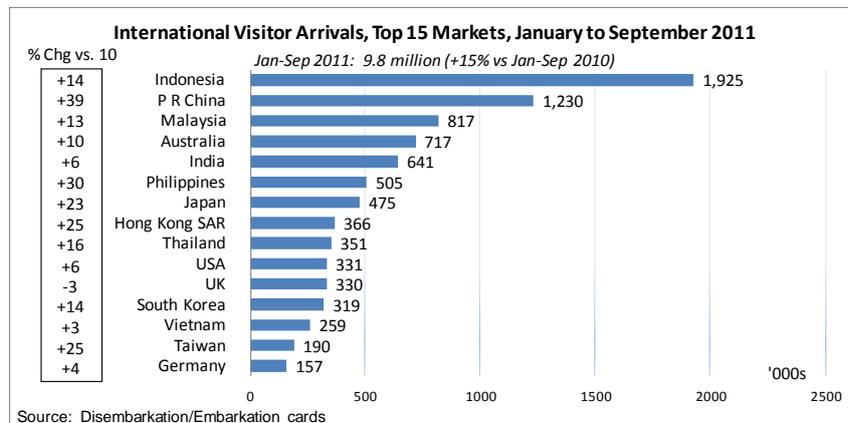


Chart 6: International Visitor Arrivals, Top 15 Markets, January-September 2011

² Statistics on top international visitor-generating markets for Q3 can be found here: <https://app.stb.gov.sg/asp/tou/tou0201.asp>

3. Hotel Industry

QUARTER THREE 2011 PERFORMANCE

Gazetted hotel room revenue for Q3 2011 came in at an estimated S\$0.7 billion, representing an 18% year-on-year growth.

July 2011 posted a record high AOR as IVA reached an all-time peak. With continued increase in IVA as a result of F1 and the accompanying events of the Grand Prix Season Singapore among others, September 2011 registered the highest REVPAR ever recorded.

	2011			2010			<u>JANUARY TO SEPTEMBER 2011 PERFORMANCE</u>
	ARR (\$)	AOR (%)	RevPAR (\$)	ARR (\$)	AOR (%)	RevPAR (\$)	
January	227	82	187	189	81	153	<ul style="list-style-type: none"> ▪ Gazetted hotel room revenue: S\$1.9 billion (+31%) ▪ Highest AOR: July ▪ Highest ARR and RevPAR: September
February	229	83	190	200	80	161	
March	240	87	208	206	89	182	
April	239	86	205	213	86	183	
May	244	85	207	214	87	185	
June	250	88	221	222	89	197	
July	245	94	229	215	88	190	
August	239	85	203	225	83	186	
September	271	87	235	243	81	197	

Table 1: ARR, AOR & RevPAR, January to September 2010 & 2011

QUARTER THREE 2011 PERFORMANCE – ACROSS HOTEL TIERS

Average Room Rate (ARR³) stood at S\$251 in Q3 2011, a year-on-year increase of 11%. Room rates for all hotel tiers increased, with the Upscale tier posting the highest growth rate at 11%.

Average Occupancy Rate (AOR⁴) reached 88% in Q3 2011.

Robust performance in ARR and AOR resulted in a 16% growth in Revenue Per Available Room (RevPAR⁵), which stood at S\$222 in Q3 2011. The Upscale tier was the top performer in terms of RevPAR growth.

Q3 2011						
	ARR		AOR		RevPAR	
	\$	%Δ	%	%Δ	\$	%Δ
OVERALL	251	11%	88	4% pt	222	16%
LUXURY	404	9%	82	4% pt	330	15%
UPSCALE	282	11%	90	7% pt	255	20%
MID-TIER	191	8%	88	1% pt	168	9%
ECONOMY	112	3%	86	0% pt	97	2%

Table 2: ARR, AOR and RevPAR, Q3 2011

³ Standard AOR = [Gross lettings (Room Nights) / Available room nights] x 100

⁴ Standard AOR = [Gross lettings (Room Nights) / Available room nights] x 100

⁵ RevPAR = AOR x ARR

Note:

The hotel tiering system is a reference system developed by the Singapore Tourism Board (STB) to categorise the different hotels in Singapore into tiers based on a combination of factors that include average room rates, location and product characteristics.

Figures for the hotel industry are preliminary estimates, based on returns as at 26 November 2011. The current hotel tiers published are based on the hotels' performance in 2010. The response rate across the tiers may vary.

Luxury - Includes hotels in the luxury segment and are predominantly in prime locations and/or in historical buildings

Upscale - Includes hotels in the upscale segment and are generally in prime locations or hotels with boutique positioning in prime or distinctive locations

Mid-Tier - Includes hotels in the mid-tier segment and are primarily located in prime commercial zones or immediately outlying areas

Economy - Includes hotels in the budget segment and are generally located in outlying areas

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