

# TOURISM SECTOR PERFORMANCE

Q4 2013 REPORT





## EXECUTIVE SUMMARY

Singapore remains an attractive destination in 2013, ending the year with record Tourism Receipts (TR) and International Visitor Arrivals (IVA). The full year TR came in at S\$23.5 billion, a 2% year-on-year increase, while IVA grew 7% to 15.6 million.

International Visitor Arrivals in Quarter Four (Q4) 2013 held steady against the same period in 2012. While most of our key markets grew, IVA from P R China saw a 31% decline due to the country's new tourism law that took effect from 1 Oct 2013. However, the new law did not have an adverse impact on the spending by

Chinese visitors, which actually grew slightly (+1%) in Q4 2013.

Tourism Receipts for Q4 2013 were estimated at S\$5.7 billion, a 5% decline over the same period last year. Most major TR components registered a decline, with the exception of Accommodation (+7%). Shopping and Sightseeing, Entertainment & Gaming (SEG) recorded the largest declines of 10% and 9% respectively.

Gazetted hotel room revenue grew to S\$0.7 billion (+4.7%) in Q4 2013 and S\$2.9 billion (+3.9%) for January to December 2013.

## 2013 HIGHLIGHTS



**TOURISM RECEIPTS**

**FULL YEAR 2013 HIGHLIGHTS**

Tourism Receipts (TR) in 2013 came in at

**S\$23.5 billion**

registering a

**2%**

year-on-year increase, with growth observed across most TR components.



**INTERNATIONAL VISITOR ARRIVALS**

**FULL YEAR 2013 HIGHLIGHTS**


Full year 2013 IVA came in at a record high of

**15.6 million**

posting a strong

**7%**

year-on-year growth.



**HOTEL INDUSTRY**

**FULL YEAR 2013 HIGHLIGHTS**

In 2013, gazetted hotel room revenue stood at

**S\$2.9 billion**

registering a

**3.9%**

year-on-year growth. However, Revenue Per Available Room (RevPAR) registered a 1.7% decline due to the slight softening of Average Room Rate (ARR) and Average Occupancy Rate (AOR).

**QUARTER FOUR 2013 HIGHLIGHTS**

TR for Quarter Four (Q4) 2013 were estimated at

**S\$5.7 billion**

registering a

**5%**

year-on-year decline. Most major TR components except Accommodation saw a decline.

**QUARTER FOUR 2013 HIGHLIGHTS**

IVA for Q4 2013 stood at

**3.8 million**

remaining constant in comparison to previous years.

**QUARTER FOUR 2013 HIGHLIGHTS**

Gazetted hotel room revenue for Q4 2013 stood at an estimated

**S\$0.7 billion**

registering a

**4.7%**

year-on-year growth, despite slight declines in ARR, AOR and RevPAR. The declines in ARR and AOR resulted in a 1.0% drop in RevPAR.

## NOTE TO EDITORS

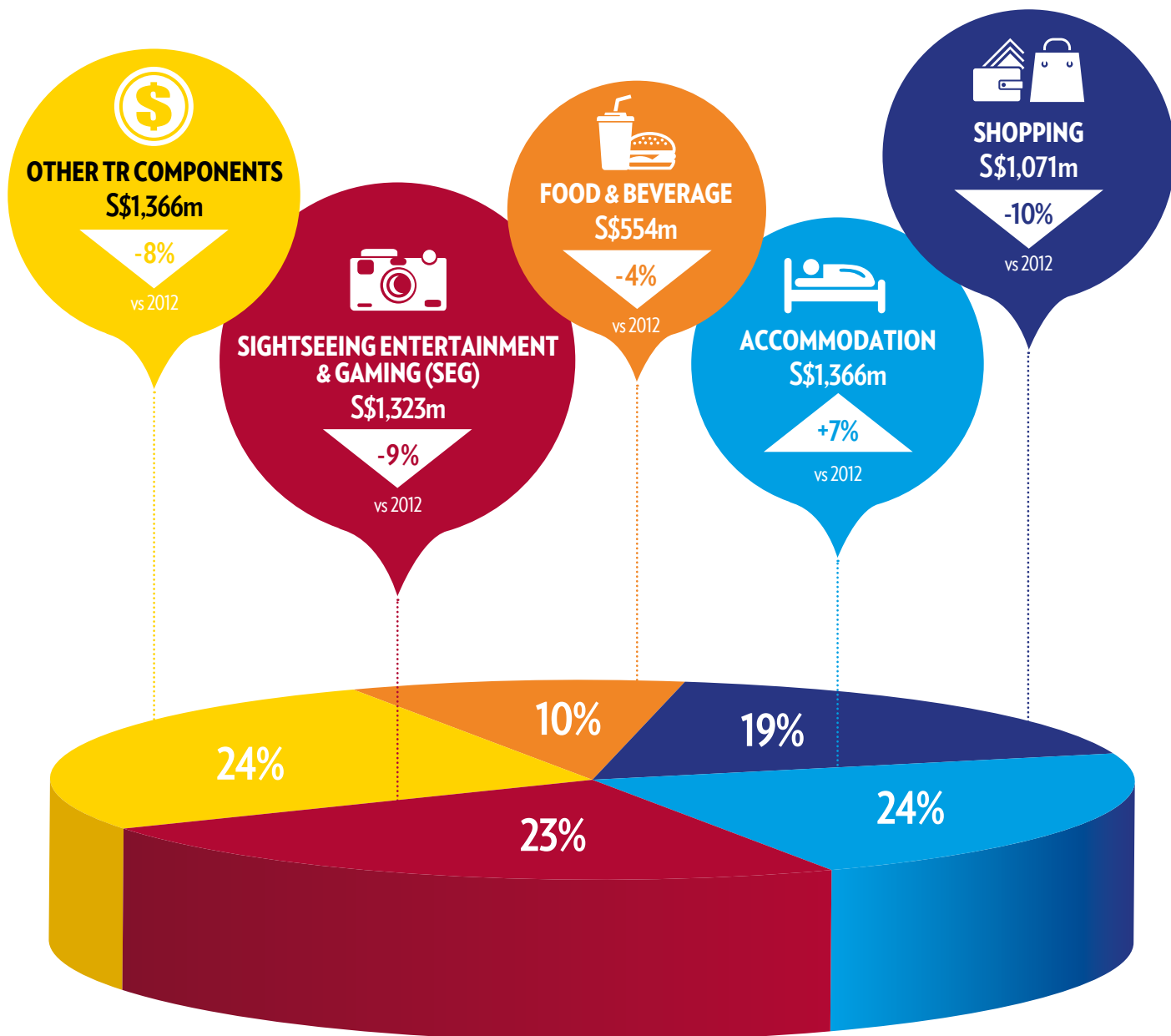
This quarterly report provides a summary of key statistics on tourism receipts, international visitor arrivals and gazetted hotels. The analysis in this report is based on data from a variety of sources, including Disembarkation/Embarkation cards, the Overseas Visitors Survey (OVS) and the monthly hotel 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. Data is correct as at the time of publishing.

 [Download Monthly International Visitor Arrival and Hotel statistics](#)

## QUARTER FOUR 2013 PERFORMANCE<sup>1</sup>

### TOURISM RECEIPTS BY MAJOR COMPONENTS, Q4 2013

TOURISM RECEIPTS: S\$5.7 BILLION (-5% VS Q4 2012)



Source: Disembarkation/Embarkation Cards and Overseas Visitor Survey

- Sightseeing, Entertainment & Gaming (SEG) includes entrance fees to attraction and nightspots, expenditure on day-tours, leisure events and entertainment at the Integrated Resorts

- Other TR components include expenditure on airfares, port taxes, local transportation, business, medical, education and transit visitors

Tourism Receipts (TR) for Quarter Four (Q4) 2013 were estimated at S\$5.7 billion, a 5% decline over the same period last year. Most major components

registered a decline, with the exception of Accommodation (+7%). Shopping and Sightseeing, Entertainment & Gaming (SEG) recorded the largest declines of 10% and 9%

respectively. Revenues of both Marina Bay Sands and Resorts World Sentosa integrated resorts saw a double-digit decline in Q4 2013, mirroring the dip in SEG.

<sup>1</sup> All Tourism Receipts estimates are correct as of April 2014.

## QUARTER FOUR 2014 PERFORMANCE

### TOP THREE TR GENERATING MARKETS



Excluding Sightseeing, Entertainment & Gaming (SEG) expenditure, Indonesia (\$721 million), P R China (\$630 million) and India (\$308 million) were the top three TR generating markets in Q4 2013, accounting for 38% of the overall TR.

India (+8%), Australia (+5%) and USA (+5%) showed the highest year-

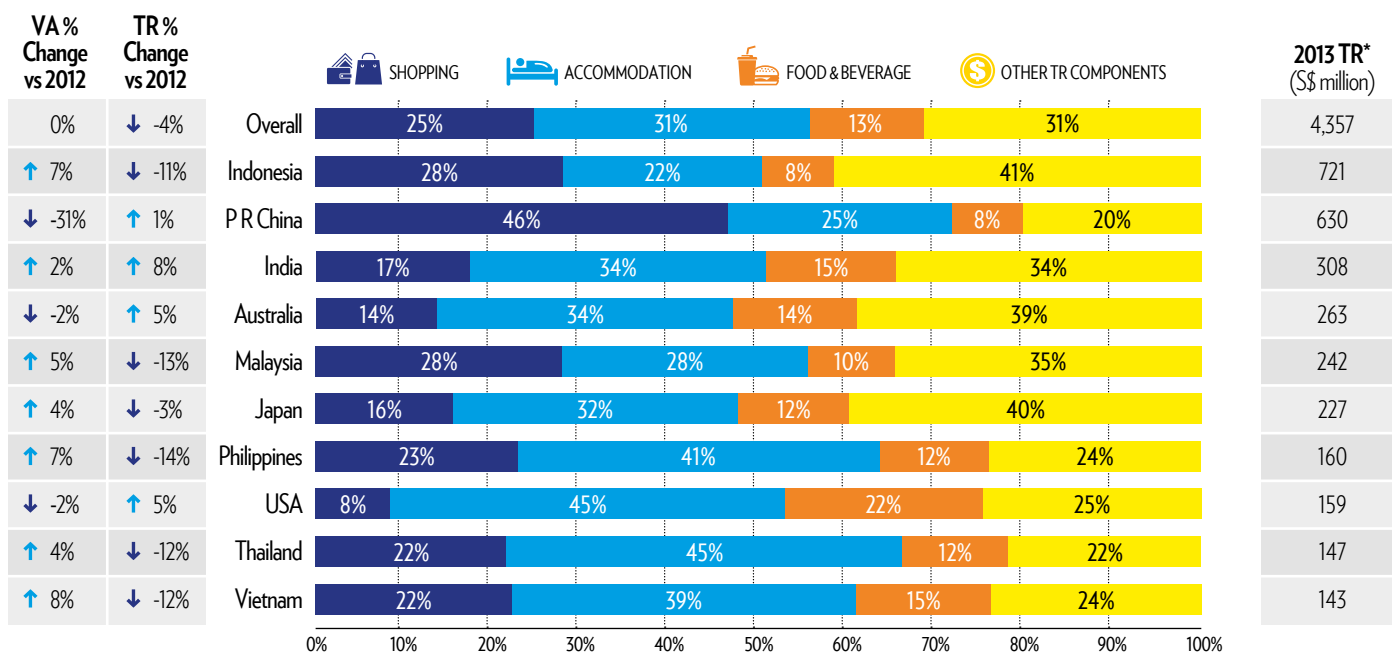
on-year growth amongst the top ten TR markets despite slower visitor arrivals, demonstrating an increase in yield. This was boosted by the increase in BTMICE traffic from these countries in Q4 2013.

Philippines (-14%), Malaysia (-13%), Thailand (-12%) and Vietnam (-12%) registered the largest percentage decline

in TR (excluding SEG) compared to Q4 2012. Declines for Philippines and Thailand were mainly contributed by the drop in both BTMICE traffic and per capita spend, while Vietnam and Malaysia both saw sharp double digit declines in BTMICE per capita spend.

### TOURISM RECEIPTS BY MAJOR COMPONENTS, TOP 10 MARKETS, Q4 2013

TOURISM RECEIPTS: S\$5.7 BILLION (-5% VS Q4 2012)



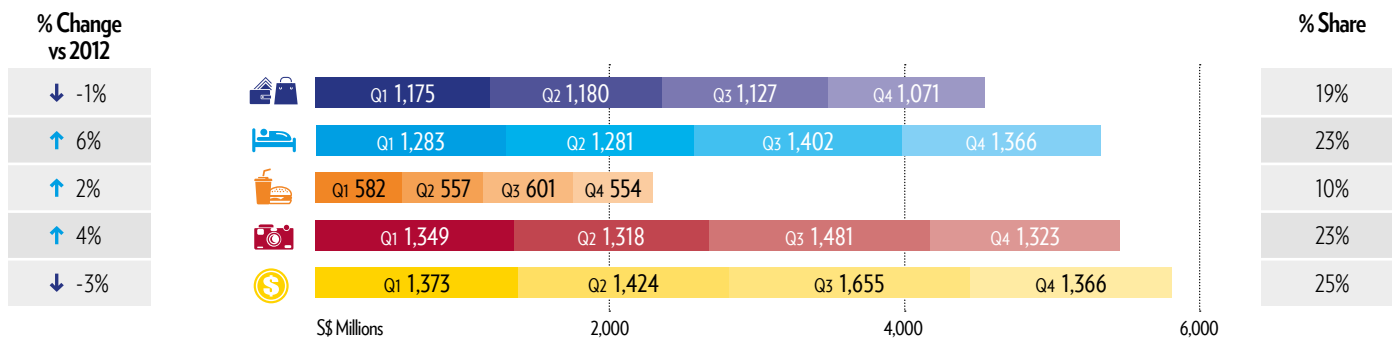
Source: Disembarkation/Embarkation Cards and Overseas Visitor Survey

- Other TR components include expenditure on airfares, port taxes, local transportation, business, medical, education and transit visitors  
\* Sightseeing, Entertainment & Gaming (SEG) has been excluded in the country analysis due to commercial sensitivity of information

# JANUARY TO DECEMBER 2013 PERFORMANCE<sup>1</sup>

## TOURISM RECEIPTS BY MAJOR COMPONENTS, JANUARY TO DECEMBER 2013

TOURISM RECEIPTS: S\$23.5 BILLION (+2% VS JAN-DEC 2012)



Source: Disembarkation/Embarkation Cards and Overseas Visitors Survey

- Sightseeing, Entertainment & Gaming (SEG) includes entrance fees to attractions and nightspots, expenditure on day-tours, leisure events and entertainment at the Integrated Resorts  
- Other TR components include expenditure on airfares, port taxes, local transportation, business, medical, education and transit visitors

<sup>1</sup> All Tourism Receipts estimates are correct as of April 2014.

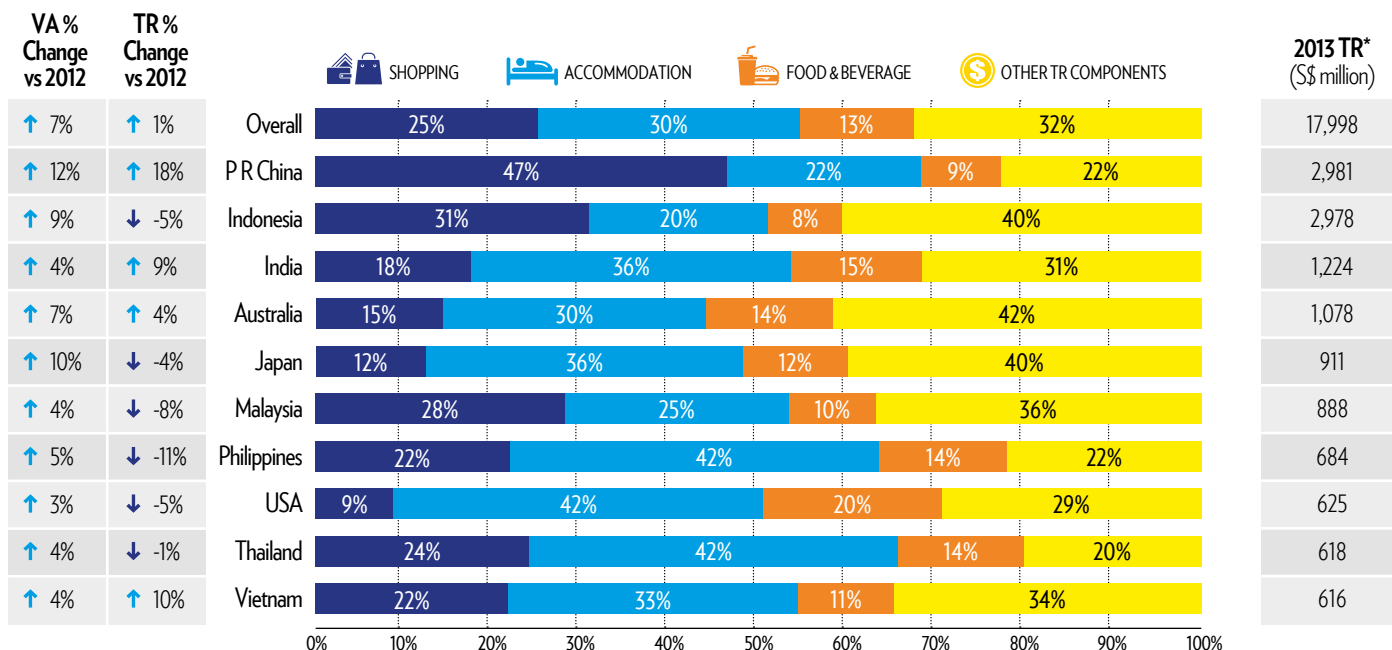
Tourism Receipts (TR) for January to December 2013 stood at S\$23.5 billion, registering a 2% year-on-year increase.

Accommodation saw the greatest increase of 6% due to strong growth in the second half of 2013. Sightseeing, Entertainment

& Gaming (+4%) and Food & Beverage (+2%) also observed healthy growth, in contrast to the slight decline registered by Shopping (-1%) and Other TR Components (-3%).

## TOURISM RECEIPTS BY MAJOR COMPONENTS, TOP 10 MARKETS, JANUARY TO DECEMBER 2013

TOURISM RECEIPTS: S\$23.5 BILLION (+2% VS JAN-DEC 2012)



Source: Expenditure is estimated from Overseas Visitors Survey

- Other TR components include expenditure on airfares, port taxes, local transportation, business, medical, education and transit visitors

\* Sightseeing, Entertainment & Gaming (SEG) has been excluded in the country analysis due to commercial sensitivity of information

Excluding Sightseeing, Entertainment and Gaming expenditure, P R China (S\$2,981 million), Indonesia (S\$2,978 million) and India (S\$1,224 million) were the top 3 TR generating markets in Jan - Dec 2013, accounting for 40% of TR (excluding SEG).

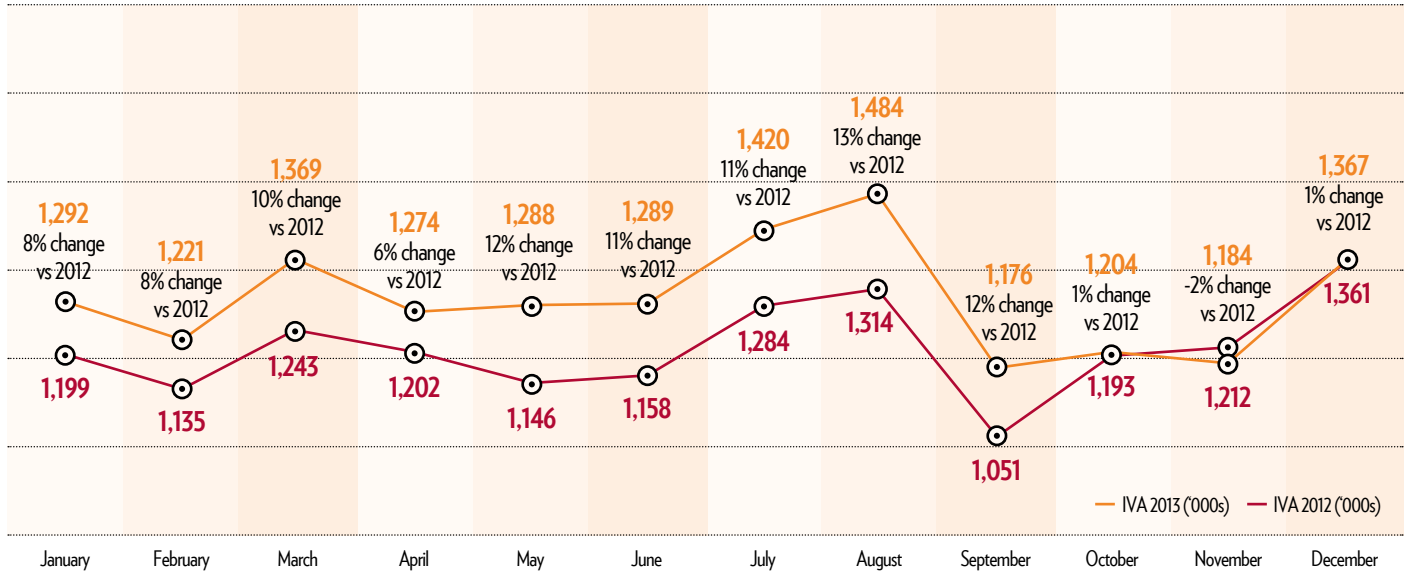
Both TR (excluding SEG) and IVA from P R China recorded the highest year-on-year growth, outpacing Indonesia to become our largest TR market.

Philippines TR (excluding SEG) saw the largest decline of 11% versus the same

period in 2012. This was mainly due to a shorter length of stay and lower per capita spend as visitors cut back on spending across all components.

## JANUARY TO DECEMBER 2013 PERFORMANCE

**INTERNATIONAL VISITOR ARRIVALS, JANUARY TO DECEMBER 2013**  
JAN-DEC 2013: 15.6 MILLION (+7% VS JAN-DEC 2012) VISITOR DAYS: 53.7 MILLION DAYS (+5%)



Singapore recorded 3.8 million International Visitor Arrivals (IVA) in Q4 2013, remaining constant over the same quarter last year. IVA for January to December 2013 came in at 15.6 million, representing a strong year-on-year growth of 7%.

Indonesia (3,089,000), P R China (2,270,000), Malaysia (1,281,000),

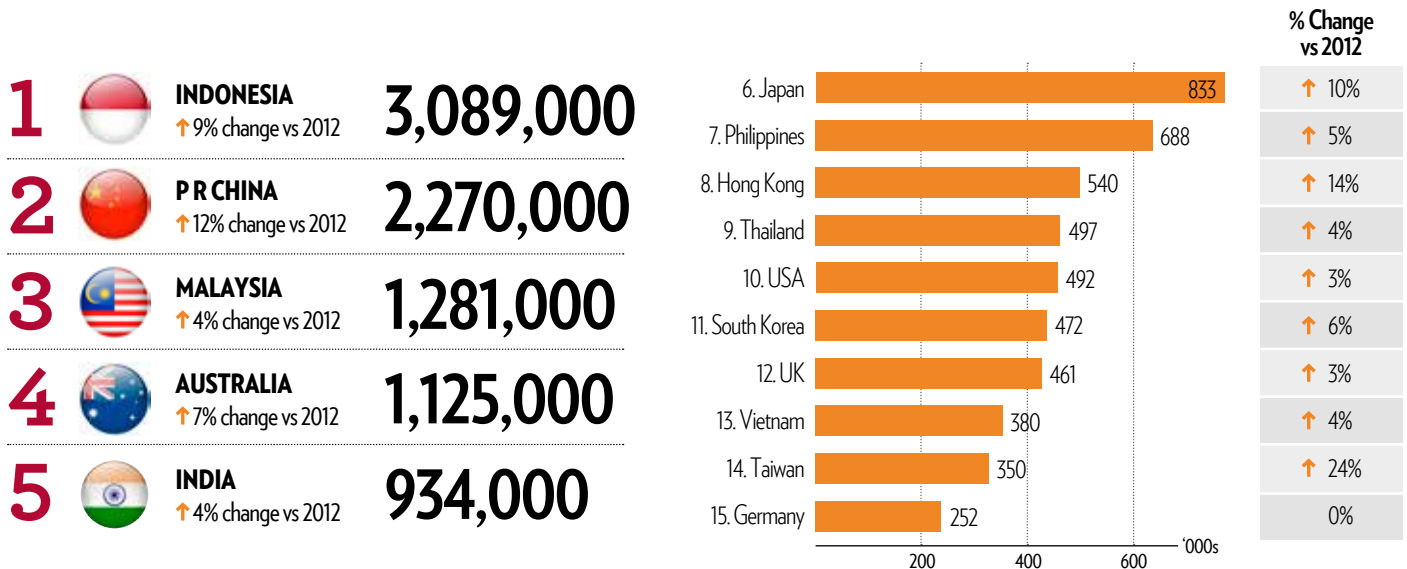
Australia (1,125,000), and India (934,000) were Singapore's top five international visitor-generating markets for January to December 2013. These markets accounted for 56% of total IVA.

Visitor arrivals from Taiwan (+24%), P R China (+12%) and Hong Kong SAR (+14%) recorded double-digit growth from January to December 2013. Positive

growth in Taiwan and Hong Kong SAR were boosted by additional flight capacity and twinning traffic. Growth in P R China was brought about by the strong growth in the first three quarters of 2013, contributed by the strong Chinese outbound travel and increase in twinning traffic.

### INTERNATIONAL VISITOR ARRIVALS, TOP 15 MARKETS, JANUARY TO DECEMBER 2013

JAN-DEC 2013: 15.6 MILLION (+7% VS JAN-DEC 2012)



Source: Disembarkation/Embarkation Cards

## QUARTER FOUR 2013 PERFORMANCE

### ARR, AOR AND REVPAR, Q4 2013

Gazetted hotel room revenue for Q4 2013 came in at S\$0.7 billion, representing a 4.7% year-on-year growth.

Average Room Rate (ARR<sup>3</sup>) stood at S\$262 in Q4 2013, a marginal year-on-year decline of 0.2%. With the exception of the Luxury tier (+4.7%), the remaining hotel tiers registered declines in comparison to Q4 2012. Average Occupancy Rate (AOR<sup>4</sup>) decreased marginally to 86% over the same period last year.

With the slightly weakened ARR & AOR, Revenue Per Available Room (RevPAR<sup>5</sup>) came in at S\$224 in Q4 2013, posting a year-on-year decline of 1.0%. Despite the drop in overall RevPAR performance, the Luxury tier remained resilient with a 14.4% growth rate.

	Average Room Rate		Average Occupancy Rate		Revenue Per Available Room	
	\$	% Δ	%	%pts Δ	\$	% Δ
Overall	262	↓ -0.2	86	↓ -0.7	224	↓ -1.0
Luxury	452	↑ +4.7	87	↑ +7.4	396	↑ +14.4
Upscale	269	↓ -10.8	85	↓ -1.6	230	↓ -12.4
Mid-tier	191	↓ -2.1	86	↓ -1.3	164	↓ -3.5
Economy	100	↓ -10.2	81	↓ -4.1	81	↓ -14.5

<sup>3</sup> Standard ARR = [Total room revenue / Gross lettings] x 100

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

<sup>5</sup> RevPAR = AOR x ARR

## JANUARY TO DECEMBER 2013 PERFORMANCE

### ARR, AOR AND REVPAR, JANUARY TO DECEMBER 2013

Gazetted hotel room revenue for January to December 2013 was estimated at S\$2.9 billion, posting a 3.9% growth as compared to the same period last year. ARR for January to December 2013 stood at S\$258, a year-on-year decline of 1.5%, while AOR recorded a marginal drop to 86%. Due to the slow down in ARR and AOR, RevPAR saw a year-on-year decline of 1.7% to S\$222.

The Luxury tier continued to be the top performer for the year, with a sturdy performance in AOR and RevPAR.

	Average Room Rate		Average Occupancy Rate		Revenue Per Available Room	
	\$	% Δ	%	%pts Δ	\$	% Δ
Overall	258	↓ -1.5	86	↓ -0.2	222	↓ -1.7
Luxury	436	↑ +1.1	88	↑ +6.5	384	↑ +9.2
Upscale	269	↓ -10.9	86	↓ -1.9	231	↓ -12.8
Mid-tier	191	↓ -3.3	87	↓ -0.1	165	↓ -3.4
Economy	101	↓ -8.2	84	↓ -0.7	85	↓ -8.9

<sup>3</sup> Standard ARR = [Total room revenue / Gross lettings] x 100

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

<sup>5</sup> RevPAR = AOR x ARR

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.

A round of tiering exercise was completed in early April 2013, and was effected on hotel data from January 2013 onwards where the best performing hotels in the Upscale tier were moved up to the Luxury.

Figures for the hotel industry are preliminary estimates, based on returns as at 13 April 2014. The current hotel tiers published are based on the hotels' performance in 2012. 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

