

The Great Singapore Tourism Report

Attributes to analyze:

- Age group
- Visitor Profile
- Top Brands

Audience analyzed

Young Adults, Families with Kids, Mature Professionals

Research period

October to December 2020

\$320 million in credits have been set aside to encourage Singaporeans to rediscover the city and support local tourism.

Staycation is the top demand leading to a high footfall at

December

73.4%

October

50%

Bars and restaurants

also seemed to be the preferred area for visitors, over tourist locations, garnering over

80% of the footfall across all three months.

Even the top 3 tourist locations only managed to attract **less than 20% of footfall over the last quarter of 2020.**

Singapore ZOO

Universal Studios

Skyline Lounge Sentosa

40%+

Visitors in age group 35-44 have contributed the highest share in footfall across all categories,

age group **35-44**

followed by 25-34 at 24%.

age group **25-34**

Young adults

60% increase in footfall at hotels

were Young Adults, from just November to December 2020. And their top picks:

So Sofitel, Marina Bay Sands and Fairmont Singapore.

Young adults also flocked to areas primarily having **bars and restaurants, with the top 3 being**

Marina Bay Sands

Club Street

Tanjong Pagar

Family with Kids

Hotels saw a 50% increase

in footfall from November to December,

followed by a 30% increase in footfall at shopping centres.

Families with kids who would usually travel outside of Singapore during school break, **opted for staycations**

instead. The top choices for hotels were Fairmont, M Social, and Crowne Jewel Changi.

Singapore Zoo

Universal Studios

Jewel Changi

Singapore Zoo, Universal Studios, Jewel Changi **cater more to family with kids, obviously**

Professionals

54%

increase in footfalls in hotels from November to December,

followed by a surge of

32%

increase in foot traffic at shopping destinations as well.

Top picks for hotel destinations

preferred by professionals were So Sofitel, Hyatt and Fairmont Singapore, while shopping centres like Marina Bay Sands, ION Orchard and Paragon, all luxury spots, were the top choice.

It is the affluent and professional groups that are making the most impact,

30% of the foot traffic

across categories like Bar and restaurant areas, areas to explore, hotels, shopping centres and tourist attractions.

Initiatives like SingapoRediscover could be the spark that brings the country back into thriving economic growth, and embrace the new normal.

Along with government support, local businesses are slowly recovering from the effects of the lockdown and this is sure to spill over into February with the Lunar New Year and the long weekend that's sure to bring more people out and about.

About Near:

Near is the world's largest source of intelligence on people and places, processing data from over 1.6 billion monthly users across 44 countries. The Near Platform powers data-driven marketing and enrichment offerings through a suite of SaaS products. The users of the platform can leverage audience, spatial, retail, among other data in a privacy-led environment. Founded in 2012, Near is headquartered in Singapore with offices in San Francisco, New York, London, Bangalore, Tokyo, and Sydney. Today, marquee brands such as News Corp and Mastercard work with Near to provide enhanced customer experiences. Near is backed by leading investors including Sequoia Capital, JP Morgan Private Equity Group, Cisco Investments, Telstra Ventures, and Greater Pacific Capital. Visit www.nearco to find out more.