

Families with Kids, **Mature Professionals**

\$320 million in credits have been set aside to

encourage Singaporeans to rediscover the city and support local tourism.

top demand leading to a high footfall at

Staycation is the



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.



less than 20% of footfall over the last

quarter of 2020.







Lounge

Sentosa

40%+

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



followed by 25-34 at 24%.

age group

25-34

Young adults

60% increase in footfall at hotels

December 2020. And their top picks: So Sofitel, Marina Bay Sands

were Young Adults, from just November to

and Fairmont Singapore.



bars and restaurants, with the top 3 being

Young adults also flocked

to areas primarily having



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Hotels saw a 50% increase in footfall from November to December,

Family with Kids

followed by a 30% increase in

footfall at shopping centres.

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

Families with kids who would

Singapore during school break

usually travel outside of

Singapore Zoo



Studios, Jewel Changi cater more to

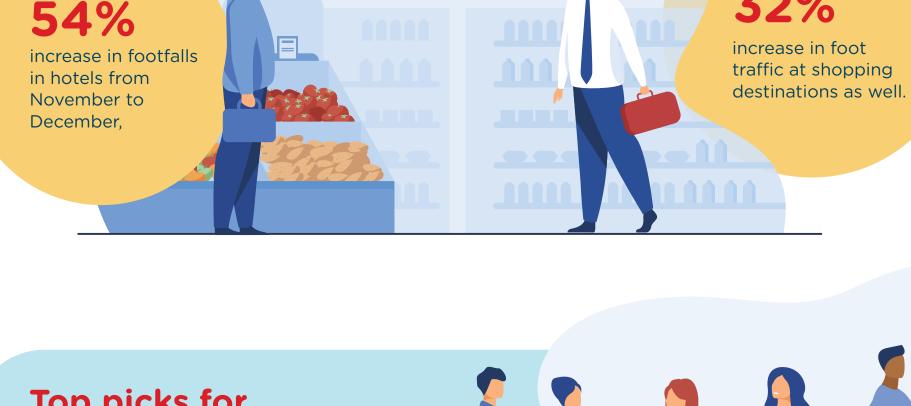
Universal Studios

family with kids, obviously

Singapore Zoo, Universal

followed by a surge of

Professionals



Top picks for hotel destinations preferred by professionals were So



professional groups that are making the most impact,

It is the affluent and

Sofitel, Hyatt and Fairmont Singapore, while shopping centres like Marina Bay

all luxury spots, were the top choice.

Sands Shopee, ION Orchard and Paragon,

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 lockdown and this is sure to spillover into February with the Lunar new year celebrations and the long weekend that's sure to bring more people out and about.