

ASEAN Overseas Travel Awareness Survey Report <Singapore>

March 2021



Survey conducted by:

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[Survey Overview]

Method	<ul style="list-style-type: none"> • Internet survey • Screening survey (preliminary survey) was first conducted by the Internet survey firm (Micromill, Inc.) utilizing survey monitor panel the firm maintains and actual survey conducted to qualified respondents.
Survey Period	<ul style="list-style-type: none"> • Friday, January 22 and Saturday, January 23, 2021
Sample Qualification	<ul style="list-style-type: none"> • Male/female 20 years old or older. Travels abroad at least once every 3 years and intends to travel abroad in the future. <p>*For each country, ensure to include at least 30 samples with experience of visiting the country.</p>



- Of the 10,000 males/females aged 20 and over who took part in this nationwide survey (including people with no intention of overseas travel), **19.7% had visited Singapore**, with 16.0% stating their purpose as sightseeing, and 3.0% as business.
 - Gender-age group-wise, **the percentage of respondents male/female in the 60 and over age group was higher (more than 26%)**, and the group with the highest visit experience for sightseeing purposes was females aged 60 and over (24.4%)

[Questions for people who have visited Singapore]

- **49.7% of respondents had visited Singapore once, and half were repeat travelers.** Over 20% of males had been to Singapore 5 times or more.
- The highest purpose of visiting Singapore was “Sightseeing/leisure” (75.6%), with the second highest purpose being “Business trips” (12.5%)
 - 86.6% of females answered “Sightseeing/leisure”, and 18.2% of males answered business trips. Also, a high percentage of respondents in their 20s answered **“Visiting family/friends” (12.5%), and “School trips” (6.8%).**
- Regarding deciding factor in choosing Singapore as a destination, 27.6% of respondents answered “Recommended by family/friends/acquaintances,” 20.9% answered “There was a good deal,” and 17.8% answered “Looked at magazines, newspapers, and books.” Females, for which a high percentage travel for sightseeing purposes, gave the response of **“Recommended by family/friends/acquaintances” 10 or more percentage points higher than males (Male: 22.8%, Female: 34.5%).**
- In terms of points of satisfaction upon visiting Singapore, **“Scenery and atmosphere (46.5%) ranked highest, followed by “Good public security” (45.1%),** and the response rate for females was particularly higher than that for males.
- As for points of dissatisfaction, the highest percentage of respondents (15.0%) answered “Cost.” **The older the age group, the higher percentage of respondents answered they were dissatisfied with “Nothing in particular,” suggesting the satisfaction level increased as the respondent’s age increased.**



[Questions for all respondents with intention to travel overseas]

- Regarding impression of Singapore, the responses were “Clean cities” (38.5%), “Good public security” (36.2%), “Beautiful cityscapes” (31.3%), and “Refined atmosphere” (25.3%). Overall, **although the refined atmosphere of the city ranked high, respondents did not seem to have a strong impression of Singapore as being a place offering history/culture, interaction with locals, etc.**
- Regarding intention to travel to Singapore for sightseeing, **76.0% of respondents answered “I want to go.”** A high percentage of those who had visited wanted to go again (79.3%). Also, a higher percentage of females expressed intention to go to Singapore than males.
 - As for what they’d like to do in Singapore, 51.4% answered “Stay in a famous hotel”, and 45.1% answered “Enjoy shopping.”
- As for the reason why people had no intention to travel to Singapore for sightseeing, **the highest percentage of people (50.4%) answered “There are other destinations I want to go to,” followed by “High travel cost” (20.8%).** 14.4% of respondents answered “I don’t know what that country offers in the first place,” 20% of which were people who’d never been to Singapore.
- Of Singapore’s major five tourism resources, the highest percentage of respondents answered “I’ve heard of it and I know what kind of place it is” for Merlion (73.8%) followed by Marina Bay Sands (55.6%). Although 60% of females responded “I know what it is” for Marina Bay Sands, the percentage of females who responded “I’ve never heard of it, I don’t know” was still higher than that for males, **suggesting awareness level varies by demographic group.**



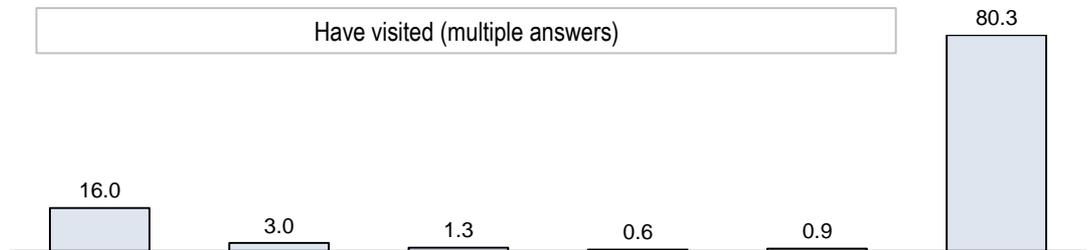
Survey Results [Screening survey]

1. Visit experience (details)

- Of the 10,000 males/females aged 20 and over who took part in this nationwide survey (including people with no intention of overseas travel), 19.7 % had visited Singapore, with 16.0% stating their purpose as sightseeing, and 3.0% as business.
- Gender-age group-wise, the percentage of respondents male/female in the 60 and over age group was higher (more than 26%), and the group with the highest visit experience for sightseeing purposes was females aged 60 and over (24.4%). A high percentage of males aged 60 and over stated their purpose as business trips (8.3%).

People who have visited Singapore (Screening survey)

Q. Have you ever visited the below country or region? Please give all applicable answers for each country/region. [Singapore]



		n=	[Reference] Has visited	Visited for sightseeing	Visited on a business trip (including training and meetings)	Visited a family or acquaintance	Stayed for 3 months or longer (e.g. foreign exchange or expatriate)	Visited for other purposes	Never visited
Overall		(10,000)	19.7	16.0	3.0	1.3	0.6	0.9	80.3
Gender	Male	(5,001)	19.0	13.5	5.0	1.4	0.7	1.1	81.0
	Female	(4,999)	20.5	18.5	1.0	1.1	0.4	0.7	79.5
Age	20s	(1,549)	16.1	10.5	2.6	2.1	1.7	1.4	83.9
	30s	(1,953)	15.8	12.2	2.0	1.4	0.8	1.1	84.2
	40s	(2,302)	17.3	14.6	2.3	0.8	0.2	0.8	82.7
	50s	(1,932)	21.6	18.5	3.2	1.0	0.1	0.6	78.4
	60 and over	(2,264)	26.4	22.2	4.7	1.2	0.3	0.8	73.6
Age and gender	Male 20s	(789)	18.5	10.5	4.2	3.5	2.2	1.5	81.5
	Male 30s	(987)	15.2	10.8	2.8	1.2	1.0	1.4	84.8
	Male 40s	(1,160)	14.7	10.6	3.9	0.3	0.2	1.1	85.3
	Male 50s	(963)	19.6	14.6	5.6	1.2	0.0	0.6	80.4
	Male 60 and over	(1,102)	26.6	19.9	8.3	1.2	0.5	1.0	73.4
	Female 20s	(760)	13.6	10.4	0.9	0.7	1.3	1.3	86.4
	Female 30s	(966)	16.5	13.7	1.1	1.7	0.6	0.8	83.5
	Female 40s	(1,142)	20.1	18.7	0.8	1.2	0.2	0.4	79.9
	Female 50s	(969)	23.6	22.3	0.8	0.7	0.2	0.6	76.4
	Female 60 and over	(1,162)	26.2	24.4	1.3	1.2	0.1	0.5	73.8



Survey Results

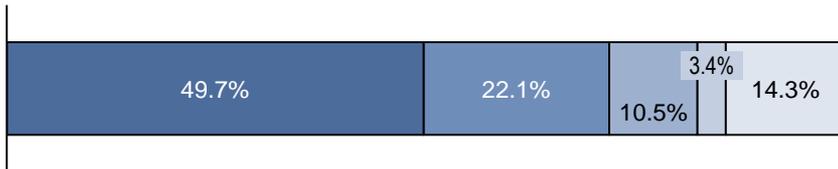
2. [People who have visited] Number/timing of visits

- 49.7% of respondents had visited Singapore once, and 22.1% had visited twice. A high percentage of males (20%) had visited Singapore 5 times or more.
- For over half of the respondents, the most recent timing of visits to Singapore was 2016 or earlier.

[People who have visited] Number of visits

Q. How many times have you visited each country? Please only give one applicable answer for each country.
*Regardless of purpose – e.g. sightseeing, business, etc. [Singapore]

Once Twice 3 times 4 times 5 times or more

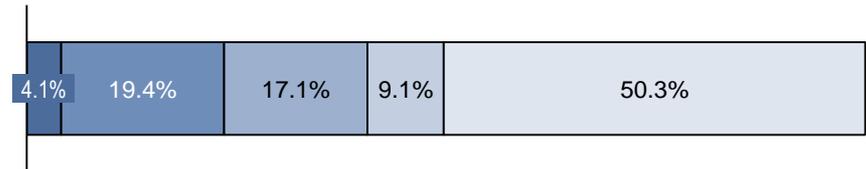


		n=	Once	Twice	3 times	4 times	5 times or more
Overall		(561)	49.7	22.1	10.5	3.4	14.3
Gender	Male	(329)	45.3	23.1	10.9	2.7	17.9
	Female	(232)	56.0	20.7	9.9	4.3	9.1
Age	20s	(88)	67.0	14.8	9.1	4.5	4.5
	30s	(99)	56.6	20.2	9.1	2.0	12.1
	40s	(91)	47.3	24.2	11.0	3.3	14.3
	50s	(121)	43.8	23.1	11.6	3.3	18.2
	60 and over	(162)	42.0	25.3	11.1	3.7	17.9
	Age and gender	Male 20s	(50)	62.0	16.0	14.0	4.0
Male 30s		(60)	53.3	18.3	11.7	1.7	15.0
Male 40s		(56)	44.6	21.4	12.5	1.8	19.6
Male 50s		(65)	36.9	24.6	10.8	3.1	24.6
Male 60 and over		(98)	37.8	29.6	8.2	3.1	21.4
Female 20s		(38)	73.7	13.2	2.6	5.3	5.3
Female 30s		(39)	61.5	23.1	5.1	2.6	7.7
Female 40s		(35)	51.4	28.6	8.6	5.7	5.7
Female 50s		(56)	51.8	21.4	12.5	3.6	10.7
Female 60 and over		(64)	48.4	18.8	15.6	4.7	12.5

[People who have visited] Timing of visit

Q. When did you take the trip? Please only give one applicable answer for each country.
*If you have visited a country more than once, please tell us the purpose of your most recent trip. [Singapore]

2020 or later Around 2019 Around 2018 Around 2017 2016 or earlier



		n=	2020 or later	Around 2019	Around 2018	Around 2017	2016 or earlier
Overall		(561)	4.1	19.4	17.1	9.1	50.3
Gender	Male	(329)	4.6	20.7	20.1	10.0	44.7
	Female	(232)	3.4	17.7	12.9	7.8	58.2
Age	20s	(88)	11.4	25.0	22.7	11.4	29.5
	30s	(99)	7.1	29.3	21.2	7.1	35.4
	40s	(91)	3.3	19.8	20.9	6.6	49.5
	50s	(121)	1.7	14.9	14.0	12.4	57.0
	60 and over	(162)	0.6	13.6	11.7	8.0	66.0
	Age and gender	Male 20s	(50)	12.0	26.0	24.0	12.0
Male 30s		(60)	8.3	26.7	28.3	6.7	30.0
Male 40s		(56)	3.6	26.8	25.0	8.9	35.7
Male 50s		(65)	1.5	23.1	20.0	15.4	40.0
Male 60 and over		(98)	1.0	9.2	10.2	8.2	71.4
Female 20s		(38)	10.5	23.7	21.1	10.5	34.2
Female 30s		(39)	5.1	33.3	10.3	7.7	43.6
Female 40s		(35)	2.9	8.6	14.3	2.9	71.4
Female 50s		(56)	1.8	5.4	7.1	8.9	76.8
Female 60 and over		(64)	0.0	20.3	14.1	7.8	57.8



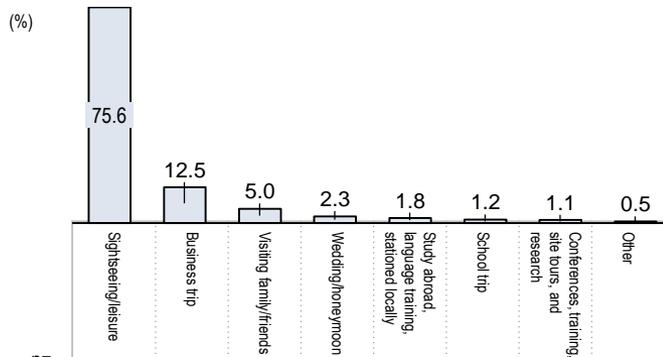
Survey Results

3. [People who have visited] Purpose/companion

- The highest purpose of visiting Singapore was “Sightseeing/leisure” (75.6%), with the second highest purpose being “Business trips” (12.5%). 86.6% of females answered “Sightseeing/leisure”, and 18.2% of males answered “Business trips.” Also, a high percentage of respondents in their 20s answered “Visiting family/friends” (12.5%), and “School Trips” (6.8%).
- In terms of travel companion, the highest was “Spouse/partner” (33.3%), followed by “Friends and acquaintances” (29.2%), then “Company colleagues and stakeholders” (25.7%).

[People who have visited] Purpose of visit

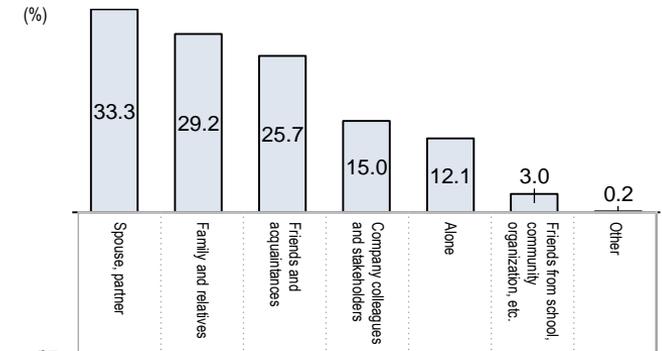
Q. What was the main purpose of the trip? Please only give one applicable answer as the purpose of visiting each country. *If you have visited a country more than once, please tell us the purpose of your most recent trip. [Singapore]



	n=	Sightseeing/leisure	Business trip	Visiting family/friends	Wedding/honeymoon	Study abroad, language training, stationed locally	School trip	Conferences, training, site tours, and research	Other
Overall	(561)	75.6	12.5	5.0	2.3	1.8	1.2	1.1	0.5
Gender	Male (329)	67.8	18.2	6.7	2.4	1.5	1.5	1.2	0.6
	Female (232)	86.6	4.3	2.6	2.2	2.2	0.9	0.9	0.4
Age	20s (88)	71.6	4.5	12.5	1.1	3.4	6.8	0.0	0.0
	30s (99)	70.7	7.1	7.1	5.1	6.1	1.0	2.0	1.0
	40s (91)	76.9	15.4	5.5	0.0	0.0	0.0	2.2	0.0
	50s (121)	76.0	15.7	1.7	3.3	0.8	0.0	0.8	1.7
	60 and over (162)	79.6	16.0	1.9	1.9	0.0	0.0	0.6	0.0
Age and gender	Male 20s (50)	66.0	4.0	18.0	2.0	2.0	8.0	0.0	0.0
	Male 30s (60)	68.3	3.3	11.7	5.0	6.7	1.7	3.3	0.0
	Male 40s (56)	73.2	21.4	5.4	0.0	0.0	0.0	0.0	0.0
	Male 50s (65)	63.1	27.7	1.5	3.1	0.0	0.0	1.5	3.1
	Male 60 and over (98)	68.4	26.5	2.0	2.0	0.0	0.0	1.0	0.0
	Female 20s (38)	78.9	5.3	5.3	0.0	5.3	5.3	0.0	0.0
	Female 30s (39)	74.4	12.8	0.0	5.1	5.1	0.0	0.0	2.6
	Female 40s (35)	82.9	5.7	5.7	0.0	0.0	0.0	5.7	0.0
	Female 50s (56)	91.1	1.8	1.8	3.6	1.8	0.0	0.0	0.0
	Female 60 and over (64)	96.9	0.0	1.6	1.6	0.0	0.0	0.0	0.0

[People who have visited] Travel companion

Q. Who accompanied you on the trip? Please give all the answers that are applicable for each country. *If you have visited a country more than once, please tell us about your companion on your most recent trip. [Singapore]



	n=	Spouse/partner	Family and relatives	Friends and acquaintances	Company colleagues and stakeholders	Alone	Friends from school, community organization, etc.	Other
Overall	(561)	33.3	29.2	25.7	15.0	12.1	3.0	0.2
Gender	Male (329)	35.9	24.9	17.0	20.4	17.6	3.3	0.3
	Female (232)	29.7	35.3	37.9	7.3	4.3	2.6	0.0
Age	20s (88)	10.2	36.4	37.5	10.2	8.0	10.2	0.0
	30s (99)	35.4	26.3	30.3	12.1	9.1	6.1	0.0
	40s (91)	26.4	28.6	20.9	16.5	18.7	0.0	0.0
	50s (121)	38.8	29.8	25.6	14.9	13.2	1.7	0.8
	60 and over (162)	44.4	27.2	19.1	18.5	11.7	0.0	0.0
Age and gender	Male 20s (50)	14.0	36.0	32.0	12.0	14.0	10.0	0.0
	Male 30s (60)	38.3	25.0	26.7	13.3	10.0	8.3	0.0
	Male 40s (56)	30.4	28.6	12.5	19.6	23.2	0.0	0.0
	Male 50s (65)	41.5	27.7	6.2	20.0	23.1	1.5	1.5
	Male 60 and over (98)	44.9	15.3	13.3	29.6	17.3	0.0	0.0
	Female 20s (38)	5.3	36.8	44.7	7.9	0.0	10.5	0.0
	Female 30s (39)	30.8	28.2	35.9	10.3	7.7	2.6	0.0
	Female 40s (35)	20.0	28.6	34.3	11.4	11.4	0.0	0.0
	Female 50s (56)	35.7	32.1	48.2	8.9	1.8	1.8	0.0
	Female 60 and over (64)	43.8	45.3	28.1	1.6	3.1	0.0	0.0



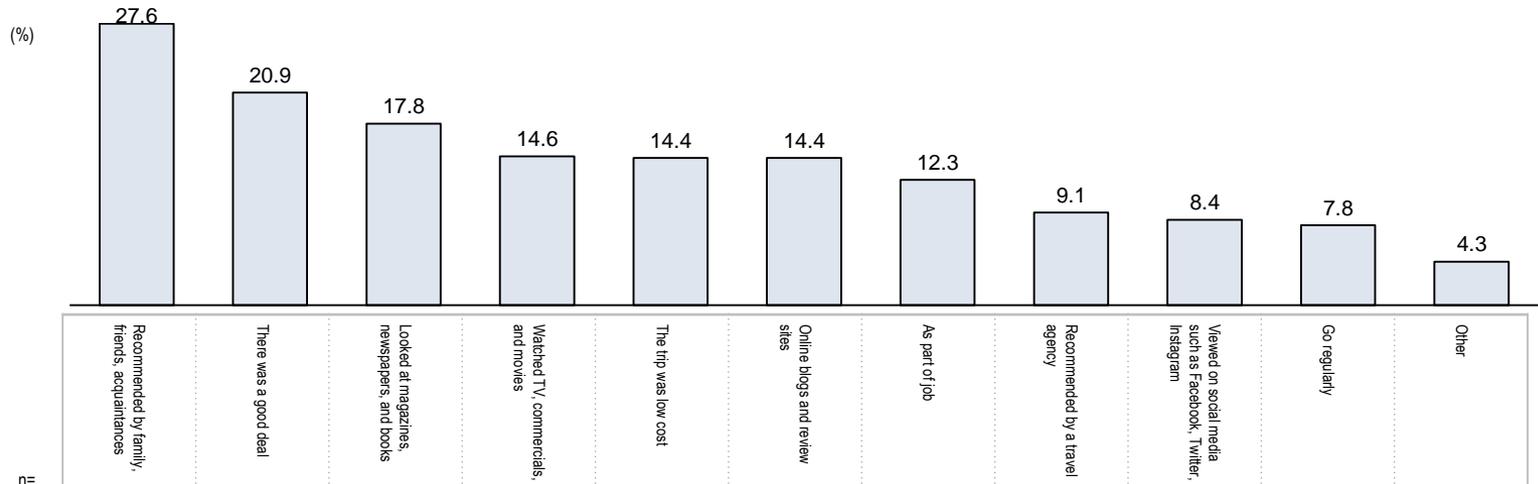
Survey Results

4. [People who have visited] Deciding factor in choosing travel destination

- Regarding deciding factor in choosing Singapore as a destination, 27.6% of respondents answered “Recommended by family/friends/acquaintances,” 20.9% answered “There was a good deal,” and 17.8% answered “Looked at magazines, newspapers, and books.”
- People in their 20s/30s gave a high response for “Viewed on social media” compared to other age groups, Also, females, for which a high percentage travel for sightseeing purposes, gave the response of “Recommended by family/friends/acquaintances” 10 or more percentage points higher than males (Male: 22.8%, Female: 34.5%).

[People who have visited] Deciding factor in choosing travel destination

Q. What was the deciding factor in choosing your travel destination? Please give all the answers that are applicable. *If you have visited a country more than once, please tell us about your most recent trip. [Singapore]



		n=	Recommended by family, friends, acquaintances	There was a good deal	Looked at magazines, newspapers, and books	Watched TV commercials, and movies	The trip was low cost	Online blogs and review sites	As part of job	Recommended by a travel agency	Viewed on social media such as Facebook, Twitter, Instagram	Go regularly	Other
Overall		(561)	27.6	20.9	17.8	14.6	14.4	14.4	12.3	9.1	8.4	7.8	4.3
Gender	Male	(329)	22.8	19.8	16.1	14.9	14.0	15.2	17.3	9.4	9.4	10.0	4.0
	Female	(232)	34.5	22.4	20.3	14.2	15.1	13.4	5.2	8.6	6.9	4.7	4.7
Age	20s	(88)	27.3	23.9	15.9	12.5	15.9	11.4	4.5	6.8	15.9	9.1	4.5
	30s	(99)	31.3	14.1	13.1	15.2	14.1	19.2	8.1	10.1	14.1	9.1	4.0
	40s	(91)	27.5	19.8	22.0	15.4	13.2	17.6	12.1	11.0	8.8	13.2	7.7
	50s	(121)	29.8	23.1	20.7	13.2	14.0	16.5	15.7	9.1	7.4	5.0	4.1
	60 and over	(162)	24.1	22.2	17.3	16.0	14.8	9.9	16.7	8.6	1.2	5.6	2.5
Age and gender	Male 20s	(50)	24.0	32.0	24.0	12.0	12.0	14.0	4.0	10.0	16.0	14.0	2.0
	Male 30s	(60)	31.7	15.0	15.0	16.7	16.7	21.7	6.7	11.7	20.0	10.0	3.3
	Male 40s	(56)	25.0	10.7	19.6	17.9	12.5	19.6	12.5	12.5	10.7	19.6	5.4
	Male 50s	(65)	21.5	20.0	10.8	13.8	13.8	16.9	27.7	6.2	6.2	4.6	6.2
	Male 60 and over	(98)	16.3	21.4	14.3	14.3	14.3	8.2	26.5	8.2	1.0	6.1	3.1
	Female 20s	(38)	31.6	13.2	5.3	13.2	21.1	7.9	5.3	2.6	15.8	2.6	7.9
	Female 30s	(39)	30.8	12.8	10.3	12.8	10.3	15.4	10.3	7.7	5.1	7.7	5.1
	Female 40s	(35)	31.4	34.3	25.7	11.4	14.3	14.3	11.4	8.6	5.7	2.9	11.4
	Female 50s	(56)	39.3	26.8	32.1	12.5	14.3	16.1	1.8	12.5	8.9	5.4	1.8
	Female 60 and over	(64)	35.9	23.4	21.9	18.8	15.6	12.5	1.6	9.4	1.6	4.7	1.6



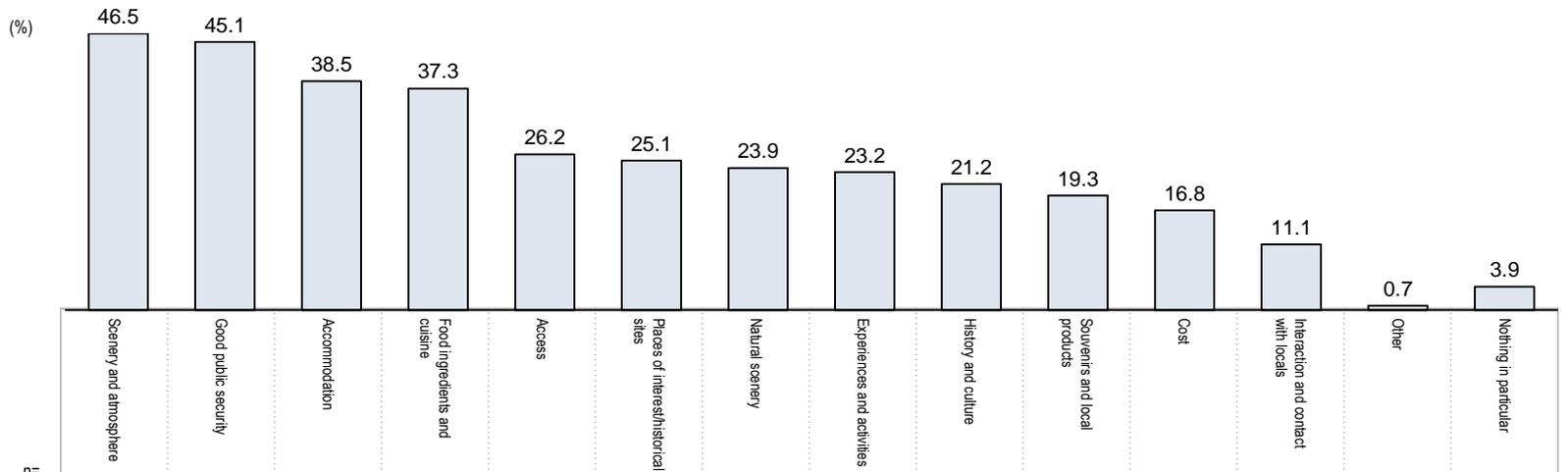
Survey Results

5. [People who have visited] Points of satisfaction

- In terms of points of satisfaction upon visiting Singapore, “Scenery and atmosphere (46.5%)” ranked highest, followed by “Good public security” (45.1%), and the response rate for females was particularly higher than that for males.

[People who have visited] Points of satisfaction

Q. What were you satisfied with when you visited the destination? Please answer everything that applies to each country. [Singapore]



		n=	Scenery and atmosphere	Good public security	Accommodation	Food ingredients and cuisine	Access	Places of interest/historical sites	Natural scenery	Experiences and activities	History and culture	Souvenirs and local products	Cost	Interaction and contact with locals	Other	Nothing in particular
Overall		(561)	46.5	45.1	38.5	37.3	26.2	25.1	23.9	23.2	21.2	19.3	16.8	11.1	0.7	3.9
Gender	Male	(329)	42.6	41.0	37.7	35.0	26.7	23.1	23.4	21.6	22.2	17.3	15.2	13.1	0.6	4.9
	Female	(232)	52.2	50.9	39.7	40.5	25.4	28.0	24.6	25.4	19.8	22.0	19.0	8.2	0.9	2.6
Age	20s	(88)	46.6	34.1	31.8	23.9	25.0	19.3	21.6	26.1	13.6	13.6	18.2	13.6	0.0	5.7
	30s	(99)	45.5	40.4	38.4	40.4	24.2	19.2	20.2	31.3	18.2	23.2	12.1	12.1	1.0	1.0
	40s	(91)	45.1	51.6	36.3	44.0	31.9	23.1	26.4	26.4	20.9	27.5	19.8	13.2	0.0	4.4
	50s	(121)	43.0	52.9	42.1	38.8	28.1	27.3	22.3	24.0	24.0	19.0	19.0	14.9	1.7	5.0
	60 and over	(162)	50.6	44.4	40.7	37.7	23.5	31.5	27.2	14.2	25.3	15.4	15.4	4.9	0.6	3.7
Age and gender	Male 20s	(50)	38.0	30.0	26.0	20.0	22.0	16.0	24.0	22.0	16.0	16.0	18.0	14.0	0.0	6.0
	Male 30s	(60)	40.0	35.0	40.0	35.0	26.7	18.3	21.7	33.3	23.3	23.3	11.7	16.7	0.0	0.0
	Male 40s	(56)	41.1	42.9	39.3	46.4	30.4	21.4	26.8	25.0	26.8	25.0	19.6	17.9	0.0	3.6
	Male 50s	(65)	38.5	49.2	40.0	35.4	30.8	24.6	15.4	21.5	26.2	13.8	18.5	16.9	3.1	9.2
	Male 60 and over	(98)	50.0	43.9	39.8	35.7	24.5	29.6	27.6	12.2	19.4	12.2	11.2	5.1	0.0	5.1
	Female 20s	(38)	57.9	39.5	39.5	28.9	28.9	23.7	18.4	31.6	10.5	10.5	18.4	13.2	0.0	5.3
	Female 30s	(39)	53.8	48.7	35.9	48.7	20.5	20.5	17.9	28.2	10.3	23.1	12.8	5.1	2.6	2.6
	Female 40s	(35)	51.4	65.7	31.4	40.0	34.3	25.7	25.7	28.6	11.4	31.4	20.0	5.7	0.0	5.7
	Female 50s	(56)	48.2	57.1	44.6	42.9	25.0	30.4	30.4	26.8	21.4	25.0	19.6	12.5	0.0	0.0
	Female 60 and over	(64)	51.6	45.3	42.2	40.6	21.9	34.4	26.6	17.2	34.4	20.3	21.9	4.7	1.6	1.6



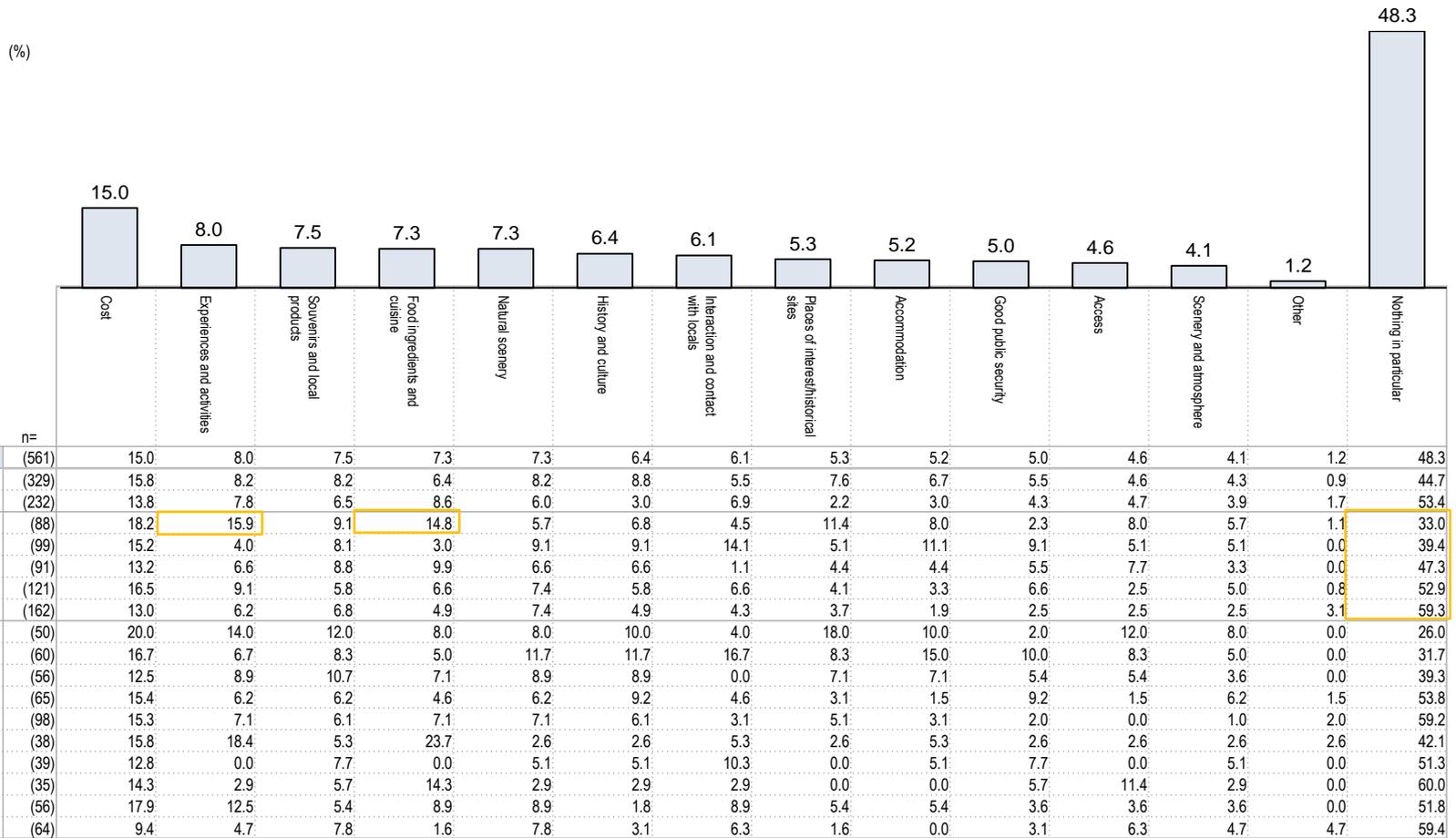
Survey Results

6. [People who have visited] Points of dissatisfaction

- As opposed to the previous page, when asked what they were dissatisfied with upon visiting Singapore, the highest percentage of respondents answered they were not satisfied with the aspect of “Cost” (15.0%), followed by “Experiences and activities” (8.0%)
- The responses of “Experiences and activities,” “Food and cuisine,” were high compared to overall, and the response of being dissatisfied about “Nothing in particular” increased as the respondent’s age group increased.

[People who have visited] Points of dissatisfaction

Q. What were you not really satisfied with when you visited the destination? Please answer everything that applies to each country. [Singapore]





Survey Results

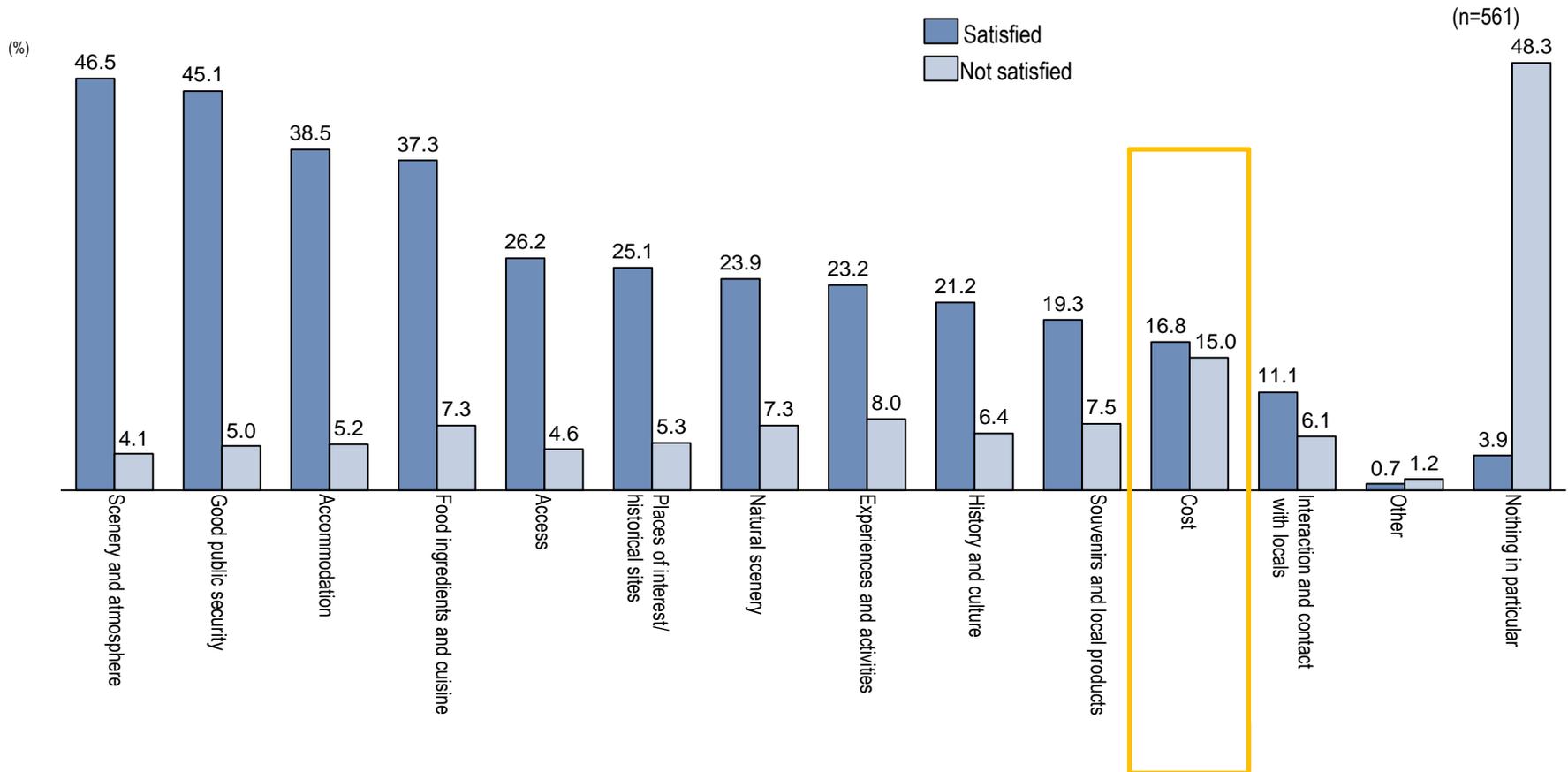
[Reference] Comparison of points of satisfaction/dissatisfaction

- A comparison of points of satisfaction and points of dissatisfaction showed that the level of satisfaction was high.
- However, in regards to the aspect of “Cost,” the response rate for “Satisfied” (16.8%) and “Not satisfied” (15.0%) was practically the same “Not satisfied.”

[People who have visited] Points of satisfaction/dissatisfaction

Q. What were you satisfied with when you visited the destination? Please answer everything that applies to each country. [Singapore]

Q. What were you not really satisfied with when you visited the destination? Please answer everything that applies to each country. [Singapore]





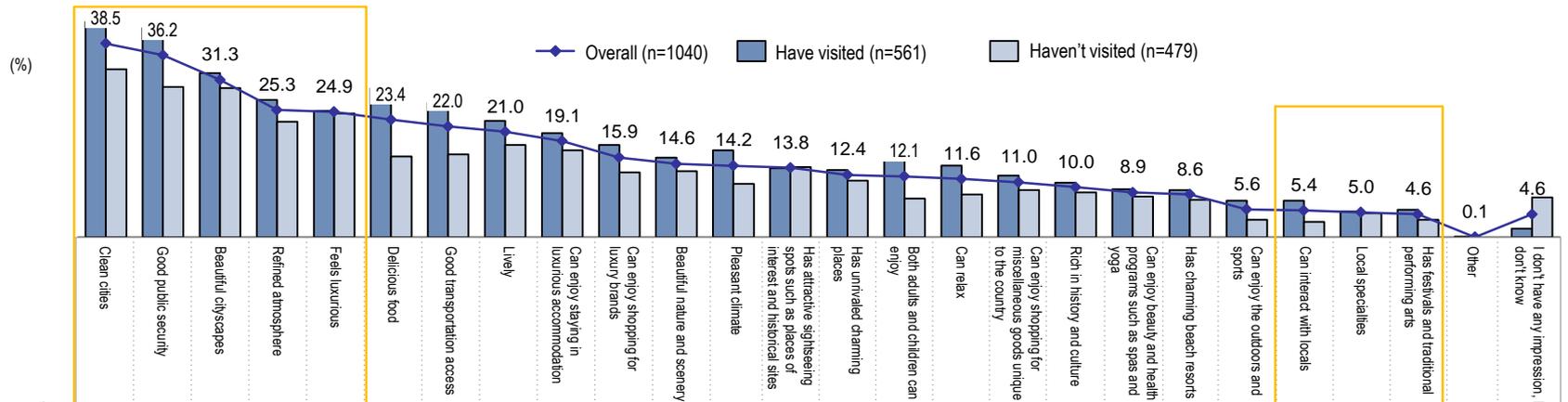
Survey Results

7. Impression of Singapore

- When all respondents were asked their impression of Singapore, the responses were “Clean cities” (38.5%), “Good public security” (36.2%), “Beautiful cityscapes” (31.3%), and “Refined atmosphere” (25.3%). Overall, although the refined atmosphere of the city ranked high, respondents did not seem to have a strong impression of Singapore as being a place offering history/culture, interaction with locals, etc.

Impression of Singapore

Q. What are your impressions of the following 10 countries? Please answer everything that applies to each country. [Singapore]



	n	Overall	Male	Female	20s	30s	40s	50s	60 and over	Male 20s	Male 30s	Male 40s	Male 50s	Male 60 and over	Female 20s	Female 30s	Female 40s	Female 50s	Female 60 and over	Visited	Haven't visited	
Overall	(1,040)	38.5	35.7	41.9	31.5	32.3	41.7	40.1	43.3	22.2	25.9	41.2	35.0	46.5	40.7	41.3	42.2	47.2	39.0	42.8	33.4	
Gender																						
Male	(577)	35.7	36.4	35.9	30.2	28.6	42.2	40.6	37.2	19.8	25.9	47.1	40.7	42.1	40.7	32.5	36.7	40.4	30.9	41.5	29.9	
Female	(463)	41.9	35.9	30.9	29.6	30.2	31.3	33.0	31.6	29.6	33.9	30.4	27.6	20.1	29.6	25.0	17.8	27.0	30.9	27.3	29.6	
Age																						
20s	(162)	31.5	30.2	29.6	28.4	27.2	27.3	27.2	27.3	29.6	28.4	27.2	27.2	27.3	29.6	28.4	27.2	27.2	27.3	29.6	28.4	
30s	(192)	32.3	28.6	30.2	25.5	29.7	23.4	20.3	20.8	22.2	17.3	16.0	8.6	13.6	16.0	13.6	12.3	9.9	16.0	18.4	17.3	
40s	(192)	41.7	42.2	31.3	22.9	29.2	26.6	27.1	22.4	20.8	18.8	16.7	18.2	13.5	12.5	14.1	12.5	10.9	9.9	12.5	13.5	
50s	(212)	40.1	40.6	33.0	27.4	26.9	24.5	24.1	26.4	21.2	14.6	14.2	16.0	13.7	11.3	11.8	13.2	12.7	10.8	8.8	10.6	
60 and over	(282)	43.3	37.2	31.6	23.4	16.0	23.8	22.0	19.5	14.2	11.7	14.2	13.1	15.6	11.3	8.9	8.5	9.6	8.9	2.8	4.3	
Age and gender																						
Male 20s	(81)	22.2	19.8	29.6	29.6	22.2	17.3	16.0	8.6	13.6	16.0	13.6	12.3	9.9	16.0	16.0	17.3	11.1	13.6	14.8	13.6	
Male 30s	(112)	25.9	25.9	33.9	25.9	26.8	21.4	17.9	15.2	18.8	20.5	12.5	10.7	11.6	14.3	11.6	12.5	8.9	15.2	8.0	8.9	
Male 40s	(102)	41.2	47.1	30.4	27.5	28.4	31.4	32.4	24.5	20.6	17.6	16.7	12.7	17.6	15.7	16.7	10.8	8.8	12.7	8.8	9.8	
Male 50s	(123)	35.0	40.7	30.9	27.6	26.8	18.7	23.6	21.1	20.3	16.3	14.6	17.9	13.0	9.8	10.6	12.2	8.1	8.9	4.9	2.4	
Male 60 and over	(159)	46.5	42.1	32.1	23.3	20.1	22.6	22.0	17.0	9.4	13.8	15.7	15.1	16.4	9.4	7.5	6.9	4.4	10.7	3.1	4.4	
Female 20s	(81)	40.7	40.7	29.6	27.2	32.1	17.3	14.8	21.0	23.5	14.8	17.3	12.3	17.3	13.6	13.6	12.3	9.9	11.1	8.6	14.8	
Female 30s	(80)	41.3	32.5	25.0	25.0	33.8	26.3	23.8	28.8	21.3	13.8	12.5	12.5	11.3	15.0	10.0	10.0	8.8	11.3	12.5	3.8	
Female 40s	(90)	42.2	36.7	32.2	17.8	30.0	21.1	21.1	20.0	21.1	20.0	16.7	20.0	14.4	6.7	12.2	7.8	11.1	11.1	12.2	6.7	
Female 50s	(89)	47.2	40.4	36.0	27.0	27.0	32.6	24.7	33.7	22.5	12.4	13.5	13.5	14.6	13.5	13.5	14.6	19.1	13.5	11.2	15.7	
Female 60 and over	(123)	39.0	30.9	30.9	23.6	10.6	25.2	22.0	22.8	20.3	8.9	12.2	10.6	14.6	13.8	10.6	10.6	16.3	6.5	2.4	4.1	
Visited																						
Have visited	(561)	42.8	41.5	32.6	27.3	25.1	29.6	26.7	23.2	20.7	18.4	15.9	17.3	13.7	13.4	15.9	14.3	12.3	10.9	9.6	9.4	
Haven't visited	(479)	33.4	29.9	29.6	23.0	24.6	16.1	16.5	18.4	17.3	12.9	13.2	10.6	14.0	11.3	7.7	8.6	9.4	9.0	8.1	7.5	



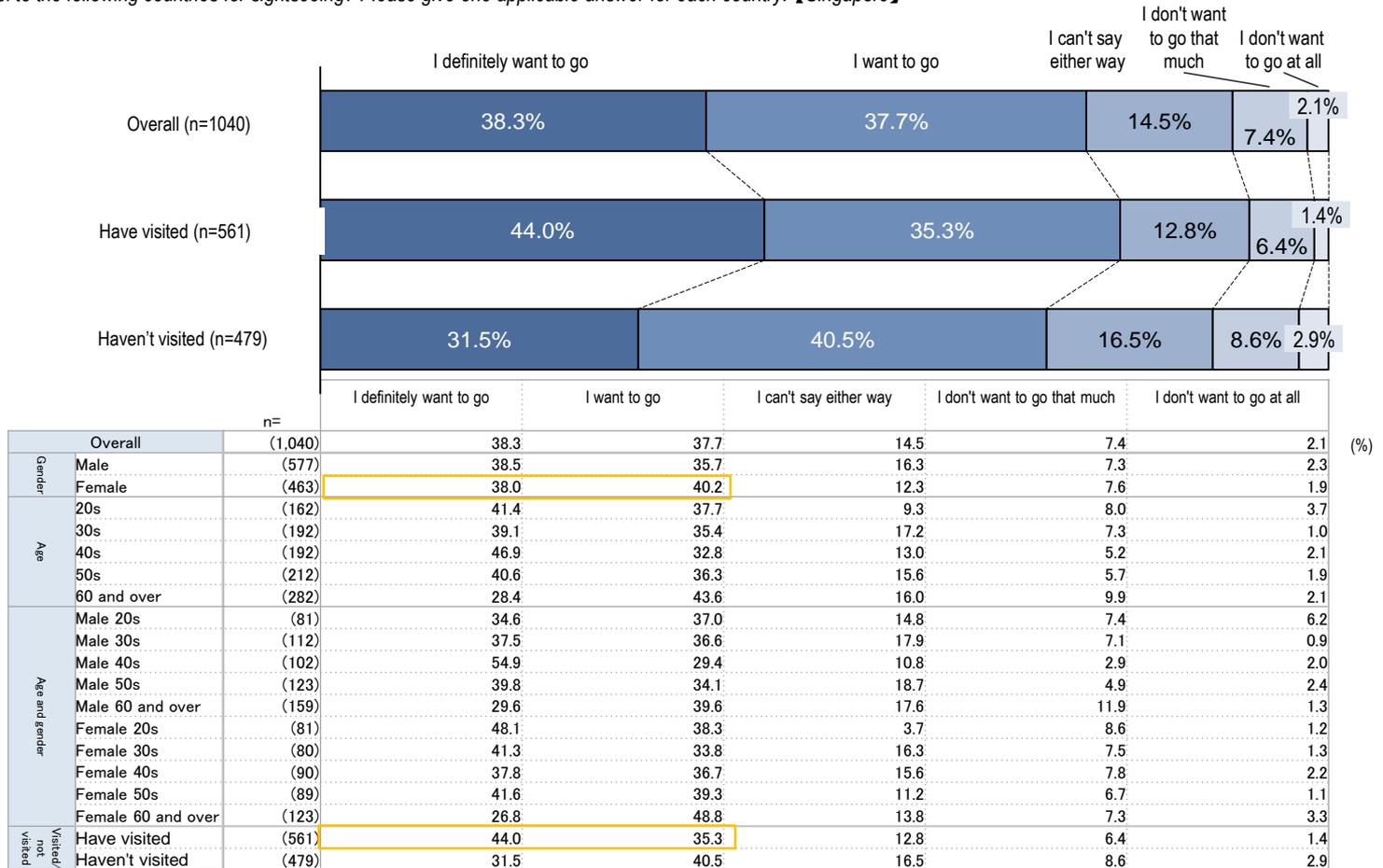
Survey Results

8. Intention to visit (sightseeing)

- Regarding intention to travel to Singapore, 76.0% of the overall group answered “I want to go.” (“Definitely want to go” & “I want to go”)
- A high percentage of those who had visited wanted to go again (79.3%). Also, a higher percentage of females expressed intention to go to Singapore than males.

Intention to visit Singapore (sightseeing)

Q. Would you like to travel to the following countries for sightseeing? Please give one applicable answer for each country. **[Singapore]**



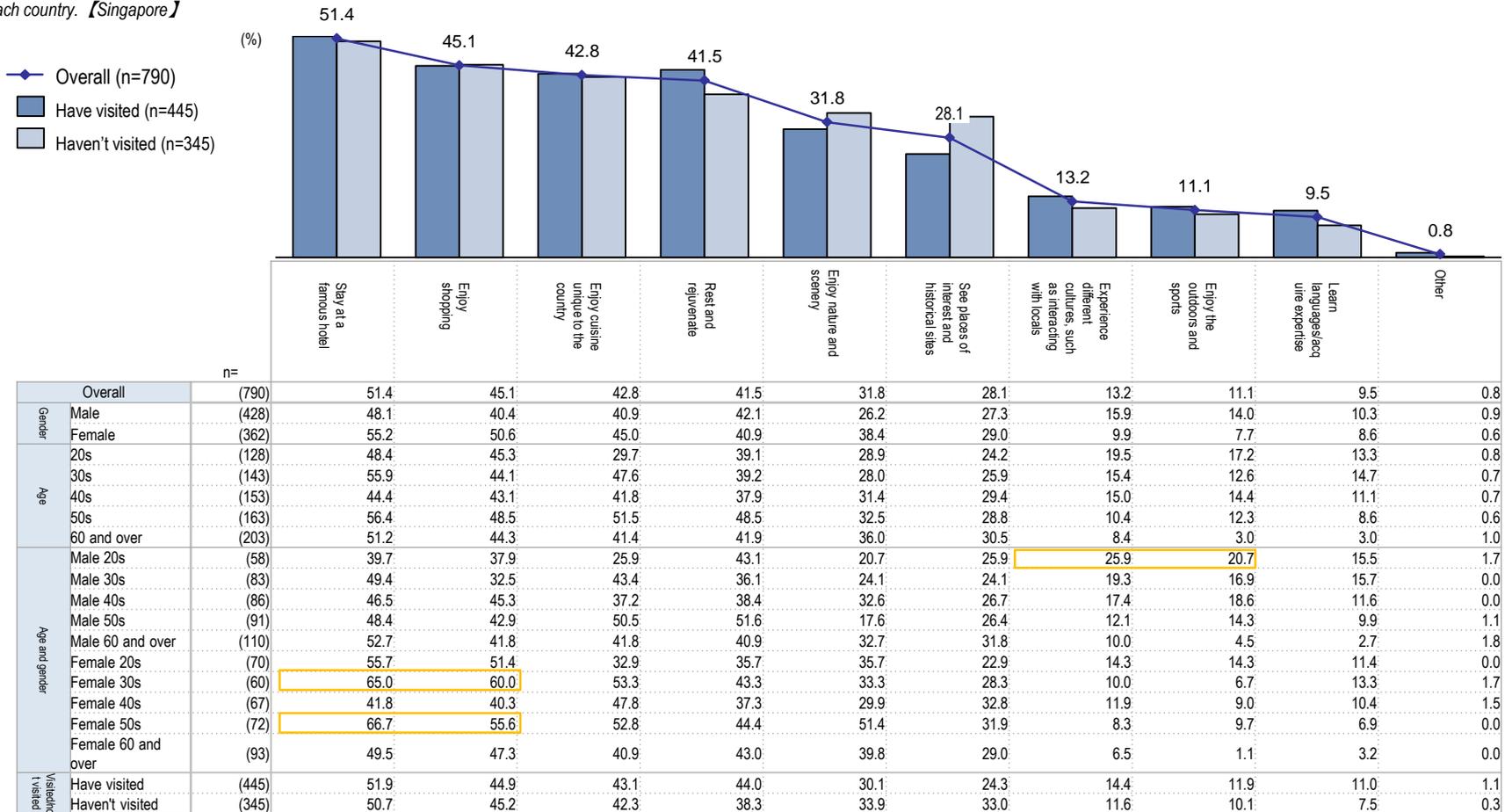


9. [People with intention to visit] What respondent wants to do at destination

- When those respondents who answered "I definitely want to go" or "I want to go" in the previous question were asked what they want to do in Singapore, most (51.4%) answered "Stay in a famous hotel", and 45.1% answered "Enjoy shopping."
- Age and gender-wise, a particularly high percentage of people in their 30s and 50s expressed intention to stay in a famous hotel or enjoy shopping, while males in their 20s wanted to interact with locals and enjoy outdoors/sports more than other age groups.

[People with intention to visit] What respondent wants to do in Singapore

Q. This question is for respondents who answered "I definitely want to go" or "I want to go" in the previous question. What would you like to do if you take a sightseeing trip to the country? Please give all applicable answers for each country. [Singapore]





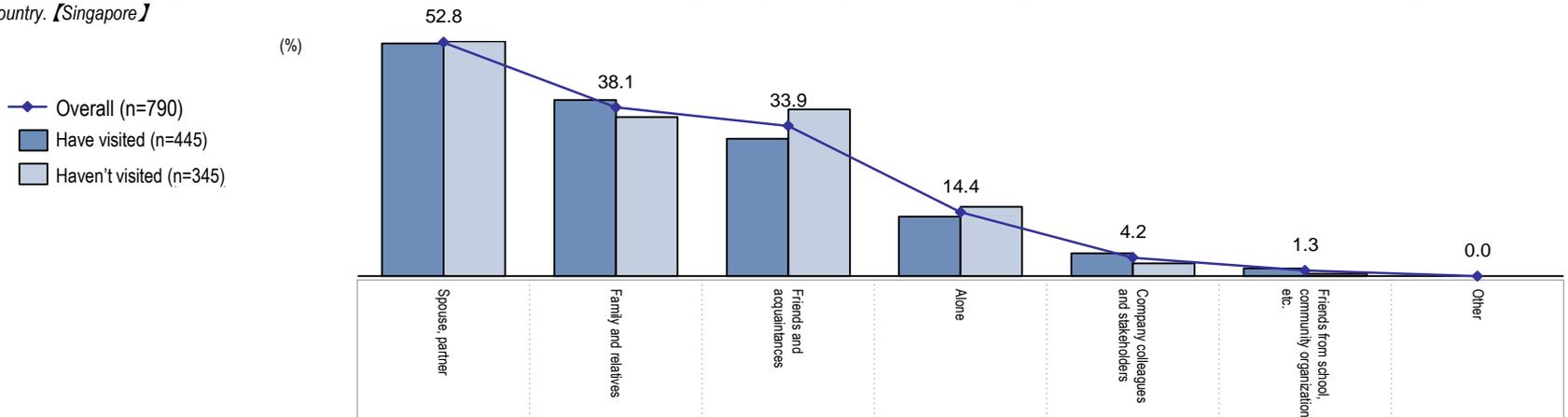
Survey Results

10. [People with intention to visit] Who respondent wants to go with (Travel companion)

- When asked who they'd like to travel to Singapore with, the highest percentage of respondents answered "Spouse/partner" (52.8%), followed by "Family and relatives" (38.1%), then "Friends and acquaintances" (33.9%).
- In particular, a high percentage of males indicated a desire to travel "Alone."

[People with intention to visit] Preferred travel companion to Singapore

Q. This question is for respondents who answered "I definitely want to go" or "I want to go" in the previous question. If you were to make the trip, who would you like to travel with? Please give all applicable answers for each country. [Singapore]



		n=	Spouse, partner	Family and relatives	Friends and acquaintances	Alone	Company colleagues and stakeholders	Friends from school, community organization, etc.	Other	
Overall		(790)	52.8	38.1	33.9	14.4	4.2	1.3	0.0	
Gender	Male	(428)	56.1	34.1	26.4	18.0	6.1	1.6	0.0	
	Female	(362)	48.9	42.8	42.8	10.2	1.9	0.8	0.0	
Age	20s	(128)	44.5	32.0	57.8	14.8	2.3	2.3	0.0	
	30s	(143)	57.3	40.6	28.0	9.8	6.3	1.4	0.0	
	40s	(153)	48.4	41.8	31.4	20.9	3.9	0.7	0.0	
	50s	(163)	56.4	44.8	28.2	12.9	8.6	2.5	0.0	
	60 and over	(203)	55.2	32.0	29.6	13.8	0.5	0.0	0.0	
Age and gender	Male 20s	(58)	41.4	29.3	53.4	24.1	5.2	3.4	0.0	
	Male 30s	(83)	54.2	36.1	21.7	10.8	10.8	2.4	0.0	
	Male 40s	(86)	53.5	39.5	24.4	23.3	5.8	1.2	0.0	
	Male 50s	(91)	57.1	39.6	22.0	18.7	9.9	2.2	0.0	
	Male 60 and over	(110)	66.4	26.4	20.9	15.5	0.0	0.0	0.0	
	Female 20s	(70)	47.1	34.3	61.4	7.1	0.0	1.4	0.0	
	Female 30s	(60)	61.7	46.7	36.7	8.3	0.0	0.0	0.0	
	Female 40s	(67)	41.8	44.8	40.3	17.9	1.5	0.0	0.0	
	Female 50s	(72)	55.6	51.4	36.1	5.6	6.9	2.8	0.0	
	Female 60 and over	(93)	41.9	38.7	39.8	11.8	1.1	0.0	0.0	
	Visited/not visited	Have visited	(445)	52.6	39.8	31.0	13.5	5.2	1.8	0.0
		Haven't visited	(345)	53.0	35.9	37.7	15.7	2.9	0.6	0.0



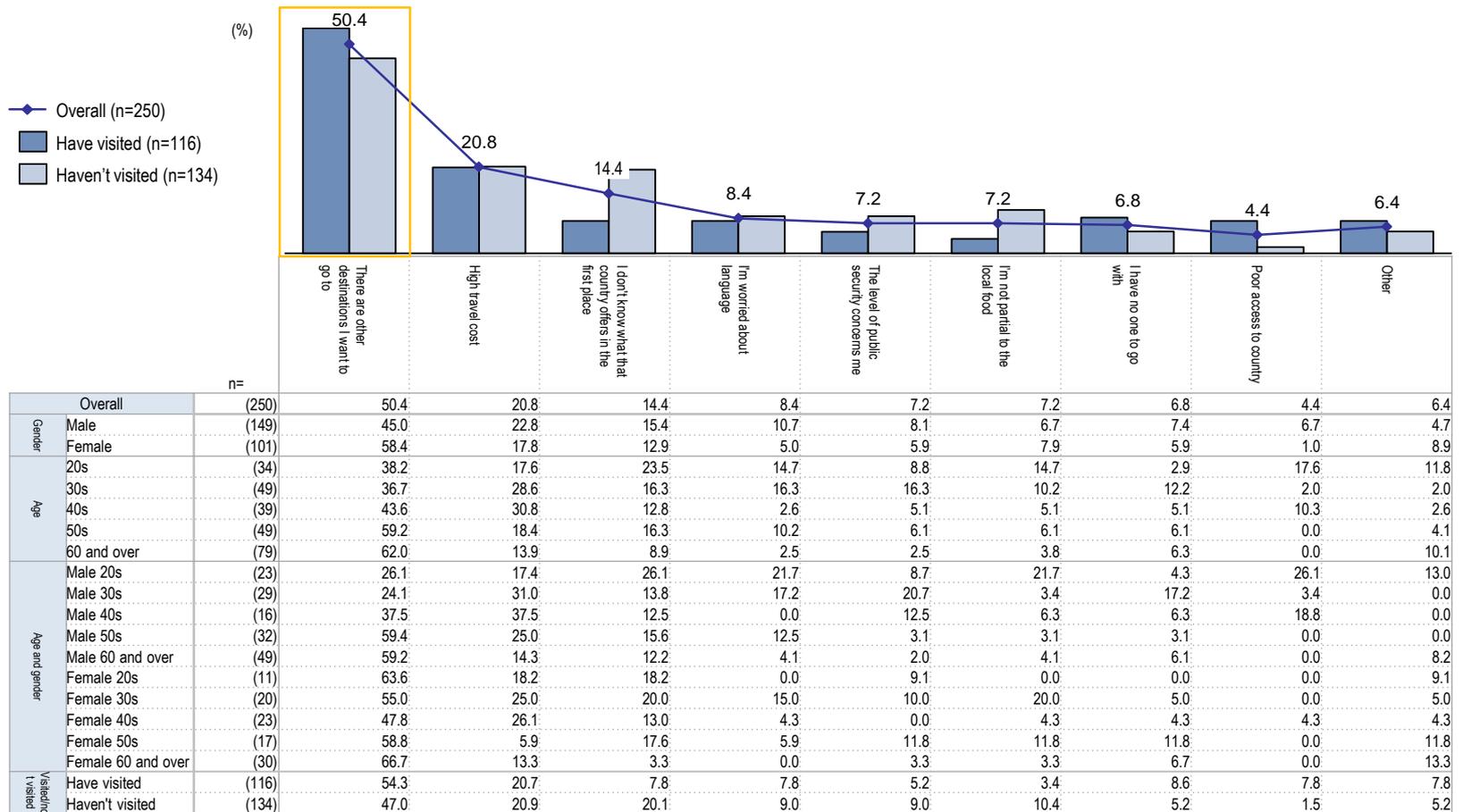
Survey Results

11. [People with no intention to visit] Reasons for having no intention to visit

- When respondents who answered "I can't say either way," "I don't want to go that much," or "I don't want to go at all" regarding their intention to visit Singapore were asked the reason why, the highest percentage answered "There are other destinations I want to go to" (50.4%), followed by "High travel cost" (20.8%). 14.4% of respondents answered "I don't know what that country offers in the first place," 20% of which were people who'd never been to Singapore.

[People with no intention to visit] Reasons for having no intention to visit Singapore

Q. This question is for respondents who answered "I can't say either way," "I don't want to go that much," or "I don't want to go at all" in the previous question. Why don't you want to take a sightseeing trip to that destination? Please give all applicable answers for each country. [Singapore]





Survey Results

12. Awareness of tourism resources

- When asked their level of awareness of Singapore's major five tourism resources, the highest percentage of respondents (73.8%) answered "I've heard of it and I know what kind of place it is" for Merlion, followed by Marina Bay Sands (55.6%). Although 60% of females responded "I know what it is" for Marina Bay Sands, the percentage of females who responded "I've never heard of it, I don't know" was still higher than that for males, suggesting awareness level varies by demographic group.

Awareness of tourism resources

Q. Do you know the following places and tourist spots? Please give one applicable answer for each. [Singapore]

		Marina Bay Sands			Sentosa			Merlion			Orchard Road			Universal Studios Singapore			
		I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	
	Overall	(1,040)	55.6	21.4	23.0	38.4	23.3	38.4	73.8	20.2	6.0	35.1	24.9	40.0	42.5	27.8	29.7
Gender	Male	(577)	52.0	25.5	22.5	38.8	25.5	35.7	69.3	22.7	8.0	36.4	27.6	36.0	40.2	31.0	28.8
	Female	(463)	60.0	16.4	23.5	37.8	20.5	41.7	79.5	17.1	3.5	33.5	21.6	44.9	45.4	23.8	30.9
Age	20s	(162)	59.3	19.1	21.6	34.6	27.2	38.3	69.1	23.5	7.4	28.4	25.3	46.3	55.6	24.1	20.4
	30s	(192)	51.0	28.1	20.8	26.0	32.3	41.7	62.5	27.6	9.9	24.0	31.8	44.3	46.9	27.1	26.0
	40s	(192)	54.7	20.3	25.0	37.5	21.9	40.6	74.0	21.4	4.7	32.3	20.3	47.4	43.8	22.4	33.9
	50s	(212)	63.2	17.5	19.3	47.2	18.9	34.0	80.7	14.2	5.2	41.5	27.4	31.1	39.6	30.2	30.2
	60 and over	(282)	51.4	22.0	26.6	42.9	19.1	37.9	79.1	17.0	3.9	43.6	21.3	35.1	33.3	32.3	34.4
Age and gender	Male 20s	(81)	49.4	30.9	19.8	32.1	42.0	25.9	58.0	28.4	13.6	30.9	34.6	34.6	44.4	34.6	21.0
	Male 30s	(112)	44.6	34.8	20.5	26.8	35.7	37.5	54.5	33.0	12.5	25.9	38.4	35.7	45.5	33.9	20.5
	Male 40s	(102)	56.9	19.6	23.5	42.2	22.5	35.3	73.5	20.6	5.9	36.3	20.6	43.1	49.0	21.6	29.4
	Male 50s	(123)	57.7	19.5	22.8	41.5	18.7	39.8	77.2	17.1	5.7	38.2	26.8	35.0	37.4	29.3	33.3
	Male 60 and over	(159)	50.9	24.5	24.5	46.5	17.0	36.5	76.7	18.2	5.0	45.3	21.4	33.3	30.8	34.6	34.6
	Female 20s	(81)	69.1	7.4	23.5	37.0	12.3	50.6	80.2	18.5	1.2	25.9	16.0	58.0	66.7	13.6	19.8
	Female 30s	(80)	60.0	18.8	21.3	25.0	27.5	47.5	73.8	20.0	6.3	21.3	22.5	56.3	48.8	17.5	33.8
	Female 40s	(90)	52.2	21.1	26.7	32.2	21.1	46.7	74.4	22.2	3.3	27.8	20.0	52.2	37.8	23.3	38.9
	Female 50s	(89)	70.8	14.6	14.6	55.1	19.1	25.8	85.4	10.1	4.5	46.1	28.1	25.8	42.7	31.5	25.8
	Female 60 and over	(123)	52.0	18.7	29.3	38.2	22.0	39.8	82.1	15.4	2.4	41.5	21.1	37.4	36.6	29.3	34.1
Visited/n of visited	Have visited	(561)	70.1	18.9	11.1	60.4	23.0	16.6	82.2	13.2	4.6	57.0	23.7	19.3	54.7	24.8	20.5
	Haven't visited	(479)	38.6	24.4	37.0	12.5	23.6	63.9	64.1	28.4	7.5	9.4	26.3	64.3	28.2	31.3	40.5



Survey Results

13. Photo preference

- When we asked respondents to choose the photo of Singapore they like the most out of three photos, ①Merlion was the most popular overall at 52.7%.
- Photo ① was most popular among females in their 20s (64.2%), while males in their 20s chose ②Gardens by the Bay (38.3%) more than any other age group. ③ Cuisine was 10 percentage points or lower than overall for male/female 20s group, however the response rate for this photo was approx. 20% for respondents aged 30 and over.

Photo preference (Singapore)

Q. There are 3 photos for each of the following 10 countries. Which photo do you like the most? Please tell us which photo you like the most for each country. [Singapore]

(%)

