

Affluent Insights™ Report Summary:

2016 Singapore Travel Consumer Report



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- In recent studies, the affluent in Singapore are seen travelling as often if not more than their Chinese counterparts.
- Travel data shows that the first quarter of 2016 saw increase in bookings of 6%. Furthermore, in the periods between March and September 2016, advance bookings were seen to have grown by 13%.
- With a 2015 GDP (PPP) per capita of USD85,253 by IMF, Singapore continues to be one of the countries with the largest percentage of individuals with huge purchasing power.

*Source: TTG Asia, Travel Daily News Asia-Pacific, IMF



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This SINGAPORE market report is based on findings from the Affluent Insights™ Luxury Travel Survey

- Fielded online in Singapore in April/May 2016.
- We interviewed 306 respondents.
- All of the respondents were defined as affluent with minimum annual household income as per the table below:

Country	Affluent Definition (HHI/a)
Singapore	SGD 110,000+

- All respondents have travelled internationally for leisure or business in the past 12 months.

Singapore Report Price: USD 6,000

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Extract of Key Implications to Brands:

- Top destinations for planned trips in the next 12 months for Singaporean travellers:

RANK	
1	Tokyo
2	Hong Kong
3	Bangkok
4	Seoul
5	Taipei
6	Bali
7	Kuala Lumpur
8	Osaka
9	Sydney
10	Melbourne

- **Singaporean are optimistic about increasing travel.** Singaporean travelers remain highly optimistic about the coming next 12 months. 3 out of 5 believe their family life will be better, they will have more disposable income, and almost 4 in 5 continue to be more likely to travel abroad for a vacation.
- **Singaporeans are looking to increase their luxury spending.** The Singaporean traveller is increasingly seeking luxury in the way they travel - 1 in 2 Affluent Singaporeans plan to travel more

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Key Implications to Brands (continued):

- **You need to meet consumer expectations about luxury.** Higher quality provided by luxury brands increasingly remains the main reason to buy them, and uniqueness and exclusivity are quickly gaining in importance. Luxury brands are also used by most to elevate one's status.
- **It is increasingly important for luxury brands to have ample information online and in mobile friendly format.** Luxury is increasingly researched online and on a mobile phone, even though the majority do not buy luxury online. Luxury products that are bought online are increasingly from outside of Singapore.
- **Singaporean travelers are looking for opportunities to shop for luxury brands.** Luxury shopping is a major motivator for choosing travel destinations. The majority of travelers go outside their city to buy luxury items because of better selection. They are likely to buy them when they are tax free.



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