

26 FEB 1993

For Immediate Release

February 5 1993

STPB RELEASES 1992 TOURISM STATISTICS

Singapore's tourism growth in 1992 exceeded expectations, with a 10.6 per cent increase in the number of overseas visitors. Altogether, just under six million people visited Singapore last year.

"At the beginning of 1992, we estimated that growth for the year would be between 6-8 per cent", said Mr Pek Hock Thiam, Executive Director of the Singapore Tourist Promotion Board. This was later revised to 7-9 per cent, following signs of recovery in some of our major markets.

"But our tourism arrivals for the year totalled 5,989,940, representing a growth of 10.6 per cent over 1991 when we welcomed 5.4 million visitors".

The top 10 visitor markets for 1992 were: **ASEAN (30.2%), Japan (16.7%), Taiwan (6.5%), Australia (6.4%), United Kingdom (5.1%), United States (4.8%), Hong Kong (3.9%), India (3.3%), Germany (2.7%) and Korea (2.6%).**

The 4.1 million Asian arrivals, which formed 68.9 per cent of the total in 1992, reflected a 12.1 per cent increase over 1991, when Singapore welcomed 3.7 million Asian tourists.

Within Asia, one of the most significant trends was the growth in visitor arrivals from Taiwan, now Singapore's third largest visitor market.

In 1992, 386,061 Taiwanese visited Singapore, representing a 34.5 per cent increase on 1991. This means Taiwan has overtaken Australia in visitor arrivals, even though Australia showed an increase of 4.7 per cent over 1991.

"The continued strong growth in Asian arrivals reflects the Board's marketing strategy which was revised in 1992 to place greater emphasis on Asia," said Mr Pek.

"In addition to an increased advertising budget, we have maintained a strong presence in the region through numerous trade seminars, sales missions and special promotions."

Two of the fastest growing markets in 1992 were China and South Africa, with 92,930 and 25,768 visitors respectively. For China, this represents a growth of 120 per cent over 1991, and for South Africa, an increase of 94.3 per cent.

"Our marketing strategy for 1993 will focus on ways to promote travel to Singapore from these and other emerging markets," said Mr Pek.

Statistics Fact Sheet

In a further move to upgrade its information support to the tourism industry, the Singapore Tourist Promotion Board has introduced a new service to provide more timely overviews of its monthly statistics.

From this month, subscribers to the Board's "Singapore Monthly Report on Tourism Statistics" will be sent a fact sheet highlighting key elements of the report. This fact sheet will also be distributed to the media.

The fact sheet, covering monthly visitor arrivals and information on the hotel sector's performance, will be distributed to subscribers three weeks before the release of the monthly statistical report. The reports will be sent by facsimile to speed up the distribution process.

"Rather than waiting for the full report, subscribers will now be able to obtain key statistics, reflecting the industry's recent performance, in advance," said Mr Pek.

The December fact sheet (attached), provides statistics and some analysis on Visitor Arrivals in December 1992, Visitor Arrivals from January to December 1992, Hotel Sector Performance in December 1992 and Hotel Sector Performance from January to December 1992.

Issued by the Singapore Tourist Promotion Board.

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FACT SHEET: TOURISM SECTOR PERFORMANCE AS AT DECEMBER 1992

Visitor Arrivals in December 1992

- Total visitor arrivals: 547,032 (+5.3%)
- Ten largest visitor-generating markets: ASEAN (+3.2%), Japan (-1.0%), Australia (-0.4%), Taiwan (+24.3%), UK (-1.5%), USA (+5.4%), Hong Kong (+15.8%), China (+199.1%), Korea (+17.3%) and Germany (+21.1%).
- For the UK market, which had been performing well despite the prolonged economic recession, the 1.5% decline was the first in 1992.
- China became the eighth largest market for the month, this being the second consecutive month in which China has joined the ranks of the top ten markets.

Visitor Arrivals in 1992

- Total visitor arrivals: 5,989,940 (+10.6%)
- Ten largest visitor-generating markets: ASEAN (+7.8%), Japan (+14.9%), Taiwan (+34.5%), Australia (+4.7%), UK (+10.4%), USA (+13.3%), Hong Kong (+9.2%), India (-6.8%), Germany (+12.6%) and Korea (+17.2%).
- Japanese arrivals totalled 1,000,775, passing the one-millionth mark for the first time in Singapore's history.
- Taiwan overtook Australia as the third largest market for the first time.

Hotel Sector Performance in December 1992

- Average occupancy rate: 80.4% (4.4 percentage points up on December 1991)
- Average room rate: \$139.50 (-6.0%), the ninth consecutive monthly decline in 1992
- Total hotel revenue: \$151.7 million (+3.3%)
Hotel room revenue: \$81.9 million (+1.7%)
Hotel F & B revenue: \$69.8 million (+5.1%)
- Total F & B revenue: \$133.6 million (+2.9%)

Hotel Sector Performance in 1992

- Average occupancy rate: 79.8% (3.0 percentage points up on 1991)
- Average room rate: \$146.30 (-2.9%)
- Total hotel revenue: \$1,694.2 million (+6.8%)
Hotel room revenue: \$995.5 million (+3.6%)
Hotel F & B revenue: \$698.7 million (+11.8%)
- Total F & B revenue: \$1,412.9 million (+7.4%)

Terms used are as defined in *Singapore Monthly Report on Tourism Statistics*.

