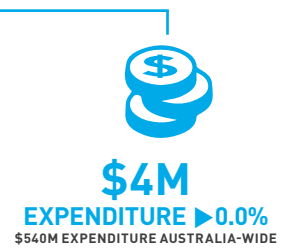


# Singapore

In 2018, Singapore remained a steady market for Canberra for inbound arrivals and expenditure. The market is supported by daily direct flights (with a short inbound stop in Sydney), making it a key source market for achieving growth.



## VISITORS ARRIVING FOR LEISURE (HOLIDAY & VFR)



### DRIVERS OF DESTINATION CHOICE



**PLANNING & BOOKING**

52% plan 3-6 months in advance  
43% book 3-6 months in advance

**PEAK TRAVEL PERIOD**

**SOURCES FOR PLANNING**

- Internet search
- Online travel reviews
- Online hotel sites

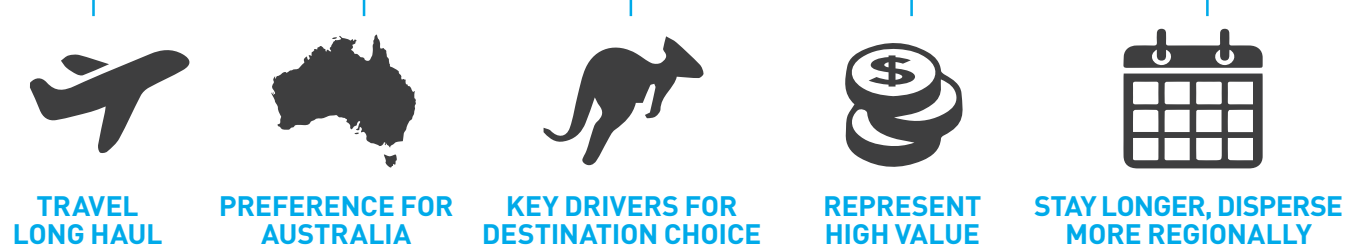
**SOURCES FOR BOOKING**

- Airline (online)
- Accommodation (online)
- Travel agent (offline)

Singapore Airlines flies daily between Singapore and Canberra with a short stop in Sydney inbound. The service operates direct from Canberra to Singapore outbound, providing convenient connectivity with this market.

# Working with Singapore

## VISITCANBERRA'S TARGET AUDIENCE: HIGH VALUE TRAVELLER (HVT)



See: Tourism Australia's High Value Traveller (HVT) Profile for Singapore.



### KEY CANBERRA EXPERIENCES

- Canberra’s **distinct seasons**, particularly spring, autumn and winter
- **Festivals and events**, including Floriade, Enlighten and the Truffle Festival
- **Family friendly experiences** that create lasting memories
- Diversity of **food and wine experiences**, including the Canberra District Wine Region
- **Australian wildlife** in nearby, natural environments
- Canberra’s proximity to the South Coast and Snowy Mountains for a **self-drive holiday**

### VisitCanberra Partnership Marketing

<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Raise awareness and knowledge of key experiences and events in Canberra and the region</li> <li>- Capture and grow the number of travellers considering a visit to the ACT and Canberra region.</li> <li>- Convert potential visitors from consideration to booking</li> <li>- Generate compelling destination content and advocacy for Canberra</li> </ul>	<p><b>Achieved through:</b></p> <ul style="list-style-type: none"> <li>- Cooperative marketing campaigns with Singapore Airlines</li> <li>- Cooperative marketing campaigns with key distribution partners</li> <li>- Leveraging Tourism Australia’s campaign activity</li> <li>- Public relations including a visiting journalist program in partnership with Tourism Australia and/or Singapore Airlines</li> </ul>
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### VisitCanberra Trade and Distribution

<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Improve destination knowledge amongst travel trade for key experiences and events in Canberra and the region</li> <li>- Increase desire and ease for travel trade to develop itineraries including Canberra</li> <li>- Increase desire for travel trade to purchase and package Canberra products</li> </ul>	<p><b>Achieved through:</b></p> <ul style="list-style-type: none"> <li>- Participating in trade events such as the Australian Tourism Exchange, Australia Marketplace SEA, and Corroboree Asia</li> <li>- Arranging famil visits for key travel trade including wholesalers, inbound tour operators and travel agents</li> <li>- Managing the Aussie Specialist Program including a dedicated ACT training module for travel agents</li> <li>- Ongoing engagement with travel trade including referrals for internationally-ready Canberra tourism experiences, led by dedicated Business Development Manager based in Singapore</li> </ul>
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