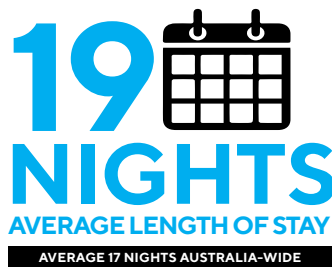


# Singapore

As part of the [ACT Government’s Tourism 2030 \(T2030\) strategy](#), Singapore is identified as a key market of focus. The T2030 predicts international overnight expenditure in the ACT has the potential to reach \$1.4 billion by 2030.

## Singaporean visitors arriving to the ACT for leisure

(holiday & VFR) Year ending Dec 2023



## Planning & booking behaviours of Singaporean travellers

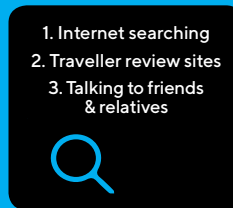
### PLANNING & BOOKING



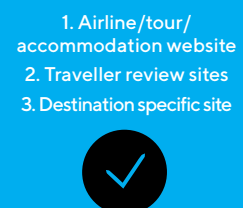
### PEAK TRAVEL PERIOD



### SOURCES FOR PLANNING

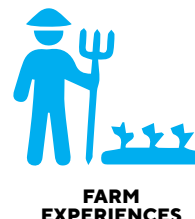


### SOURCES FOR BOOKING



## Top tourism experiences for Singaporean travellers

Tourism Australia’s Future of Demand research measures experiences which most motivate travellers when choosing a destination. From 140 experiences, the following (which align with Canberra’s offering) feature in the top 20 for travellers from Singapore:



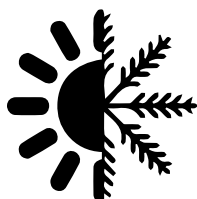
## Top Canberra experiences for Singaporean travellers

VisitCanberra's research shows the following top five Canberra experiences appeal to travellers from Singapore:



### LOCAL CUISINES & PRODUCE

Canberra is paradise for foodies offering a truly eclectic mix of dining styles, cuisines and experiences.



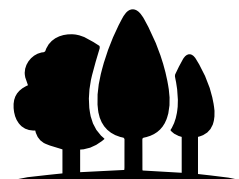
### SEASONAL EXPERIENCES

Canberra is a rare treat among Australian cities, celebrating each distinct season with different events, festivals, and experiences.



### UNIQUE ACCOMMODATION

Glamping under the stars in a vineyard, slumbering near lions or sinking into luxe surrounds in the CBD - Canberra is full of unique accommodation that'll make your holiday extra memorable!



### OUTDOORS & NATURE

Canberra is a nature-lovers dream with natural beauty surrounding the city centre.



### ACTIVITIES ON & AROUND LAKE BURLEY GRIFFIN

Lake Burley Griffin is Canberra's glistening centrepiece - a water playground surrounded by museums, galleries, iconic landmarks, cafes and parks.

## VisitCanberra's key messages in Singapore

"Canberra.  
A different kind  
of capital."

"There's more  
to discover in  
Australia's capital  
city. Don't miss  
out."

"Extend your  
next Australian  
holiday in  
the capital,  
Canberra."

## VisitCanberra's activities in Singapore



## Get involved

- **Sharing your news:** tell us about your new experiences that can be pitched to media and PR agencies or shared through our content.
- **Supporting famil visits:** gain exposure through trade or media famils by providing your experience free-of-charge or at a discounted rate.
- **Getting trade ready:** use our support programs to learn more about promoting and selling your product through trade partners and connect with the Australian Tourism Export Council to access their training library.
- **Attend Destination Canberra:** VisitCanberra holds an annual conference for the tourism industry. Join us for a day of inspirational presentations, practical learnings, and the opportunity to collaborate with your peers.

## Further resources

- [VisitCanberra's calendar of upcoming international marketing and trade engagement activity](#)
- [Future of Demand Market Snapshots](#)
- [High Yield Traveller Profile for Singapore](#)

For more information and contacts

[DOWNLOAD THE  
WORKING WITH VISITCANBERRA GUIDE](#)