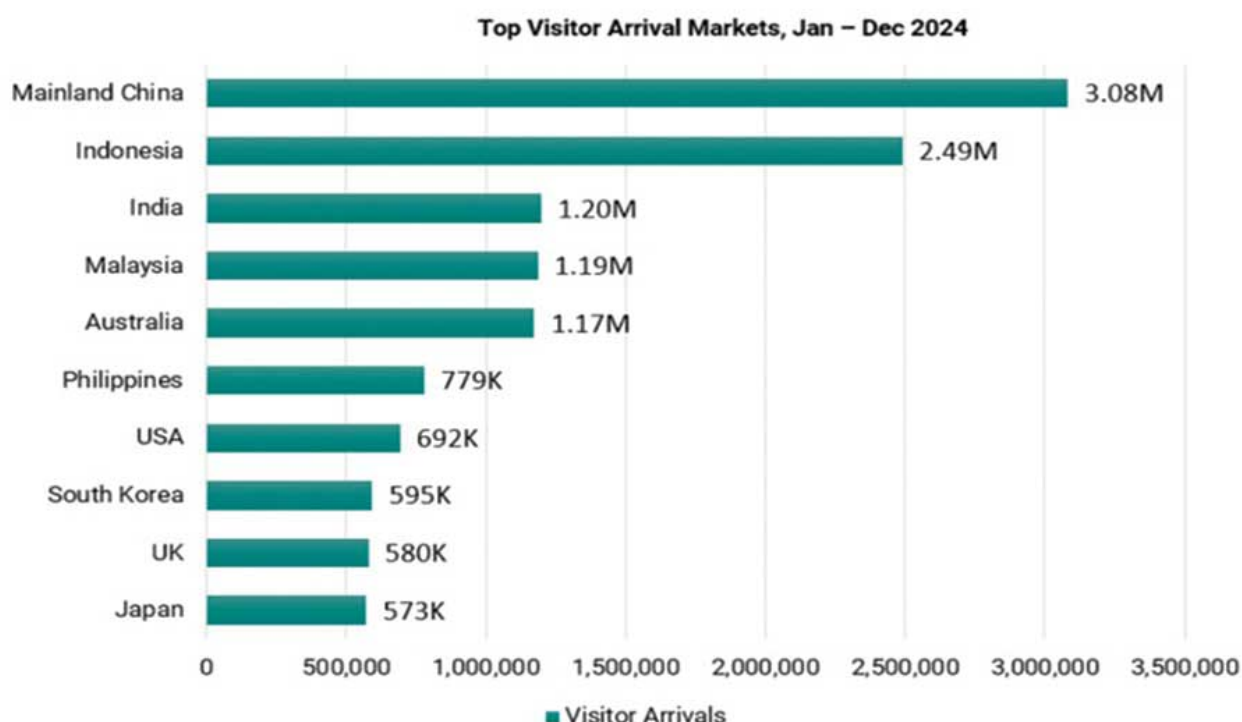


## Singapore welcomes record 16.5m tourists in 2024

- A Monitor Report

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Singapore : Singapore achieved a record number of tourist arrivals in 2024, welcoming 16.5 million visitors-marking a 21 per cent increase compared to 2023, according to the country's tourism board.

"In 2024, Singapore's tourism sector posted a strong performance, an affirmation of the industry's efforts in refreshing our products and experiences, as well as embarking on new collaborations this past year. Collectively, these efforts elevated Singapore's destination appeal and strengthened the sector's capabilities and competitiveness," said Melissa Ow, CEO, Singapore Tourism Board (STB).

Top markets for visitor arrivals were Mainland China (3.08 million), Indonesia (2.49 million), and India (1.20 million). Other markets that exhibited healthy year-on-year growth included Japan, Taiwan, the UK, and the USA, representing a good mix of short, mid and long-haul markets.

Contributing factors included the 30-day mutual visa exemption with Mainland China and Singapore's strong growth in air connectivity. In 2024, Changi Airport had a total international seat capacity of over 41 million, representing a 15 per cent increase compared to 2023 and 98 per cent recovery to 2019.

Other key factors that contributed to the overall growth in visitor arrivals include Singapore's robust year-round calendar of lifestyle events and concerts, which has enhanced the city-state's appeal as a premier tourist destination. Family-friendly attractions at precincts, along with key leisure events were also instrumental in boosting visitor arrivals and spending across the tourism sector and related industries.

Visitors also spent a record amount of money, with tourism receipts reaching SD 22.4 billion (EUR 16 billion) between January and September 2024, an increase of 10 per cent compared to the same period in 2023. Mainland China, Indonesia and Australia emerged as the top tourism receipts generating markets, contributing SD 3.58 billion, SD 2.13 billion, and SD 1.44 billion respectively.

All spend categories have shown year-on-year growth, led by Sightseeing, Entertainment and Gaming (SEG) at 25 per cent, followed by Accommodation at 17 per cent. Meanwhile, Food and Beverage (F&B) and Shopping saw a 6pc and 5pc increase respectively, with other categories such as airfares and business spending contributing to TR as well.

In addition, Singapore's hotel industry also saw positive growth in 2024, with Average Room Rate (ARR) and Revenue per Available Room (RevPAR) increasing year-on-year, reaching SD 276 (1.4 per cent increase compared to 2023 ARR) and SD 226 (3.0 per cent increase compared to 2023 RevPAR) respectively.