SINGAPORE TRAVELER PLAN LESS THAN A MONTH



Majority of travelers book their holidays just a few weeks in advance

online



76% short term planners

book 1 month in advance



45% between 26 and 35 year old

14% mid term planners book 2 - 6 month in advance



10% long term plannersbook more than 6 month in advance



Sources used to gather required travel information







40%



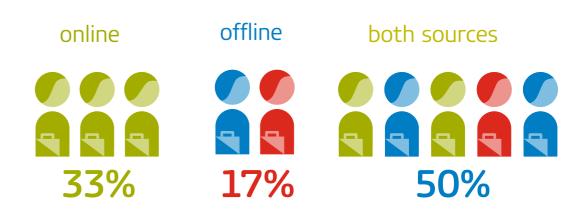








Researching for trips, travelers employ both online and offline resources



Main destinations for short-term planners

Malaysia 41% Thailand 27% Indonesia 22%

Philippines, Vietnam, Cambodia, Laos, Myanmar 10%

4-7 night trips are most common.
Only one in four plan more than a week out

mid term trips 4-7 nights



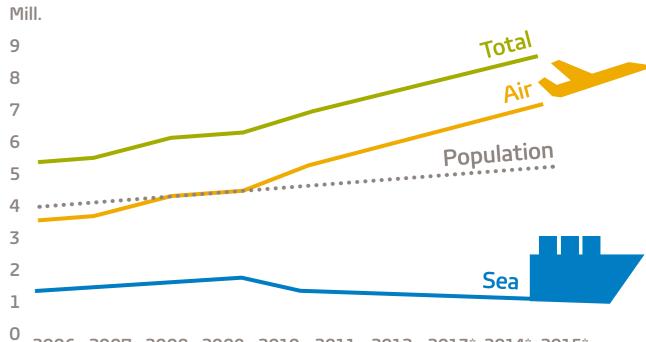
short term trips 1-3 nights



long term trips 7 or more nights



Over the years, Singapore has witnessed an upward trend of outbound departures made by Singaporeans



2006 2007 2008 2009 2010 2011 2012 2013* 2014* 2015*
*2013-2015 figures are forecasted based on previous years CAGR

For more information on asian travel, please contact us at GfKAsia@gfk.com