

SINGAPORE TRAVELER PLAN LESS THAN A MONTH



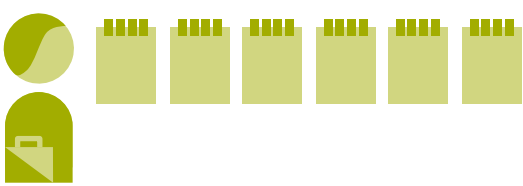
Majority of travelers book their holidays just a few weeks in advance



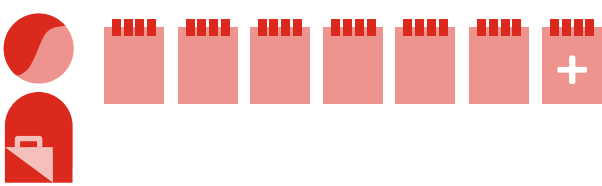
76% short term planners
book 1 month in advance



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

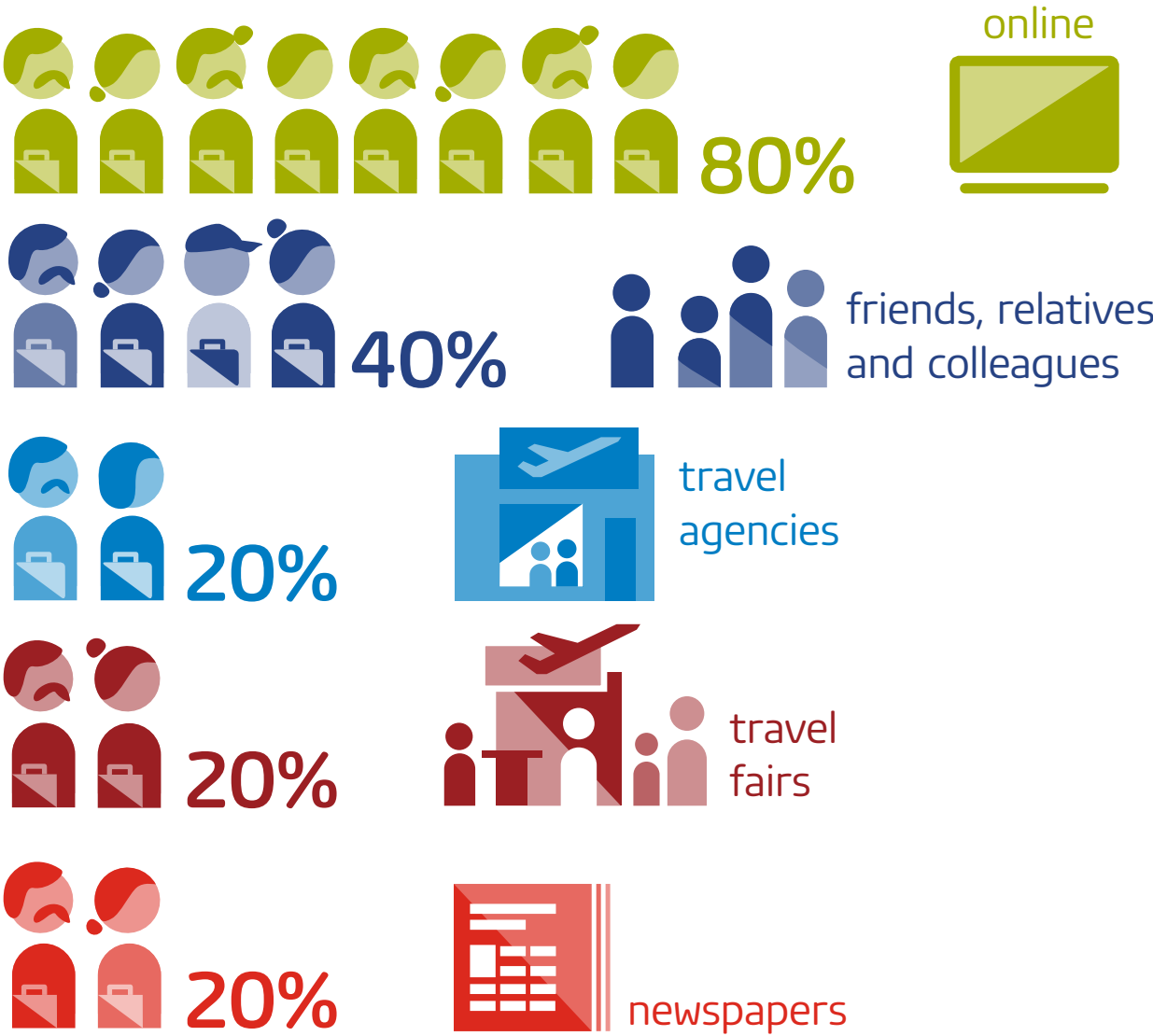


10% long term planners
book more than 6 month in advance

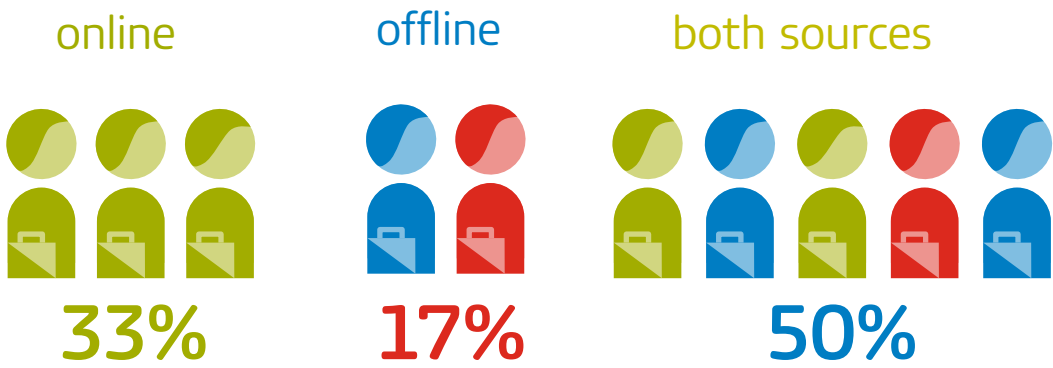


45% between 26 and 35 year old

Sources used to gather required travel information



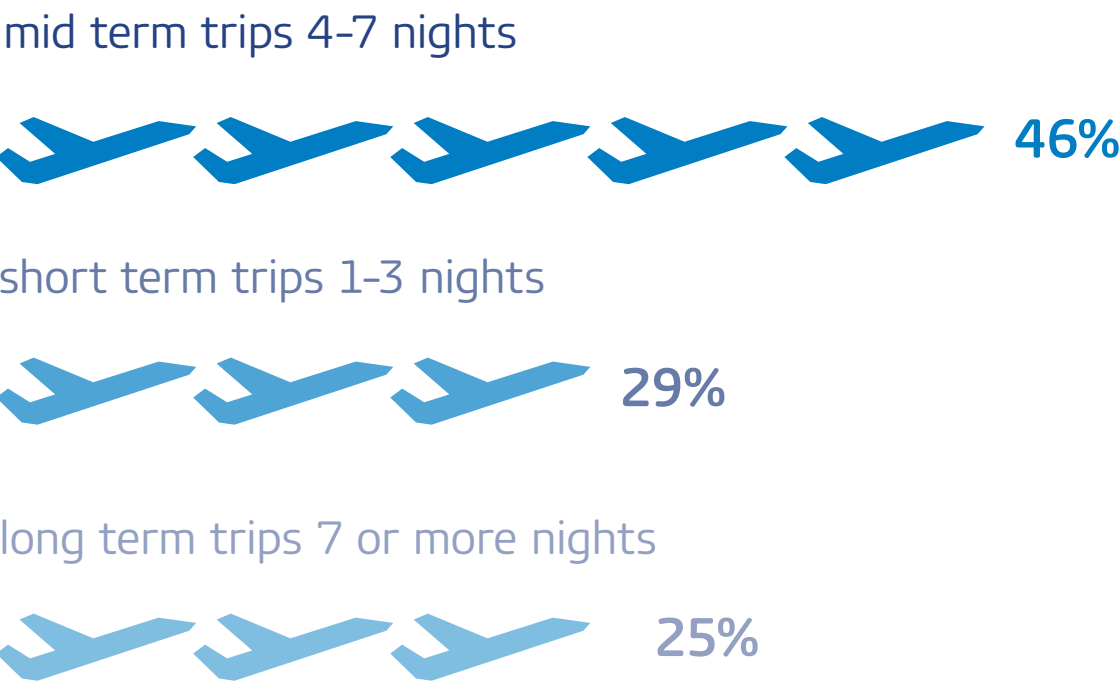
Researching for trips, travelers employ both online and offline resources



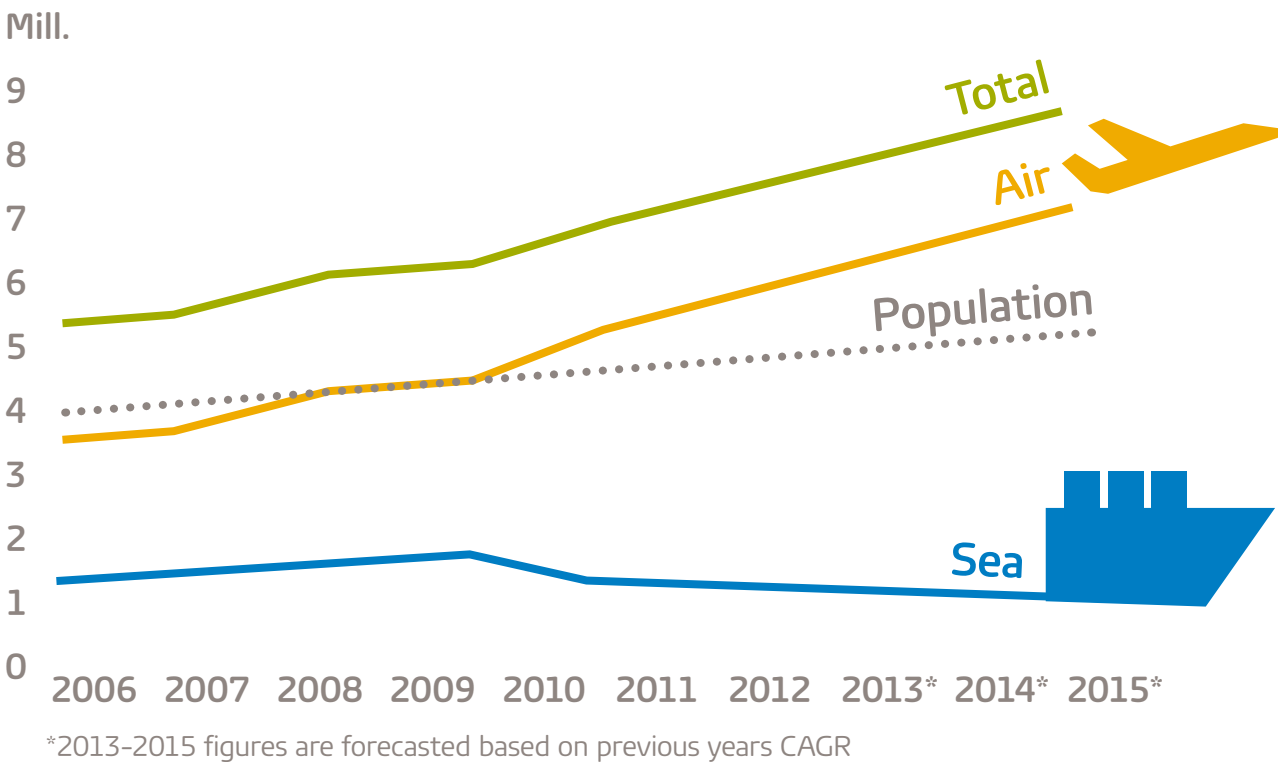
Main destinations for short-term planners



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



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



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