

WHAT AWAITS SINGAPORE'S TOURISM INDUSTRY ?

The impact of COVID-19 on the tourism industry



60,653

Singapore Confirmed Covid-19 Cases*

Avg. Room Occupancy Rate

42.7% ^{-50.5%}

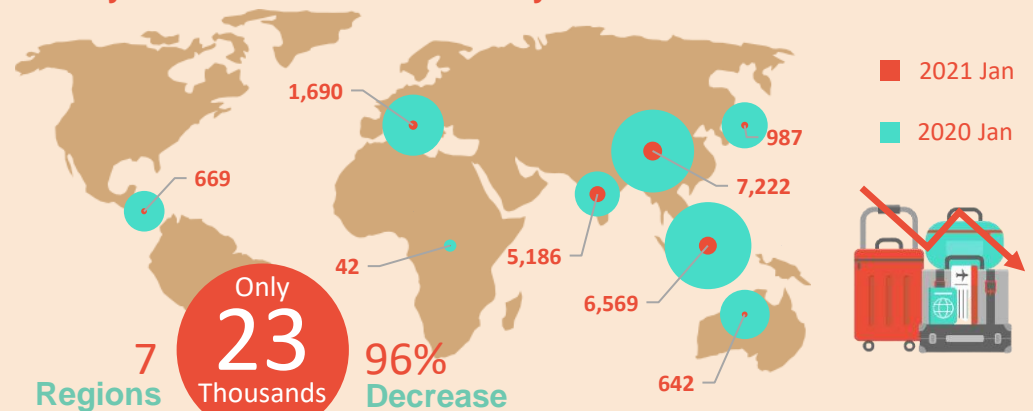
291

Singapore Current Covid-19 Cases**

Monthly Visitor Number

17,953 ^{-97.6%}

Monthly International Visitor Arrival by Inbound Tourism Market



Tourism Receipt form Various Sources

19-Q3 19-Q4 20-Q1 20-Q2 20-Q3



Shopping
10M ^{▼99%}



Accommodation
30M ^{▼98%}



Entertainment
10M ^{▼97%}



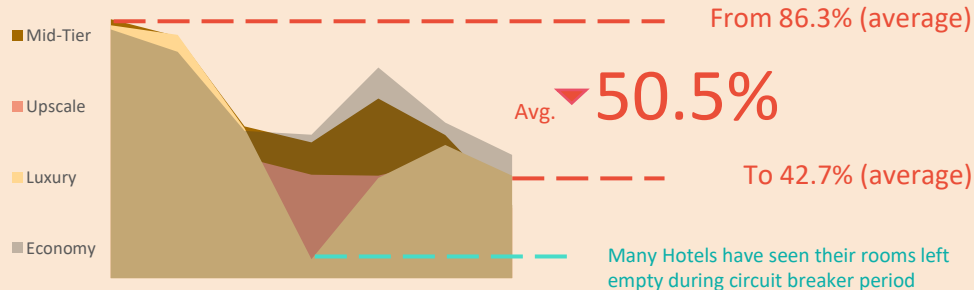
Food
23M ^{▼97%}



Others
140M ^{▼94%}

The total tourism receipts in Singapore dropped 96.6% from Q3 2019 to Q3 2020 due to decreased international visitors. The tourism industry, once an economic pillar, has now been hit hard.

Hotel Room Occupancy Rate in the Last Six Quarters



Tourism Industry Support: What Can Be Done?



Transformation: The industry needs to undergo transformation to become more suitable. Companies in the industry may embrace digital solution such as providing clients with augmented reality content that allows customers to have a digital trip from home.



Domestic Market Development: The government need to step up efforts to revive domestic tourism market since international travel will not resume soon.



Travel Bubble: The tourism industry cannot sustain itself solely on domestic demand. Singapore must reopen its borders with countries that have the pandemic under control to boost the tourist industry.

