### OUTBOUND DEPARTURES (MN)

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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</tbody>
</table>

### OUTBOUND EXPENDITURE (US$ MN)

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
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<td>20</td>
<td>24</td>
<td>28</td>
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<td>36</td>
</tr>
</tbody>
</table>

### GENERAL TRAVELLER PROFILE

#### GENDER

- Females: 59%
- Males: 41%

#### AGE GROUP

- 18-24: 11%
- 25-34: 36%
- 35-44: 17%
- 45-54: 16%
- 55+: 20%

### SOLO TRAVEL IN EUROPE IS A GROWING TREND AMONG SINGAPOREANS

- 59% Family
- 18% Friends
- 13% Solo
- 8% Part of tour group
- 2% Other

### MOTIVATIONS TO HOLIDAY IN EUROPE

- Enjoy the weather in Europe: 47%
- Experience the diversity of holiday activities & services: 46%
- Europe has scenic beauty and natural landscapes: 44%
- Experience the diversity of cultural & historical attractions: 41%
- Prestigious holiday destination: 29%
- Visiting family and friends living in Europe: 29%
- Europeans are hospitable and friendly people: 27%
- Ease of accessibility (many flights to Europe): 23%
- Feeling of safety and security in Europe: 23%
- Can visit many countries in Europe on single trip: 19%

### PURPOSE OF TRAVEL TO EUROPE (IN LAST 5 YEARS)

- Leisure trips: 45%
- Business trips: 33%
- Visiting friends & relatives: 14%
- Family: 8%
- Health/medical trips: 2%
- Visit of global sporting events, short study trips, etc.: 6%

### AVERAGE NUMBER OF NIGHTS SPENT IN EUROPE: 8.2

Average number of holiday trips to Europe in last 5 years: 3.0

### SOLO TRAVEL IN EUROPE IS A GROWING TRENDS

- 53% 4* hotel/5* hotel or resort
- 27% 3* hotel/budget hotel/hostel
- 11% Hotel apartment/Airbnb

### TRAVEL TO EUROPE FOR SINGAPOREANS IS ROUND-YEAR (% OF RESPONDENTS)

- January: 4%
- February: 9%
- March: 8%
- April: 10%
- May: 14%
- June: 8%
- July: 9%
- August: 14%
- September: 4%
- October: 8%
- November: 8%
- December: 10%

### TOP 5 ONLINE INFORMATION SOURCES USED

- Social media: 49%
- Travel review sites: 47%
- Travel booking and comparison websites: 40%
- Search engines: 37%
- Travel agent/tour operator websites: 18%

### TOP 5 HOLIDAY ACTIVITIES IN EUROPE

- Shopping: 49%
- Sightsseeing/excursion tours: 48%
- Tasting local food/gastronomy: 42%
- Visiting historical and cultural attractions: 36%
- Going to museums and art galleries: 27%

### PAN-EUROPEAN TRAVEL THEMES

- Nature: 87%
- Tasting local food/gastronomy: 86%
- Culture & History: 85%
- “Slow” adventure: 84%
- City life: 80%

### TOP 10 EUROPEAN DESTINATIONS MOST LIKELY TO VISIT (NEXT 5 YEARS)

1. United Kingdom
2. France
3. Switzerland
4. Italy
5. Germany
6. Greece
7. Belgium
8. Austria
9. Croatia
10. Finland

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*Undertaken during the period March to July 2019, the study focused on primary research in four South-East Asian markets (Malaysia, Indonesia, Thailand and Singapore). The research involved online interviews and focus groups with consumers as well as interviews with the travel trade.

*Online consumer interviews (quantitative) were conducted among 1,000 respondents.

*Online focus groups (4) were conducted, one in each travel source market.

*Travel trade interviews were undertaken with a total of 14 representatives in the four countries.*