

Flows in Singapore

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Abstracts

Inbound arrivals to Singapore in 2017 continued its strong growth from 2016, largely contributed by the growth in visitor arrivals from tier 1 and tier 2 Chinese, Indonesian and Indian cities. Previously, the Singapore Tourism Board (STB) had increased marketing efforts in an attempt to attract visitors from these cities, and this strategy has now paid dividends in the form of strong visitor arrival growth.

Euromonitor International's Flows in Singapore report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Domestic Trips, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Flows market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Executive Summary

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Competition From Low-cost Carriers Now at Its Peak

Bleak Outlook for Short-term Rentals After Government Ruling

Online Players Inch Closer To Overtaking Traditional Intermediaries

Online and Mobile Bookings Set To Dominate Travel Bookings

SWOT

Summary 1 Destination Singapore: SWOT

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