

12 May 2022

For Immediate Release

Travel Rebound

With the relaxation of border measures from 26 April 2022 and the upcoming June school holidays, travelling overseas is once again high on the agenda among Singaporeans. RySense conducted an online poll among 1,050 respondents from our online panel, HappyDot.sg, to find out more on Singaporeans' sentiments towards travelling in the next two years as well as their travel preferences. These are our key findings:

The travel bug is biting! 73% of Singaporeans intend to travel in the next two years

[Refer to Figure 1 (Annex)]

- 45% of our respondents intend to travel within this year.
- 28% of respondents intend to travel next year.
- Those unlikely to or unsure about travelling expressed unclear travel requirements and COVID-19 infections as main sources of concern.

Top 5 most popular destinations amongst Singaporeans

[Refer to Figure 2 (Annex)]

Regional countries appear to be Singaporeans' favourite travel destinations, with our closest neighbour, Malaysia, coming in first at 52%, followed by Japan (43%), Thailand (41%), Taiwan (40%) and Australia (37%).

Preferred type of vacation, accommodation and mode of travel

[Refer to Figure 3 (Annex)]

Singaporeans are generally more adventurous when on holiday.

- 83% prefer 'Free and Easy' travel while 17% would sign up for packaged tours. Packaged tours are more popular with those aged 50 years and above.
- 62% would explore a new country compared to 38% who would re-visit their favourite country.

While individual preferences vary, Singaporeans generally value comfort over budget when on vacation.

- 86% prefer exploring a city compared to 14% preferring beach vacations.
- 64% prefer staying in hotels compared to 35% who prefer staying in other accommodation such as AirBnB, hostel and guesthouse.
- 60% would choose to fly full-service airlines compared to 40% who would choose to fly budget airlines. Singaporeans with children, in particular, prefer full-service airlines.



Preferred mode of payment/transaction – cash remains king but digital wallet payment is gaining traction

- 77% typically transact with cash, while credit card is the second most popular transaction mode for overseas expenditure, at 60%.
- Digital wallet payment (e.g. Android Pay, Samsung Pay, Apple Pay) for overseas spending is still in its infancy, at 13%. However, this is picking up among younger travellers aged 20-29, with a penetration rate of 22%.

Tech travel trends

Travel photos reign on social media.

- Ever since the emergence of mobile devices and surge in the use of social media, printing of travel photos has steadily waned. Only 13% print physical photos from their travels.
- Taking that 'Insta-perfect' shot is the rage. Up to 70% of 15-19 year olds post their travel photos on social media such as Facebook and Instagram.

Singaporeans are generally not averse to the use of technology and are willing to embrace a more seamless experience at immigration.

- About 90% are supportive of biometric IDs, electronic boarding and electronic arrival cards.
- 87% support automated baggage drop.
- 78% support non-inked (i.e. electronic) passport stamps.

About RySense

About RySense

RySense is a Singapore-based research organisation which seeks to understand what people in Singapore think, feel and do. We are specialists in research methods, public opinion research and social trends and have conducted research on a range of socio-economic issues as well as current affairs topics. Using robust approaches, we seek to generate reliable insights about the Singapore landscape, which reflect both subtle nuances and macro perspectives. We are run by a diverse team of market research professionals.

For more information, please visit www.rysense.sg.

About HappyDot.sg

HappyDot.sg is an online survey community for Singapore residents to voice their opinions on issues that impact Singapore. We survey our panellists on a variety of social issues to understand the aspirations of Singaporeans. HappyDot.sg is owned by RySense.

For more information, please visit www.happydot.sg.



For media queries

Cynthia Setho (Marketing Communications)

cynthia.setho@rysense.sg

+65 6572 7575

Chong Shu Ying (Marketing Communications)

shuying.chong@rysense.sg

+65 6572 7574

ANNEX

Intention to Travel in Next 2 Years

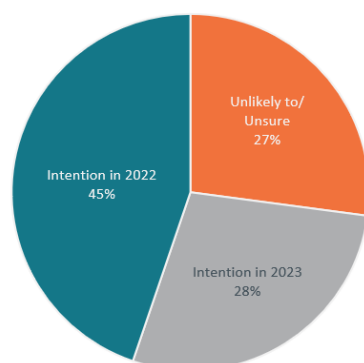
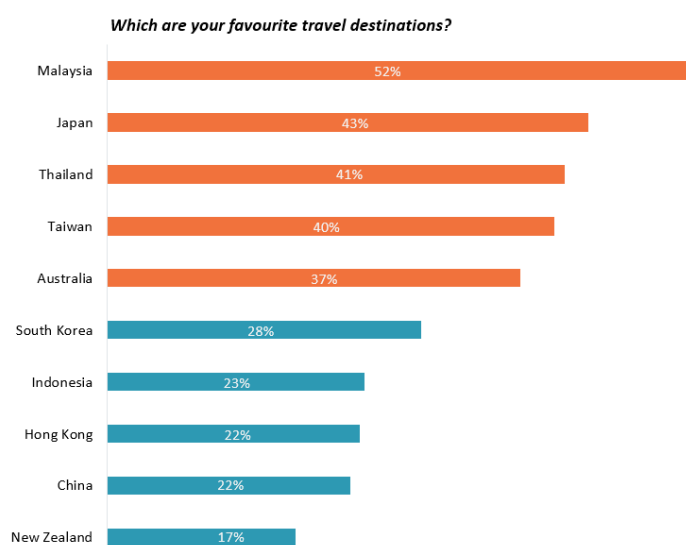


Figure 1

Top 10 Most Popular Travel Destinations



Note: Multiple responses

Figure 2

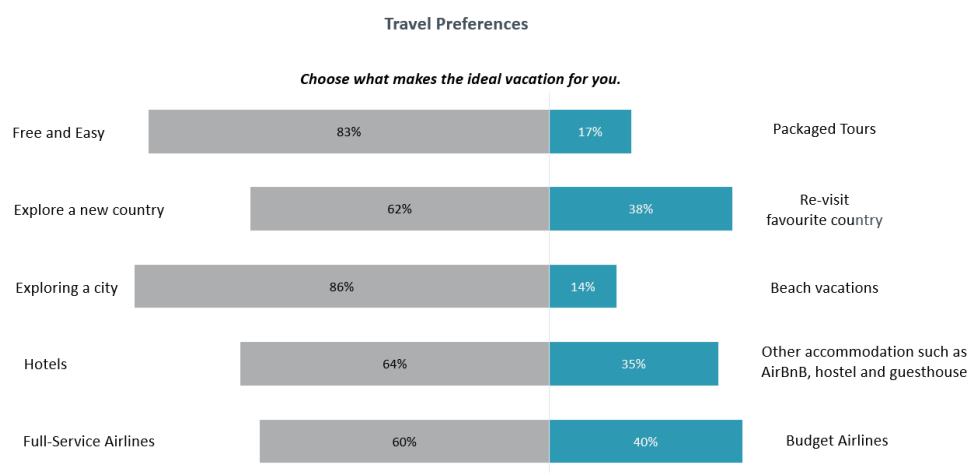


Figure 3

Above Figures 1, 2 and 3 are based on a survey conducted between 11 to 17 April 2022 of 1,050 Singapore residents from RySense's online panel, HappyDot.sg, aged 15+ and representative of national population. Percentages may not add up to 100% and are rounded off.