

# KANTAR

## Singapore Active Considerer market

Full report

Tourism New Zealand

April 2021



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# Objective

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Provide an update on the size and profile of the Tourism New Zealand target audience (Active Considerer or AC) in Singapore and their sentiment towards travelling to New Zealand post-pandemic

## BACKGROUND

- The COVID-19 pandemic, and the resulting closure of the border to international visitors, has had a significant impact on New Zealand's tourism industry. Tourism businesses are experiencing significant economic hardship.
- Countries are having varying degrees of success in controlling the spread of Covid-19, and these levels of success are influencing travel bubbles. Following the opening of the Australia-New Zealand travel bubble, Singapore has been spoken about as a potential country to open a travel bubble with.
- Historically Singapore is a smaller market by volume, but an important aviation hub. With Covid-19 reshaping the travel landscape, Tourism New Zealand is keen to evaluate the opportunity within the Singapore market.
- Specifically, Tourism New Zealand wanted an update of the size and profile of the AC audience in Singapore from the previous dip in Aug 20 as well as an understanding of the demand to travel internationally when travel becomes a possibility.

## RESEARCH APPROACH

- In order to answer the objective, a 10 minute online survey was conducted among 400 Singaporean Active Considerers of New Zealand
- Fieldwork took place between 28<sup>th</sup> March – 6<sup>th</sup> April 2021

# Context for the Singapore research – as of late April/early May 2021

## COVID-19 related

### Number of COVID-19 cases

At 04.05.21, there were five new cases per million people (seven day average)

### Doses administered

2,213,888

### People fully vaccinated

849,764 (14.5%)

### Bloomberg Resilience Ranking

Singapore is ranked as number one for the best place to be during COVID-19 due to the fast speed of vaccination roll out and having virtually no local transmission.

## Travel related

### A unique travel market

Singapore is unique in the fact there is no domestic travel option - any travel will be international. In 2018, Singaporeans went on 24.9 million international trips and spent S\$34 billion overseas.

### Departure Count

2,093 flights in March 2021 vs. 15,698 in March 2019

### Connecting Ports

73 in March 2021 vs. 152 in March 2019

### Travel Bubbles

Singapore x Hong Kong – planned for May 26 (postponed)

Potential future opportunities with New Zealand, Australia, Brunei and mainland China have been rumoured.

At the time this research was conducted and report written (late April/early May), Singapore was in a very good place compared to the rest of the world; being almost Covid-19 free.

The government had made a good start in the vaccination roll-out; with over 1 in 10 fully vaccinated.

Despite this, the country is still in a very different place to where it was pre-pandemic. Historically, Singapore was an aviation hub, but now departures are sitting at 13% of 2019 levels, and the number of connecting ports to Singapore have more than halved.

A travel bubble between Singapore and Hong Kong had been announced to start in late May, and there has been speculation in the media about planning bubbles with other countries in similar situations.

# Key insights

1 For Tourism New Zealand, the Singaporean market proves resilient as levels of appeal and consideration for New Zealand have remained strong throughout the course of Covid-19.

2 New Zealand faces strong competition as a desirable destination among Singaporeans. Australia in particular should be considered a 'watch-out', coming ahead of New Zealand in unprompted desirability among a general travel audience.

3 There is a clear opportunity in being among the first countries to open a travel bubble with Singapore, with one in two ACs ready to travel to *any* destination that allows restriction-free travel. This should also be considered a 'watch-out', as there is high willingness to substitute priority travel destinations.

4 Compared to other markets, Singapore offers one of the most immediate opportunities to grow New Zealand holiday arrivals once the borders are open. After China, Singapore has the highest proportion of ACs who want to travel to NZ within six months.

There is also an increasing desire to travel quickly, with 30% of ACs open to travelling to New Zealand within just 3 months of restrictions being lifted.

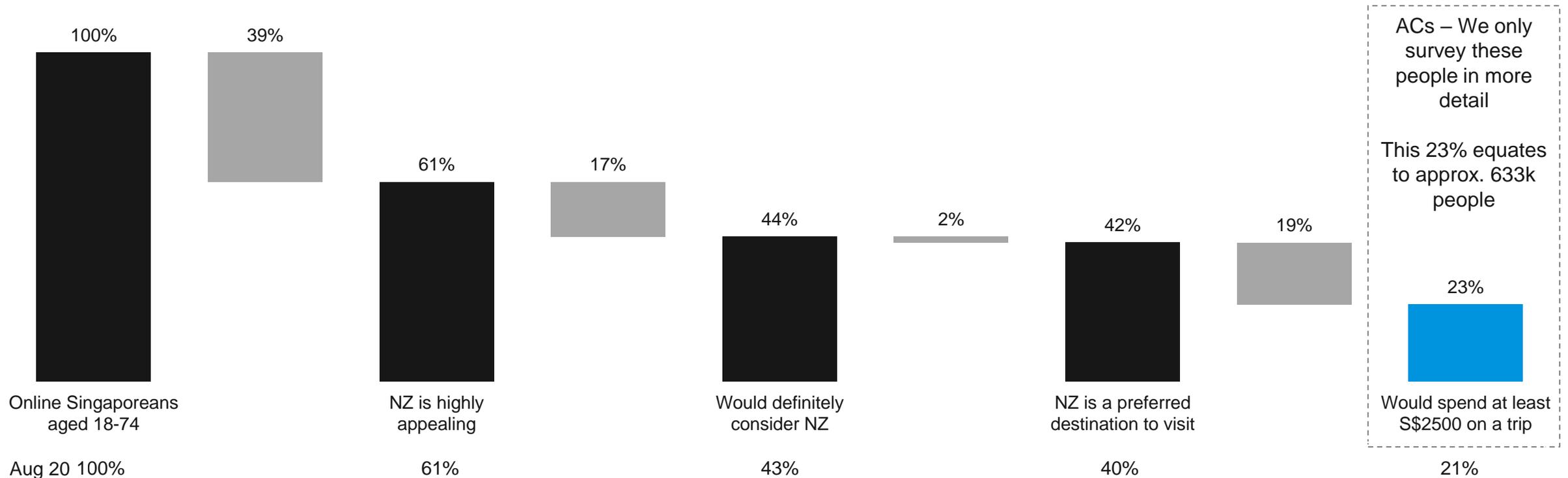
# 1 The size and profile of the AC market



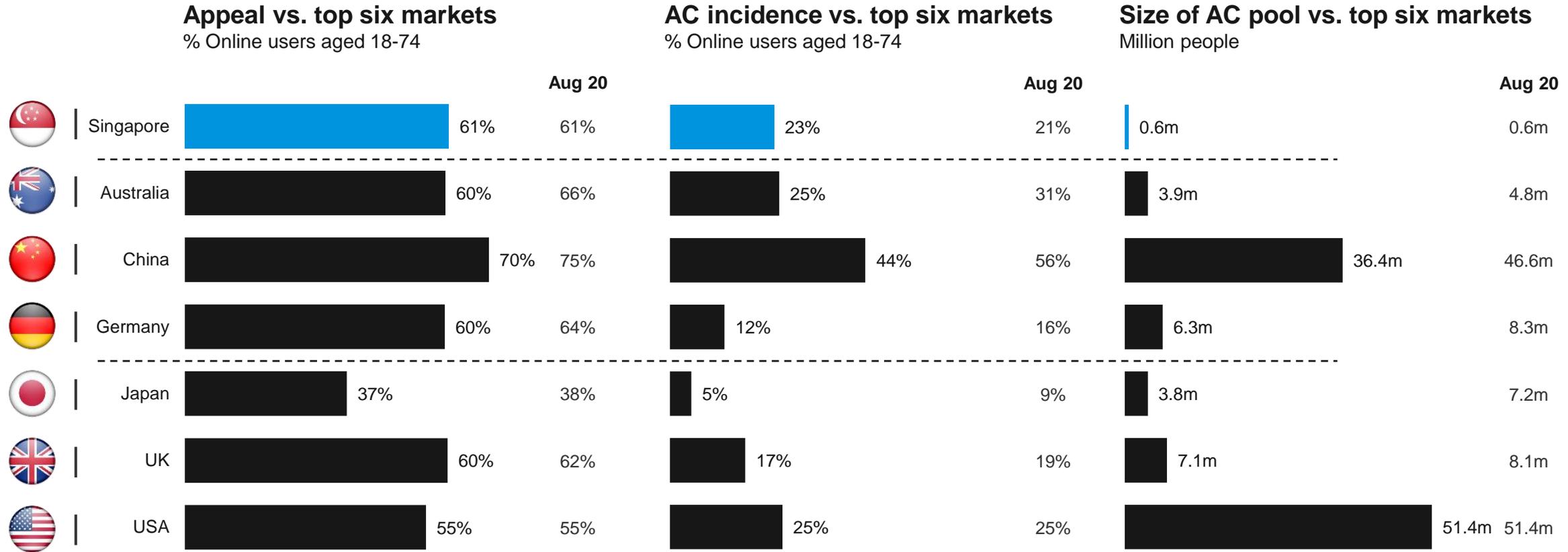
# The incidence of ACs among the online population of Singapore is 23%, equating to approx. 633k people – this is unchanged from Aug 20

## Qualifying criteria for defining ACs

% Online users aged 18-74 | Apr 21



# As expected, the size of the Singapore AC pool is considerably smaller relative to Tourism New Zealand's top markets, though the levels of appeal and consideration for New Zealand are comparable



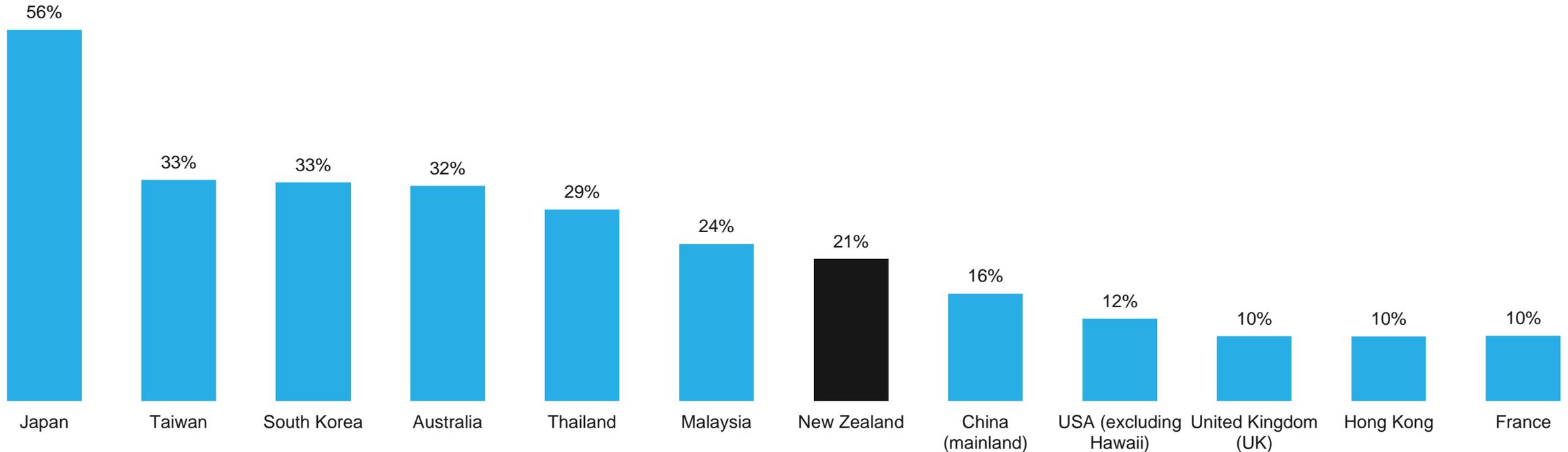
# 2 Desirability of New Zealand as a holiday destination



# Unprompted, New Zealand is the seventh most desirable destination among Singaporean travellers in general (not Tourism New Zealand's target market of ACs), facing strong competition from Asian countries and Australia

## Most desired holiday destinations – Unprompted

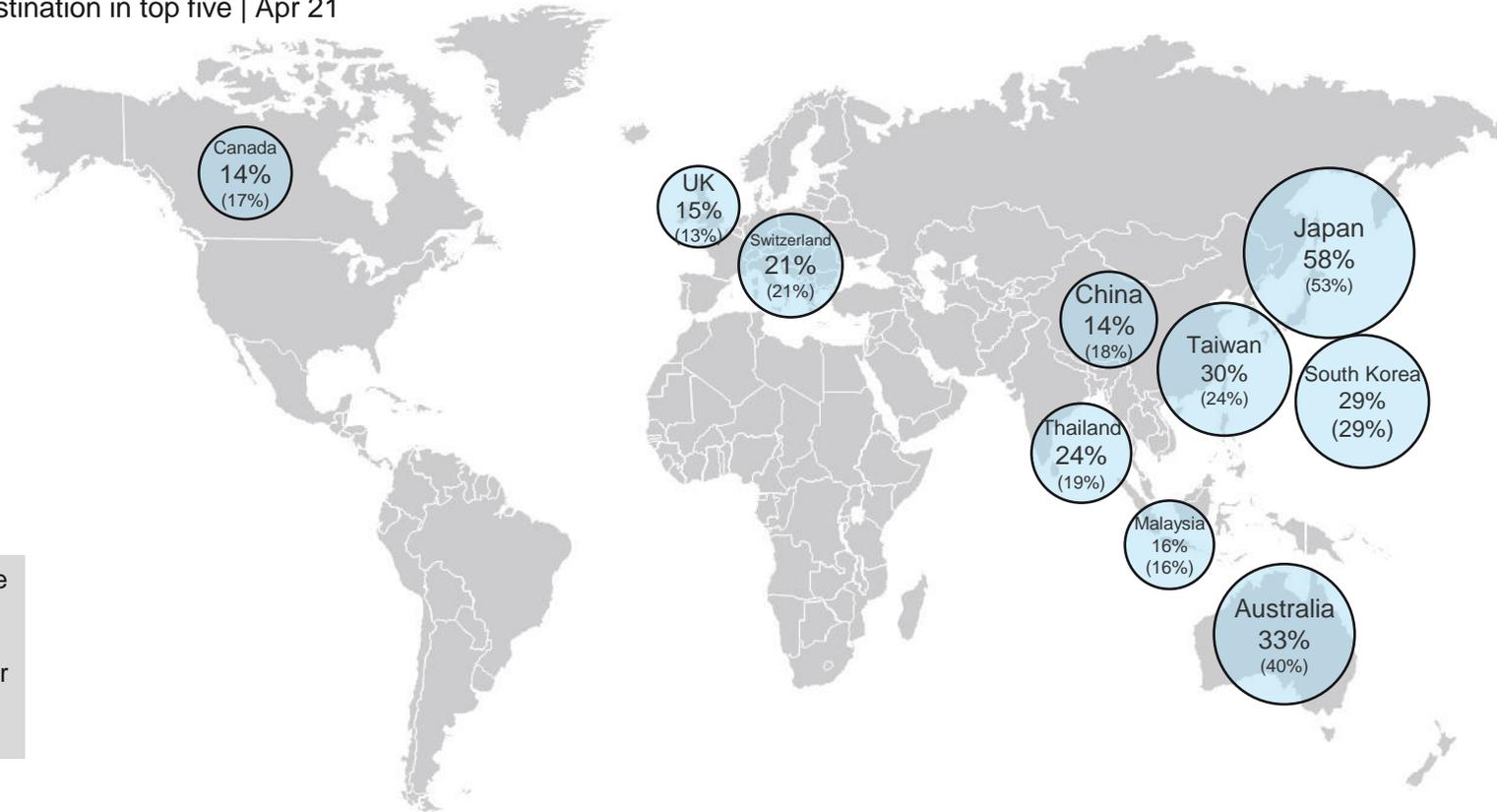
% Singaporean international travellers | Apr 21



# Among ACs, destination preference ranking is very similar to all other travellers: Japan is New Zealand's strongest competitor, followed by Australia, Taiwan and South Korea

## Top ten competitor set for ACs

% Active Considerers ranking destination in top five | Apr 21



The top ten competitors remain the same as in Aug 20

Preference is indicatively higher for Thailand, Japan and Taiwan and lower for Australia

▲ ▼ Significantly higher / lower than last wave at 95%

1. Aug 20 results are in brackets
2. Sample sizes: Total ACs Aug 20, Apr 21 n = 403, 300

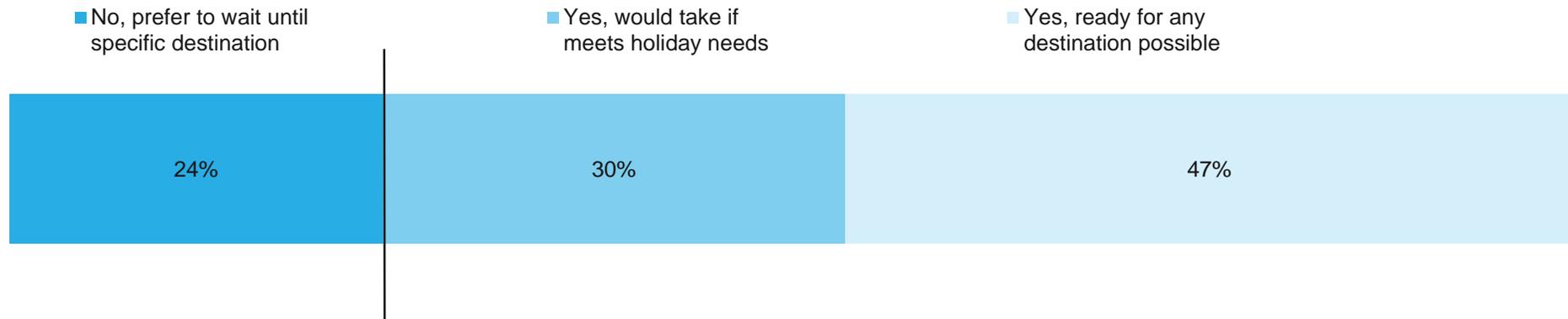
3-4  
Strength of demand to  
travel once restrictions  
are lifted



# There is a sizable advantage for New Zealand to be among the first holiday destinations to open the travel bubble with Singapore, as nearly half of their ACs are ready to travel to the first destination that opens the borders

## Travel demand for destination not on priority list

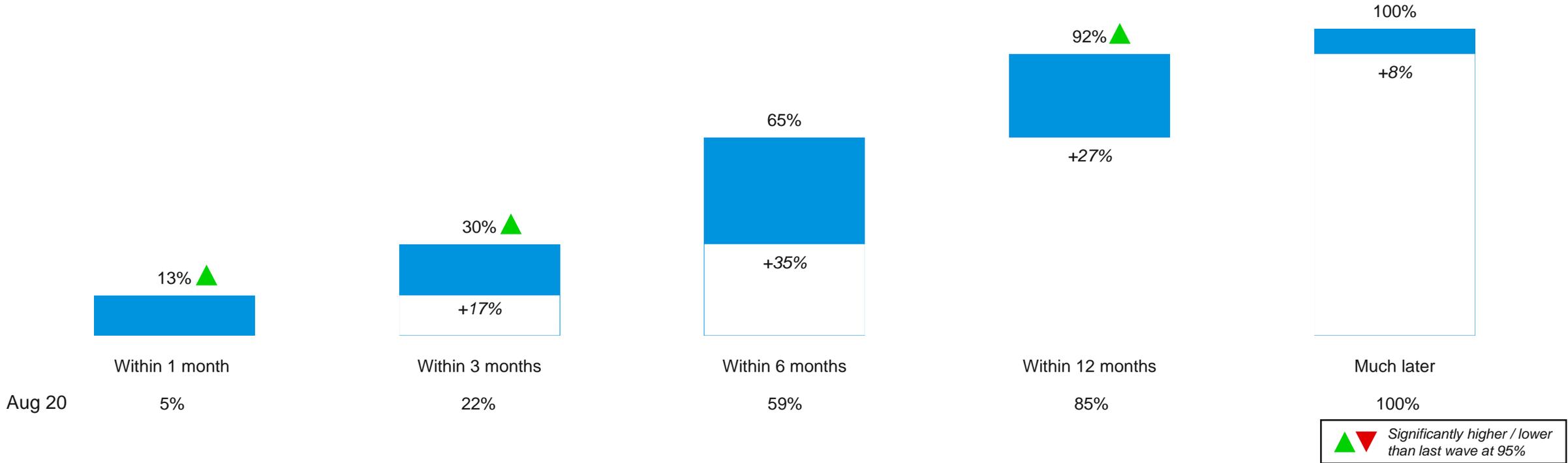
% Active Considerers | Apr 21



# The demand is building up: more Singaporean ACs want to travel sooner to New Zealand compared to Aug 20

## Speed of New Zealand holiday demand recovery after restrictions are lifted

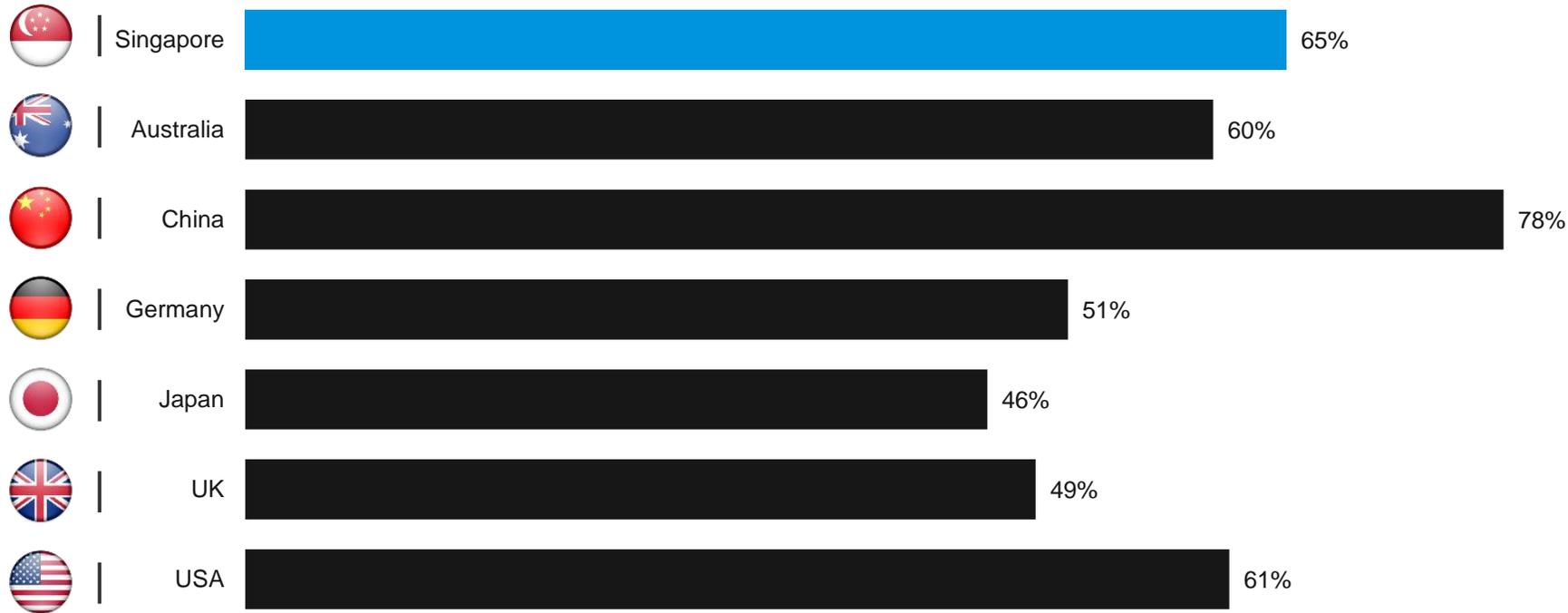
% Active Considerers | Apr 21



# Compared to other markets, Singapore offers one of the most immediate opportunities to grow New Zealand holiday arrivals once the borders are open

## New Zealand holiday demand recovery within six months vs. top six markets

% Active Considerers



Notes:

1. Sample size: Singapore ACs n = 300
2. Source for top 6 markets: AC Monitor Covid-19 impact on travel reports | Total Active Considerers | Feb21  
Australia n = 302 | China n = 412 | Germany n = 302 | Japan n = 300 | UK n = 300 | USA n = 300