



**Euromonitor
International**

Tourism Flows in Singapore

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Value outpaces volume growth in arrivals, reinforcing Singapore's position as a high-yield destination

Outbound spend per trip records modest growth as value consciousness heightens among Singaporeans

PROSPECTS AND OPPORTUNITIES

Sustainability and technology are expected to be at the forefront of Singapore's tourism strategy

Outbound demand by Singaporeans is set to remain strong, with a growing emphasis on affordability

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DISCLAIMER

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