

## 3 in 4 Singaporeans plan to travel this spring, says Tripadvisor data Tripadvisor's Spring Travel Index reveals 78% of Singaporeans plan to travel this season

### 90% of trips will be international, with Seoul in South Korea the most popular destination

### Travellers have their sights on Japan, with Japanese cities dominating most of the trending destinations for Singaporeans this spring

**SINGAPORE, 8 March 2023** - Rising rent and cost of living pressures aren't stopping Singaporeans from enjoying a getaway this spring, with 3 in 4 planning trips over the next three months according to Tripadvisor's 2023 Spring Travel Index. Released today, the study combines Tripadvisor's first-party search data and consumer sentiment research to spotlight where and how Singaporeans are planning to travel this spring, how travellers are feeling about rising cost of living and if travel tastes are changing.

#### Singaporeans lead the way for travel this season

Continued cost of living pressures won't stop the vast majority of Singaporeans from travelling this spring. In fact, with 78% planning trips over the next three months, more Singaporeans are planning trips than Australian (66%), American (64%), Japanese (49%) and even British (71%) travellers throughout this period. Travel amongst Singaporeans is also up 81% compared to spring 2022—a sign that holidaymakers are eager to make up for lost time and explore new destinations this year.

As many Singaporeans continue to cut back spending elsewhere, it seems a holiday is too valuable for most to sacrifice. More than half (56%) intend to spend more on travel this spring compared to last year. Inflation will impact the way some plan to travel, however, with just over one-third (34%) of respondents likely to travel less or for shorter lengths than previously planned, and 32% likely to vacation closer to home.

#### Asia is high on the list for travellers this autumn

Tripadvisor's 2023 Spring Travel Index reveals that 90% of Singaporean travellers will head abroad to travel between March to May, with 8 of the 10 most popular international destinations within Asia. [Seoul, South Korea](#), [Bangkok, Thailand](#) and [Hong Kong, China](#) are the top three destinations holidaymakers are looking to explore this autumn, with 8-14 March the most popular week to travel.

The top 10 international destinations for Singaporean travellers this spring are:

1. [Seoul, South Korea](#)
2. [Bangkok, Thailand](#)
3. [Hong Kong, China](#)
4. [Shinjuku, Japan](#)
5. [London, UK](#)
6. [Paris, France](#)
7. [Kuala Lumpur, Malaysia](#)
8. [Seminyak, Indonesia](#)
9. [Kyoto, Japan](#)
10. [Osaka, Japan](#)

#### Japan is open to travel again, and Singaporeans are excited!

When looking at destinations which have experienced the biggest year-on-year growth in demand on Tripadvisor this season, [Wanhua, Taiwan](#) tops the list for Singapore. This historic district of Taipei is rich in culture and history—including temples and theatres—and is also home to one of the city's liveliest shopping districts.

After Japan finally reopened its borders to international travellers in October, it's of little surprise that Japanese cities have dominated the list of trending destinations for Singaporean travellers this spring, with 8 of the top 10 trending destinations in Japan.

Here are the top 10 trending destinations for Singapore this spring:

	Trending Destination	Top-rated experience/ attraction	Top-rated accommodation
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1	<a href="#">Wanhua, Taiwan</a>	<a href="#">4-Hour Morning Cycling Tour in Taipei</a>	<a href="#">Swiio Hotel Ximending</a>
2	<a href="#">Shibuya, Japan</a>	<a href="#">Walking Food Tour of Shibuya at Night</a>	<a href="#">Trunk Hotel</a>
3	<a href="#">Kita (Osaka), Japan</a>	<a href="#">Osaka Food Tour (10 Delicious Dishes at 5 hidden Eateries)</a>	<a href="#">HOTEL THE FLAG Shinsaibashi</a>
4	<a href="#">Shinjuku, Japan</a>	<a href="#">Tokyo Bar Hopping Night Tour in Shinjuku</a>	<a href="#">Park Hyatt Tokyo</a>
5	<a href="#">Minato, Japan</a>	<a href="#">Adventurous Japanese Food Tour</a>	<a href="#">MONday Apart Hamamatsuchodaimon</a>
6	<a href="#">Zhongzheng District, Taiwan</a>	<a href="#">The 10 Tastings of Taipei With Locals: Private Street Food Tour</a>	<a href="#">CityInn Hotel Plus - Ximending Branch</a>
7	<a href="#">Hakone-machi, Japan</a>	<a href="#">Private Tour - Hakone Day Trip! A Tour to Explore All Must-Sees!</a>	<a href="#">Hakone Yuyado Zen</a>
8	<a href="#">Chuo (Tokyo), Japan</a>	<a href="#">Tsukiji Fish Market Food and Culture Walking Tour</a>	<a href="#">GATE STAY Premium Nihonbashi</a>
9	<a href="#">Fujikawaguchiko-machi, Japan</a>	<a href="#">Mt Fuji Area Private Guided Tours in English-Nature up close, quiet, personal</a>	<a href="#">Mizno Hotel</a>
10	<a href="#">Chiyoda, Japan</a>	<a href="#">Akihabara Anime &amp; Gaming Adventure Walking Tour</a>	<a href="#">Monday Apart Premium Akihabara</a>

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## NOTES TO EDITOR

### Methodology

The data cited in this release was gathered and analysed from two key sources:

- A Tripadvisor Consumer Sentiment Survey, based on data drawn from an online survey of over 2,100 consumers, in partnership with Qualtrics, conducted between 1/8/23 and 1/20/23 across five countries - U.S., UK, Australia, Singapore and Japan.
- Site behavioural data sourced from first party traffic data on the Tripadvisor platform, gathered between December 01, 2022 and January 25, 2023, for searches made by travellers in the U.S., U.K., Australia, Japan and Singapore for travel between March 01 through May 31, 2023.

### Authors

This report was compiled by Tripadvisor's research (Alice Jong) and communications (Duncan Skehens) teams in partnership with survey results conducted by Qualtrics Research.

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### About Tripadvisor

Tripadvisor, the world's largest travel guidance platform\*, helps hundreds of millions of people each month\*\* become better travelers, from planning to booking to taking a trip. Travelers across the globe use the Tripadvisor site and app to discover where to stay, what to do and where to eat based on guidance from those who have been there before. With more than 1 billion reviews and opinions of nearly 8 million businesses, travelers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby. As a travel guidance company available in 43 markets and 22 languages, Tripadvisor makes planning easy no matter the trip type. The subsidiaries of Tripadvisor, Inc. (Nasdaq: TRIP), own and operate a portfolio of travel media brands and businesses, operating under various websites and apps.

\* Source: SimilarWeb, unique users de-duplicated monthly, January 2023

\*\* Source: Tripadvisor internal log files

<https://tripadvisor.mediaroom.com/Singapore-spring-travel-index-23>