

## The ho-ho-holidays are comin' in hot! 84% of Singaporeans planning a year-end vacation, says Tripadvisor data

- *Tripadvisor Travel Index finds that despite ongoing inflation and rising fuel costs, 83% of Singaporeans have booked 1-2 trips between December 2022 to February 2023*

- *Christmas week is the most popular week for travel, with 24th Dec being the most popular day*

- *Top international destinations for Singaporeans include Bangkok, Seoul and Kuala Lumpur*

**SINGAPORE, 14 November, 2022** - The end is near - the end to another hectic year that is! As the holidays draw near and festive cheer starts to spread all across the city, are Singaporeans planning to stay home for the holiday season or are they ready to get back out there? Tripadvisor's Seasonal Travel Index released today shows that Singaporeans are ever-so eager to get away, with more than three-quarters (84%) set to travel between December 2022 and February 2023.

The final instalment of Tripadvisor's Seasonal Travel Index for 2022, based on a combination of Tripadvisor's first party search and proprietary consumer sentiment data, reveals that globally, travel shows no signs of abating. Despite Singapore's core inflation rate inching towards an almost 14-year high, three in five Singaporeans survey respondents (61%) indicated that they will be spending more on their year-end trip this year than last year.

### **Ho-ho-holidays! Many Singaporeans jetting off for the festive holidays**

When it comes to Singaporeans, more than half (61%) are planning to travel more than this time last year, especially around the festive holidays. Much like the rest of the world, Christmas week seems to be the most popular week for travel as travellers look to wind down at the end of a crazy hectic year and recharge for the one ahead. 24th December is set to be the busiest day for travel out of Singapore.

### **Singaporeans are down to relax, reset and recharge**

As we get to the end of a crazy hectic year for most, the main purpose of Singaporeans and their year-end trips is to sit back, relax and recharge - more than half (58%) responded with 'relax and rejuvenate' as their main holiday purpose, with 'let loose and enjoy myself' and 'make memories' coming in second and third.

When it comes to the most exciting components of a trip, it comes as no surprise that the top three picks for Singaporeans are: food (73%), scenery (58%) and shopping (52%). Close to half (49%) have already booked an on-trip activity ahead of their trip.

### **Singaporeans are sick of staycations and are going international**

Travellers globally are favouring domestic trips (57%), but Singaporeans are bucking the trend and going the international route. Turns out staycations are not here to stay with only one in ten (11%) Singaporeans planning to stay local. Nearly three-quarters of Singaporean respondents (74%) are planning to travel more than 4 hours out of Singapore and four in five (80%) will get to their destination by plane.

Where are Singaporeans going? Looking to destinations increasing in popularity, Singaporeans are starting to look at destinations that are newly opened up to tourists again. Japan seems to be a hot favourite, having recently announced its reopening - Chuo, Osaka, Shinjuku make it into the top 10 fastest growing global destinations for travel this season.

### **Top Trending & Most Popular Destinations for Singaporeans**

*Top Trending: Fastest growing based on year over year growth*

*Dates of travel searched on Tripadvisor Dec 1, 2022 - Feb 28, 2023*

### Top Trending International Destinations

1. [Osaka, Japan](#)
2. [Chuo, Japan](#)
3. [Hanoi, Vietnam](#)
4. [Da Nang, Vietnam](#)
5. [Shinjuku, Japan](#)
6. [Zhongzheng District, Taiwan](#)
7. [Lagoi, Indonesia](#)
8. [Tanjung Pinang, Indonesia](#)
9. [Sapa, Vietnam](#)
10. [Hoi An, Vietnam](#)

### Most Popular International Destinations

1. [Bangkok, Thailand](#)
2. [Seoul, South Korea](#)
3. [Kuala Lumpur, Malaysia](#)
4. [Paris, France](#)
5. [London, United Kingdom](#)
6. [Johor Bahru, Malaysia](#)
7. [Seminyak, Indonesia](#)
8. [Genting Highlands, Malaysia](#)
9. [Lagoi, Indonesia](#)
10. [Hanoi, Vietnam](#)

### Top Rated Year-end Experiences

*Most booked by Singaporean travellers between Tripadvisor Dec 1, 2022 - Feb 28, 2023*

1.

[Premium Milford Sound Small Group Tour, Cruise & Picnic Lunch from Queenstown](#)

2.

[Phi Phi Sunrise from Phuket by Simba Sea Trips](#)

3.

[Te Anau Glow Worm Caves Tour](#)

4.

[John Gray's Hong by Starlight with Sea Cave Kayaking and Loy Krathong Floating](#)

5.

[Best Half Day DMZ Tour from Seoul](#)

-ENDS-

## NOTES TO EDITOR

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

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A Tripadvisor Consumer Sentiment Survey, based on data drawn from an online survey of over 2,700 consumers, in partnership with Qualtrics, conducted between 27 Sept, 2022 through 6 Oct, 2022 across six countries - U.S., UK, Australia, Italy, Singapore and Japan.

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Site behavioural data sourced from first party traffic data on the Tripadvisor platform, gathered during the week commencing 1 Nov, 2022, for searches made by SG travellers from 1 Sept, 2022 through 31 Oct, 2022 for travel between 1 Dec, 2022 through 28 February, 2023.

For further information, contact [apacpr@tripadvisor.com](mailto:apacpr@tripadvisor.com)

### 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, including the following websites:

[www.bokun.io](http://www.bokun.io), [www.cruise critic.com](http://www.cruise critic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com), [www.helloreco.com](http://www.helloreco.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.housetrip.com](http://www.housetrip.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.seatguru.com](http://www.seatguru.com), [www.singleplatform.com](http://www.singleplatform.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com), and [www.viator.com](http://www.viator.com).

\* Source: SimilarWeb, unique users de-duplicated monthly, September 2022 \*\*

Source: Tripadvisor internal log files

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<https://tripadvisor.mediaroom.com/press-releases?item=126694>