

Singaporean Outbound Tourism & Opportunities for Indonesia

October 2025



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Demography Profiles

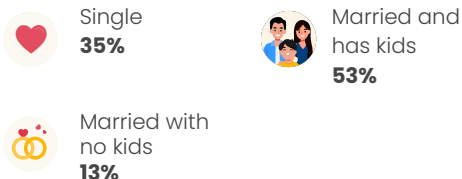
Respondent Profile

The survey reached 500 Singaporeans with a balanced gender split and strong representation from the 26–45 age group, which makes up a large portion of the working population in Singapore. More than half are married with children, ensuring that the insights reflect the perspectives of family households. With most respondents in higher-income brackets, the study captures views from a financially independent and influential segment.

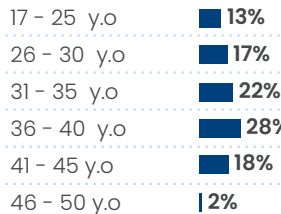
Gender



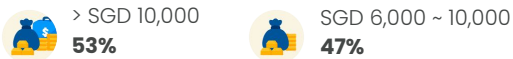
Marital Status*



Age Group



Monthly Household Income



Country



02

Singaporean Travel Behaviors

Executive Summary

For Singaporeans, travel is an essential part of life, serving as a primary way to strengthen family bonds and connect with loved ones. Air travel for holidays is common and frequent, with most preferring to book directly through airline websites. Schedule convenience and price remain key factors when selecting flights.

When selecting destinations, attractions, safety, and cost are major considerations. Most travelers opt for trips every two to six months, weighing time against expenses. Singaporeans typically plan independently through travel platforms, and many choose off-peak periods to avoid crowds.

Comfort is a clear priority, with four- and five-star hotels as the main choice, while Agoda and Booking.com dominate accommodation bookings. Shopping for local products is also a common habit, driven by a desire to experience cultural uniqueness and bring home souvenirs.



Within Southeast Asia, Malaysia and Thailand attract the most Singaporean visitors, followed by Indonesia. **Bali and Jakarta are the best-known Indonesian destinations**, while Lombok, Yogyakarta, and Medan are less prominent; Labuan Bajo and Raja Ampat are niche. Indonesia's competitive prices, food, and natural attractions appeal, though concerns about safety, infrastructure, and ease of access persist.

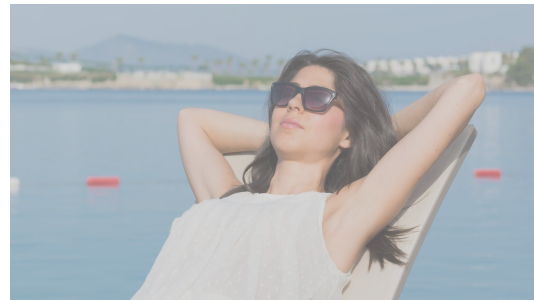
For inspiration, Singaporeans rely strongly on YouTube, travel vlogs, Instagram, and advice from family and friends. They also show a healthy willingness to spend on quality travel experiences, averaging around SGD 820 for a short trip, usually financed through savings.

Above all, travel is a core element of the Singaporean lifestyle. It goes beyond relaxation; it is a central means of reward, connection, and cultural growth, making holidays vital for well-being rather than rare luxuries.



Travel as Lifestyle

For Singaporeans, traveling is not just an activity but a deeply valued part of life. Most prefer a relaxing and slow-paced style, seeing travel as a way to unwind, escape routine, and de-stress. Beyond leisure, it carries meaning as a reward for hard work, a chance to bond with loved ones, and an opportunity to discover new cultures.



Which of the following best describes your travel style?

Relaxing and slow-paced	40%
Culture and exploration focused	18%
Foodie-oriented	15%
Active and adventurous	13%
Luxury and pampering	8%
Budget backpacker	3%
Digital nomad lifestyle	3%

What does traveling mean to you personally?

67%
A way to relax and de-stress

41%
A reward for hard work

64%
A break from routine or daily life

22%
A way to focus to myself

50%
A bonding experience with family or friends

15%
A status symbol or lifestyle statement

47%
A chance to explore new cultures

14%
An opportunity to create content or sharing on social media



Holidays are seen not as occasional luxuries, but as an essential part of Singaporeans' lifestyle and personal well-being.

In your life right now, how important is traveling?

Top 3 Boxes
(sum of the 1st – 3rd box)

87%

Mean Score

5.71

7	Extremely important	30%
6	6	31%
5	5	26%
4	4	10%
3	3	2%
2	2	1%
1	Not important at all	0%

What Guides Singaporeans in Choosing Their Getaways

Attractions, safety, and affordability stand out as the main considerations shaping Singapore travelers' choices.

What are your top 3 considerations when choosing a leisure destination?

Attractions and activities	52%
Safety and cleanliness	44%
Affordability	42%
Food and local cuisine	41%
Accessibility (flights, land roads, etc.)	28%
Weather/climate	28%
Family or personal travel preferences	26%
Recommendations from friends/social media	15%
Government or health travel policies	10%
Instagram-worthy spots	7%

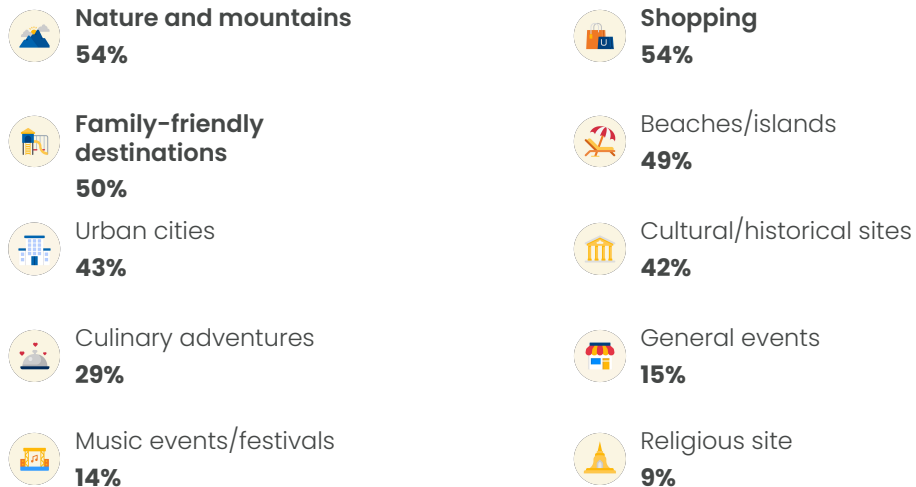
Q2. What type of destinations do you usually prefer for leisure trips?





These factors guide them toward destinations such as nature escapes, shopping center, and family-friendly locations, where leisure is balanced with comfort and practicality.

What type of destinations do you usually prefer for leisure trips?



Travelling for Singaporeans is a way to make closer bonds either with a spouse or family. Most trips are shared with partners or with kids, while friends come next as travel companions.

Solo trips and group tours are very rare, showing that leisure travel is more about shared experiences.

Who do you usually travel with on leisure trips?

34%

Partner/spouse

33%

Family and kids

15%

Friends

13%

Parents or extended family

5%

Alone



Budget for Vacation

Singapore travelers typically set aside a healthy budget for short trips, averaging around SGD 820 per person for 3–5 days (excluding flights). Most fall in the SGD 400–1,000 range, showing willingness to invest in quality travel experiences. When it comes to financing, many plan ahead by saving regularly, while others rely on general savings or adjust their lifestyle spending. Promotions and flexible payment options play a smaller but notable role.

What is your typical budget per person for a 3–5 day leisure trip ?*

Below SGD 200	2%
SGD 200 – 400	11%
SGD 401 – 600	21%
SGD 601 – 800	16%
SGD 801 – 1,000	20%
SGD 1,001 – 1,500	16%
Above SGD 1,500	8%
Depends on the destination	8%
Mean Score	SGD 820

How do you usually manage or prepare your budget for leisure travel?

33%

I save part of my income regularly for travel

24%

I use my general savings when a travel opportunity comes up

12%

I wait for travel promotions and deals to reduce the budget needed

10%

I adjust other lifestyle expenses to make room for travel

9%

I use credit card or other installment options

9%

I take short trips that don't need much planning or budgeting

2%

I travel only when someone else sponsors or invites me

1%

I borrow from friends or family

Planning The Holiday Trip

Singapore travelers are highly self-reliant when planning holidays, with most booking directly through travel platforms, while a smaller group depends on agents, group tours, or help from family and friends. Travel tends to peak toward the end of the year, though a significant portion remains flexible with no fixed schedule. Notably, more than half prefer to travel during non-peak periods to avoid crowds and higher prices, showing that value and convenience often take priority over timing.

In which months do you usually travel for holidays?

January – March	7%
April – June	13%
July – September	14%
October – December	40%
Nothing specific	27%

How do you usually plan and book your leisure trips

66%

I book everything myself via travel platforms

29%

I mix my plan with guided tours

22%

I book through promo packages

21%

I rely on friends/family to plan

21%

I travel spontaneously with minimal planning

12%

I use a travel agent

11%

I join group tours

11%

I usually plan last-minute



When seeking travel inspiration, Singapore travelers rely most on their inner circle and social media.

Friends and family play a major role, alongside YouTube as the leading digital channel. Instagram also drives strong discovery, while TikTok and travel blogs serve as growing complements.

Where do you get your travel inspiration from?



Youtube
54%



Friends & family
52%



Instagram
47%



Travel platforms
42%



Travel blogs
36%



TikTok
32%



Online news/media
32%



TV shows or movies
24%

Air Travel Habits and Booking Preferences in Singapore

Air travel for leisure is highly common, with nearly all respondents flying at least once in the past year and many traveling two or more times. Airline official websites are the main booking channel, ahead of OTAs like Booking.com and Agoda.



Frequency of Using Airplane for Vacation*

5 times and more	12%
4 times	15%
3 times	20%
2 times	32%
1 time	20%

Platform to Purchase Flight Ticket

Airline official website/apps	65%
Booking.com	44%
agoda	35%
Expedia	22%
traveloka	17%
tiket.com	11%
Offline travel agent	9%
Others	6%

When choosing flights, travelers prioritize convenient schedules and a balance of price and timing, while comfort with familiar airlines and loyalty programs play a secondary role.

Considerations in Choosing Airlines

I choose flights that best match my preferred travel time or schedule	60%
I try to balance between price and schedule convenience	57%
I tend to stick with airlines I feel comfortable or familiar with	46%
I often look for the lowest price available	40%
I consider recommendations or reputation of the airline	37%
I choose based on loyalty programs or frequent flyer benefits	34%
I just go with whatever option the booking platform highlights first	13%



Booking Preferences by Demographic

Overall, airline official websites dominate, especially among females and higher-income groups, while males and mid-age travelers diversify more into global OTAs like Booking.com and Expedia.

Where do you usually purchase your flight tickets?	Total	Gender		Age Group			Monthly Household Income	
		Male	Female	17 - 30 yo	31 - 40 yo	41 - 55 yo	>SGD 10,000	SGD 6,000 - 10,000
		A	B	A	B	C	A	B
Base	500	247	253	152	248	100	265	235
Airline official website/apps	65%	57%	72% A	61%	69%	62%	69% B	60%
Booking.com	44%	49% B	40%	46%	47%	36%	42%	47%
agoda	35%	36%	34%	38%	36%	28%	33%	37%
Expedia	22%	26% B	18%	18%	26% C	16%	20%	23%
traveloka	17%	18%	15%	18%	15%	19%	16%	17%
tiket.com	11%	12%	11%	11%	12%	10%	8%	16% A
Offline travel agent	9%	11%	8%	10%	9%	10%	9%	10%
Others	6%	6%	6%	9%	5%	5%	8% B	4%

Sig test against category

UPPER LETTER is win sig-test at 95% confidence level to labelled column

Airline Considerations by Demographic

Comfort, scheduling, and price remain the main drivers, but preferences differ: younger groups focus on price, high-income travelers value familiarity and loyalty, while mid-income and male travelers tend to follow platform recommendations.

Where do you usually purchase your flight tickets?	Total	Gender		Age Group			Monthly Household Income	
		Male	Female	17 - 30 yo	31 - 40 yo	41 - 55 yo	>SGD 10,000	SGD 6,000 - 10,000
		A	B	A	B	C	A	B
Base	500	247	253	152	248	100	265	235
I choose flights that best match my preferred travel time or schedule	60%	57%	62%	59%	62%	57%	62%	57%
I try to balance between price and schedule convenience	57%	55%	58%	54%	58%	57%	57%	57%
I tend to stick with airlines I feel comfortable or familiar with	46%	45%	47%	46%	48%	40%	50% B	41%
I often look for the lowest price available	40%	43%	38%	48% B	34%	44%	39%	42%
I consider recommendations or reputation of the airline	37%	35%	39%	38%	38%	32%	38%	36%
I choose based on loyalty programs or frequent flyer benefits	34%	32%	36%	33%	35%	33%	40% B	28%
I just go with whatever option the booking platform highlights first	13%	16% B	9%	14%	13%	9%	8%	17% A

Sig test against category

UPPER LETTER is win sig-test at 95% confidence level to labelled column

Accommodation Preferences

Singapore travelers show a strong preference for comfort, with most preferring 4–5-star hotels, while budget options or homestays remain niche. Agoda and Booking.com dominate as the go-to platforms for accommodation booking, ahead of Airbnb and hotel websites. When it comes to planning, many prefer flexibility with nearly half mix between booking packages and separate arrangements, emphasizing a different preferences on both 2 groups.

Preferred Accommodation

4 – 5 star hotel	56%
3 star hotel	19%
Resort or villa	9%
Homestay or local guesthouse	8%
Staying with family or friend	5%
Budget hotel (1 – 2 stars)	3%

Flight and Accommodation Arrangement

n who are not staying at family's or friend's = 476



Place to Book Accommodation

n who are not staying at family's or friend's = 476

agoda	57%
Booking.com	54%
airbnb	33%
Hotel official website/apps	32%
Expedia	25%
traveloka	16%
tiket.com	9%
Offline travel agent	8%



Buying local products is a common habit among Singapore travelers, with most doing so often or at least sometimes during their trips. The main motivations are centered on the uniqueness of culturally specific items and bringing home souvenirs or gifts, while affordability and supporting the local economy also play meaningful roles.

When traveling for vacation, how often do you buy local products or items from small businesses or SMEs in the area?

Mean Score		3.74
5	Always	20%
4	Often	37%
3	Sometimes	40%
2	Rarely	2%
1	Never	1%

What is your main reason for buying local or SME products while traveling?

n who purchase local products = 486

Culturally distinctive or unique products	35%
Suitable as souvenirs or gifts	22%
Affordable pricing	19%
Supporting the local economy	14%
Good product quality	10%

Vacation among Singaporeans tends to be occasional rather than frequent. Most travel every 2–6 months, while a smaller group reserves trips only for public holidays, long weekends, or special occasions.

Regular monthly domestic travel remains limited, meaning that vacation are often planned for the right time and budget.

How often do you travel for leisure domestically ?

At least once a month	12%
Every 2 – 3 months	23%
Every 4 – 6 months	23%
Once a year	14%
Less than once a year	3%
Only during public holidays or long weekends	9%
Only for special occasions	5%
Never	11%



Flights from **Singapore to Bali** range between **USD 170–500**, depending on the carrier, from budget airlines like AirAsia to full-service options such as Singapore Airlines. In comparison, flights to **Malaysia** are significantly cheaper at around **USD 60–75**, while trips to **Bangkok** cost **USD 100–250**. This highlights that traveling to Indonesia is relatively more expensive, which could impact its competitiveness as a leisure destination for Singaporean travelers.

Airplane ticket cost SG – JKT

Economy	USD 481 / / guest
Depart: Singapore Airlines	
 09:15 SIN	11:55 DPS
2h 40m	Non-stop
 7 kg  25 kg per guest	Select
View details	
Economy	USD 168 / / guest*
Depart: Indonesia AirAsia	
 10:30 SIN	13:15 DPS
2h 45m	Non-stop
 7 kg per guest  35kg CO2e	Select
View details	
Economy	USD 377 / / guest
Depart: Garuda Indonesia	
 11:15 SIN	14:15 DPS
3h 0m	Non-stop
 7 kg  30 kg per guest	Select
View details	

Airplane ticket cost SG – MY

Economy	USD 74 / / guest
Depart: Singapore Airlines	
 07:00 SIN	08:05 KUL
1h 5m	Non-stop
 7 kg  25 kg per guest	Select
View details	
Economy	USD 58 / / guest*
Depart: AirAsia	
 07:55 SIN	09:00 KUL
1h 5m	Non-stop
 7 kg per guest  34kg CO2e	Select
View details	

Airplane ticket cost SG – BKK

Economy	USD 243 / / guest
Depart: Singapore Airlines	
 06:50 SIN	08:15 BKK
2h 25m	Non-stop
 25 kg per guest	Select
View details	
Economy	USD 225 / / guest
Depart: Thai Airways International	
 08:00 SIN	09:20 BKK
2h 20m	Non-stop
 7 kg  30 kg per guest	Select
View details	
Economy	USD 245 / / guest
Depart: Bangkok Airways (Operated by Thai Airways International)	
 08:00 SIN	09:20 BKK
2h 20m	Non-stop
 23 kg per guest	Select
View details	
Economy	USD 107 / / guest*
Depart: Thai AirAsia	
 14:40 SIN	16:20 DMK
2h 40m	Non-stop
 7 kg per guest  83kg CO2e	Select
View details	

Traveling to Indonesia

Indonesia as a Travel Destination

When Singapore travelers think of Indonesia, they often highlight its affordability, delicious food, and beautiful natural scenery. These are complemented by impressions of unique culture and friendly people, which strengthen Indonesia's emotional appeal as a leisure destination. On the other hand, some travelers associate it with being crowded or hard to reach, suggesting that accessibility and travel experience remain areas to improve.

What words come to mind when you think of Indonesia as a travel destination?

64%Affordable
cost**54%**

Great food

51%

Beautiful nature

39%Distinctive
cultural heritage**36%**

Friendly people

17%

Exotic experiences

17%

Crowded

10%

Far or hard to reach

Bali and Jakarta stand out as the most recognized Indonesian destinations among Singapore travelers, reflecting both Indonesia's global tourism icon and its capital city's visibility.

Secondary awareness extends to Lombok, Yogyakarta, and Medan, while emerging gems like Labuan Bajo and Raja Ampat remain niche and less familiar.

It shows that Indonesia's tourism branding is still concentrated around a few major spots, leaving strong potential to raise awareness of its diverse destinations.

What words come to mind when you think of Indonesia as a travel destination?

Bali	85%
Jakarta	73%
Lombok	38%
Yogyakarta	37%
Medan	30%
Labuan Bajo	15%
Raja Ampat	13%
None	2%



Drivers and Barriers to Visit Indonesia

Singapore travelers are motivated to visit Indonesian cities for their natural beauty, beaches, cultural richness, and the promise of good value for money, further supported by the advantage of short flight times. Culinary experiences and adventure tourism also add to the appeal. However, significant barriers remain: concerns about safety and infrastructure, along with perceptions of overcrowding, stand out as the main deterrents.

What would motivate you to travel to Indonesian cities for leisure?

Value for money	65%
Nature and beaches	56%
Short flight/travel time	54%
Cultural heritage	41%
Culinary tourism	35%
Adventure/sports tourism	28%
Content from influencers or friends	19%
Religious experience	11%

What would discourage you from visiting Indonesia?

Safety concerns	62%
Infrastructure limitations	47%
Overcrowded destinations	47%
High flight or accommodation costs	25%
Language barrier	25%
Limited information or resources	22%
Complicated travel requirements	16%
Inadequate tour package options	9%
No particular concern	8%

Intention to Visit Indonesia

Many Singapore travelers express a positive intent to visit Indonesia within the next 12 months, more than half have the intention. When it comes to inspiration and planning, YouTube and travel vlogs, along with recommendations from family and friends, stand out as the most trusted sources. Influencers and social media ads also play a strong role, while official tourism boards and OTAs provide supporting information.

Likelihood to Travel to Indonesia

Top 3 Boxes (sum of the 1st - 3rd box)		69%
Mean Score		5.01
7	Very likely	17%
6	6	25%
5	5	27%
4	4	16%
3	3	6%
2	2	6%
1	Not likely at all	3%

Where do you usually get information about travel destinations in Indonesia?

56%

YouTube or
travel vlogs

51%

Family, friends, or colleagues'
recommendations

42%

Travel bloggers
or influencers

37%

Social media ads

30%

Official government or
tourism board websites

25%

Travel communities
or forums

23%

Online travel agents

17%

Offline travel agents or
tour operators

16%

Mass media
ads

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05

About Populix

Next-gen Research for Today's Market

Harness AI-driven research to enhance decision-making and simplify research processes. Our technology transforms complex data into clear insights, providing the confidence to succeed in today's dynamic market.

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100
TO WATCH

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50 Rising Startups
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Connecting businesses and researchers with high-quality, targeted respondent panels, efficiently and hassle-free. Whether for product testing, market validation, or internal research, our respondent solution delivers the right audience to match your exact criteria across the region.

Our Panel Coverage in SEA Markets

Basic Demographics

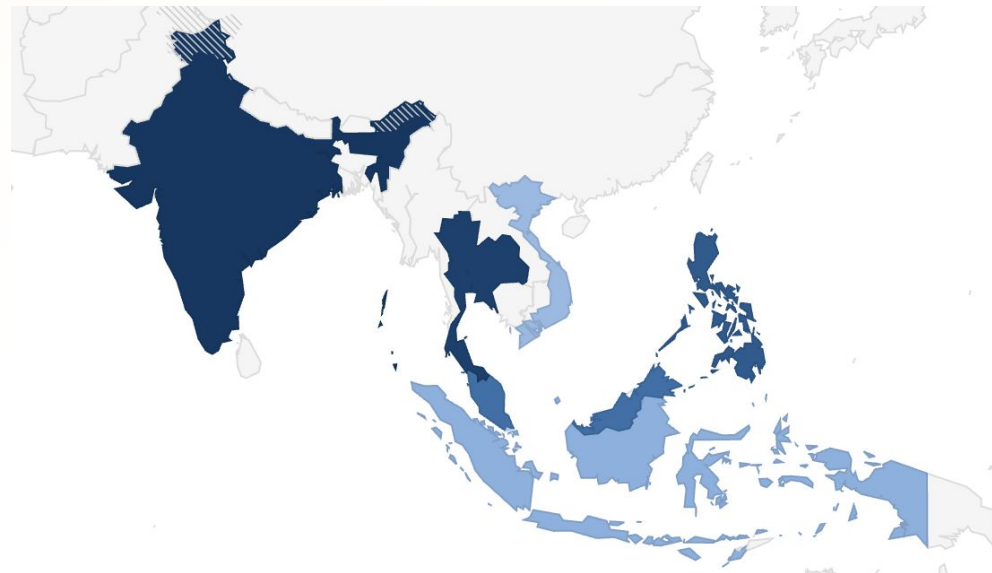
Gender | Age | Highest education level | Ethnicity | Marital status | Number of child

Finance

Monthly income | Monthly household expenses | Financial asset

Employment

Occupation | Job title | Employment status | Type of industry | Company size | Role in decision making



LIFESTYLES

-  Smoking
-  Pet
-  Alcohol and beverages
-  Home appliances

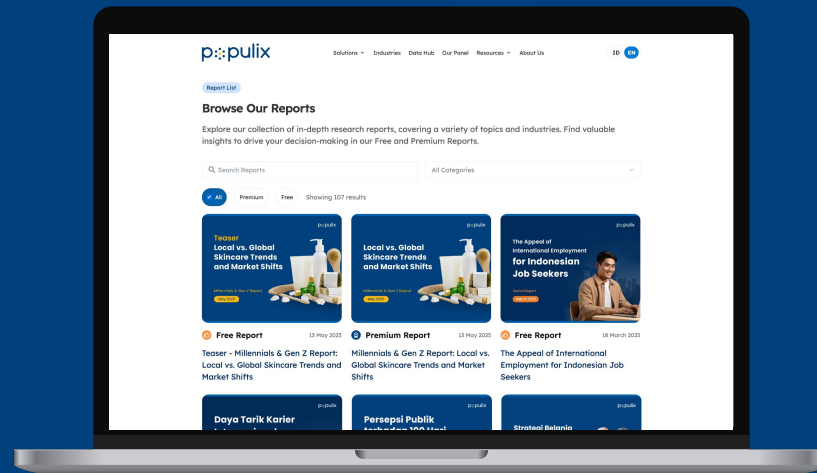
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-  Vehicle ownership
-  Brand

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