

Étape Singapour

Rencontre média dans l'enchaînement du workshop en Australie, lundi 16 septembre 2024



Mise à jour en août 2023

Singapour en bref

Principales données économiques



5,4 M



Population

82 807 USD



PIB par habitant

3,6%



Taux de croissance
en 2022

Dispensés



pour entrer en
France

Source : Banque mondiale

Vous souhaitez en savoir un peu plus ?

Un jeune pays de 58 ans, riche et avide de voyages



La cité-Etat de Singapour doit sa réussite à sa situation centrale en Asie du Sud-est et à l'usage de la langue anglaise. Elle est aussi le fruit d'une politique économique dynamique, d'une grande ouverture aux échanges internationaux et d'efforts pour faciliter l'implantation des entreprises et la conduite des affaires. **Aujourd'hui, il s'agit du 4e pays avec le plus d'HNWIs* au monde.**

Avec près de 5,9 millions d'habitants sur 725 km², les voyageurs Singapouriens font montre d'une forte aspiration au dépaysement renforcée par la pandémie, ce qui s'est caractérisé par l'apparition d'**une expression répandue : le "Revenge travel"**. Le Revenge travel est une réponse à la frustration d'une période sans voyage due aux restrictions de la pandémie, qui se caractérise par une très forte envie de voyager. Cette aspiration au voyage est toujours très forte aujourd'hui : **60% des Singapouriens se disent avides de voyage** (Source : Agoda).

La France est bien perçue par les Singapouriens et dispose d'une image très positive, autour de la créativité, de la mode, de l'art de vivre, de la gastronomie et du vin

*une personne aisée dont les actifs à investir dépassent 1 million de dollars.

Démographie

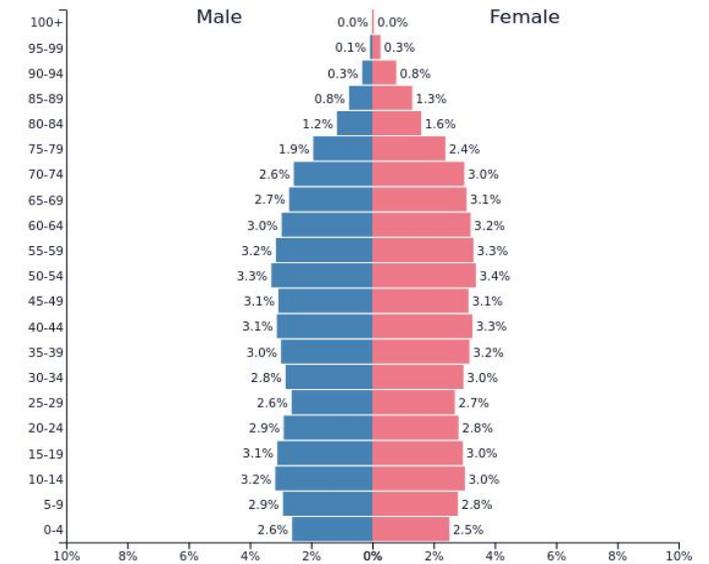
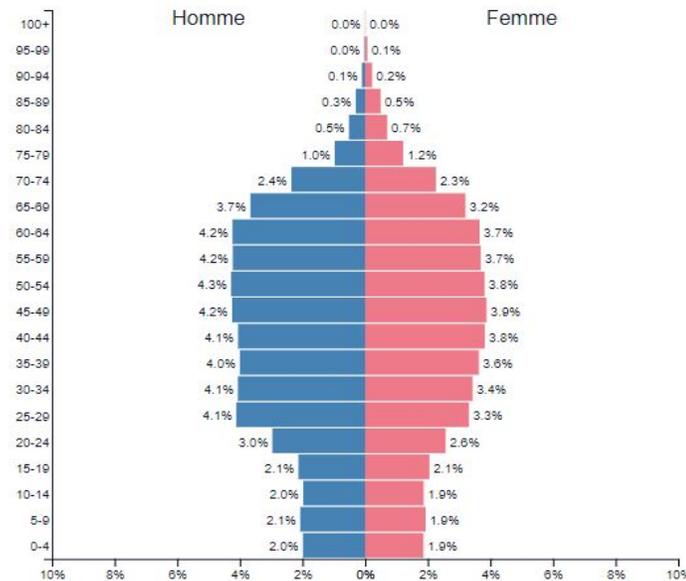
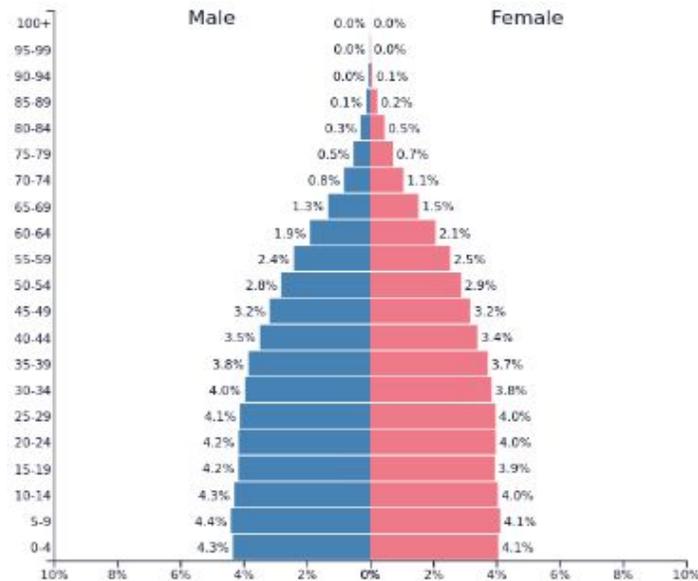
Pyramide des âges en 2023 : Singapour est plus proche du modèle des pays occidentaux.

ASEAN



Singapour

France



Le marché singapourien : Taux de reprise du Outbound à 78%

Caractéristiques des touristes Singapouriens

- Le **shopping** : un élément important du voyage.
- 79 % des Singapouriens donnent la **priorité aux expériences culinaires** lors d'un voyage.
- 60% sont **à la recherche de détente**. Cf. 60% des homologues malaisiens privilégient la recherche d'activités.
- 43% des voyageurs singapouriens cherchent à **s'immerger dans la culture locale**.
- Préférence pour les **multi-destinations** en Europe pour la grande majorité des Singapouriens.
- Hôtel 4**** récent et moderne
- Le ski, l'alpinisme, le vélo sont encore considérés comme des **activités trop sportives** donc il faudrait proposer **une version plus courte ou légère** par rapport aux touristes européens.
- Un goût pour un **climat frais** voire froid
- La notion de tourisme durable n'est pas une priorité pendant le voyage. Cependant, les touristes apprécient la valeur des produits naturels et BIO.

HERO DEALS \$888*

10D8N Europe Fantasy
10天8晚 欧洲奇幻之旅
- Gondola up to Grindelwald First at Zweisimmen
- Explore Cities of Paris, Brussels, Amsterdam, Frankfurt, Lucerne, Milan
- Visit First Town of Zaane Schöna & Colmar
1st pax: **\$888***
2nd pax: \$888*
Dep: Apr 17, May 25, Jun 22, Oct 01, Nov 05

10D7N Wonders of Eastern Europe
10天7晚 东欧精选之旅
- Visit Karlovy Vary & Cesky Krumlov
- Old Town Tours of Budapest, Bratislava, Vienna & Prague
- Pilsner Brewery Tour
1st pax: **\$888***
2nd pax: \$888*
Dep: Apr 26, May 24, Sep 01, Oct 02, Nov 01, Dec 3

8D6N Best of Busan Korea
8天6晚 釜山之美之旅
- Busan Scenic Train and Cable Car
- East Whale Culture Village
- Relax @ Spa Land
- Premium Outlet Shopping
- Stay @ Novotel Ambassador Hotel
1st pax: **\$888***
2nd pax: \$888*
Dep: Apr 16, May 14, Jun 11, Jul 2, Aug 13, Sep 27, Oct 18, Nov 15, Dec 13

6D5N Tokyo with Kasama Mitsukoshi
6天5晚 东京 - 空向民俗体验游
- Visit anime "Slam Dunk" famous scene
- Experience Local Japanese Life Style
1st pax: **\$888***
2nd pax: \$888*
Dep: Apr 03, May 11, Jun 12, Jul 13, Aug 14, Sep 15, Oct 16, Nov 17, Dec 18

7D6N Tasmania Southerly Tassie Tour
7天6晚 塔斯马尼亚之旅
- UNESCO World Heritage-listed port Arthur Historic Site
- Visit Salamanca Market to meet locals
- Enjoying nature's sights in Bruny Island
- Freycinet National Park & Wineglass Bay
Daily Dep - 2 to go
1st pax: **\$888***
2nd pax: \$888*

10D7N Amazing Turkey
10天7晚 土耳其古文明精采之旅
- 5* Hotels throughout
- Visit the UNESCO Ephesus & The Rock Site of Cappadocia
- Visit the secret Underground City Kaymakli
1st pax: **\$888***
2nd pax: \$888*
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Chiffres indicateurs

Marché	Arrivées	Nuitées	Excursionnistes
Singapour*	145 036	1 304 633	18 226
Indonésie	126 331	726 719	7 062
Philippines	124 474	1 027 520	30 636
Malaisie*	166 758	904 568	13 431
Thaïlande	104 140	1 225 991	10 017
Viêt Nam	82 913	956 510	14 386

*Dispensés de visa Schengen

Touristes Singapouriens en 2022

- La durée de voyage moyenne est de **12,5 jours** chez les Singapouriens.
- **2 hautes saisons** : juin et décembre
- La durée de **référence** est de **6 mois**.
- Source : Expédia

Source d'arrivées : Moyenne annuelle 2016-2018 pour Singapour, Indonésie, Philippines, Malaisie et Thaïlande. Moyenne annuelle 2013-2018 pour le Viêt Nam. Sources : IMF, DGE, Banque de France, enquête EVE

Paysage médiatique à Singapour

- **Deux acteurs majeurs** : *Singapore Press Holdings* (SPH), liée au parti au pouvoir et détenant un quasi-monopole sur la presse (80+ titres). 50% des recettes de publicité se font par SPH. *MediaCorp*, propriété d'une agence d'investissement publique, gère des stations de télévision et de radio. De ce fait, peu d'articles critiquent le gouvernement de Singapour.
- **Dominance de l'anglais** : en raison de la diversité ethnique, religieuse et linguistique de Singapour, les journaux sont publiés en anglais, chinois, malais et tamoul. Toutefois, la grande majorité de média lifestyle est en anglais.
- **Source d'information en 2022** : en ligne (83%), Réseaux sociaux (58%), Télévision (48%) et journaux imprimés (23%).
- **78%** des Singapouriens utilisent leurs **smartphones** pour la consultation des média.
- **WhatsApp et Facebook (40%), Youtube (28%) et Telegram (18%)** sont les SNS plus consultés pour les actualités.
- SNS : Le principal outil d'inspiration pour les voyageurs de la génération Z, avec plus de la moitié utilisant ces plateformes pour découvrir de nouvelles destinations et de nouvelles expériences.



Source : Oxford, InstituteReuters , Klook/Milieu,

Les médias phares à Singapour

Notre focus

The image displays a comprehensive grid of media logos in Singapore, organized into 13 categories. Three categories are highlighted with red boxes: Style & Beauty, Parenting/Education, and Lifestyle.

- GENERAL NEWS:** Includes logos for Channel NewsAsia, AsaOne, Yahoo!, The New Paper, STAMP, Discovery, ST, Zao Bao, Tamil Murugan, Thomson Reuters, India SE, Today, Berita Harian, Tabla, Mothership.sg, Forbes, BBC, TOC, Mumbrella Asia, Mashable, and The Independent.
- STYLE & BEAUTY:** Includes logos for Biko, Daily Vanity, Female, L'Officiel, Women's Weekly, Teenage, MF, Bazaar, Esquire SG, Marie France Asia, Her World Plus, The New York Times Style Magazine, Nylon, and Glam.
- HEALTH & FITNESS:** Includes logos for Men's Health, SoulScape, Shape, and EzyHealth.
- PARENTING/EDUCATION:** Includes logos for Little Day Out, Kooopedia, TheAsianparent, Singapore Motherhood, Parents, and Young Parents.
- TRAVEL:** Includes logos for Lightfoot, Wander Luxe, Lonely Planet, Silverkris, TripZilla.sg, AspirantSG, The Occasional Traveller, and Ttg Travel.
- FINANCE:** Includes logos for The New Savy, Money Smart SG, Money Digest, and Singapore Promotions.
- SPORTS:** Includes logos for Bodybuilding, Yahoo! Sports, Rew Motoring, and Goal.
- BUSINESS:** Includes logos for The Business Times, Business Insider, Financial Times, The Wall Street Journal, Singapore Business, and Bloomberg.
- TECHNOLOGY:** Includes logos for Vulcan Post, Singapore Hardware Zone, GovInsider, Stuff, TechInAsia, and E27.
- ENTERTAINMENT:** Includes logos for TV, PopSpoken, Night Owl, Cdnetwork.tv, Yahoo! News, and The Ministry of Public.
- F&B:** Includes logos for Wine & Dine, Epicure, Michelin, Burpple, HungryGoWhere, and EatBook.
- HOME & DESIGN:** Includes logos for Houzz, Singapore Home & Decor, SquareRooms, and Lookbox Living.
- LIFESTYLE:** Includes logos for Singapore's Essential Arts & Culture Guide, Everyday Articles For Everyone, Honeycombers, Ministry of Funny, SG Now, The Smart Local, Peak, TimeOut, Youth Luxe, Senatus, Go Away, Explore Singapore, Scene SG, Zula, Unzipped TV, and SCAG.

Source : hashmeta 2018

Notre rencontre press

Date et heure :

Lundi 16 septembre 2024, entre 14h-16h

Objectif de l'opération :

Sensibiliser les journalistes de la région.

Lieu :

Fullerton Hotel***** à Singapour (bâtiment classé monument national), un hôtel de luxe équivalent, ou la résidence de l'Ambassadrice de France à Singapour.

Nombre de partenaires requis :

3 minimum



Format

Conférence de presse :

1 logo sur invitation digitale, 1 kakémono, 10 minutes de présentation avant le high-tea, 1 cadeau à votre charge dans le sac Atout France à distribuer à la fin.

Dossier de presse :

Atout France s'occupe de la fabrication du dossier de presse collectif avec tous les exposants français, de son édition et de sa mise en page.

Suivi :

Suivi de l'évènement et suivi individuel en vue de la conversion médiatique (press clipping) et partage des contacts des journalistes présents.

Frais de traduction du dossier de presse :

Le contenu étant préparé en anglais par les partenaires, il n'y a pas de frais de traduction.



Programme prévisionnel

Vendredi 13
septembre

Sydney



Fin du workshop

Samedi 14
septembre

Australie ou
singapour (au
choix)

Libre

Dimanche 15
septembre

Singapour



Arrivée

Lundi 16
septembre

Singapour



Rencontre Press + transfert à Paris
AF257 SIN-CDG 22h40-06h10+1

Notre offre et nos services

Coût de participation : 3 000 € HT

Ce prix comprend :



- Organisation de conférences de presse
- Création de kakémonos individuels
- Envois et relances des invitations aux journalistes
- Remise du fichier des journalistes qui auront participé à la conférence de presse
- Déjeuner du 16 septembre (le lieu et 1 invité local à confirmer)

Ce prix ne comprend pas :

- Vols internationaux depuis la France et transports à l'intérieur de Singapour*
- Hébergements**
- Les repas non mentionnés sur le programme
- Toute dépense à caractère personnel

*Prendre un taxi est très simple à Singapour. Tous les conducteurs de taxi parlent anglais. Beaucoup de taxis attendent devant l'aéroport ou en ville, sinon vous pouvez réserver un taxi via l'application de Grab.

**Atout France peut conseiller quelques hôtels à proximité et réserver à votre place. Faites-nous en la demande.



Agence de développement
touristique de la France

Pour en savoir plus :
www.atout-france.fr