



# Meet the Singaporean Digital Traveler



## REGIONAL TRENDS EVERY MARKETER MUST KNOW

Despite frugal spending on other things, Singaporeans are traveling more, and smartphones are primed to transform the way they book.

### Mobile Browsing For The Win



37%



40%

For Millennials, mobile browsing is set to overtake laptop.



Nearly half of all travelers now search for deals on the go.

#### TRAVEL TAKEAWAY

Mobile experiences that provide **side-by-side comparisons** and **speedy searches** will convert this crowd from browsers to bookers.

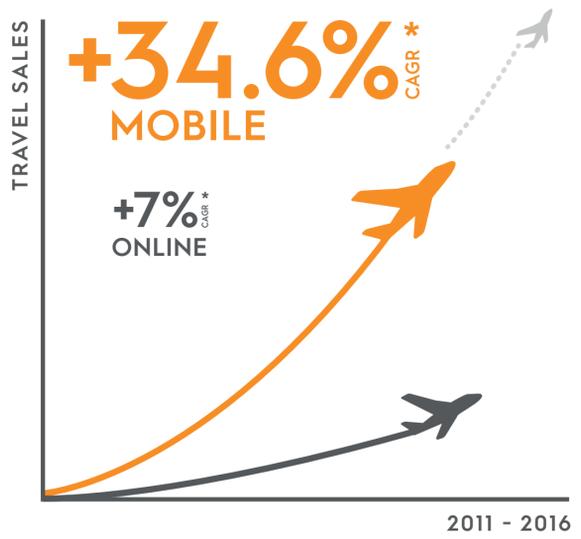
### Mobile Travel Booking Will Soon Take Off



18% of Singaporean bookings were mobile despite 81.9%\* smartphone ownership.

#### TRAVEL TAKEAWAY

An app optimized for **easy navigation** and a **user-friendly interface** will help open the floodgates.



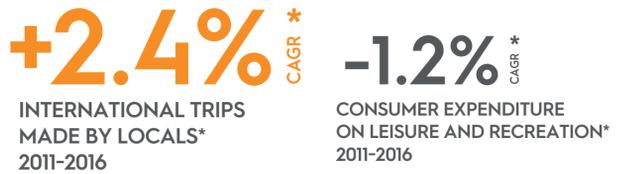
### Travel is Non-negotiable

Overall spending decreased in Singapore, but travel still grew. International trips should boom along with overall spending by 2020.



#### TRAVEL TAKEAWAY

Promote relevant, **personalized offers** and **discounts to ride this wave.**



## Prepare for the island's Travel Market



Prioritize easy comparisons and checkout in your mobile app



Embrace personalized ads that respond to customer behavior in real time



Adopt a singular view of your customers on each of their favorite devices

For more information, please visit [www.criteo.com](http://www.criteo.com).

\*Compound Annual Growth Rate measured from 2011 to 2016. Methodology: Survey conducted by Euromonitor in February 2017 to present a comprehensive and accurate picture of the Macro-economic landscape and Travel industry in Singapore. One hundred and fifty respondents in Singapore. About Criteo: Criteo (NASDAQ: CRTO) delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,500 employees in more than 30 offices across the Americas, EMEA and Asia-Pacific, serving over 14,000 advertisers worldwide and with direct relationships with thousands of publishers.

