



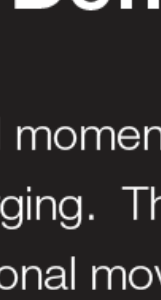
TRAVEL IS BACK AND BOOMING. Here's How to Own the Journey.

2025 marked a **full return to travel** at scale. As we move into 2026, rising travel frequency, seasonal peaks like Chinese New Year, and sustained passenger volumes are **creating powerful moments** for brands to **connect with audiences** in the real world.

2025 TRAVEL RECAP

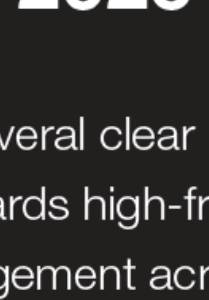
Momentum at Full Scale

Travel demand in 2025 didn't just recover, it accelerated.



Changi Airport's New Peak

Changi Airport handled close to **70 million** passengers in 2025.



The Frequent Flyer

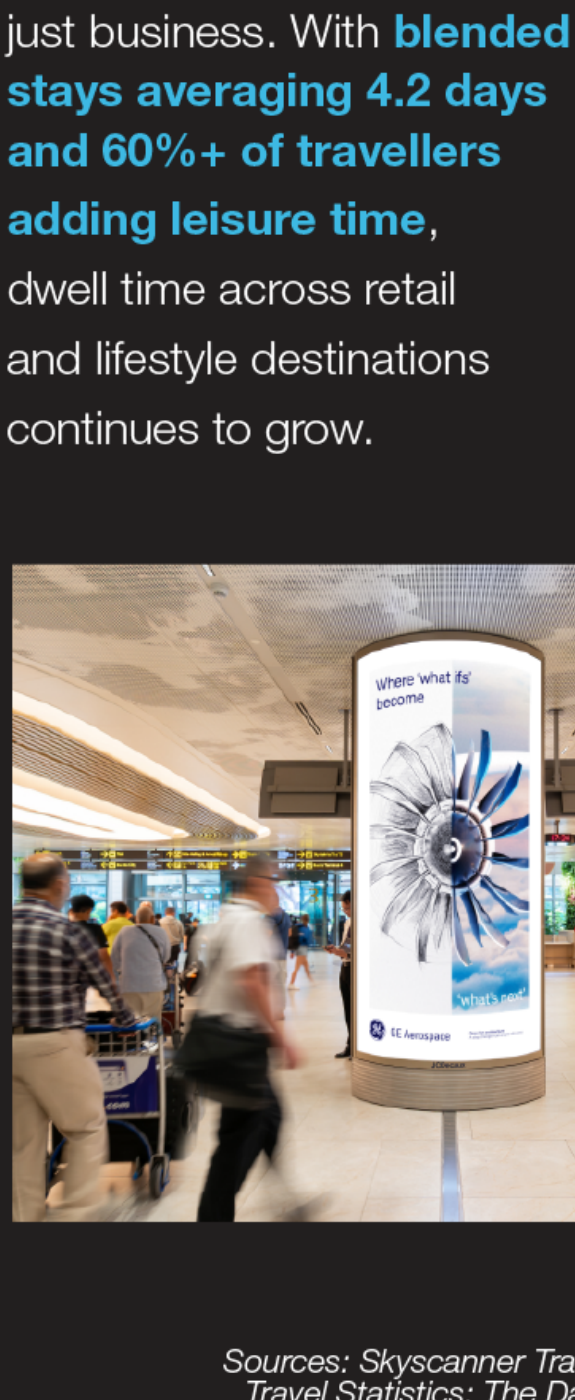
Travellers averaged **2.4** international flights in 2025, with ASEAN travellers (Singapore, Malaysia, Indonesia) leading as the world's most frequent flyers.

Source: The Straits Times & Trip.com

WHAT'S NEXT?

The 3 Trends Defining Travel in 2026

As travel momentum carries into 2026, several clear patterns are emerging. The industry is shifting towards high-frequency regional movement and deeper engagement across destinations:



1. Regional Dominance

Traveller demand remains robust, with **90% of Singapore-based travellers planning to maintain or increase their travel frequency**, reinforcing the strength of short-haul Asia-Pacific trips.

2. The "Bleisure" Hybrid

Business travel is no longer just business. With **blended stays averaging 4.2 days and 60%+ of travellers adding leisure time**, dwell time across retail and lifestyle destinations continues to grow.



3. The Global Growth Engine

Asia Pacific is set to be the **world's fastest-growing aviation region in 2026 with 9.3% year-on-year growth**, outpacing Europe's 2.2%, positioning Singapore at the epicentre of global travel flows.

Sources: Skyscanner Travel Trends 2026, Global Business Travel Statistics; The Data Behind the Business-Leisure Boom] & Morgan Stanley, m1nd-set

FROM TRENDS TO

Timely Opportunities

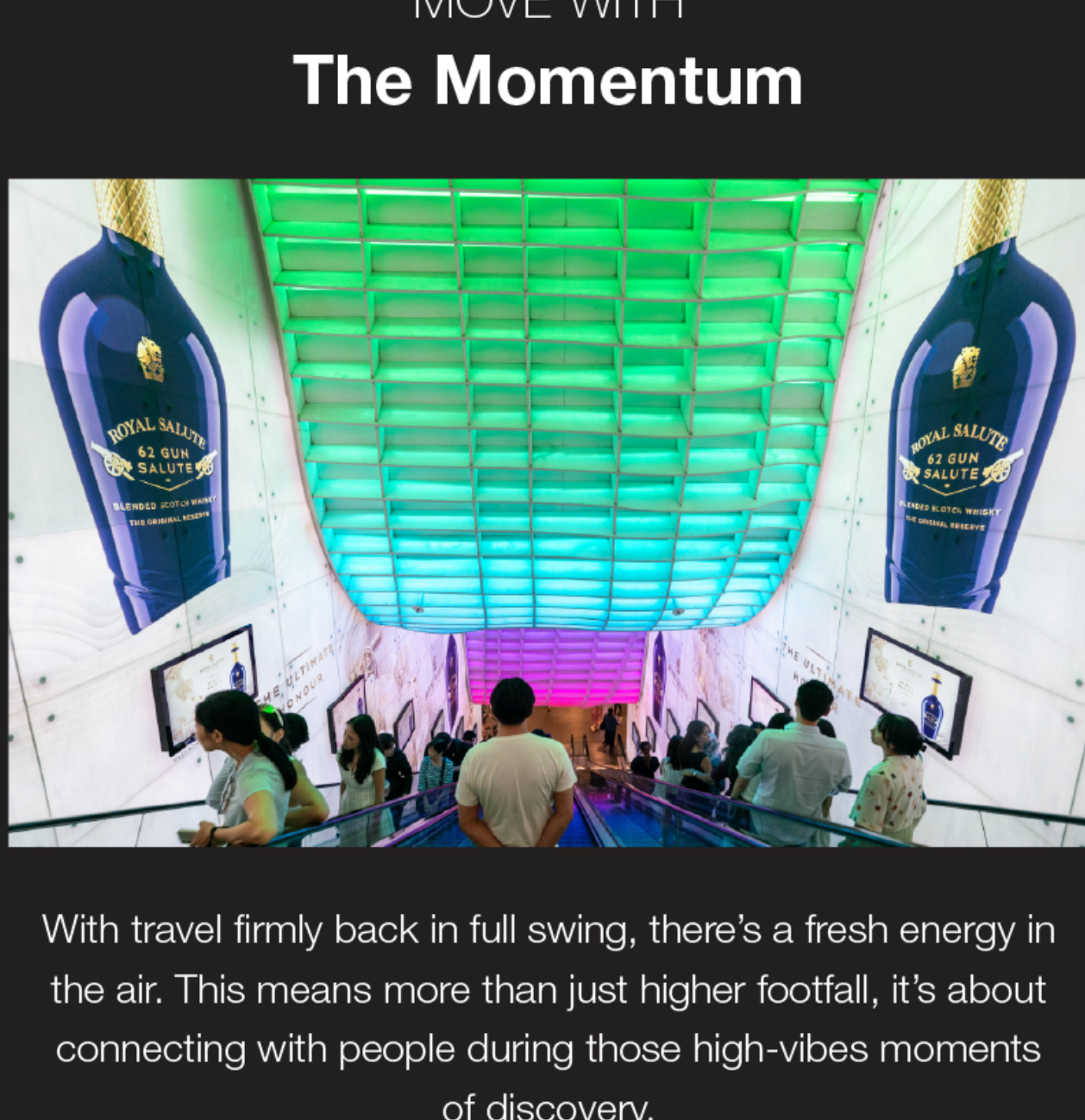


These shifts in travel behaviour create clear peaks in movement and mindset, when audiences are most present and receptive.

In early 2026, two such moments stand out in Singapore: the return of large-scale global business event led by the Singapore Airshow and the annual surge in leisure-led travel around Chinese New Year.

THE SINGAPORE AIRSHOW

Business Travel Back in Force

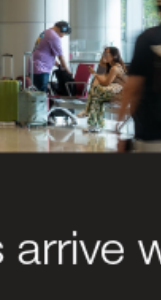


The **return of major global events** signals that business travel momentum is firmly back. The Singapore Airshow 2026 (3-8 Feb) is expected to draw a large, highly international business audience to Singapore.



Record turnout of

60,000 trade attendees at the last edition



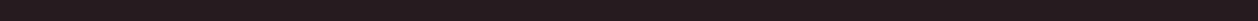
1,000+ companies

from 50+ countries participating

The **2026 Airshow will return at a similar scale**, alongside the Space Summit 2026 (2-3 Feb), convening global policymakers, space agency leaders, and investors. Together, these events amplify business travel across the city, driving heightened activity across hotels, retail and lifestyle destinations.

THE CNY BOOM

High Intent, High Attention



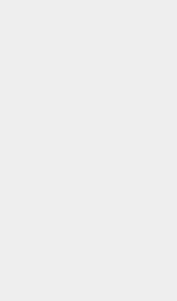
Chinese New Year (CNY) remains one of the **strongest travel peaks for Singapore**, and booking data shows Singapore is leading the pack as a global favourite.

Early Momentum

Overall **APAC booking demand is already up 26% YOY**, with flights from China to all destinations up 54%

The #1 Destination

Singapore is the top destination for the 2026 festive season, with **44.5%** of global travellers already confirming their bookings



Sustained Growth

Cross-border travel bookings increased **30% YOY** during the 2025 CNY period with **Singapore listed among the top outbound destinations** for Chinese travellers

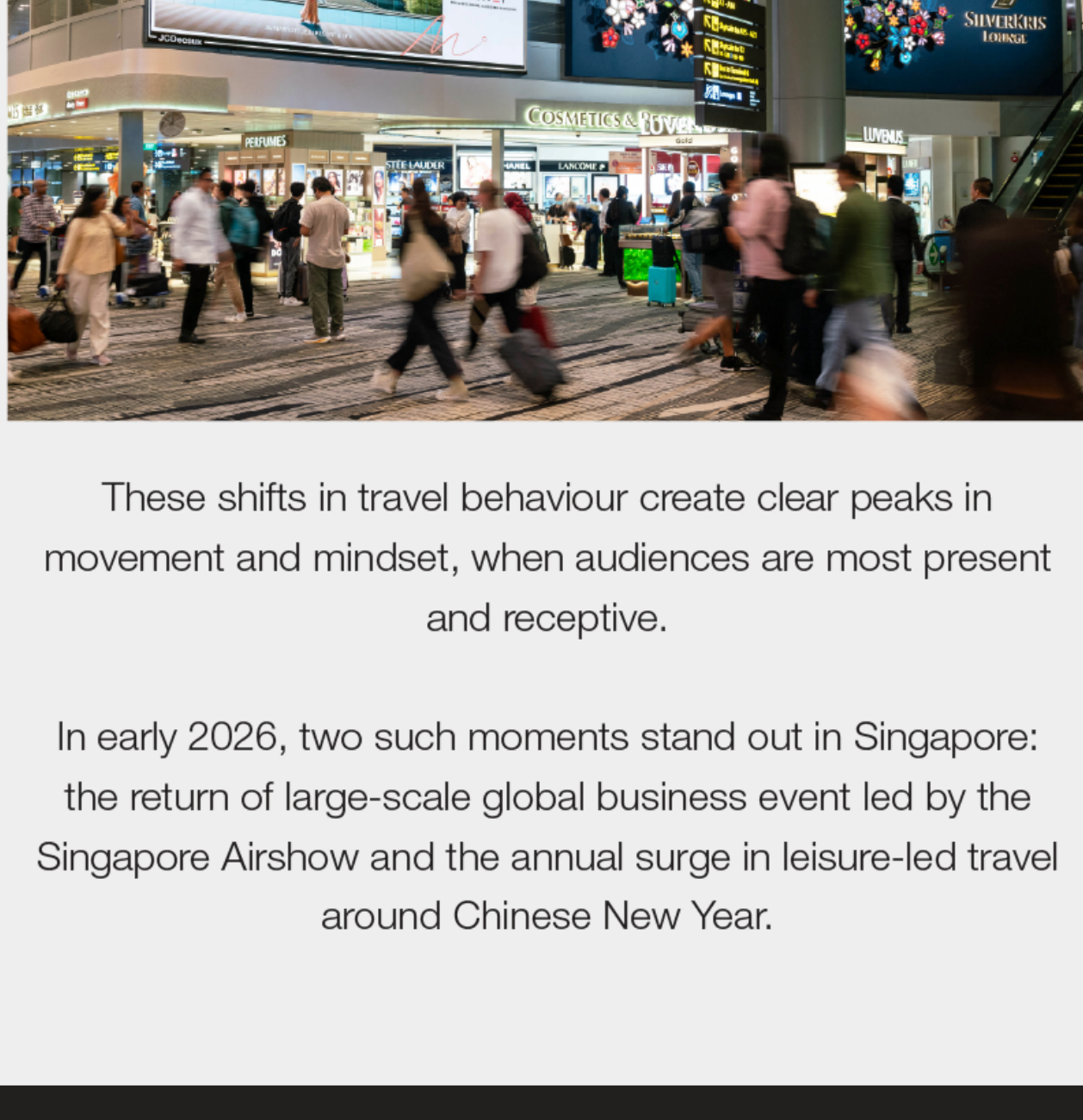
Sources: China Travel News, Travel Weekly Asia, TTR Weekly

MOVE WITH

The Momentum



With travel firmly back in full swing, there's a fresh energy in the air. This means more than just higher footfall, it's about connecting with people during those high-vibes moments of discovery.



It starts at Changi Airport, where travellers arrive with a sense of excitement and an open mind. That journey continues seamlessly into the city, where shopping and dining are natural extensions of adventure.

By being present in both airports and premium mall environments, brands become a familiar part of the traveller's story, from the moment they land to the moment they shop.

As travel continues to scale, the opportunity for OOH to grow alongside it is bigger than ever.

Keen to explore how your brand can tap into this momentum?

Get in touch with us to learn more



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