



## WHO ARE YOU ACTUALLY REACHING IN 2026? Travel didn't just return in 2025 It accelerated.

2025 marked a definitive turning point as passenger volumes across Singapore **surged close to 70 million**, solidifying Changi Airport's position as the primary engine for regional connectivity and growth (The Straits Times).

As we move through 2026, **scale alone is no longer the story.**

When millions pass through the same environments every year, the real opportunity lies in understanding who the audiences are in that moment and how context shapes the way they engage with brands.

## AIRPORTS: A Different Way of Paying Attention



Airports aren't just transit points.

JCDecaux Singapore's 2026 Airport Audience Profiling Study shows that being in "travel mode" subtly but meaningfully changes how people think and respond:



### Heightened Awareness:

Nearly three-quarters of travellers say they feel more aware of their surroundings while travelling than in their day-to-day routines.



### The Halo Effect:

Around two-thirds perceive brands advertised in airports as more premium and credible.

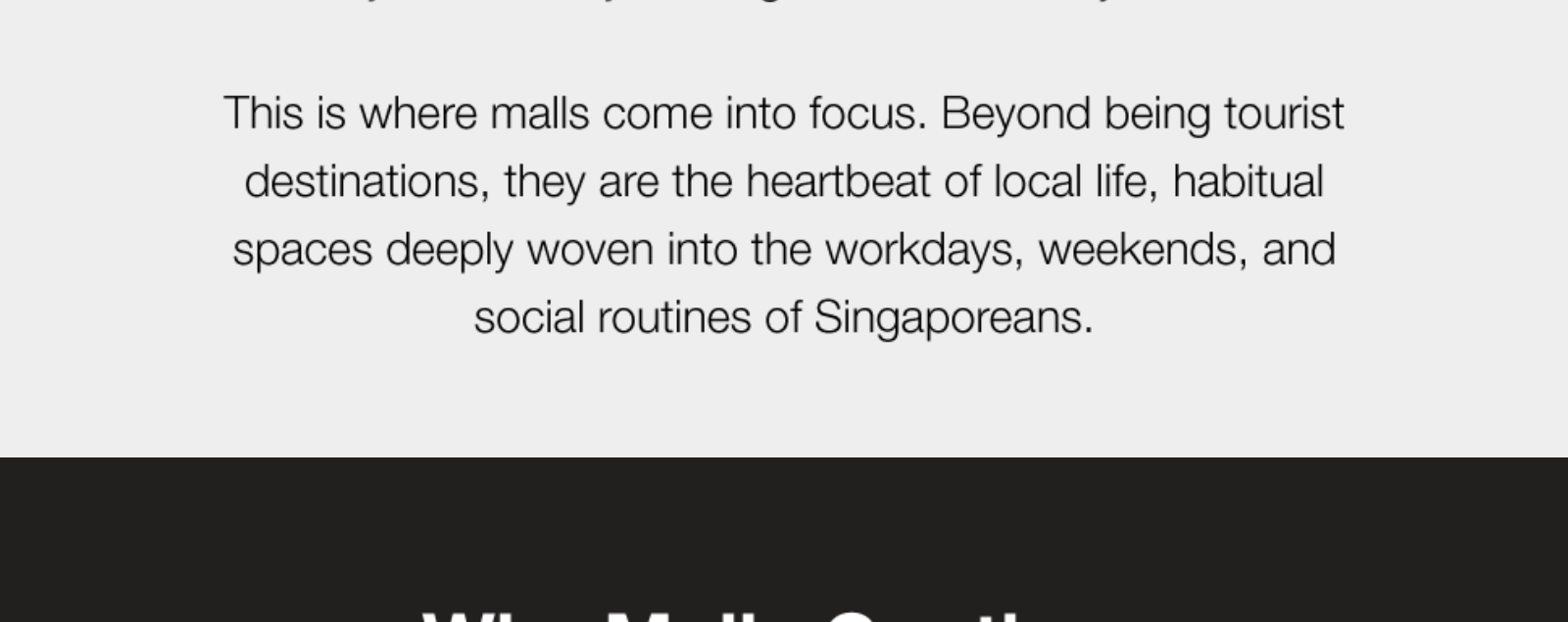


### Driven to Action:

Exposure doesn't stop at noticing; almost half take some form of follow-up action after encountering a brand at the airport.

While the same screen is seen by thousands, the way each audience segment processes it varies—shaped by their specific profile, pace, and mindset.

## From Runway to Retail



In Singapore, travel impact extends far beyond the tarmac.

**With 2026 tourism receipts projected to reach \$31-\$32.5 billion** (The Straits Times), this capital flows

directly into the city's dining, retail, and lifestyle sectors.

This is where malls come into focus. Beyond being tourist destinations, they are the heartbeat of local life, habitual spaces deeply woven into the workdays, weekends, and social routines of Singaporeans.

## Why Malls Continue to Matter

JCDecaux Singapore's 2026 Mall Audience Profiling Study shows that malls play a distinct role in how Singaporeans spend their time, far beyond pure transaction:



### Path to Purchase:

For many, that exposure carries through, with more than one-third reporting that mall advertising has influenced a purchase decision.



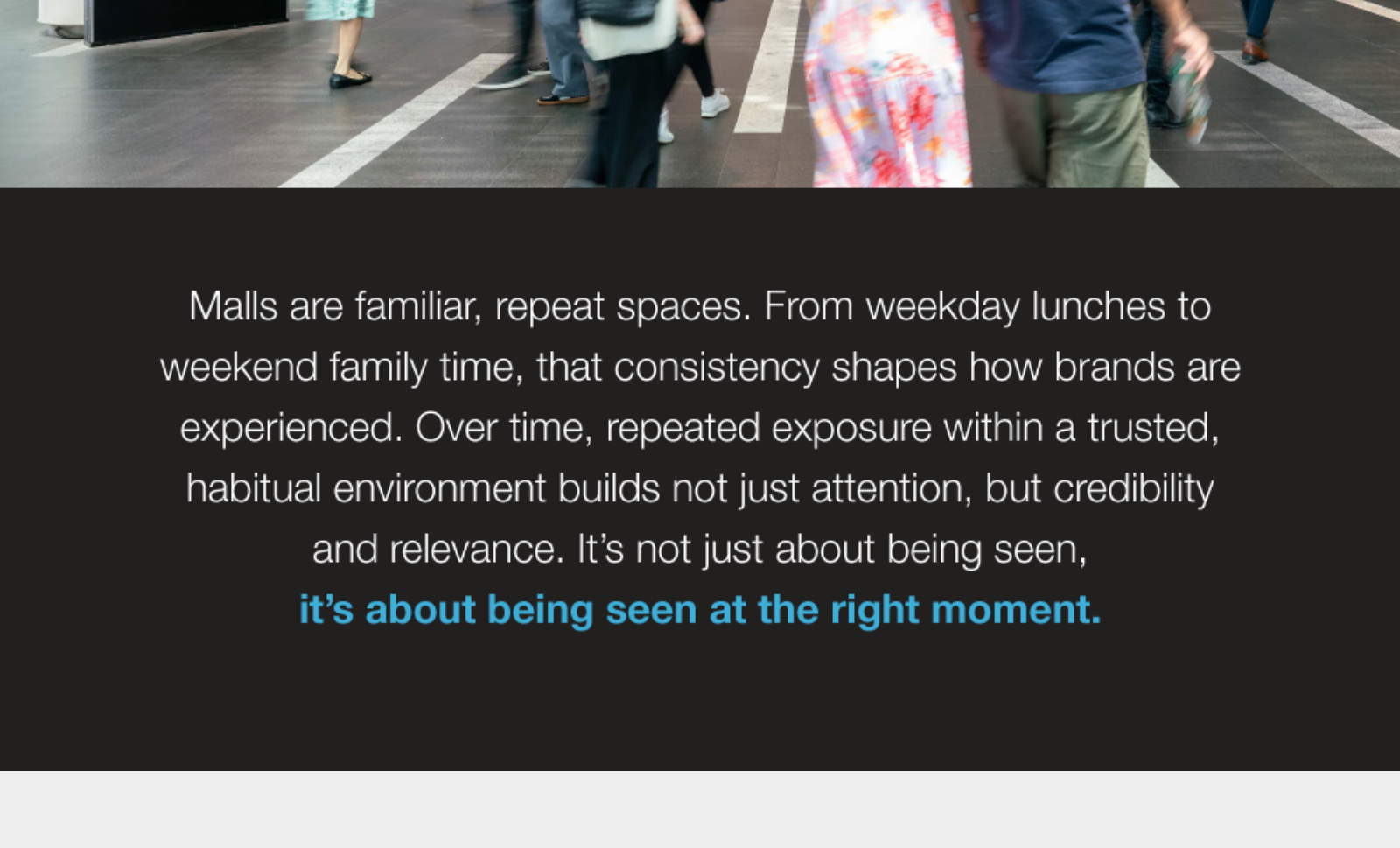
### Leisure-First:

75% of Singaporeans go to malls for leisure and dining, not just errands.



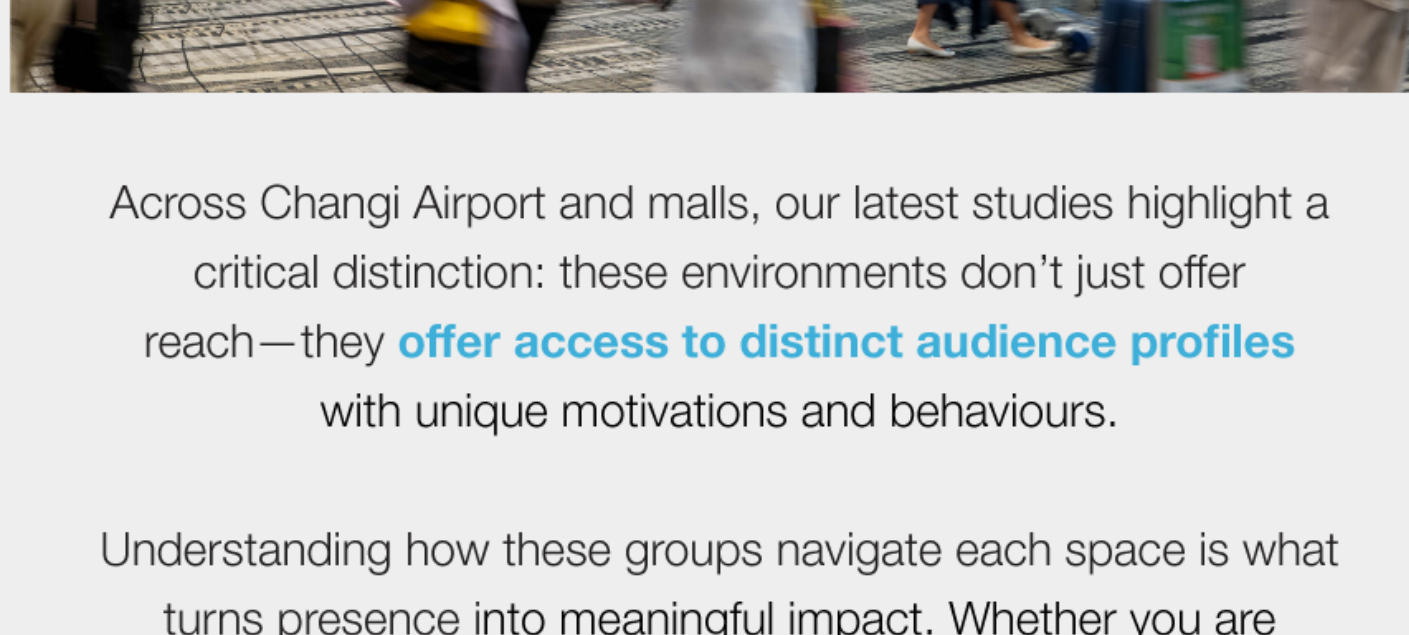
### Low Resistance:

When people are browsing or unwinding, advertising is experienced differently, with over 60% saying they notice advertising more during these moments.



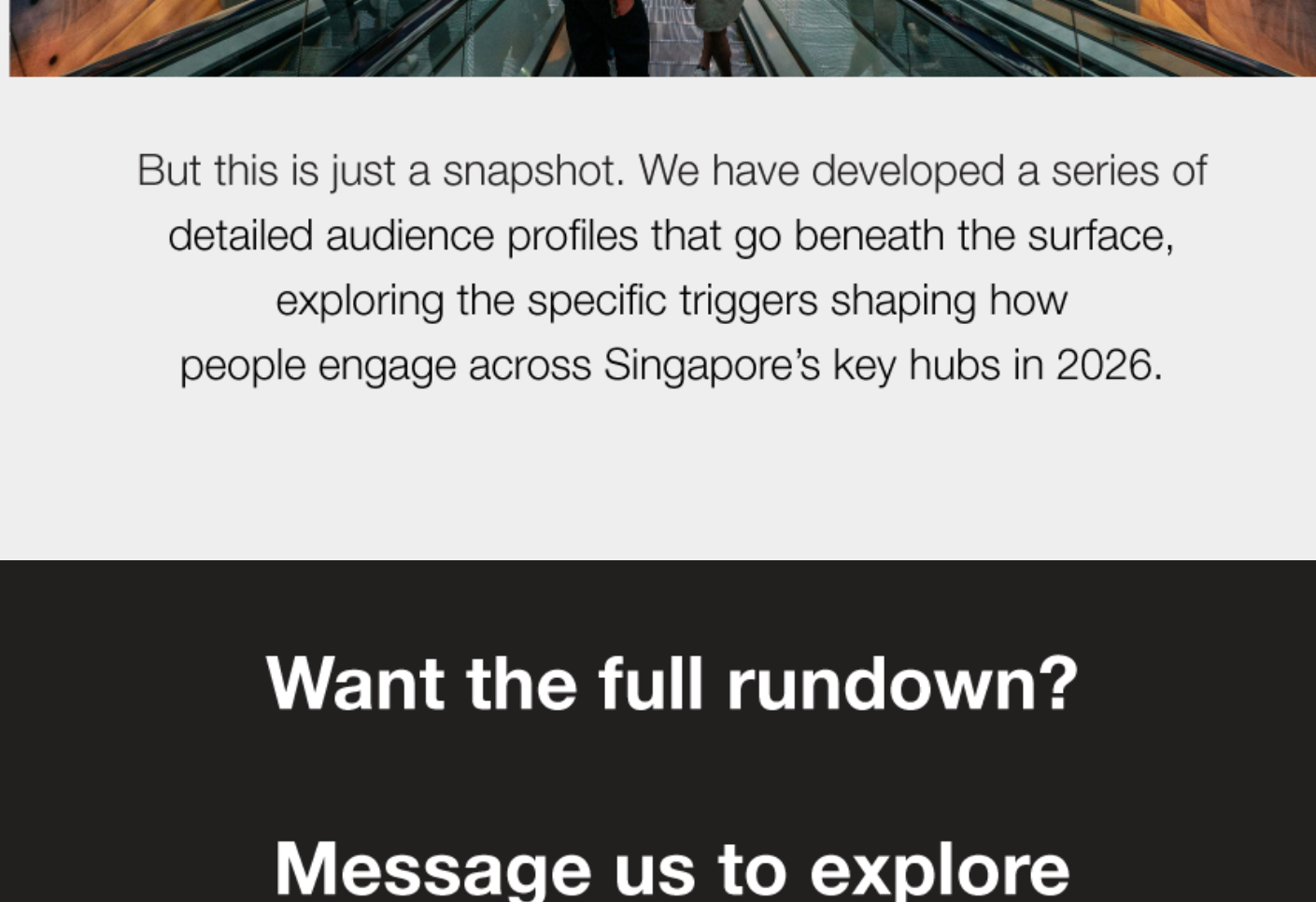
Malls are familiar, repeat spaces. From weekday lunches to weekend family time, that consistency shapes how brands are experienced. Over time, repeated exposure within a trusted, habitual environment builds not just attention, but credibility and relevance. It's not just about being seen, **it's about being seen at the right moment.**

## Same Spaces. Different Perspectives.



Across Changi Airport and malls, our latest studies highlight a critical distinction: these environments don't just offer reach—they **offer access to distinct audience profiles** with unique motivations and behaviours.

Understanding how these groups navigate each space is what turns presence into meaningful impact. Whether you are looking to reach the high-velocity business traveller or the leisure-focused local, the **strategy shifts significantly based on the environment.**



But this is just a snapshot. We have developed a series of detailed audience profiles that go beneath the surface, exploring the specific triggers shaping how people engage across Singapore's key hubs in 2026.

## Want the full rundown?

Message us to explore these profiles and continue the conversation.

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