



GUIDE TO NAVIGATING DATA VISUALISATION ON STAN

FOR PUBLIC USERS

V2.0

Last Updated 14 Aug 2024



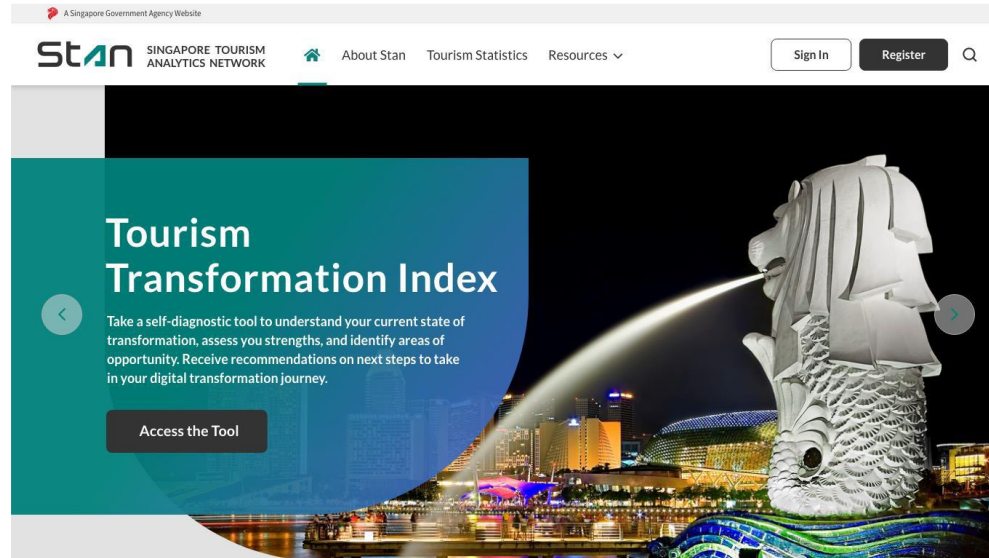
OVERVIEW

1. Accessing Stan Public Portal
2. Accessing Stan Data Visualisations
3. Navigating Stan Data Visualisations
 - View
 - Filter
 - Export

1. ACCESSING STAN PUBLIC PORTAL

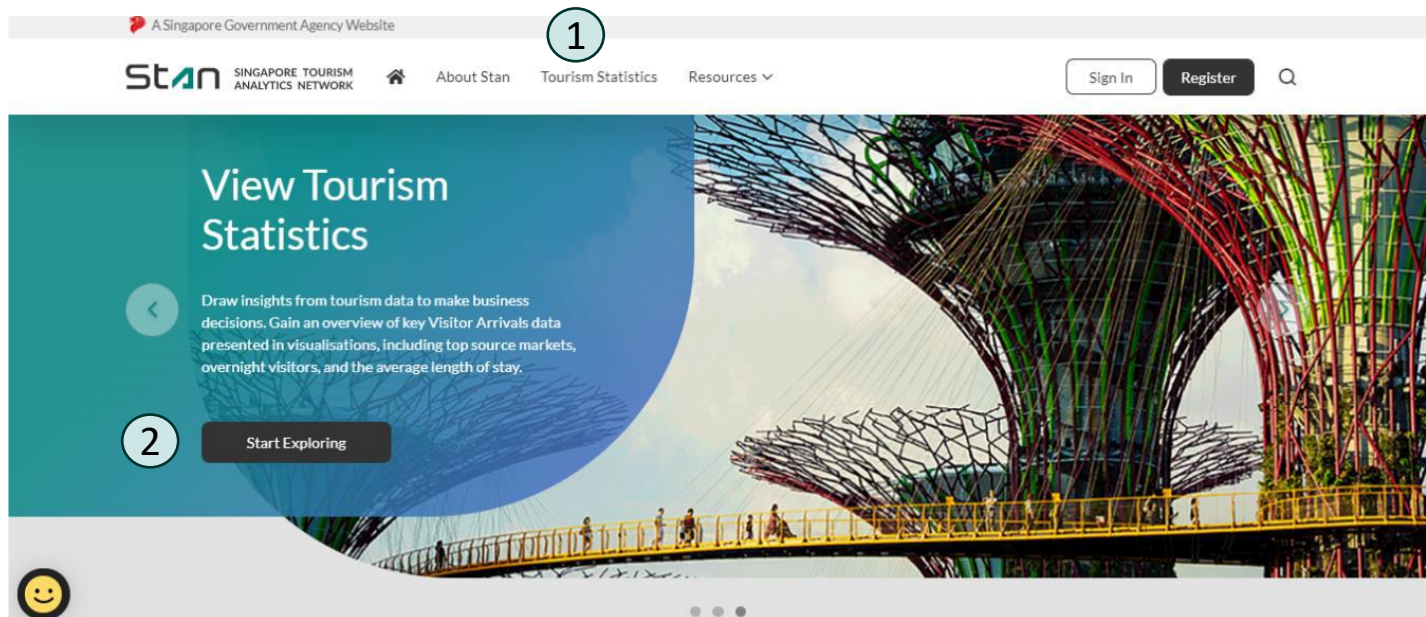
You may access the Stan Public Portal from your desktop or mobile device via this link:

<https://stan.stb.gov.sg>



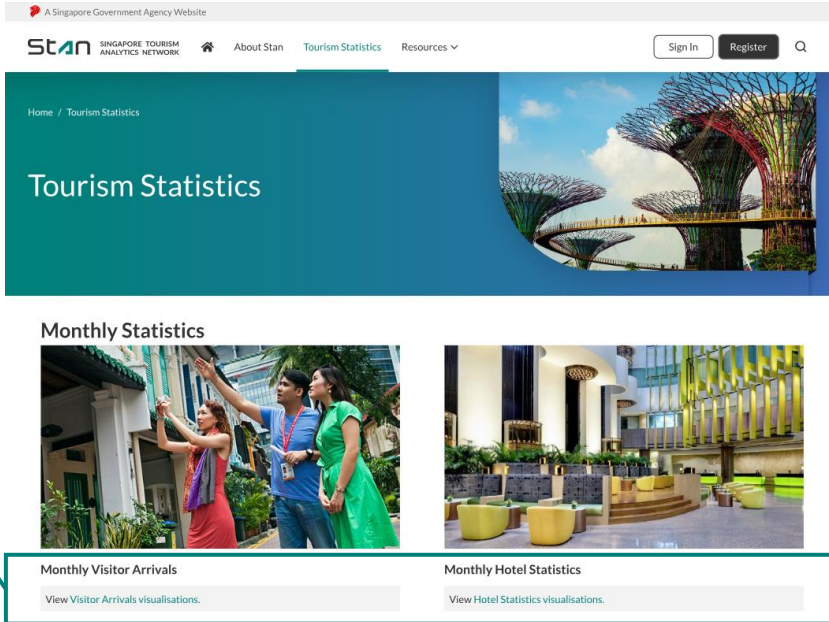
2. ACCESSING STAN DATA VISUALISATIONS

You may access data visualisations on Stan either by clicking on 'Tourism Statistics' on the menu bar or by clicking on 'Start Exploring' on the carousel banner.



2. ACCESSING STAN DATA VISUALISATIONS

You may access the data visualisations which include Monthly, Quarterly and Annual statistics. Click on the respective links to view visualisations or download statistics.



The screenshot shows the Stan Singapore Tourism Analytics Network website. The header includes the Stan logo, navigation links for 'About Stan', 'Tourism Statistics', and 'Resources', and buttons for 'Sign In' and 'Register'. The main content area features a large teal banner with the text 'Tourism Statistics' and a background image of the Supertrees at Gardens by the Bay. Below the banner, there are two sections: 'Monthly Statistics' with two images (one of people taking a photo and one of a modern hotel interior), and two buttons: 'Monthly Visitor Arrivals' and 'Monthly Hotel Statistics'. A teal callout box on the left points to these buttons with the text 'Click on the links to view visualisations'.

3. NAVIGATING STAN DATA VISUALISATIONS

By clicking 'Visitor Arrivals visualisation' under Monthly Visitor Arrivals, as an example, you will be redirected to the Visitor Arrivals Dashboard overview as shown below.

Click to access the selected sheet and refer to the glossary sheet for the list of terms and respective definitions used on Stan.

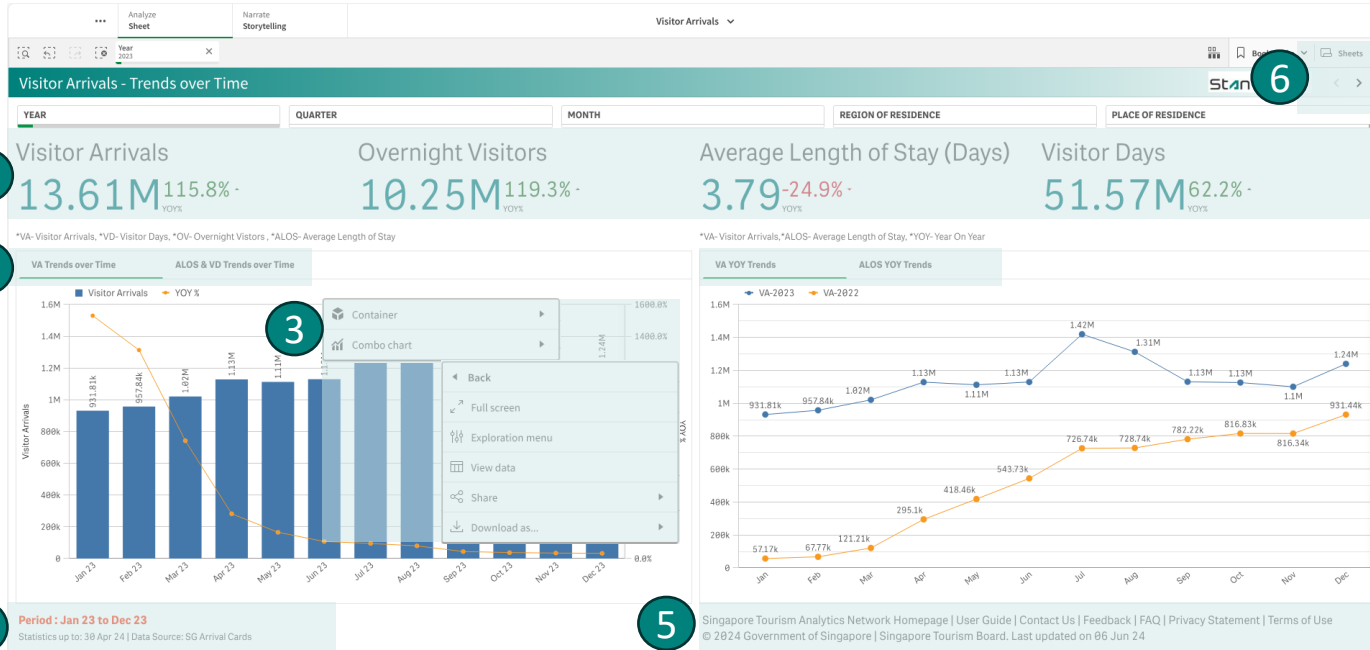
The screenshot displays the Stan dashboard interface. At the top left, there is a 'Visitor Arrivals' header with a small illustration and metadata: 'Data last loaded: Apr 17, 2024, 6:25 AM', 'Published: Feb 22, 2024, 6:18 PM', 'Published for: Public', and 'Version 1.0'. Below this is a navigation bar with 'Sheets', 'Bookmarks', and 'Stories' tabs. A row of 'Public sheets (6)' is shown, including 'Visitor Arrivals - Trends over Time', 'Visitor Arrivals - Trends by ...', 'Visitor Arrivals - Trends by ...', 'Visitor Arrivals - Trends by Travel...', 'Visitor Arrivals - Ad-hoc Report', and 'Glossary'. The 'Glossary' sheet is highlighted with a red box. To the right, a 'Glossary' table is visible, listing terms and their definitions. A red callout box with the text 'Toggle between grid and list view' points to a toggle icon in the top right corner of the dashboard.

Toggle between grid and list view

No.	Terms	Definition
1	Visitor Arrivals (VA)	This refers to international visitors whose length of stay is less than a year in Singapore. This excludes: Malaysian citizens arriving by land; Returning Singapore citizens, permanent residents and pass holders; Crew on public modes of transport; Military personnel; and Transit and transfer passengers.
2	Place of Residence	This refers to where a visitor resides for more than a year and/or consider the place his/her centre of economic interest.
3	Length of Stay (LOS)	This refers to the duration between the arrival date and departure date for each visitor. The number of visitor departures would be less than the number of visitor arrivals as some visitors may not depart within the same calendar year. Unit of reference is day.
4	Visitor Days	This refers to the total number of days that visitors spent in Singapore, and is computed by multiplying VA with average length of stay (ALOS).
5	Visitors Nights	Visitor Nights is number of physical nights and days spent by a Visitor for each month during the total length of stay for the Visitor if they have already departed, or length of stay from arrival date to current date if they have not departed yet.
6	Previous Period	This refers to the same period a year ago.
7	YOY	Year-on-Year (YOY) compares statistics for one period of interest with the same period the previous year.
8	YTD	Year-to-Date (YTD) refers to the period of time from first day of the calendar year up to selected period of the same year.
9	MOA	Mode of Arrival/Departure (Air, Land, Sea)

3. NAVIGATING STAN DATA VISUALISATIONS

Using the first sheet, Visitor Arrivals – Trends over Time visualisation as an example:



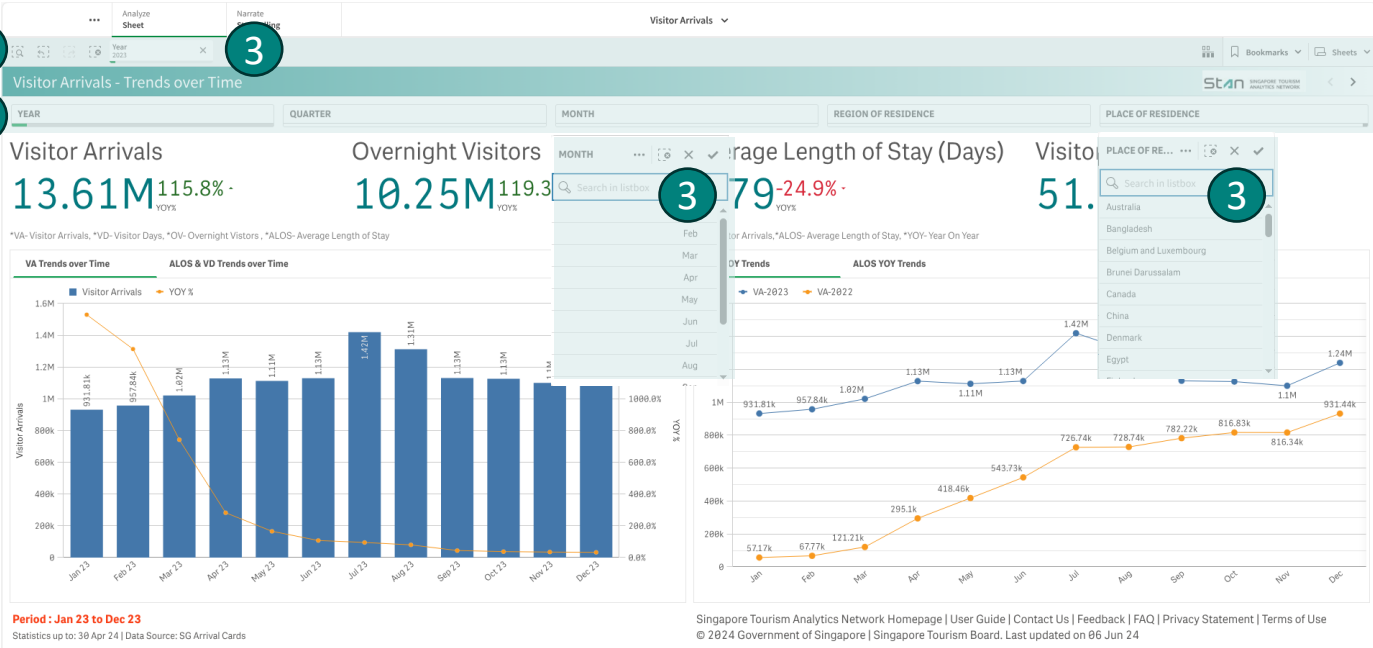
1. View key statistics in the KPI bar.
2. Click on the tab title to alternate between visualisation.
3. Right click on the chart area and select 'Combo chart'* and click 'View data' to view in table format.
4. Data source and period of visualisation.
5. Hyperlinks for quick navigation on Stan Portal.
6. Use the sheets drop down option or arrows to toggle between the sheets.

*Option shown will be based on the visualisation chart type.

3. NAVIGATING STAN DATA VISUALISATIONS

Using the first sheet, Visitor Arrivals – Trends over Time visualisation as an example:

1
2

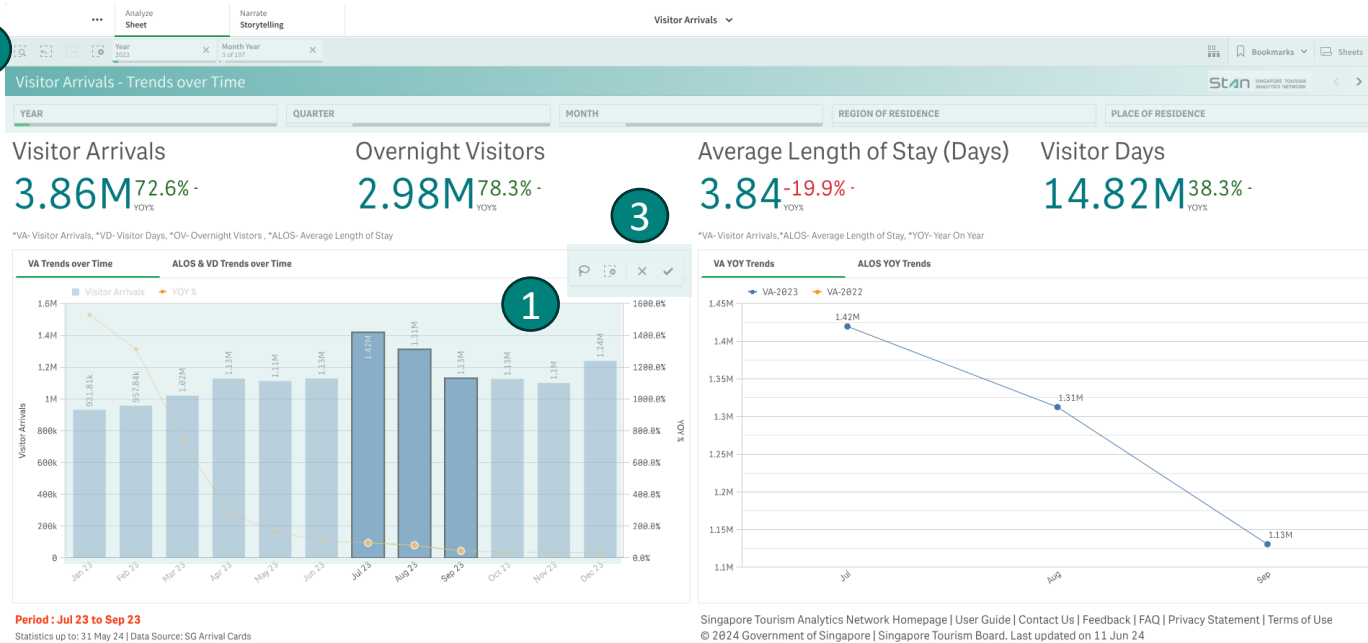



1. Click on each filter tab to expand filter selections. For this sheet, period and residence filter options are available.
2. Filters applied will appear on the filter bar which is above the sheet title. Click on 'step back', 'step forward' or 'clear selection' to revert filters applied.
3. You may also click directly on the 'x' on the filter bar or the drop-down filter options to clear the selected filter.

3. NAVIGATING STAN DATA VISUALISATIONS

Using the first sheet, Visitor Arrivals – Trends over Time visualisation as an example:

2



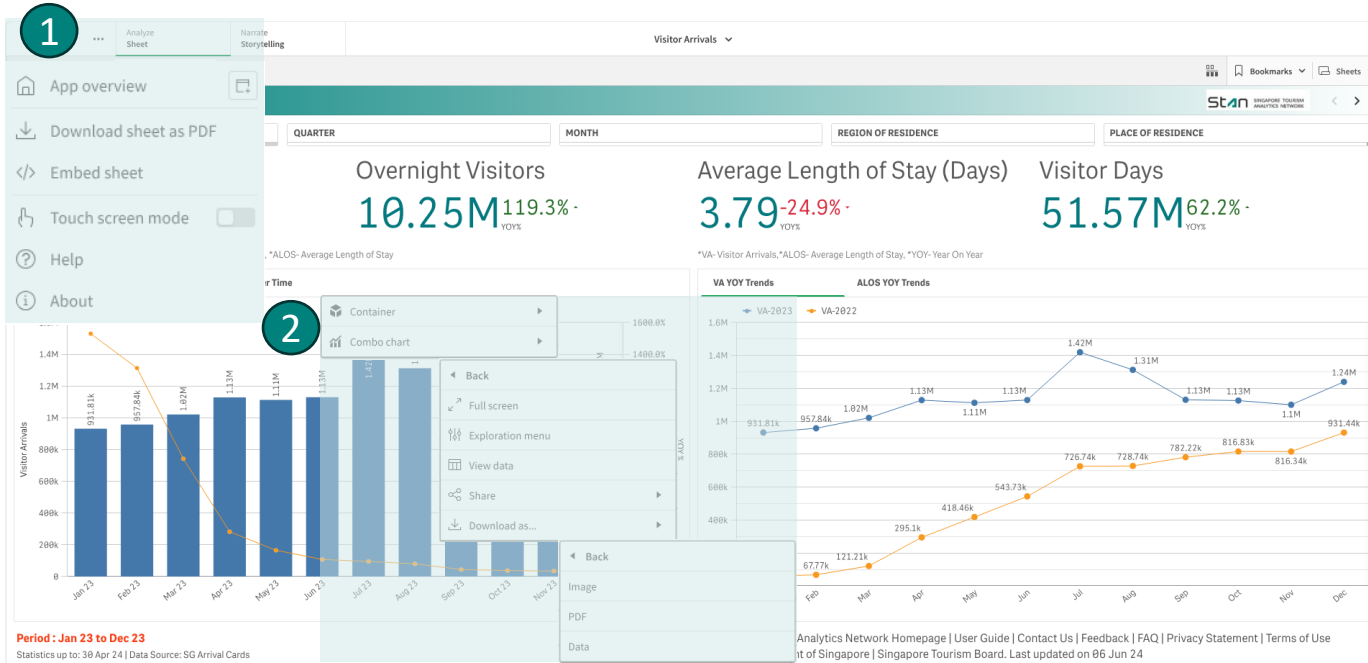
1. Click on the chart area or on a specific data point to apply filters directly on the visualization by selecting  to 'turn on lasso selection'.

2. Filters applied will appear on the filter bar which is above the sheet title. Click on 'step back', 'step forward' or 'clear selection' to revert filters applied.

3. You may also click directly on the 'x' on the filter in 2 above to clear the selected filter.

3. NAVIGATING STAN DATA VISUALISATIONS

Using the first sheet, Visitor Arrivals – Trends over Time visualisation as an example:



1. To export visualisations on this sheet, click on the ellipsis at the top left corner of the page and select 'download sheet as PDF'.
2. To export chart visualisation or data file, right click on the chart area and select 'Combo chart*'. Click on 'Download as' and select image, PDF or excel data format.

*Option shown will be based on the visualisation chart type.



QUESTIONS?

PLEASE BROWSE OUR [FAQs](#) OR REACH US AT

stan@stb.gov.sg

