

HONG KONG TOURISM INDUSTRY SNAPSHOT



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HONG KONG TOURISM INDUSTRY SNAPSHOT

(AS OF APR 2024)



Note:

1. This document contains data extracted from a variety of sources. HKTB has made every effort to quote the most recent data from these sources.
2. This page summarizes the most recent figures and their year-on-year changes of the key tourism indicators. For more details, please refer to Page 4 - 6 and their respective data sources.

ECONOMIC INDICATORS

(Source: Census and Statistics Department)



HK TOURISM INDUSTRY

Tourism Expenditure Associated with Inbound Tourism (TEAIT)*

(Source: HKTB Departing Visitor Survey)

2023 Full Year **HK\$178B**
2018 **HK\$332B**

*TEAIT = Destination Consumption Expenditure + Passenger International Transportational Expenditure (please refer to Page 2 for detailed definition)

Value-added of Tourism Industry in GDP

(Source: Census and Statistics Department)

2022 Full Year **3.6%**
2018 **4.5%**

Tourism Direct Employment

(Source: Census and Statistics Department)

2022 Full Year **233K**
2018 **258K**

Hotel Room Supply

(Source: HKTB Hotel Room Occupancy Survey)

2023 Full Year **90K**
2018 **258K**

Air Passenger Traffic

(Source: Airport Authority Hong Kong)

	Throughput (Inbound Visitors + Transit-transfer + Local)	Passenger Flight Movement
Mar 2024	4.4M	22K
Mar 2023	2.8M	13K

High Speed Rail Traffic

(Source: MTR)

	Throughput (Visitors + Local)
Mar 2024	2.1M
Mar 2023	1.2M

INBOUND VISITORS TO HK



Visitor Arrivals

(Source: Immigration Department)

	All	Mainland	Non-Mainland
Mar 2024	3.4M	2.5M	0.9M
% Growth vs Mar 2023	+39%	+25%	+64%
% Recovery vs Mar 2018	68%	67%	71%



Overnight %

(Source: Immigration Department)

	All	Mainland	Non-Mainland
Mar 2024	51%	43%	70%
Mar 2023	50%	47%	63%
Mar 2018	46%	38%	68%



Length of Stay

(Source: Immigration Department)

	All	Mainland	Non-Mainland
Mar 2024	3.2	3.2	3.2 nights
Mar 2023	3.6	3.4	4.2
Mar 2018	3.1	3.2	3.1



Hotel Statistics

(Source: HKTB Hotel Room Occupancy Survey)

	Occupancy	Average Room Rate (HK\$)
Mar 2024	86%	\$1.5K
Mar 2023	84%	\$1.4K
Mar 2018	93%	\$1.4K



Per-Capita Spending (HK\$)

(Source: HKTB Departing Visitor Survey)

	All Visitors	Overnight	Same Day
2024Q1	\$5.9K	\$1.3K	
2023Q4	\$6.1K	\$1.3K	
2018Q1	\$7.0K	\$2.3K	

Mainland Visitors

	All	Overnight	Same Day
2024Q1	\$5.4K	\$1.3K	
2023Q4	\$5.7K	\$1.4K	
2018Q1	\$7.6K	\$2.5K	



Satisfaction

2024Q1
8.8
(2018Q1 8.6)



Revisit Intention

(Source: HKTB Departing Visitor Survey)

2024Q1
94%
(2018Q1 92%)



Recommendation

2024Q1
94%
(2018Q1 92%)



Overnight MICE* Arrivals

(Source: HKTB Departing Visitor Survey)

2024Q1 **0.3M**
2018Q1 0.4M

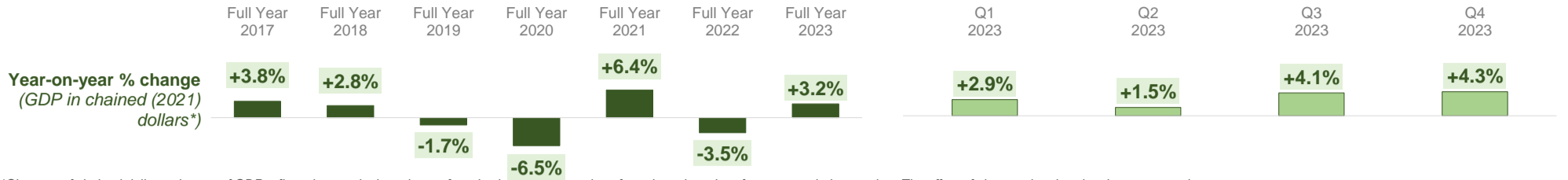
*MICE = Meetings, Incentives, Conventions and Exhibitions

SECTION 1: ECONOMIC INDICATORS



HONG KONG GDP GROWTH

(Source: Census and Statistics Department)

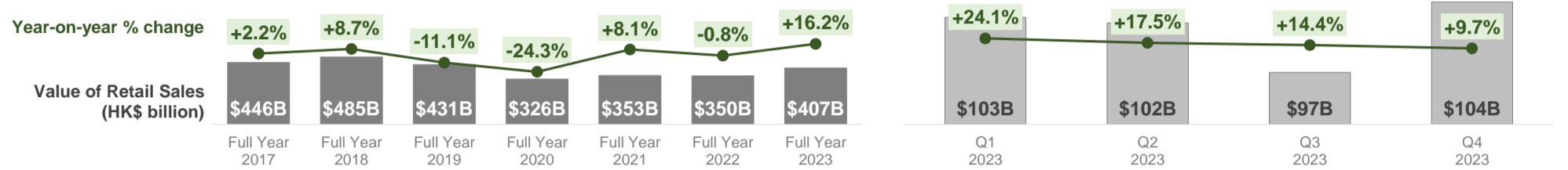


*Changes of chained dollar estimates of GDP reflect changes in the volume of production or consumption of goods and services from one period to another. The effect of changes in prices has been removed.



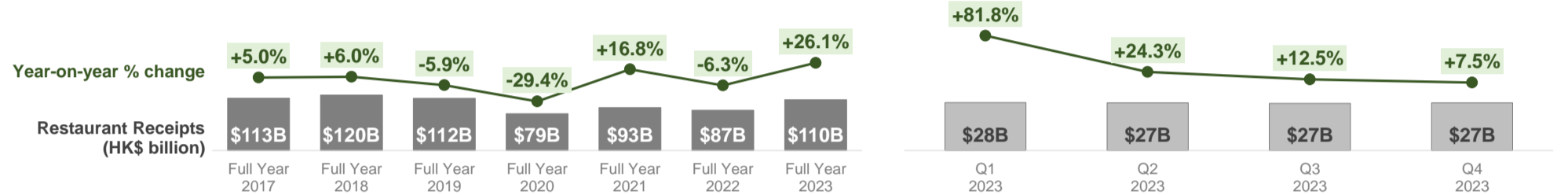
HONG KONG TOTAL RETAIL SALES

(Source: Census and Statistics Department)



HONG KONG TOTAL RESTAURANT RECEIPTS

(Source: Census and Statistics Department)

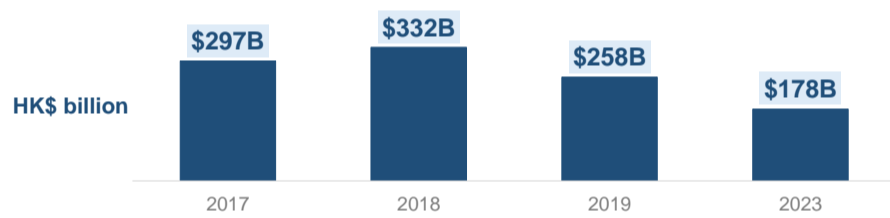


SECTION 2: HONG KONG TOURISM INDUSTRY



TOURISM EXPENDITURE ASSOCIATED WITH INBOUND TOURISM*

(Source: Hong Kong Tourism Board Departing Visitor Survey)

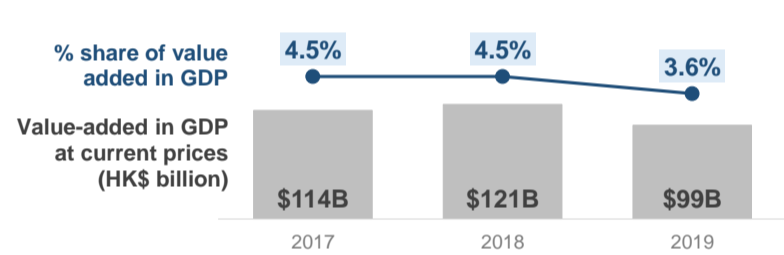


*TEAIT, comprises two main components, **Destination Consumption Expenditure** (sum of payments made by all inbound visitors and travellers for goods and services that they consume in HK) and **Passenger International Transportation Expenditure** (receipts of HK based carriers for the cross-boundary transportation of nonresident visitors by air, sea or land, compiled by Census and Statistics Department). Please refer to Source for details.



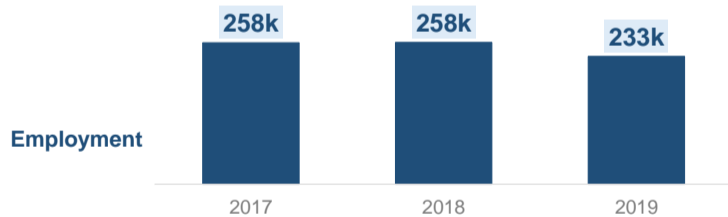
VALUE-ADDED OF TOURISM INDUSTRY IN GDP

(Source: Census and Statistics Department)



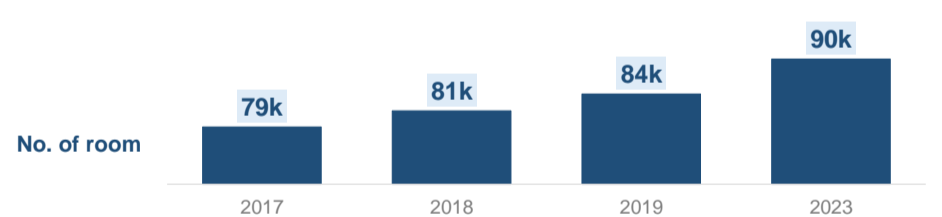
TOURISM DIRECT EMPLOYMENT

(Source: Census and Statistics Department)



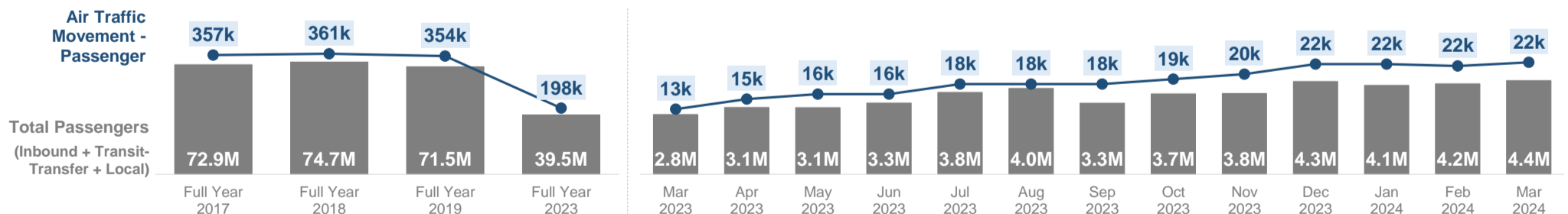
HOTEL ROOM SUPPLY

(Source: Hong Kong Tourism Board Hotel Room Occupancy Survey)



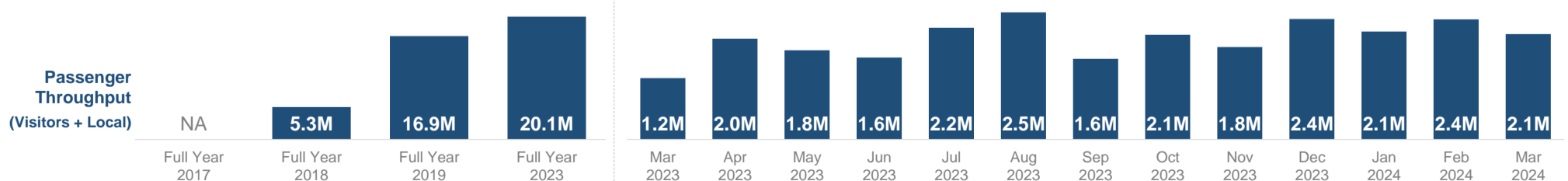
AIR TRAFFIC

(Source: Airport Authority Hong Kong)



HIGH SPEED RAIL TRAFFIC

(Source: MTR)



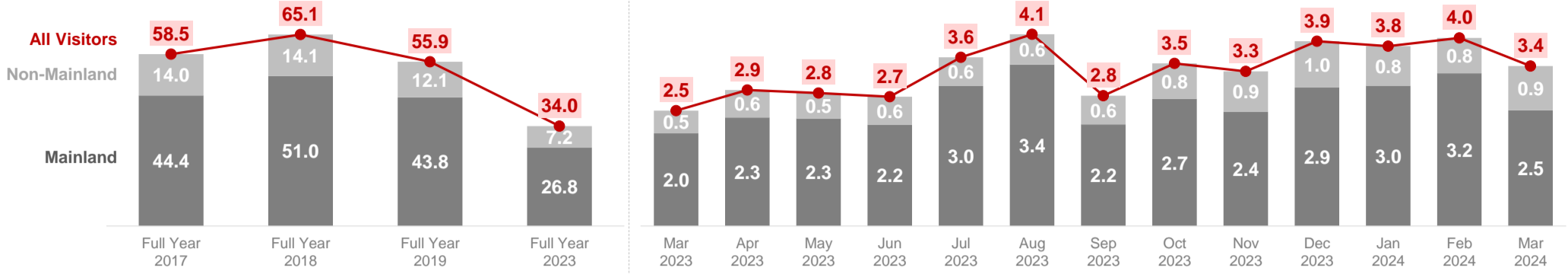
*Remark: High Speed Rail West Kowloon Station started operation on 23 Sep 2018.

SECTION 3: INBOUND VISITORS TO HONG KONG (MONTHLY)



VISITOR ARRIVALS (in million)

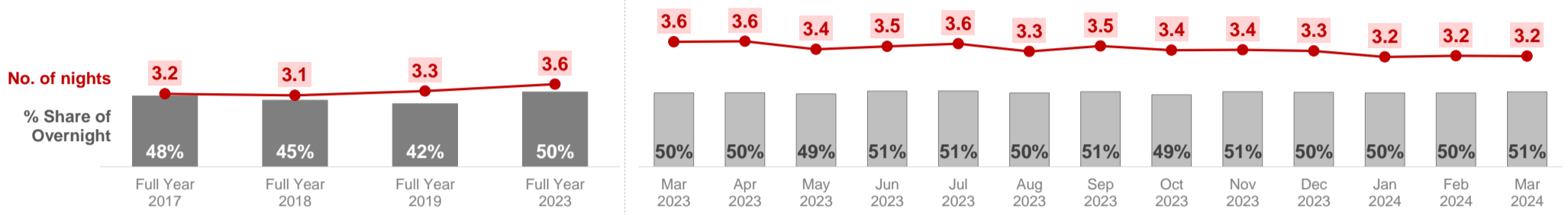
(Source: Immigration Department)



LENGTH OF STAY GLOBAL

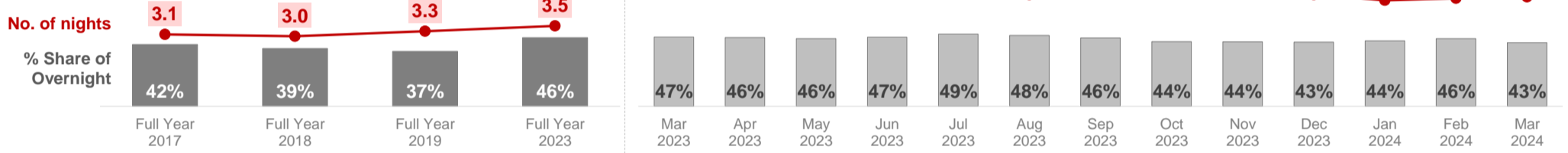
GLOBAL

(Source: Immigration Department)



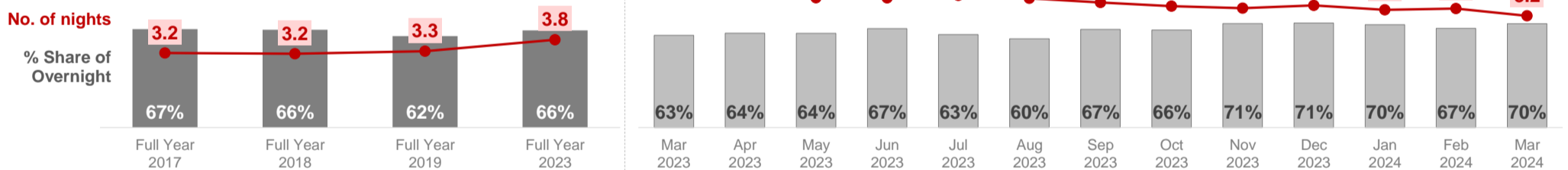
LENGTH OF STAY MAINLAND

MAINLAND



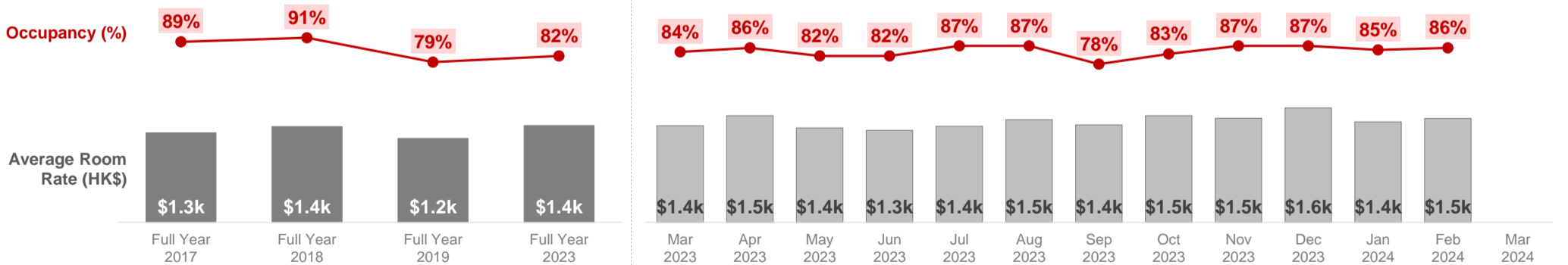
LENGTH OF STAY NON-MAINLAND

NON-MAINLAND



HOTEL OCCUPANCY & ROOM RATE

(Source: HKTB Hotel Room Occupancy Survey)



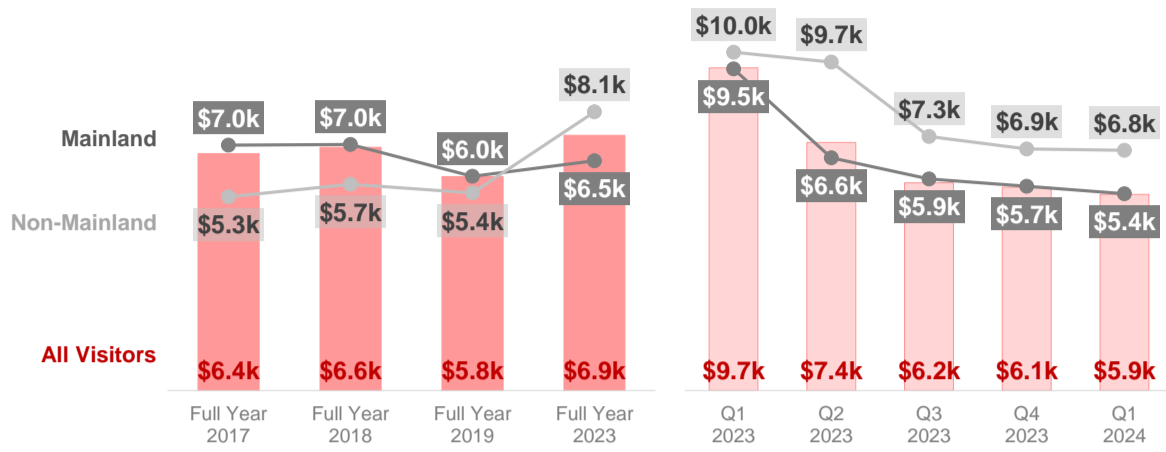
Disclaimer: Figures on hotel occupancy and hotel room rate are based on the aggregated results from around 180 hotels responding to the HKTB's Hotel Room Occupancy Survey each month. While every effort has been made to ensure the accuracy of the information, the Hong Kong Tourism Board accepts no responsibility for any errors or omissions.

SECTION 4: INBOUND VISITORS TO HONG KONG (QUARTERLY)

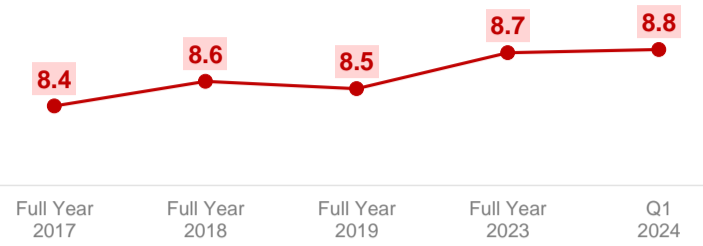
(Source: HKTB Departing Visitor Survey)



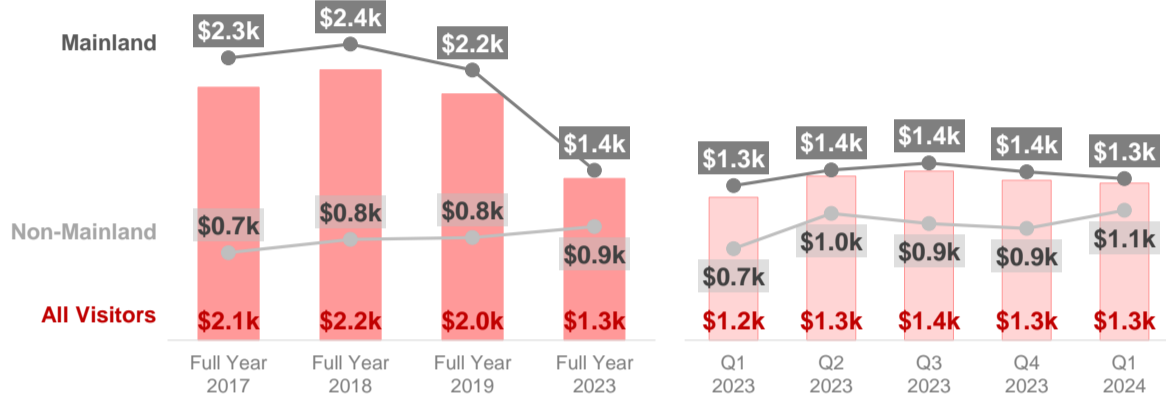
PER-CAPITA SPENDING (OVERNIGHT)



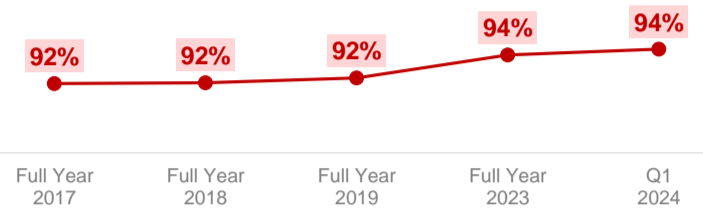
OVERALL SATISFACTION



PER-CAPITA SPENDING (SAME DAY)



REVISIT INTENTION

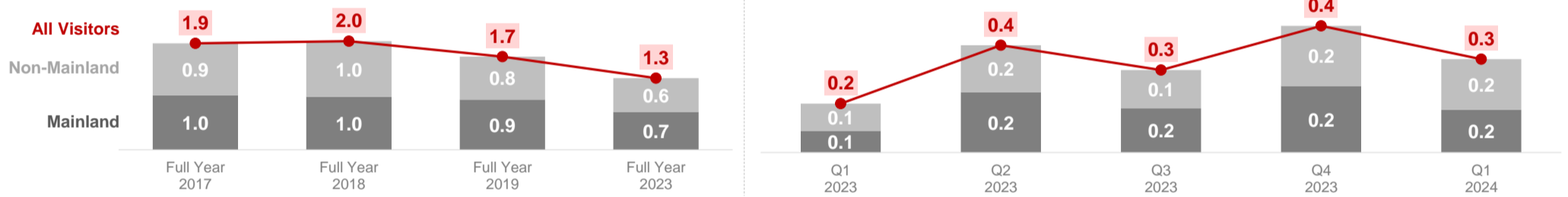


RECOMMENDATION



OVERNIGHT MICE ARRIVALS*

(in million)



*Note: MICE refers to Meetings, Incentives, Conventions and Exhibitions