



CHINA OUTBOUND REPORT

(Prepared on 16-Sep-2025) ^

With borders reopened around in March 2023, Mainland China's outbound tourism market had almost fully recovered and ranked as the world's largest market by expenditure (Table 1). It is around 1.4 times larger than USA (the second-largest market), and 2.1 times larger than Germany (the third-largest).

Table 1: China's Int'l Tourism Expenditure (USD billion)

2019	2023	2024
\$254.6	\$194.4 (76%)*	\$250.6 (98%)*

(%)*Recovery Percentage vs 2019

With border reopened around the same time, recovery of Hong Kong outbound by expenditure around 9% faster than mainland China (Table 2). In 2024, mainland China and Hong Kong respectively ranked world's largest and 14th largest outbound market by international tourism spending.

Table 2: Hong Kong's Int'l Tourism Expenditure (USD billion)

2019	2023	2024
\$26.9	\$22.7 (84%)*	\$28.9 (107%)*

(%)*Recovery Percentage vs 2019

With a far smaller population, Hong Kong thus had its per capita outbound spending nearly 22 times that of the mainland (Table 3).

Table 3: Comparing Outbound (O/B) spending of mainland China and Hong Kong in 2024

Market	Population	O/B Spending	Per Capita O/B Spending
Mainland China	1,408 million	US\$250.6 billion	US\$178
Hong Kong	7.5 million	US\$28.9 billion	US\$3,853

However, mainland China would have a much higher per capita travel spending if domestic travel being included. In 2024, China (mainland) spent around RMB 5.8 trillion on domestic travel which at current exchange rate around US\$ 800 billion or 3.2 times its international spending in the same year.

In fact, China's domestic tourism spending in the first half of 2025 grew 15.4% to around US\$ 383 billion, which positive sign of the growing interest on traveling.

2024 China Outbound		2025 China Outbound	
DESTINATION	ARRIVALS (Million)	DESTINATION	ARRIVALS (Million)
Portugal	0.29	Spain (Jan-May)	0.30
Greece	0.138	South Korea (Jan-Jun)	2.54
Switzerland	(1.12)*by room night	Thailand (Jan-Jun)	2.26
Tunisia	0.024	Vietnam (Jan-Jul)	3.11
South Korea	4.60	Uzbekistan (Jan-Aug19)	0.18
Australia	0.86	Malaysia (Jan-May)	1.81
Malaysia	3.70	To access more outbound news / survey reports, please visit www.itehk.com >> Market / Survey Report	
South Africa	0.041		
New Zealand	0.248		
Saudi Arabia	0.14		
Qatar	0.097		

[^]**Disclaimer:** Prepared by TKS Exhibition Services Ltd (organizer of ITE Hong Kong) by compiling data from official websites of tourism authorities and trade / public publication, care been taken in preparation but any usage at own risk.



About ITE HONG KONG

Asia's leading Int'l travel fair, **ITE2026** incorporates **40th ITE Leisure & 21st ITE MICE** will be held from **11-14 June** at halls 1 of Hong Kong Convention & Exhibition Centre, annually held with two days for trade and two days for public. First launched 40 Years ago, the annual ITE had also an early start on recovery with ITE 2025 its 5th live edition since 2021.

Held successfully, **ITE 2025** had 33% **Buyers & Trade Visitors** from mainland China, and 20.2% from other Asia, thus over half from outside and overseas! By sectors, 45.7% travel agents / operators and 15.3% Corporations & MICE. It used 5 halls (same as in 2019); drew 8.6% more trade and 11.4% more public visitors. **Quality visitors, its 135 trade and public seminars drew 9228 audiences.** In fact, its visitors attracted by its highly international exhibitors. We offer optional and free B2B (eg. Business Matching) and B2C programs to exhibitors.

ITE 2025 Summary

Exhibitors	Buyers & Trade Visitors	Public Visitors	Countries & regions
502 (87.8%*)	7626 (53.2%*)	70212	64 (1/3 outside Asia)

**From Outside Hong Kong / Overseas*

ITE receives strong supports from governments and the trade! Every year, the Chief Executive of the Hong Kong SAR sends message welcoming ITE participants, and the Ministry of Culture & Tourism of China strongly supports ITE, other supporters include Hong Kong Tourism Board, Macao Government Tourism Office and Travel Industry Council of Hong Kong etc. as supporters.

- [Browse](#) post-event reports (include ITE25 exhibitor list, seminar programs, floor plan)
- [Download](#) ITE26 Leaflet
- [Space Application](#) for ITE 2026

Expo's website: www.itehk.com or inquiry contact TKS via WhatsApp: [+85294008444](https://wa.me/85294008444) Email: travel@tkshk.com Wechat: [ite_hongkong](#) | Facebook: [itehk](#)