



## Hong Kong Outbound Market Report 2023

*From ITE Hong Kong*

First held over 30 years ago, the annual ITE Hong Kong which is the city's only travel fair, will next be held from June 13 to 16, 2024 at Halls 1 of Hong Kong Convention & Exhibition Centre with first two days for trade and last two for public / FIT.

### (A) OUTBOUND DATA

Into 2023, Hong Kong outbound recover strongly as residents made **28.73 million departures** in the first 6 months, which 10 times the whole year figure of 2022 (Tables 1 & 2).

**Table 1: Hong Kong Resident Departure (million) by month in 2023**

MONTH	JAN	FEB	MAR	APR	MAY	JUN	TOTAL (Jan-Jun)
# DEPARTURS	1.66	3.61	5.33	6.36	5.74	6.03	<b>28.73 million</b>

**Table 2: Hong Kong Outbound to some Asian Destinations in 2023**

PERIOD	DESTINATION	2019 LEVEL
Jan – May	Japan	81%
Jan – June	Macau	90%

Pre-pandemic, Hong Kong often ranked World's 11<sup>th</sup>/12<sup>th</sup> largest and Asia's 3<sup>rd</sup> / 4<sup>th</sup> largest source market by total international travel spending, and with very high per capita outbound spending (Tables 3 & 4).

**Table 3: World's / Asia's Top Markets by Outbound Spending in 2019**

World Rank	Int'l Tourism Expenditure		Population (Million)	Expenditure per capita	
	US\$ Billion	Asia Rank		US\$	Ratio
1 <sup>st</sup> China	254.6	1 <sup>st</sup>	1421.8	179.1	1.0
9 <sup>th</sup> South Korea	32.3	2 <sup>nd</sup>	51.8	623.6	3.5 times
12 <sup>th</sup> Hong Kong (China)	26.9	3 <sup>rd</sup>	7.5	3586.7	20.0 times

**Table 4: 2018 & 2019 Hong Kong Outbound Statistic (some destinations)**

Destination	Jan – Dec 2018 Visitors Arrival from Hong Kong	Jan –Dec 2019 Visitors Arrival from Hong Kong
Japan	2 207 804 (+7.1%)	<b>2 290 792</b> (+3.8%)
Taiwan	1 506 536 (-2.2%)	<b>1 598 223</b> (+6.1%)
Singapore	473 124 (+1.6%)	<b>488 520</b> (+3.3%)
Thailand	1 015 749 (+23%)	<b>1 045 198</b> (+2.9%)
South Korea	658 031 (+3.9%)	<b>694,934</b> (+1.6%)
Australia	308 700 (+9.8%)	<b>315 150</b> (+2.1%)
UK	402 900 (+1.5%)	<b>409 030</b> (+1.5%)

Source: Official websites from tourism authorities

## **(B) RELATED HONG KONG NEWS / SURVEY**

1. IATA forecasted in May Hong Kong air passenger traffic will return fully to pre-pandemic level by the end of 2024. The city's airport handled 3.1 million passengers in May this year, which around 50% pre-pandemic.
2. Hong Kong Trade Development Council told media in May the city's exhibition industry already back to 50% to 60% the pre-pandemic 2019 level, will in the second half of this year to around 75%, and fully recover in next year.
3. Joint Survey on Hong Kong Outbound 2023

Covering mainly ITE public visitors in recent years, the joint survey by the Travel Industry Council of Hong Kong & TKS Exhibition Services Ltd., was held in end April and collected 2157 replies. Briefly, it found strong pent-up travel demand which also sustainable, and respondents mainly premium FIT.

- 3.1. On travel budget in coming year, 39.3% respondents will spend at least 16% more; 28.5% up 1 to 15%; 28.7% basically no change and only 3.4% will cut back.
- 3.2. In coming year, 38.5% take 3 or more outbound holiday, and 3.8% will not take any (6.2% in 2019).
- 3.3. On mode of travel, 70.1% prefer only FIT, 7.9% Package Tour and 22.0% both.
- 3.4. The top three factors affecting choices are respectively Attractiveness of Destination (85.6%), Prices (76.6%) and No Visa Requirement (50.4%).
- 3.5. Regarding how far in advance to plan a trip (Q3), over 66% do it within 3 months and around 30% within 1 month.
- 3.6. The three largest age groups are respectively 48.8% between "40 to 59"; 32.9% between "25 and 39"; and 14.3% aged "60 or higher".
- 3.7. They are well educated with 45.8% university or higher and another 23.6% post-secondary.
- 3.8. Among the respondents, female outnumber male by 62.3% to 37.7%.

## **(C) RELATED CHINA (Mainland) NEWS**

1. Media reported on July 30, China's outbound in the first half of 2023 totalled 40.37 million, which around 50% of traffic in the same period of 2019; and among them 1.40 million to Thailand, 170,000 to Bali of Indonesia, and 557,000 to Vietnam.
2. By the end of June 2023, there were weekly 3368 international flights linking China (mainland) with 62 countries, which respectively back to 44% and 86% pre-pandemic level.
3. Among China's international flights, those with South Korea back to over 60%; with SE Asia to 42.9% rank first among regions; with Europe to 48.5%; and with the Middle East to 75.8%.
4. In the first half of 2023, China's domestic travellers totalled 2.384 billion which up 63.9% or 929 million over same period last year; and generated revenue totalled RMB230 billion which up 95.9%.

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, usage of report is at one's own risk. Full press release on survey B3 and more info on ITE and Hong Kong market at [www.itehk.com](http://www.itehk.com).