

REPORT on HONG KONG OUTBOUND 2023 by ITE Hong Kong

(Prepared on 31-Aug-2023 / Last Update on Oct-2023)

- (1) Hong Kong residents made **42.69 million departures** in the first 8 months of 2023. Also, July departures more than 4 times that of January. From IATA, air-ticket sales total billing (*BSP remittance*) in the first 8 months this year reached HK\$12.23 billion, up 279% comparing to 2022.

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

MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	TOTAL (Jan-Jul)
# departures	1.66	3.61	5.33	6.36	5.74	6.03	6.81	7.16	42.69 million

- (2) Hong Kong outbound to some Asian destinations like Japan in the first 8 months this year already back to nearly 90% pre-pandemic level.

Table: Hong Kong Outbound to some destinations in 2023[^]

HK outbound to	(Jan – Aug) 2023	(Jan – Aug) 2019	Back to 2019
Japan	1,332,500	1,504,959	88.5%
Macao	4,824,031	4,995,346	96.6%
Taiwan	689,075	1,069,171	64.4%
Thailand	554,704	721,523	76.9%
Singapore	216,960	331,780	65.4%
Philippines	54,418	59,030	92.2%
HK outbound to	(Jan – Jul) 2023	(Jan – Jul) 2019	Back to 2019
Australia	95,430	178,740	53.4%

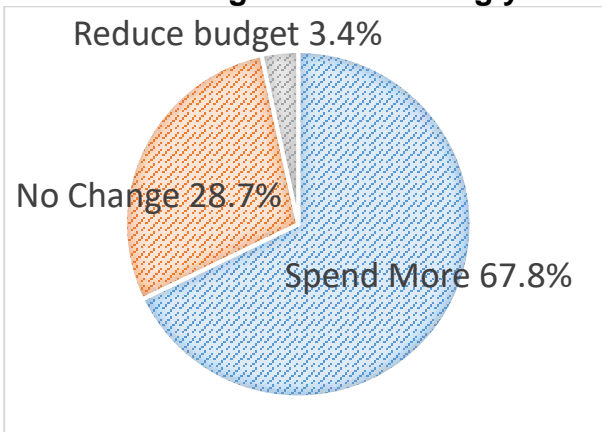
- (3) Pre-pandemic, Hong Kong often ranked World's 11th /12th largest and Asia's 3rd / 4th largest source market by total international travel spending! With very high per capita outbound spending, Hong Kong a quality market too.

Table: World's / Asia's Top Markets by Outbound Spending in 2019[^]

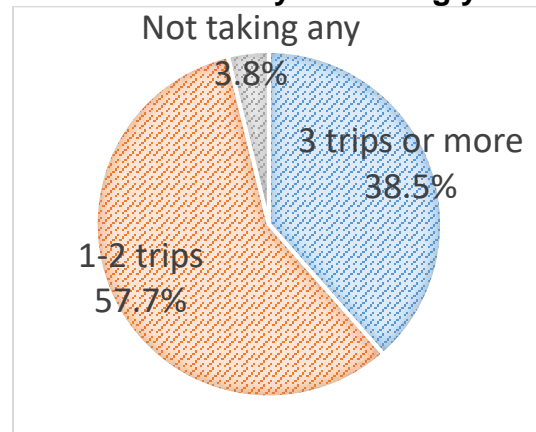
World Rank	Int'l Tourism Expenditure		Population (Million)	Expenditure per capita	
	US\$ Billion	Asia Rank		US\$	Ratio
1st China	254.6	1st	1421.8	179.1	1.0
9th South Korea	32.3	2nd	51.8	623.6	3.5 times
12th Hong Kong (China)	26.9	3rd	7.5	3586.7	20.0 times

- (4) Joint Survey with the Travel Industry Council (TIC) of Hong Kong was held in end April 2023 and collected 2157 replies which came mainly from ITE public visitors. Survey reflected Hong Kong has strong pent up travel demand which sustainable, and ITE public visitors mainly Premium FIT too.

Travel Budget in the coming year

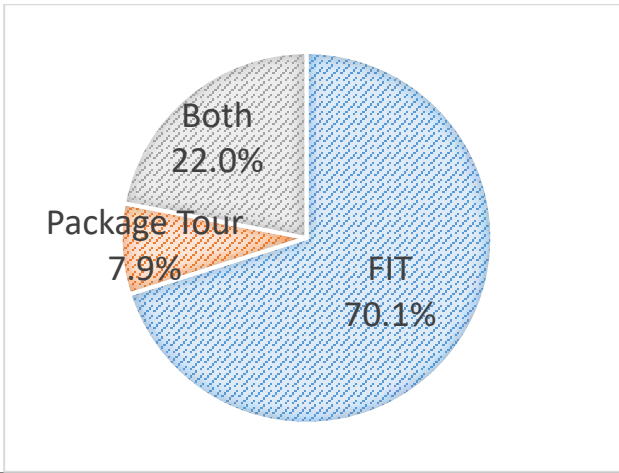


Outbound holiday in coming year:

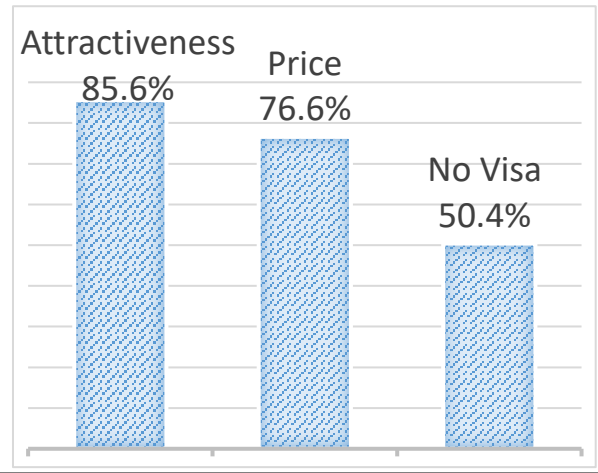


[^] **Disclaimer:** Prepared by TKS Exhibition Services Ltd (organizer of ITE Hong Kong) by compiling data from official websites of tourism authorities and trade / public publication, usage of report is at one's own risk.

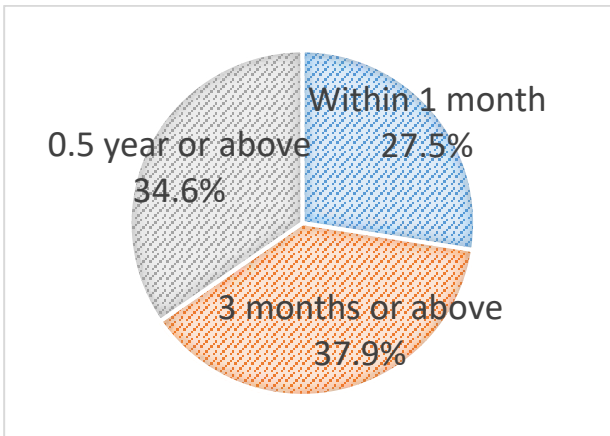
Mode of Travel



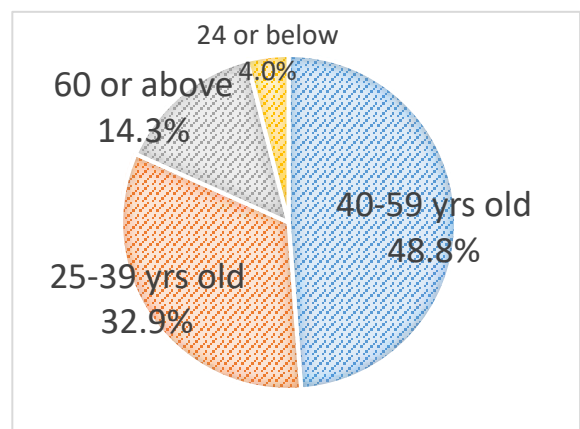
Factors affecting choices of destination:



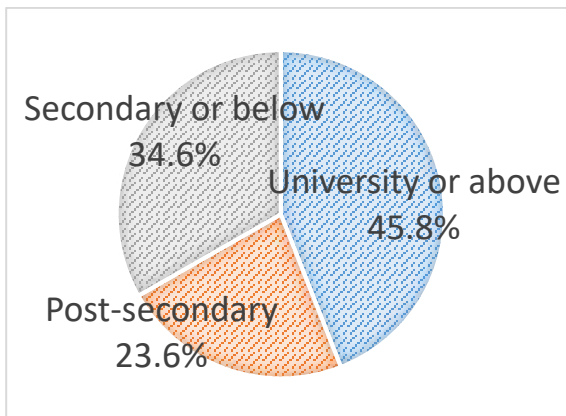
How long to plan a trip



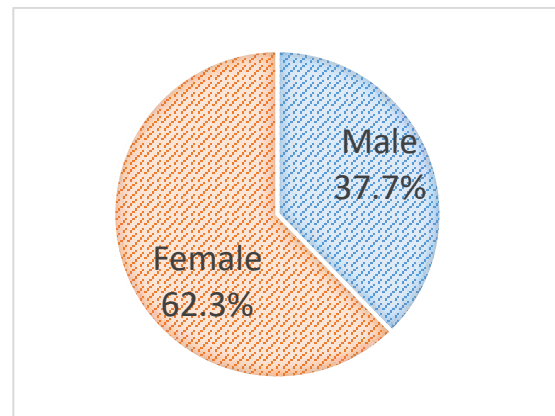
Respondents by age groups:



Respondents by Education



Respondents by Gender



About ITE HONG KONG

For many years the city's only travel fair, ITE Hong Kong 2024 - 38th ITE (Leisure) and 19th MICE Travel Expo will be held from 13 to 16 June 2024 at Halls 1A – 1E of Hong Kong Convention & Exhibition Centre, the first two days are for B2B while remaining 2 days for premium FIT. Also, effectively combining leisure and MICE travel, thus ITE offers a comprehensive platform to exhibitors.

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!

ITE is emerging well from Covid-19! Canceled in 2020, its live editions have been held every year since 2021, with ITE2023 by many measures growing back to around 80% of pre-pandemic level.

CONTACT: TKS EXHIBITION SERVICES LTD Website: www.itehk.com | Email: travel@tkshk.com | WhatsApp: +852 69361271 | Wechat: [itehongkong](#) | Facebook: [itehk](#)

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