

ITE Hong Kong 2024 – the 38th ITE Leisure & 19th MICE Travel Expo ITE Night Market Survey on Hong Kong Outbound Travelers

Night Market, which lately a hot topic locally, is found to be popular among many Hong Kong residents who when traveling abroad for holiday often have it included in their itinerary! It is interesting to learn more about their related preferences and consumption patterns, as they can be potential clients of local night markets. In fact, they constitute a sizable group as Hong Kong residents already made over 35 million departures in the first 7 months this year which almost 5 times the city’s population. Perhaps, they even can shed some light on preferences of other travelers visiting Hong Kong. On the other hand, they also interested in sharing travel tips with fellow travelers.

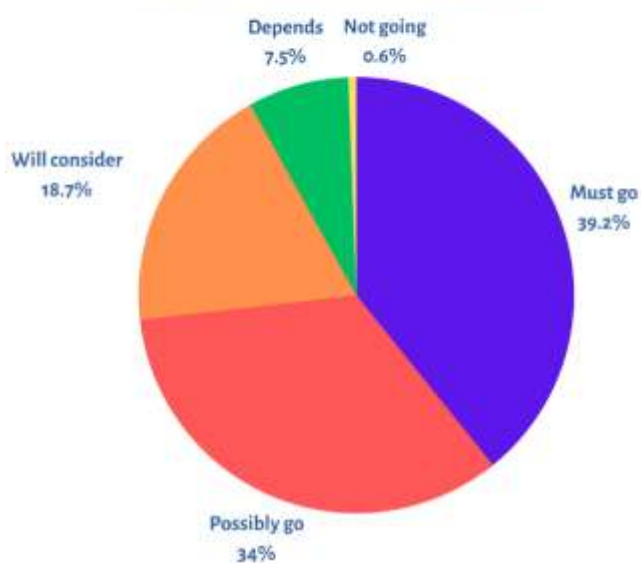
The Survey

Accordingly, TKS, the organizer of ITE Hong Kong which for many years the city’s only travel fair, held an online survey on <Outbound Night Market> between September 12 to 14. Many ITE public visitors were invited, and responses have been most encouraging! In fact, we received the first 1000 replies within the first two hours of launching, and collected 2025 valid replies in three days. There are 8 questions in the survey, which classified into the three groups of Night Markets, Demographics and Recommendations.

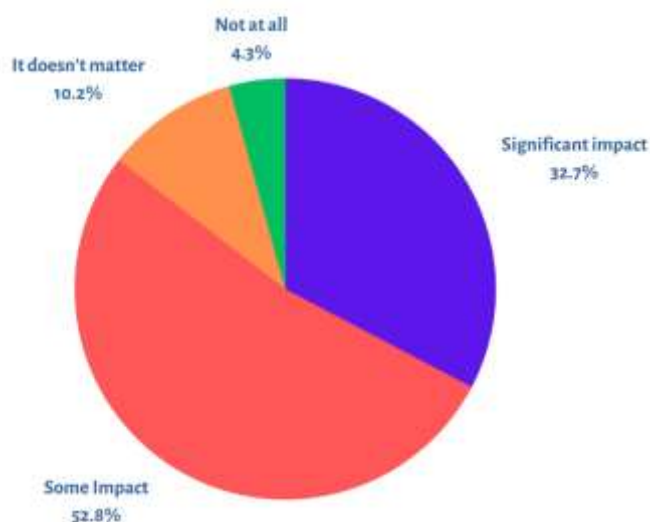
Findings & Analysis

Source: ITE Night Market Survey held from 12-Sep-23 10:30am to 14-Sep-23 5:00pm collected a total of 2,025 valid replies

Q1.1: When an outbound destination has “Night Market”, will you visit?



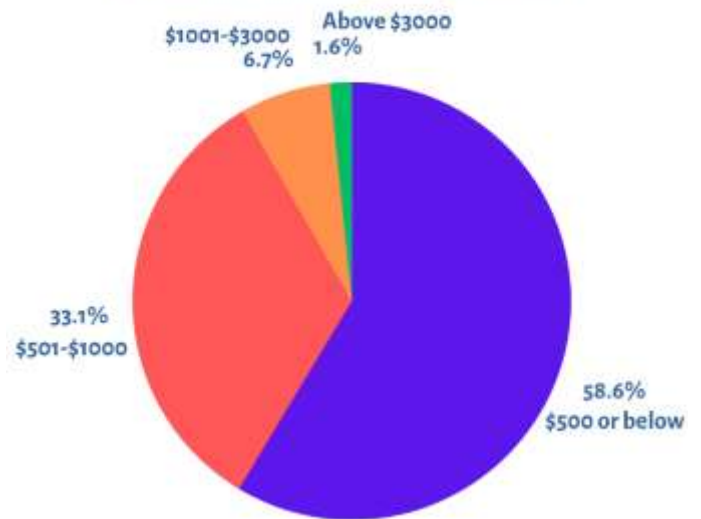
Q1.2: How much influence does an attractive night market have on your choice of destination?



Q1.3: What will you do when you go to the night market? (Multiple options available)



Q1.4: How much will you spend in a night market? (in Hong Kong dollars)



According to the survey's findings, Night Market is highly popular! Nearly three quarter of the respondents will definitely or likely visit if there exist in their destination (Q1.1). Meanwhile, over 85 percent think it will have some to major impact on their choice of destination (Q1.2). Chosen by over 90 percent of the respondents, food stall is the most popular, and way ahead of shopping which the second most popular (Q1.3). However, respondents are not spending too much there as only around 40 percent will spend HK\$500 or more (Q1.4). In fact, when asked what they will do in night market, only 31 percent chose Bar or Restaurant which much lower than the 90 percent choosing Food Stalls (Q1.3).

The respondents are mature and well educated. The three largest age groups are respectively those aged between 40 and 59, between 25 and 39, and aged 60 or above. They together accounting for nearly 95 percent. Around 50 percent of all respondents with university education and another 24 percent post-secondary. In fact, above profile quite similar to findings of another survey on ITE public visitors held in April this year.

The survey also invited respondents to name overseas night market(s) they would recommend to fellow travelers, and also writing down what they like about it. TKS then performed key-word search on their inputs and the top two key words are respectively <Eat / Food> at 1306 counts and <Affordable> at 274 counts, which consistent with findings in Q1.3.

The respondents recommended outbound night market in many destinations including those from Europe and North America. However, the top five by number of related recommendations are all in Asia. They respectively are Taiwan, Thailand, Japan, China (mainland) and South Korea which all popular to Hong Kong residents especially in post pandemic travel. Though it cannot be ruled out that these recommendations may have been affected in some ways by Covid-19, very unlikely big enough to change the findings.



Last but not the least, the findings can also be relevant too to Night Markets in Hong Kong which target both the tourists and the locals.

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 in 2024 from June 13 to 14 for local and regional TRADE, and from June 15 to 16 for Premium FIT/PUBLIC at Halls 1A – 1E of Hong Kong Convention & Exhibition Centre.

Organized by TKS Exhibition Services Ltd., ITE is strongly supported by the Ministry of Culture & Tourism of China with Hong Kong Tourism Board, Macao Government Tourism Office, and Travel Industry Council of Hong Kong etc. as Supporters.

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