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**The HKTB Announces Full-Year 2016 Arrival Figures
International Markets up 3.1%, led by Short-haul Markets**

Key Messages:

- Arrivals from the Mainland dropped 6.7% due to a decrease in same-day arrivals with the implementation of “one visit per week” policy.
- International arrivals increased by 3.1%, with growth in the number of visitors from both short-haul and long-haul markets.
- Overnight arrivals from international markets increased by 5.7%, while short-haul markets grew by 8.4%.

The Hong Kong Tourism Board (HKTB) announced that total visitor arrivals in 2016 amounted to approximately 56.655 million, representing a 4.5% decrease from 2015. While there was a drop in arrivals from the Mainland, the number of visitors from international markets increased.

Dr Peter Lam, Chairman of the HKTB, said: “In 2016, arrivals from the Mainland decreased by 6.7% due to implementation of ‘one visit per week’ policy. However, both long-haul and short-haul markets performed well, resulting in an increase of 3.1% in total international arrivals. Overnight international arrivals showed better growth at 5.7%. The HKTB would like to thank the government for allocating additional funding to us in 2016/17 to support overseas promotion undertaken by the HKTB and our trade partners. Looking ahead, the HKTB will continue to work with the government and our trade partners to showcase Hong Kong’s diverse tourism appeal and hospitable culture through a number of promotions and mega events. Our goal is to offer the best experiences to visitors and continue to attract more overnight visitors.”

In recent years, the HKTB has stepped up its promotions in short-haul markets and focused on drawing more overnight visitors. In 2016, overnight arrivals amounted to approximately 26.553 million, with short-haul markets showing remarkable growth of 8.4%. Overnight arrivals from South Korea, the Philippines and Thailand hit a record high in 2016. These markets, together with Indonesia, saw significant double-digit growth. As for long-haul markets, overnight arrivals grew by 2.8% year on year.

Visitor arrivals in 2016

Source markets	Total arrivals		Overnight arrivals	
	2016 ('000)	Vs. 2015	2016 ('000)	Vs. 2015
Mainland China	42,778	-6.7%	17,365	- 3.5%
International Markets	13,877	+3.1%	9,188	+5.7%
Short-haul	8,653	+4.3%	5,470	+8.4%
Long-haul	4,395	+2.6%	3,135	+2.8%
New markets	829	-6.1%	583	-1.5%
Total	56,655	-4.5%	26,553	-0.5%

Remarks: Owing to rounding, the total may differ from the sum of the individual figures.

Note

Visitor arrivals mentioned in this release include both overnight visitors and same-day, in-town visitors. According to the World Tourism Organization (UNWTO), visitors are divided into two categories:

- (i) tourists or overnight visitors, if the trip involves an overnight stay; and
- (ii) same-day visitors or excursionists, if the trip does not involve an overnight stay.

– Ends –

Media can download the press release and other materials from the HKTb website:

- Press release: http://partnetnet.hktb.com/en/about_hktb/news/press_releases/index.html
- Visitor arrivals statistics (December 2016):
<http://www.discoverhongkong.com/eng/about-hktb/news/visitor-arrival.jsp>

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