



FOR IMMEDIATE RELEASE

GCC Leads New Markets Visitor Arrivals To Hong Kong

DUBAI, 23rd March 2014 - For the first time this year, the GCC market has taken the lead in visitor arrivals to Hong Kong within the Hong Kong Tourism Board's New Markets category.

Latest statistics reveal that between the 01st of January 2014 to the 28th February 2014, 6,487 visitors travelled to the destination from the GCC, a YTD increase of 18.5%.

Within the month of February, 2,538 visitors from the GCC were recorded, marking an increase of 19.9% compared to the same period in 2013.

The Hong Kong Tourism Board classify the GCC within the New Markets category alongside India, Russia, Vietnam and the Netherlands.

Although, in terms of total number of passengers, the GCC statistics were much smaller compared to the larger Indian and Russian markets, the percentage growth recorded was much higher.

India followed closely behind with an increase of 11.9% whereas Russia recorded an increase of only 1.7%.

Travel numbers from the GCC to Hong Kong have continued to grow, an encouraging trend for the tourism board and their Dubai-based representative team at Gulf Reps Ltd.

Globally year-to-date visitor arrival figures for Hong Kong were up by 9.8% with 4,417,376 visitors recorded of which just under 3.5 million came from Mainland China.

###

For further enquiries on the Hong Kong Tourism Board contact:

Mrs. Vanessa Barker
Account Manager Hong Kong Tourism Board
Gulf Reps Ltd, Travel Centre, Sheikh Zayed
Road, Dubai, UAE
T: +971 4 316 6333
E: vanessa@gulfreps.com



© Copyright 2013 Name of Company. All rights reserved.