香港旅遊業概況
(2024年12月)

HONG KONG
TOURISM INDUSTRY SNAPSHOT
(DEC 2024)

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香港旅遊業概況 (2024年12月)
HONG KONG TOURISM INDUSTRY SNAPSHOT (DEC 2024)

HONG KONG TOURISM BOARD 香港旅遊發展局

備註:
1. 本報告中所引用的的統計資料均來自不同的公眾來源 (如政府統計處、機場管理局等),旅發局已盡力提供最準確及最新的統計資料。
2. 於2019冠狀病毒病疫情期間 (2020年至2022年) 的資料並不包括在本報告中,而2018年的資料會被用作疫情前的參考。

Notes:
1. This document includes statistics extracted from a variety of public sources. HKTB has made every effort to quote the most recent and accurate data from these sources.
2. Figures during COVID-19 (2020 – 2022) are not available in this report, and 2018 is used as the reference year of pre-pandemic.

香港主要經濟指標　HONG KONG KEY ECONOMIC INDICATORS

香港本地生產總值 (按年變動)
Hong Kong GDP Growth (year-on-year change)
(資料來源: 政府統計處)　(Source: Census and Statistics Department)

2024年第3季	2024Q3	**+1.8%**
2018年第2季	2024Q2	+3.2%
2018年第3季	2018Q3	+2.6%

零售業總銷貨額
Total Retail Sales
(資料來源: 政府統計處) (Source: Census and Statistics Department)

2024年第3季	2024Q3	**HK$90B** (港幣十億元)
2024年第2季	2024Q2	HK$90B
2018年第3季	2018Q3	HK$114B

食肆總收益
Total Restaurant Receipts
(資料來源: 政府統計處) (Source: Census and Statistics Department)

2024年第3季	2024Q3	**HK$27B** (港幣十億元)
2024年第2季	2024Q2	HK$27B
2018年第3季	2018Q3	HK$30B

香港旅遊業指標　HONG KONG TOURISM INDUSTRY

與入境旅遊相關的消費
Tourism Expenditure Associated with Inbound Tourism (TEAIT)
(資料來源: 香港旅發局離境旅客研究計畫)
(Source: HKTB Departing Visitor Survey)

2023年全年	2023 Full Year	**HK$178B** (港幣十億元)
2018年全年	2018 Full Year	HK$332B

*與入境旅遊相關的消費 = 境內消費 + 國際客運服務消費 (詳情請參閱第2頁)
*TEAIT = Destination Consumption Expenditure + Passenger International Transportational Expenditure (please refer to p.2 for details)

旅遊業的增加價值
Value-added of Tourism Industry in GDP
(資料來源: 政府統計處) (Source: Census and Statistics Department)

2023年全年 2023 Full Year	**2.6%**
2018年全年 2018 Full Year	4.5%

旅遊業的就業人數
Tourism Direct Employment
(資料來源: 政府統計處) (Source: Census and Statistics Department)

2023年全年	2023 Full Year	**145k** (千人)
2018年全年	2018 Full Year	258k

酒店房間供應數量
Hotel Room Supply
(資料來源: 香港旅發局酒店入住率調查)
(Source: HKTB Hotel Room Occupancy Survey)

2024年全年 (截至12月)	2024 Full Year (as of Dec)	**93k** (千間)
2023年全年	2023 Full Year	90k
2018年全年	2018 Full Year	81k

航空客運交通統計　Air Passenger Traffic
(資料來源: 機場管理局) (Source: Airport Authority Hong Kong)

總旅客量 Passenger Throughput
(訪港旅客 + 轉機及過境 + 本地居民)
(Inbound Visitors + Transit-transfer + Local)

客運飛機起降量
Passenger Flight Movement

		總旅客量 Passenger Throughput	客運飛機起降量 Passenger Flight Movement
2024年12月	Dec 2024	**5.1M** (百萬人次)	**26k** (千)
2023年12月	Dec 2023	4.3M	22k
2018年12月	Dec 2018	6.5M	31k

高鐵西九龍站交通統計 High Speed Rail West Kowloon Station Traffic
(資料來源: 港鐵公司) (Source: MTR)

總乘客量 Passenger Throughput
(訪港旅客 + 本地居民) (Inbound Visitors + Local)

2024年12月	Dec 2024	**2.9M** (百萬人次)
2023年12月	Dec 2023	2.4M

訪港旅客人次　Visitor Arrivals
(資料來源: 香港入境事務處)
(Source: Immigration Department)

		全部旅客 All Visitors	內地旅客 Mainland Visitors	非內地旅客 Non-Mainland Visitors
2024年1月至12月	Jan – Dec 2024	**44.5M** (百萬人次)	**34.0M**	**10.5M**
與2023年同期比	year-on-year 2023	+31%	+27%	+44%
佔2018年同期	% of 2018	68%	67%	73%

過夜旅客比例　Overnight Visitors %
(資料來源: 香港入境事務處)
(Source: Immigration Department)

		全部旅客 All Visitors	內地旅客 Mainland Visitors	非內地旅客 Non-Mainland Visitors
2024年1月至12月	Jan – Dec 2024	**49%**	**43%**	**68%**
2023年1月至12月	Jan – Dec 2023	50%	46%	66%
2018年1月至12月	Jan – Dec 2018	45%	39%	66%

在港逗留時間　Length of Stay
(資料來源: 香港入境事務處)
(Source: Immigration Department)

		全部旅客 All Visitors	內地旅客 Mainland Visitors	非內地旅客 Non-Mainland Visitors
2024年1月至12月	Jan – Dec 2024	**3.2** Nights (晚)	**3.2**	**3.3**
2023年1月至12月	Jan – Dec 2023	3.6	3.5	3.8
2018年1月至12月	Jan – Dec 2018	3.1	3.0	3.2

酒店統計 Hotel Statistics
(資料來源: 香港旅發局酒店入住率調查)
(Source: HKTB Hotel Room Occupancy Survey)

		房間入住率 Occupancy	平均房租 (港幣) Average Room Rate (HK$)
2024年1月至12月	Jan – Dec 2024	**85%**	**$1.3k** (港幣千元)
2023年1月至12月	Jan – Dec 2023	82%	$1.4k
2018年1月至12月	Jan – Dec 2018	91%	$1.4k

旅客人均消費 Per-capita Spending
HK$ (港幣)
(資料來源: 香港旅發局離境旅客研究計畫)
(Source: HKTB Departing Visitor Survey)

		全部旅客 All Visitors		內地旅客 Mainland Visitors	
		過夜旅客 Overnight	不過夜旅客 Same-day	過夜旅客 Overnight	不過夜旅客 Same-day
2024年上半年	2024 H1	**$5.6k** (港幣千元)	**$1.2k** (港幣千元)	**$5.1k** (港幣千元)	**$1.3k** (港幣千元)
2023年下半年	2023 H2	$6.1k	$1.3k	$5.8k	$1.4k
2018年全年	2018 Full Year	$6.6k	$2.2k	$7.0k	$2.4k

其他主要指標 Other Key Indicators
(資料來源: 香港旅發局離境旅客研究計畫)
(Source: HKTB Departing Visitor Survey)

		整體滿意度 (十分為滿分) Overall Satisfaction (10 pt. scale)	重訪意欲 (%) Revisit Intention (%)	推薦香港給親友的意欲 (%) Recommendation (%)
2024年上半年	2024 H1	**8.7**	**94%**	**94%**
2023年下半年	2023 H2	8.7	93%	93%
2018年全年	2018 Full Year	8.6	92%	92%

過夜會展旅客 Overnight MICE Arrivals*
(資料來源: 香港旅發局離境旅客研究計畫)
(Source: HKTB Departing Visitor Survey)

2024年上半年	2024 H1	**0.7M** (百萬人次)
2023年下半年	2023 H2	0.7M
2018年全年	2018 Full Year	2.0M

*會展旅客包括會議、展覽及獎勵旅遊　*MICE = Meetings, Incentives, Conventions and Exhibitions

*注:
- 訪港旅客人次按國籍/ 地區劃分。
- 旅客人均消費、其他主要指標及會展旅客的數據為每季發佈。

*Note:
- Visitor arrivals by key source market is classified according to Nationality/ Region.
- Statistics of Per-capita Spending, Other Key Indicators and MICE Arrivals are published on quarterly basis.

主要客源市場表現　Performance of Key Source Markets
(資料來源: 香港入境事務處)　(Source: Immigration Department)

主要客源地區/ 市場 Key Source Region/ Market	訪港旅客人次 VISITOR ARRIVALS				過夜旅客人均消費 OVERNIGHT PER-CAPITA SPENDING		
	2018年全年 2018 Full Year	2023年下半年 2023 H2	2024年全年 2024 Full Year		2018年全年 2018 Full Year	2023年下半年 2023 H2	2024年上半年 2024 H1
	占全部旅客 % of ALL Visitors	占全部旅客 % of ALL Visitors	千人次 No. of Arrivals (in thousand)	占全部旅客 % of ALL Visitors	港幣千元 HK$ thousand	港幣千元 HK$ thousand	港幣千元 HK$ thousand
全部旅客 All Visitors	100%	100%	44,503k	100%	$6.6k	$6.1k	$5.6k
內地旅客 Mainland Visitors	78%	79%	34,043k	76%	$7.0k	$5.8k	$5.1k
非內地旅客 Non-Mainland Visitors	22%	21%	10,460k	24%	$5.7k	$7.0k	$6.7k

非內地主要客源市場:
Non-Mainland Key Source Markets:

(按2024年1月至12月訪港旅客人次排序)
(Ranked by visitor arrivals in Jan – Dec 2024)

	占非內地旅客 % of NON-MAINLAND Visitors	占非內地旅客 % of NON-MAINLAND Visitors	千人次 No. of Arrivals (in thousand)	占非內地旅客 % of NON-MAINLAND Visitors	港幣千元 HK$ thousand	港幣千元 HK$ thousand	港幣千元 HK$ thousand
台灣 Taiwan	14%	11%	1,245k	12%	$5.2k	$7.0k	$5.4k
菲律賓 Philippines	6%	11%	1,194k	11%	$5.1k	$7.9k	$6.3k
美國 USA	9%	9%	884k	8%	$6.5k	$7.6k	$7.4k
南韓 South Korea	10%	7%	855k	8%	$4.5k	$4.0k	$4.7k
日本 Japan	9%	5%	560k	5%	$4.2k	$5.3k	$5.4k
泰國 Thailand	4%	6%	522k	5%	$7.3k	$7.1k	$8.2k
新加坡 Singapore	4%	5%	466k	4%	$6.5k	$7.7k	$7.9k
馬來西亞 Malaysia	4%	4%	406k	4%	$5.7k	$7.0k	$5.5k
印度 India	3%	3%	378k	4%	$6.0k	$8.3k	$9.1k
澳洲 Australia	4%	3%	371k	4%	$6.9k	$8.0k	$7.9k
印尼 Indonesia	3%	4%	367k	4%	$5.9k	$6.4k	$7.1k
加拿大 Canada	3%	3%	321k	3%	$5.4k	$7.4k	$7.8k
英國 United Kingdom	4%	3%	294k	3%	$6.8k	$8.6k	$7.0k
德國 Germany	2%	1%	168k	2%	$5.5k	$8.9k	$6.1k
法國 France	2%	1%	145k	1%	$6.1k	$7.3k	$6.7k
俄羅斯 Russia	1%	1%	132k	1%	$8.0k	$13.0k	$6.9k
荷蘭 Netherlands	1%	1%	80k	1%	$6.3k	$8.7k	$6.8k
越南 Vietnam	0.4%	0.5%	48k	0.5%	$7.3k	$7.0k	$7.2k
海灣阿拉伯合作國家委員會* GCC Markets*	0.2%	0.2%	16k	0.2%	$8.8k	$11.3k	$10.5k

注:
- *訪港旅客人次按國籍/ 地區劃分。*
- *海灣阿拉伯合作國家委員會包括6個市場: 巴林、科威特、阿曼、卡達、沙烏地阿拉伯及阿拉伯聯合大公國。*
- *旅客人均消費的數據為每季發佈。*

Note:
- *Visitor arrivals by key source market is classified according to Nationality/ Region.*
- *GCC Markets include 6 markets: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates.*
- *Statistics of Per-capita Spending, Other Key Indicators and MICE Arrivals are published on quarterly basis.*

內地市場	Mainland China
短途市場	Short-haul Markets
長途市場	Long-haul Markets

第一部分: 香港主要經濟指標
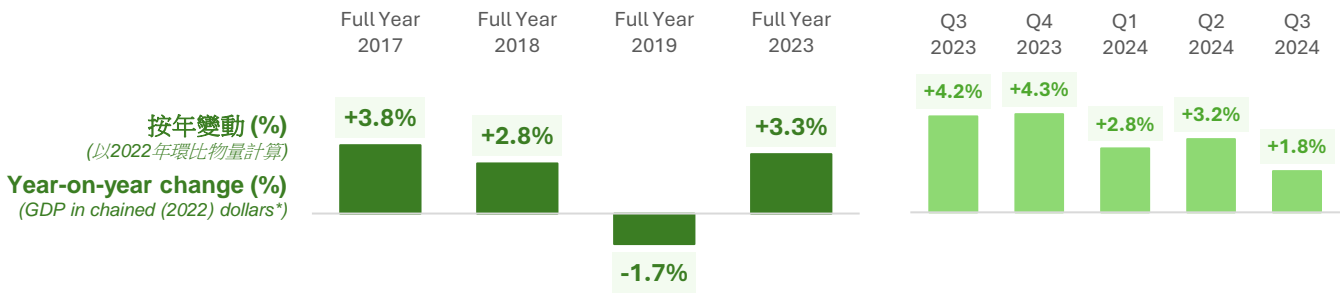## SECTION 1: HONG KONG KEY ECONOMIC INDICATORS

香港本地生產總值　HONG KONG GDP GROWTH
(資料來源: 政府統計處)　(Source: Census and Statistics Department)

按年變動 (%) *(以2022年環比物量計算)*
Year-on-year change (%) *(GDP in chained (2022) dollars*)*

Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
+3.8%	+2.8%	-1.7%	+3.3%	+4.2%	+4.3%	+2.8%	+3.2%	+1.8%

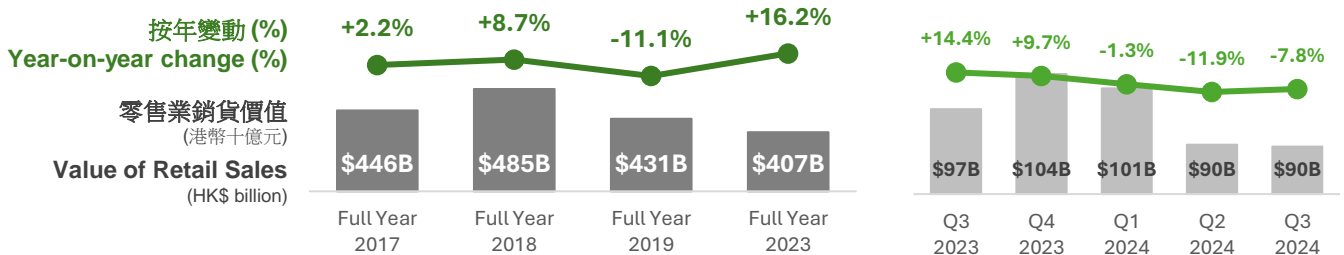*以環比物量計算的本地生產總值，其變動反映在扣除價格變動的影響後，不同期間所生產或購買的貨品及服務的物量變動。
Changes of chained dollar estimates of GDP reflect changes in the volume of production or consumption of goods and services from one period to another. The effect of changes in prices has been removed.
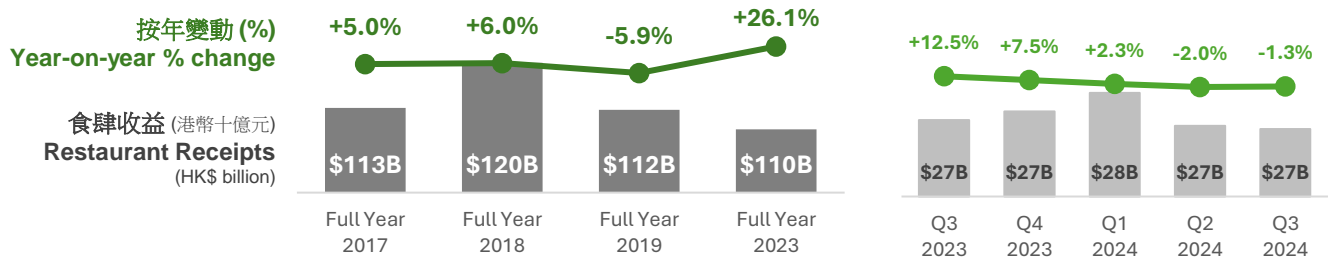
香港零售業總銷貨額　HONG KONG TOTAL RETAIL SALES
(資料來源: 政府統計處)　(Source: Census and Statistics Department)

按年變動 (%)
Year-on-year change (%)

零售業銷貨價值 *(港幣十億元)*
Value of Retail Sales *(HK$ billion)*

	Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
YoY %	+2.2%	+8.7%	-11.1%	+16.2%	+14.4%	+9.7%	-1.3%	-11.9%	-7.8%
Value	$446B	$485B	$431B	$407B	$97B	$104B	$101B	$90B	$90B

香港食肆總收益　HONG KONG TOTAL RESTAURANT RECEIPTS
(資料來源: 政府統計處)　(Source: Census and Statistics Department)

按年變動 (%)
Year-on-year % change

食肆收益 *(港幣十億元)*
Restaurant Receipts *(HK$ billion)*

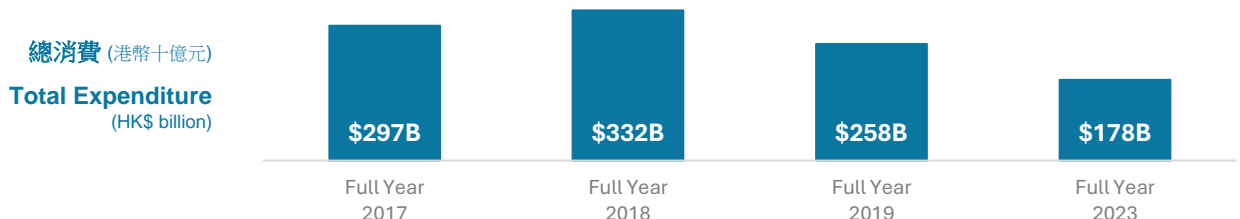|	Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
YoY %	+5.0%	+6.0%	-5.9%	+26.1%	+12.5%	+7.5%	+2.3%	-2.0%	-1.3%
Receipts	$113B	$120B	$112B	$110B	$27B	$27B	$28B	$27B	$27B

第二部分: 香港旅遊業指標
SECTION 2: HONG KONG TOURISM INDUSTRY

與入境旅遊相關的總消費*
TOURISM EXPENDITURE ASSOCIATED WITH INBOUDN TOURISM (TEAIT)*
(資料來源: 香港旅發局離境旅客研究計畫)　(Source: HKTB Departing Visitor Survey)

總消費 *(港幣十億元)*
Total Expenditure *(HK$ billion)*

Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023
$297B	$332B	$258B	$178B

*與旅遊入境相關的消費包括兩個主要組成部分: 1) 境內消費(所有到港旅客在香港消費時，用於商品及服務方面的總額) 及 2) 國際客運服務消費(本港客運公司為非本港居民提供航空、海上及陸上的跨境客運服務所得的收益，政府統計處編制)
TEAIT, comprises two main components, 1) Destination Consumption Expenditure (sum of payments made by all inbound visitors and travellers for goods and services that they consume in HK) and 2) Passenger International Transportation Expenditure (receipts of HK based carriers for the cross-boundary transportation of nonresident visitors by air, sea or land, compiled by Census and Statistics Department).
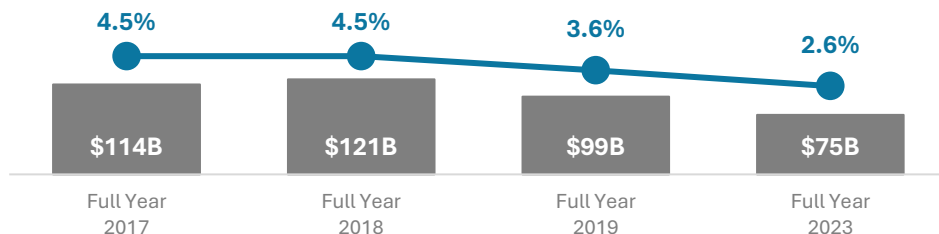
旅遊業的增加價值　VALUE-ADDED OF TOURISM INDUSTRY IN GDP

(資料來源: 政府統計處)　(Source: Census and Statistics Department)
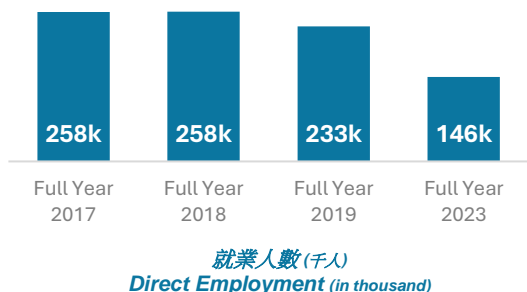
占本地生產總值百分比
Share of value added in GDP

4.5%	4.5%	3.6%	2.6%

以當時價格計算的增加價值
(港幣十億元)
Value-added in GDP at current prices (HK$ billion)

$114B	$121B	$99B	$75B
Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023

旅遊業的就業人數　TOURISM DIRECT EMPLOYMENT

(資料來源: 政府統計處)
(Source: Census and Statistics Department)

258k	258k	233k	146k
Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023

就業人數 (千人)
Direct Employment (in thousand)

酒店房間供應數量　HOTEL ROOM SUPPLY

(資料來源: 香港旅發局酒店入住率調查)
(Source: HKTB Hotel Room Occupancy Survey)

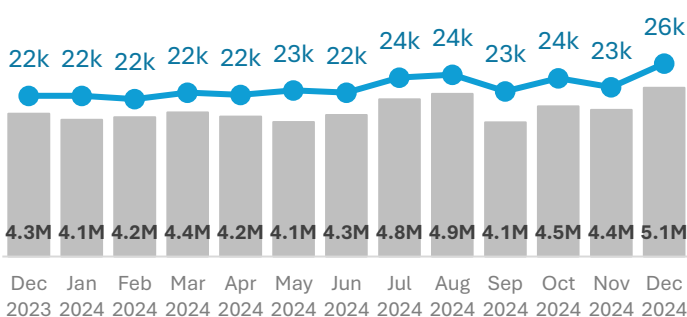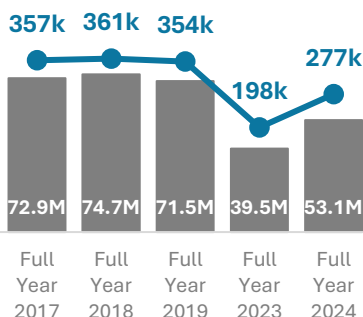| 79k	81k	84k	90k	93k
Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Full Year 2024

房間數量 (千)
Number of Rooms (in thousand)
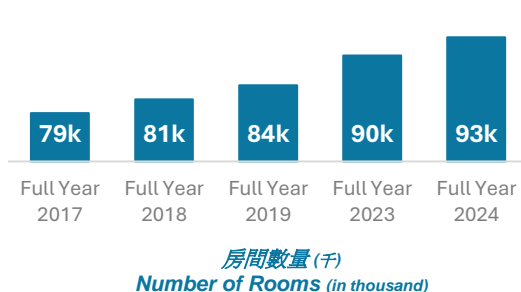
航空客運交通統計　AIR PASSENGER TRAFFIC

(資料來源: 機場管理局)　(Source: Airport Authority Hong Kong)

客運飛機起降量 (千)
Passenger Flight Movement (in thousand)

總旅客量 (百萬人次)
(訪港旅客 + 轉機及過境 + 本地居民)
Passenger Throughput
(Inbound Visitors + Transit-Transfer + Local)

	Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Full Year 2024
Passenger Flight Movement	357k	361k	354k	198k	277k
Passenger Throughput	72.9M	74.7M	71.5M	39.5M	53.1M

	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
Flight Movement	22k	22k	22k	22k	22k	23k	22k	24k	24k	23k	24k	23k	26k
Passenger Throughput	4.3M	4.1M	4.2M	4.4M	4.2M	4.1M	4.3M	4.8M	4.9M	4.1M	4.5M	4.4M	5.1M

高鐵西九龍站交通統計　HIGH SPEED RAIL WEST KOWLOON STATION TRAFFIC

(資料來源: 港鐵公司)　(Source: MTR)

總乘客量 (百萬人次)
(訪港旅客 + 本地居民)
Passenger Throughput
(Visitors + Local)

Full Year 2018	Full Year 2019	Full Year 2023	Full Year 2024
5.3M	16.9M	20.1M	26.5M

Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
2.4M	2.1M	2.4M	2.1M	2.1M	2.0M	2.0M	2.3M	2.7M	1.6M	2.2M	2.0M	2.9M
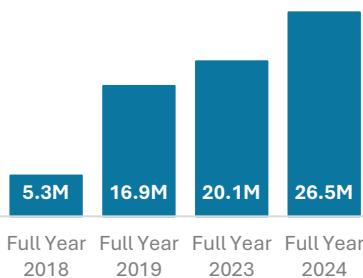
*注: 高鐵香港西九龍站於2018年9月23日開始營運。
*Remark: High Speed Rail Hong Kong West Kowloon Station started operation on 23 Sep 2018.

訪港旅客人次　　VISITOR ARRIVALS
(資料來源: 入境事務處)　(Source: Immigration Department)

(百萬人次 in million)

全部旅客 All Visitors

非內地旅客 Non-Mainland

內地旅客 Mainland

	Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Full Year 2024
Total	58.5	65.1	55.9	34.0	44.5
Non-Mainland	14.3	14.3	12.3	7.2	10.5
Mainland	44.2	50.8	43.6	26.8	34.0

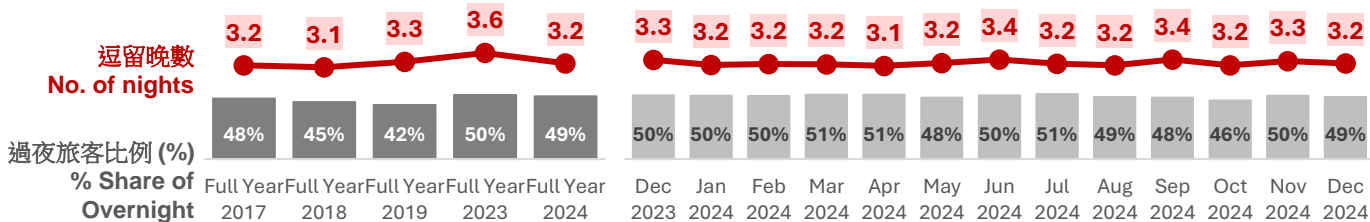|	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
Total	3.9	3.8	4.0	3.4	3.4	3.4	3.1	3.9	4.5	3.1	4.1	3.6	4.3
Non-Mainland	1.0	0.8	0.8	0.9	0.9	0.8	0.8	0.8	0.8	0.8	1.0	1.0	1.2
Mainland	2.9	3.0	3.2	2.5	2.5	2.6	2.3	3.1	3.7	2.3	3.1	2.6	3.1

在港逗留時間　　LENGTH OF STAY
(資料來源: 入境事務處)　(Source: Immigration Department)

全部旅客 ALL VISITORS

	Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Full Year 2024
No. of nights	3.2	3.1	3.3	3.6	3.2
% Share of Overnight	48%	45%	42%	50%	49%

	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
No. of nights	3.3	3.2	3.2	3.2	3.1	3.2	3.4	3.2	3.2	3.4	3.2	3.3	3.2
% Share of Overnight	50%	50%	50%	51%	51%	48%	50%	51%	49%	48%	46%	50%	49%

內地旅客 MAINLAND VISITORS

	Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Full Year 2024
No. of nights	3.1	3.0	3.3	3.5	3.2
% Share of Overnight	42%	39%	37%	46%	43%

	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
No. of nights	3.2	3.1	3.1	3.2	3.1	3.2	3.4	3.1	3.1	3.4	3.2	3.3	3.2
% Share of Overnight	43%	44%	46%	43%	44%	43%	44%	48%	46%	42%	40%	42%	40%

非內地旅客 NON-MAINLAND VISITORS

	Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Full Year 2024
No. of nights	3.2	3.2	3.3	3.8	3.3
% Share of Overnight	67%	66%	62%	66%	68%

	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
No. of nights	3.6	3.4	3.5	3.3	3.2	3.3	3.3	3.4	3.4	3.3	3.2	3.2	3.3
% Share of Overnight	71%	70%	68%	71%	68%	68%	68%	65%	63%	67%	68%	71%	71%

酒店房間入住率及平均房租　　HOTEL OCCUPANCY & ROOM RATE
(資料來源: 香港旅發局酒店入住率調查)　(Source: HKTB Hotel Room Occupancy Survey)
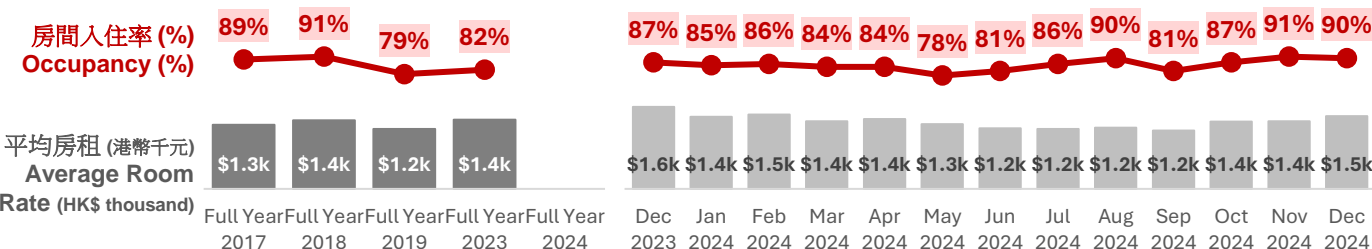
	Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Full Year 2024
Occupancy (%)	89%	91%	79%		82%
Average Room Rate (HK$ thousand)	$1.3k	$1.4k	$1.2k	$1.4k	

	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
Occupancy (%)	87%	85%	86%	84%	84%	78%	81%	86%	90%	81%	87%	91%	90%
Average Room Rate (HK$ thousand)	$1.6k	$1.4k	$1.5k	$1.4k	$1.4k	$1.3k	$1.2k	$1.2k	$1.2k	$1.2k	$1.4k	$1.4k	$1.5k

房間入住率 (%) Occupancy (%)

平均房租 (港幣千元) Average Room Rate (HK$ thousand)

注:
- *訪港旅客人次按國籍/ 地區劃分。*
- *旅客人均消費、其他主要指標及會展旅客的數據為每季發佈。*

Note:
- *Visitor arrivals by key source market is classified according to Nationality/ Region.*
- *Statistics of Per-capita Spending, Other Key Indicators and MICE Arrivals are published on quarterly basis.*
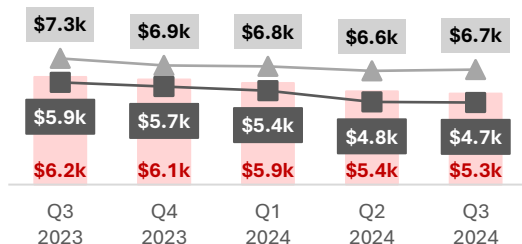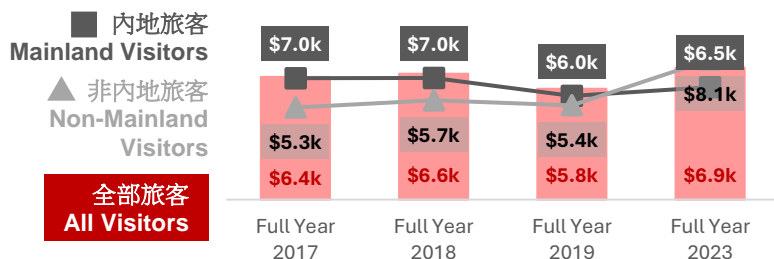
旅客人均消費　　PER-CAPITA SPENDING

(資料來源: 香港旅發局離境旅客研究計畫)　　(Source: HKTB Departing Visitor Survey)

過夜旅客 OVERNIGHT VISITORS

(港幣千元 in HK$ thousand)

內地旅客 Mainland Visitors (■)
非內地旅客 Non-Mainland Visitors (▲)
全部旅客 All Visitors

	Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
Mainland ■	$7.0k	$7.0k	$6.0k	$6.5k	$7.3k	$6.9k	$6.8k	$6.6k	$6.7k
Non-Mainland ▲	$5.3k	$5.7k	$5.4k	$8.1k	$5.9k	$5.7k	$5.4k	$4.8k	$4.7k
All Visitors	$6.4k	$6.6k	$5.8k	$6.9k	$6.2k	$6.1k	$5.9k	$5.4k	$5.3k

不過夜旅客 SAME-DAY VISITORS

內地旅客 Mainland Visitors (■)
非內地旅客 Non-Mainland Visitors (▲)
全部旅客 All Visitors

	Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
Mainland ■	$2.3K	$2.4K	$2.2K	$1.4K	$1.4K	$1.4K	$1.3K	$1.2K	$1.2K
Non-Mainland ▲	$0.7K	$0.8K	$0.8K	$0.9K	$0.9K	$0.9K	$1.1K	$0.9K	$0.9K
All Visitors	$2.1K	$2.2K	$2.0K	$1.3K	$1.4K	$1.3K	$1.3K	$1.1K	$1.2K

旅客整體滿意度 (十分為滿分)　　OVERALL SATISFACTION (10 PT. SCALE)

(資料來源: 香港旅發局離境旅客研究計畫)　　(Source: HKTB Departing Visitor Survey)

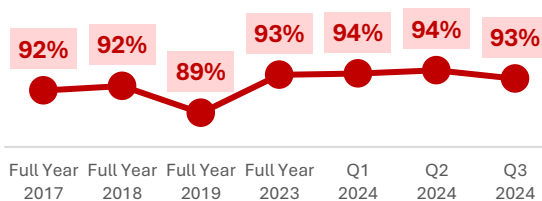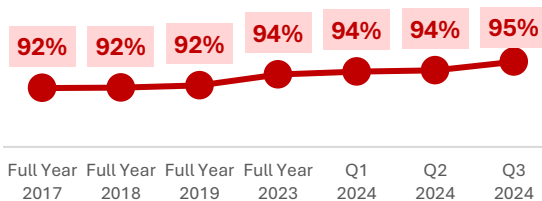| Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Q1 2024	Q2 2024	Q3 2024
8.4	8.6	8.5	8.7	8.8	8.7	8.8

旅客重訪意欲 INTENTION TO REVISIT

Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Q1 2024	Q2 2024	Q3 2024
92%	92%	92%	94%	94%	94%	95%

推薦香港給親友的意欲 RECOMMENDATION

Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Q1 2024	Q2 2024	Q3 2024
92%	92%	89%	93%	94%	94%	93%

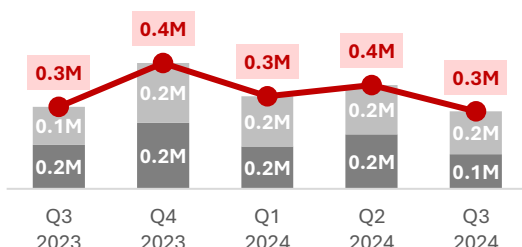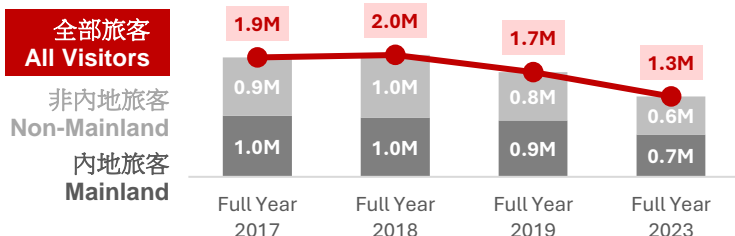## 過夜會展旅客*　　OVERNIGHT MICE ARRIVALS*

(資料來源: 香港旅發局離境旅客研究計畫)　　(Source: HKTB Departing Visitor Survey)

(百萬人次 in million)

全部旅客 All Visitors
非內地旅客 Non-Mainland
內地旅客 Mainland

	Full Year 2017	Full Year 2018	Full Year 2019	Full Year 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
All Visitors	1.9M	2.0M	1.7M	1.3M	0.3M	0.4M	0.3M	0.4M	0.3M
Non-Mainland	0.9M	1.0M	0.8M	0.6M	0.1M	0.2M	0.2M	0.2M	0.2M
Mainland	1.0M	1.0M	0.9M	0.7M	0.2M	0.2M	0.2M	0.2M	0.1M

*注: 會展旅客包括會議、展覽及獎勵旅遊。
*Remark: MICE visitors refer to those coming for Meetings, Incentives, Conventions and Exhibitions.

*注: 訪港旅客人次按國籍/ 地區劃分。
* Notes: Visitor arrivals by key source market is classified according to Nationality/ Region

詞匯表
GLOSSARY OF TERMS

酒店房間入住率
根據回應香港旅遊發展局每月進行的酒店入住率問卷調查所提供可出租及已出租的客房數目，在維修中或翻新之房間並不包括在內。

Hotel Room Occupancy Rate
Based on daily rooms occupied against daily rooms available for sales of responded hotels and guesthouses to HKTB Monthly Hotel Room Occupancy Survey. Rooms under repair or being refurnished are excluded.

酒店平均房租
根據回應香港旅遊發展局每月進行的酒店入住率問卷調查所得之平均每日實收房租的平均數。實際平均房租不包括政府稅項及與客房無關而附加在房租的組成項目，例如餐飲、洗衣、機場接送及服務費等。

Average Achieved Hotel Room Rate (ARR)
The average of ARR of responded hotels and guesthouses to HKTB Monthly Hotel Room Occupancy Survey. ARR excluded Government tax and all non-room related components such as F&B, laundry, airport transfer, service charges, etc., which have been built into the room rate.

過夜旅客
指入住本港的公眾或私人住宿設施最少一晚的旅客。

Overnight Visitors
Visitors who stay at least one night in collective or private accommodation in Hong Kong.

入境不過夜旅客
指通過香港入境處，但沒有在本港過夜的旅客。

Same-Day Visitors
Visitors are those who pass through Hong Kong Immigration, but do not spend a night in Hong Kong.

與入境旅遊相關的總消費
由以下兩個主要部分組成：
- **境內消費** 是所有到港旅客 (如過夜旅客、入境不過夜旅客、過境旅客及機組人員) 在香港消費時，用於商品及服務方面的總額。

- **國際客運服務消費** 代表本港客運公司為非本港居民提供航空、海上及陸上的跨境客運服務所得的收益。這數據由香港特別行政區，政府統計處負責處理，是本地生產總值及國際收支平衡內，香港服務貿易的元素之一。

Tourism Expenditure Associated to Inbound Tourism (TEAIT)
Comprises below two main components:
- **Destination Consumption Expenditure** is the sum of payments made by all inbound visitors and travellers (e.g. overnight and same-day visitors, transit/ transfer passengers and aircrew members) for goods and services that they consume in Hong Kong.
- **Passenger International Transportation Expenditure** represents the receipts of Hong Kong based carriers for the cross-boundary transportation of non-resident visitors by air, sea or land. It is compiled by Census and Statistics Department, the Government of Hong Kong Special Administrative Region as one of the components of trade in services for the Gross Domestic Product and Balance of Payments statistics.

以上類別均符合世界旅遊組織所列出的標準定義，以確保不同旅遊目的地所匯報的旅遊開支數據一致。

All the above categories are fully in line with the standard definitions laid down by the World Tourism Organisation (UNWTO) to ensure uniformity of tourism expenditure reporting across different destinations.

離境旅客研究計劃
旅發局全年進行離港旅客研究計劃，並透過面談訪問及電子問卷進行資料搜集，研究計劃採用系統隨機抽樣法以收集旅客的主要訪港目的，旅客的行程，消費和訪港旅程滿意度等。本年截至六月的樣本數目約86,000人。電子問卷有15種語言可供選擇，方便與來自界各地的旅客進行訪問。受訪對象為16歲或以上經香港10個主要口岸離港的海外旅客 (即高鐵西九龍、香園圍管制站、香港國際機場、港珠澳大橋、中國客運碼頭、港澳客運碼頭、羅湖管制站、落馬州管制站、落馬州支線管制站、深圳灣管制站)。

Departing Visitor Research Project
The HKTB Departing Visitor Research Project is conducted throughout the year. Data are collected during face-to-face interviews, at which respondents are requested to complete an electronic questionnaire. The Project aims at studying visitors' main purpose of travelling to Hong Kong, travel itineraries, spending, satisfaction of their trip, etc. The sample size of the Project up to June is about 86,000. Questionnaires are available in 15 languages to facilitate the interview with visitors from all over the world. Target respondents are overseas visitors aged 16 or above departing from ten major control points in Hong Kong *(i.e. Express Rail Link West Kowloon, Heung Yuen Wai, HK International Airport, HK-Zhuhai-Macao Bridge, HK-China Ferry Terminal, HK-Macau Ferry Terminal, Lo Wu, Lok Ma Chau, Lok Ma Chau Spurline, Shenzhen Bay).*

離境旅客研究計劃是一項大規模研究，故此，旅發局採用了一套完善的核查系統，確保所得資料的質量。這包括為訪問員提供全面的訓練、現場督導及核查、全面審核已完成的問卷，以及將編碼、查驗正誤及審核等工作電腦化。

Given the scale of the Project, a comprehensive checking mechanism is adopted to ensure the quality of the data collected. This includes comprehensive training of interviewers, on-site supervision and spot check, verification of completed questionnaires, and computerisation of data coding, validation and editing work.

在新型冠狀病毒肺炎疫情影響下，離境旅客研究計劃於2020年至2022年間暫停，並於2023年起恢復。

Owing to the pandemic of COVID-19, the Project was suspended during 2020 - 2022 and has resumed in 2023.