

HONG KONG TOURISM INDUSTRY SNAPSHOT



免責聲明

一切資料只供一般參考及個人使用。旅發局不會明示或暗示、陳述或保證，指有關資料適合任何用途。

本刊物內容經審慎編訂，務求提供準確資料，倘有差誤或遺漏，旅發局恕不負責。

閣下在使用或解釋有關資料時，須行使及完全依賴閣下本身的知識和判斷。

不論是根據侵權法或合約，在任何情況下，倘因使用有關資料或資料有任何錯誤或遺漏，導致閣下或任何人士蒙受直接、間接、附帶、特殊、懲罰性或相應的損害，包括失去業務或利潤，即使旅發局已獲悉有可能出現該等損害，亦毋須向閣下或任何人士承擔責任。

Disclaimer

All information is for general reference and personal use only. We do not make any representation or warranty of any kind, express or implied, for any particular purpose.

While every effort has been made to ensure the accuracy of this information, the Hong Kong Tourism Board accepts no responsibility for any errors or omissions.

In your use and interpretation of this information, you will exercise and rely solely on your own skills and judgment.

In no event shall we be liable (whether in tort or contract or otherwise) to you or any other person for any direct, indirect, incidental, special, punitive or consequential damages, including any loss of business or profit, arising out of any use of this information, or any errors or omissions in this information, even if we have been advised of the possibility of such damages.

HONG KONG TOURISM INDUSTRY SNAPSHOT

(MAY 2024)



Note:
 1. This document contains statistics extracted from a variety of sources. HKTB has made every effort to quote the most recent data from these sources.
 2. Page 3 summarizes the most recent figures and the year-on-year changes of the key tourism indicators. For more details, please refer to Page 4 - 6 and their respective data sources.

ECONOMIC INDICATORS

(Source: Census and Statistics Department)

GDP Growth
 (year-on-year change)
2024Q1
+2.7%

2018Q1
 +4.5%



Total Retail Sales

2024Q1 **HK\$101B**

vs 2023Q4 -2.8%
 2018Q1 HK\$130B



Total Restaurant Receipts

2024Q1 **HK\$27B**

vs 2023Q4 +0.03%
 2018Q1 HK\$31B

HK TOURISM INDUSTRY



Tourism Expenditure Associated with Inbound Tourism (TEAIT)*

(Source: HKTB Departing Visitor Survey)

2023 Full Year **HK\$178B**

2018 HK\$332B

*TEAIT = Destination Consumption Expenditure + Passenger International Transportational Expenditure (please refer to Page 2 for detailed definition)



Value-added of Tourism Industry in GDP

(Source: Census and Statistics Department)

2022 Full Year **0.4%**

2018 4.5%



Tourism Direct Employment

(Source: Census and Statistics Department)

2022 Full Year **30K**

2018 258K



Hotel Room Supply

(Source: HKTB Hotel Room Occupancy Survey)

2023 Full Year **90K**

2018 81K



Air Passenger Traffic

(Source: Airport Authority Hong Kong)

Throughput
 (Inbound Visitors + Transit-transfer + Local)

Passenger Flight Movement

May 2024 **4.1M** | **23K**

May 2023 3.1M | 16K
 May 2018 6.0M | 30K



High Speed Rail Traffic

(Source: MTR)

Throughput
 (Visitors + Local)

May 2024 **2.0M**

May 2023 1.8M

INBOUND VISITORS TO HK



Visitor Arrivals

(Source: Immigration Department)

All **Mainland** **Non-Mainland**
May 2024 **3.4M** | **2.6M** | **0.8M**

% Growth vs May 2023 +20% | +15% | +42%

% Recovery vs May 2018 69% | 69% | 68%



Overnight %

(Source: Immigration Department)

All **Mainland** **Non-Mainland**
May 2024 **48%** | **43%** | **68%**

May 2023 49% | 46% | 64%

May 2018 45% | 39% | 67%



Length of Stay

(Source: Immigration Department)

All **Mainland** **Non-Mainland**
May 2024 **3.2** | **3.2** | **3.3** nights

May 2023 3.4 | 3.3 | 3.8

May 2018 3.0 | 3.0 | 3.1



Hotel Statistics

(Source: HKTB Hotel Room Occupancy Survey)

Occupancy **Average Room Rate (HK\$)**
May 2024 **78%** | **\$1.3K**

May 2023 82% | \$1.4K

May 2018 90% | \$1.2K



Per-Capita Spending (HK\$)

(Source: HKTB Departing Visitor Survey)

All Visitors **Overnight** **Same Day**
2024Q1 **\$5.9K** | **\$1.3K**

2023Q4 \$6.1K | \$1.2K

2018Q1 \$7.0K | \$2.3K

Mainland Visitors

2024Q1 **\$5.4K** | **\$1.3K**

2023Q4 \$5.7K | \$1.3K

2018Q1 \$7.6K | \$2.5K



Satisfaction

2024Q1

8.8

(2018Q1 8.5)



Revisit Intention

(Source: HKTB Departing Visitor Survey)

2024Q1

94%

(2018Q1 91%)



Recommendation

2024Q1

94%

(2018Q1 91%)



Overnight MICE* Arrivals

(Source: HKTB Departing Visitor Survey)

2024Q1 **0.3M**

2018Q1 0.4M

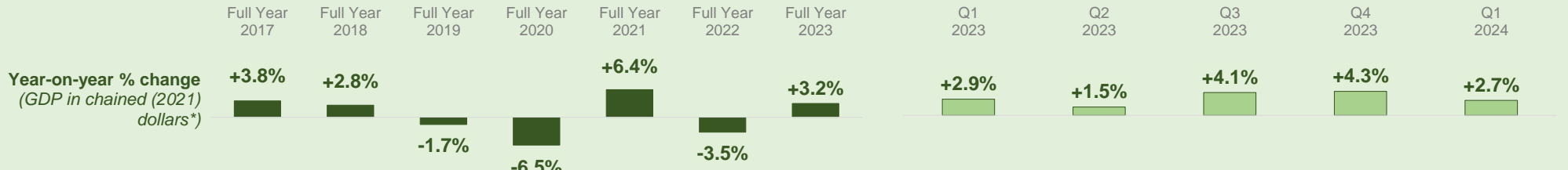
*MICE = Meetings, Incentives, Conventions and Exhibitions

SECTION 1: ECONOMIC INDICATORS



HONG KONG GDP GROWTH

(Source: Census and Statistics Department)

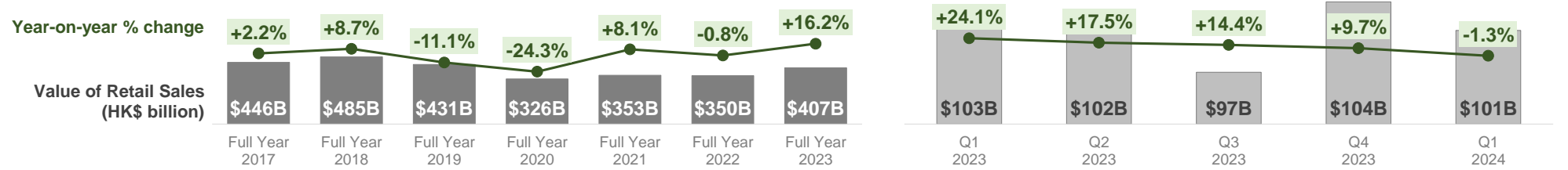


*Changes of chained dollar estimates of GDP reflect changes in the volume of production or consumption of goods and services from one period to another. The effect of changes in prices has been removed.



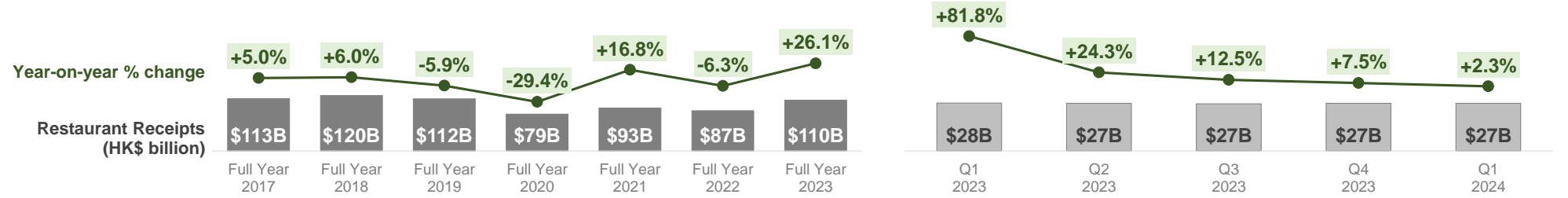
HONG KONG TOTAL RETAIL SALES

(Source: Census and Statistics Department)



HONG KONG TOTAL RESTAURANT RECEIPTS

(Source: Census and Statistics Department)

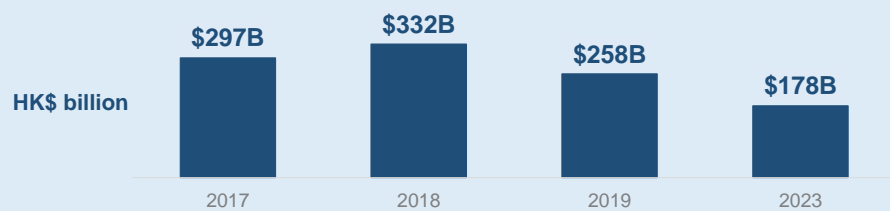


SECTION 2: HONG KONG TOURISM INDUSTRY



TOURISM EXPENDITURE ASSOCIATED WITH INBOUND TOURISM*

(Source: Hong Kong Tourism Board Departing Visitor Survey)

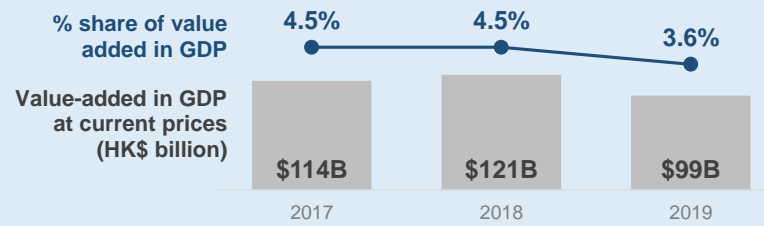


*TEAIT, comprises two main components, **Destination Consumption Expenditure** (sum of payments made by all inbound visitors and travellers for goods and services that they consume in HK) and **Passenger International Transportation Expenditure** (receipts of HK based carriers for the cross-boundary transportation of nonresident visitors by air, sea or land, compiled by Census and Statistics Department). Please refer to Source for details.



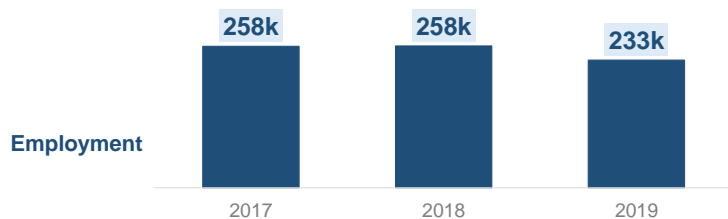
VALUE-ADDED OF TOURISM INDUSTRY IN GDP

(Source: Census and Statistics Department)



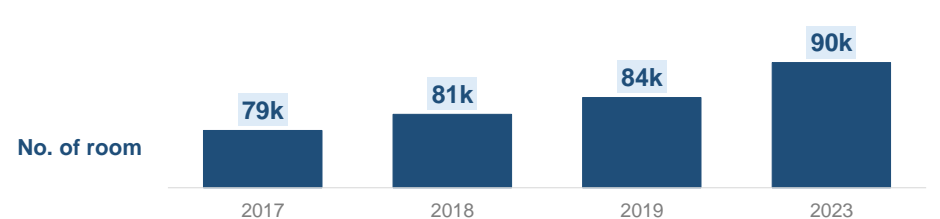
TOURISM DIRECT EMPLOYMENT

(Source: Census and Statistics Department)



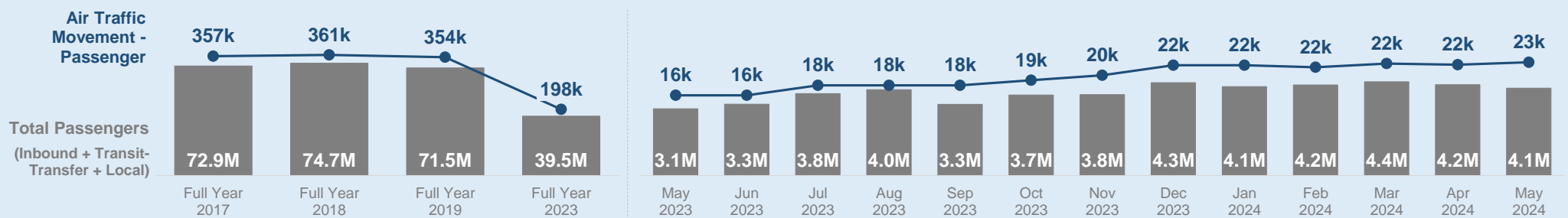
HOTEL ROOM SUPPLY

(Source: Hong Kong Tourism Board Hotel Room Occupancy Survey)



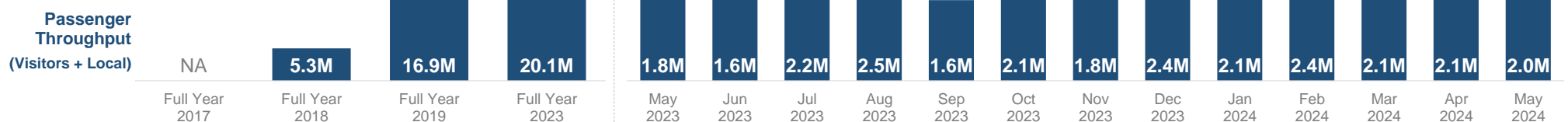
AIR TRAFFIC

(Source: Airport Authority Hong Kong)



HIGH SPEED RAIL TRAFFIC

(Source: MTR)



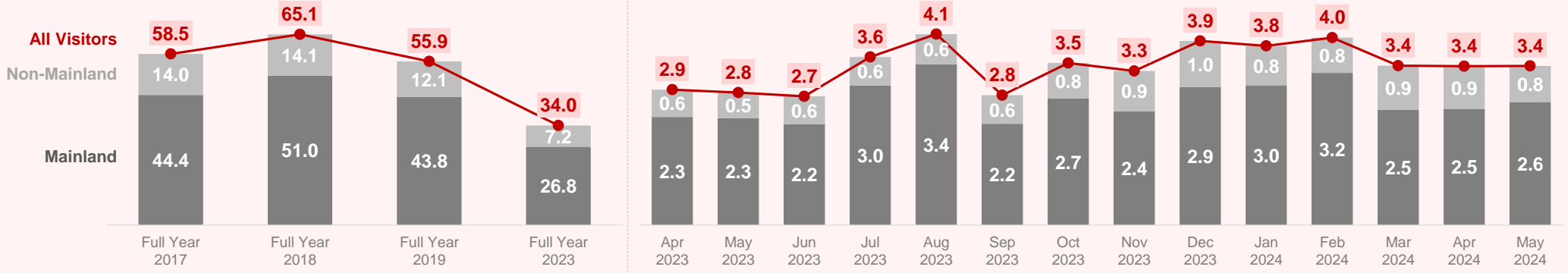
*Remark: High Speed Rail West Kowloon Station started operation on 23 Sep 2018.

SECTION 3: INBOUND VISITORS TO HONG KONG (MONTHLY)



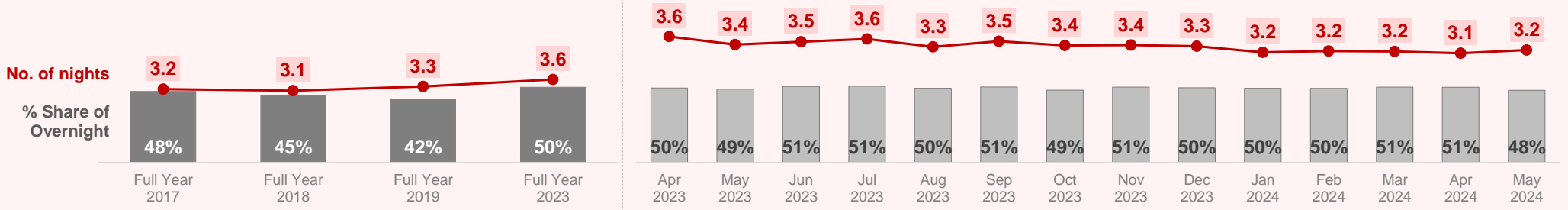
VISITOR ARRIVALS (in million)

(Source: Immigration Department)



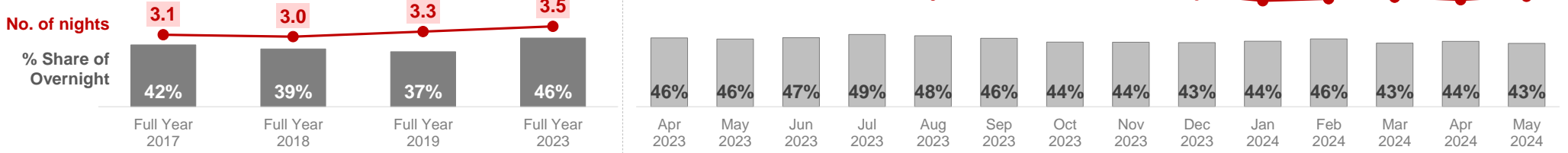
LENGTH OF STAY GLOBAL

(Source: Immigration Department)



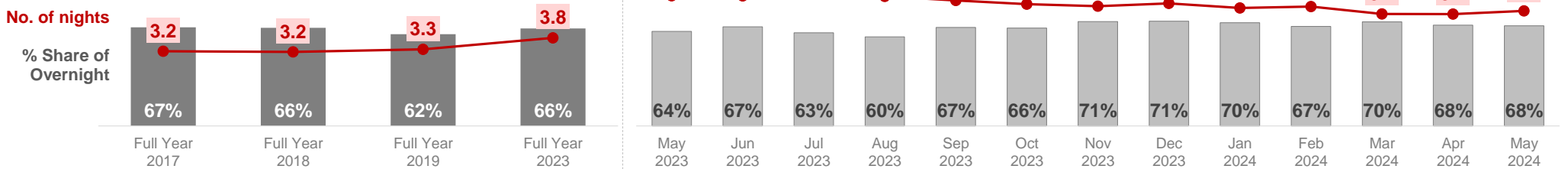
LENGTH OF STAY MAINLAND

MAINLAND



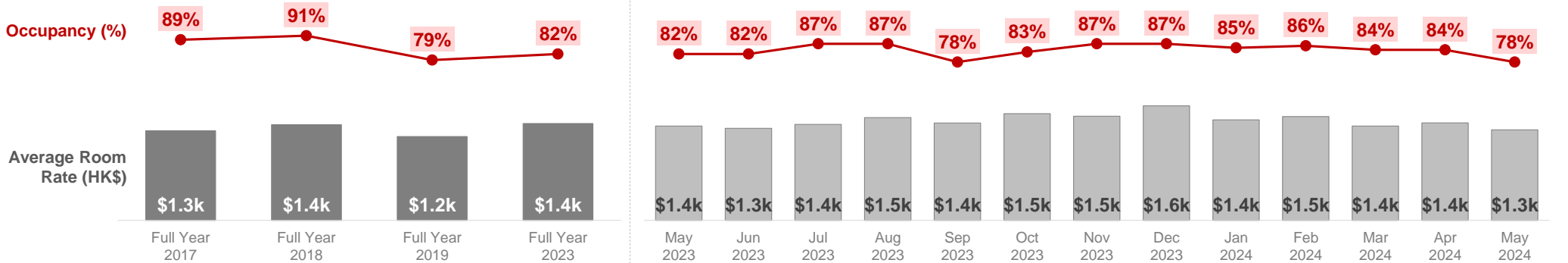
LENGTH OF STAY NON-MAINLAND

NON-MAINLAND



HOTEL OCCUPANCY & ROOM RATE

(Source: HKTB Hotel Room Occupancy Survey)



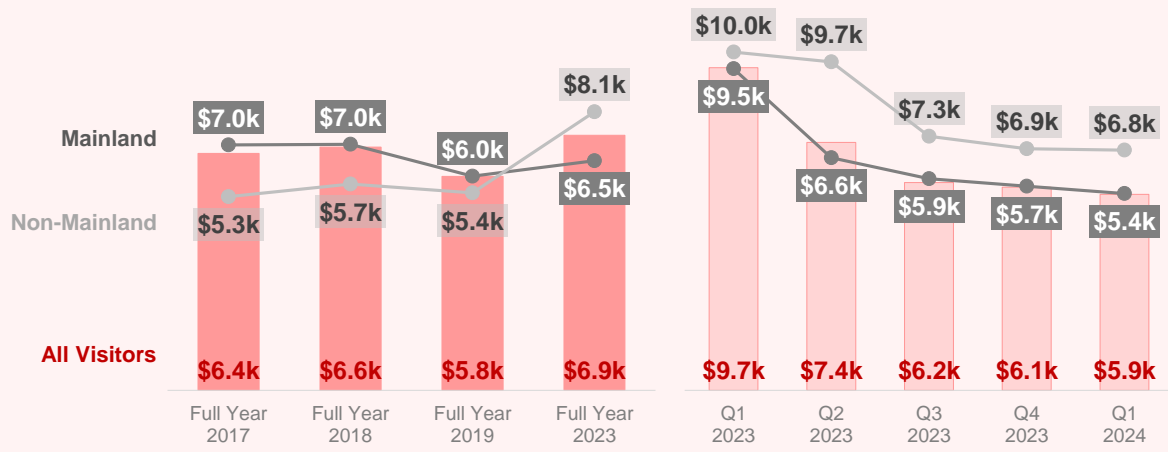
Disclaimer: Figures on hotel occupancy and hotel room rate are based on the aggregated results from around 180 hotels responding to the HKTB's Hotel Room Occupancy Survey each month. While every effort has been made to ensure the accuracy of the information, the Hong Kong Tourism Board accepts no responsibility for any errors or omissions.

SECTION 4: INBOUND VISITORS TO HONG KONG (QUARTERLY)

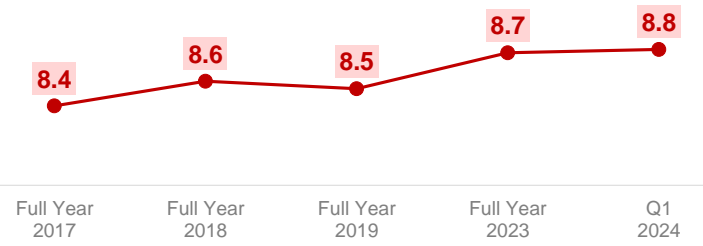
(Source: HKTB Departing Visitor Survey)



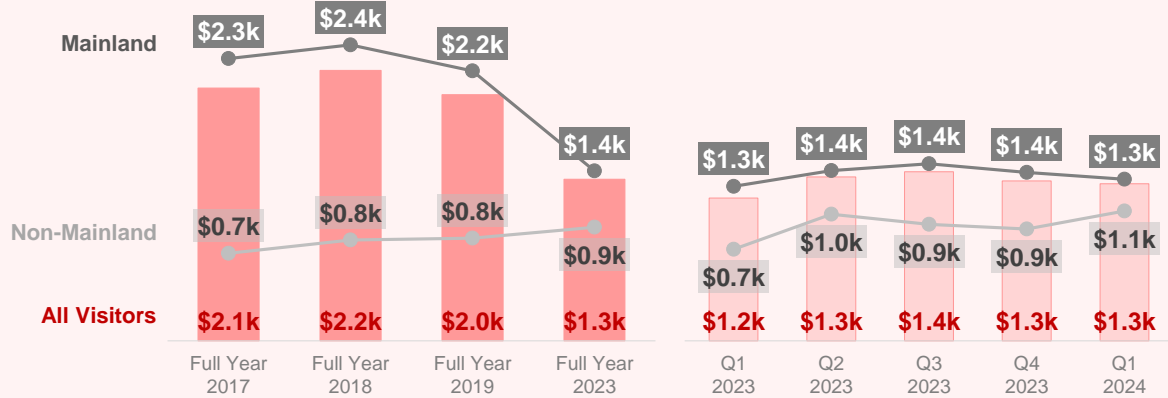
PER-CAPITA SPENDING (OVERNIGHT)



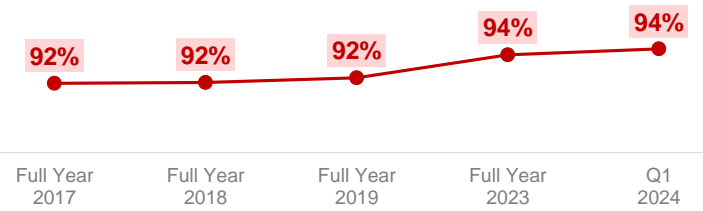
OVERALL SATISFACTION



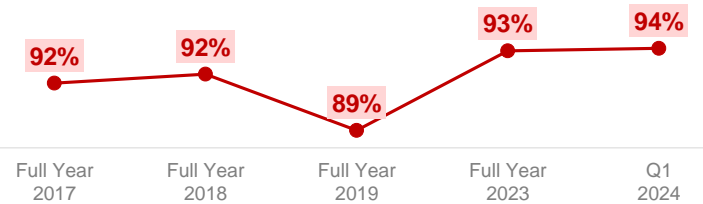
PER-CAPITA SPENDING (SAME DAY)



REVISIT INTENTION

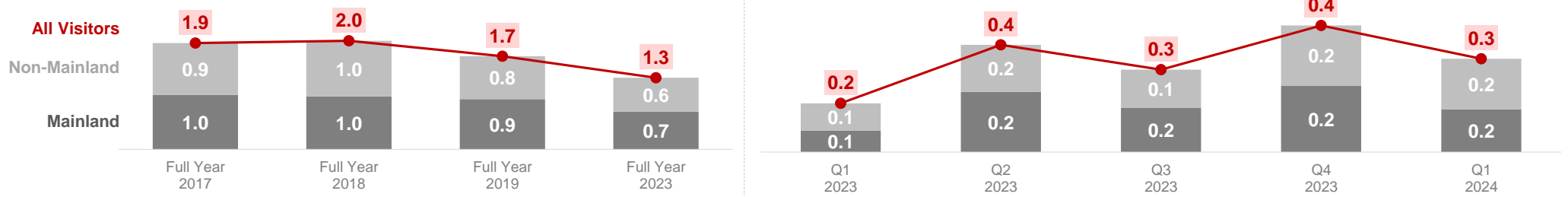


RECOMMENDATION



OVERNIGHT MICE ARRIVALS*

(in million)



*Note: MICE refers to Meetings, Incentives, Conventions and Exhibitions