

Date: 15 January 2020

Total pages 3

**Total Visitor Arrivals in 2019 Amounted to 56 Million
A Decline of 14.2% Year on Year**

The Hong Kong Tourism Board (HKTB) announced today (15 January 2020) that full-year provisional visitor arrivals in 2019 amounted to 55.9 million. Visitor arrivals in the first half-year of 2019 recorded an increase of 13.9% but the number of visitors started to fall in July due to social incidents and the decrease worsened in the following months, leading to a decline of 39.1% in the second half of the year. Full-year arrivals recorded a year-on-year decrease of 14.2%.

All source markets recorded a decline of visitors in 2019. The Mainland and short-haul markets recorded a drop of 14.2% and 18.7%, respectively, while long-haul markets and new markets fell 12.7% and 13.5%, respectively. Overnight visitors in 2019 also declined by 18.8% to 23.76 million.

HKTB Chairman Dr YK Pang said, “Hong Kong’s tourism industry has faced exceptional challenges over the past year, but I have every confidence in our resilience and appeal as a world-class travel destination. The HKTB has already launched promotions in a number of short-haul markets, including India, Indonesia, the Philippines, South Korea, and Thailand, and we will soon extend those promotions to other markets such as Japan and long-haul markets. Meanwhile, we are working tirelessly on a major global promotion that will rebuild Hong Kong’s tourism image and help our tourism industry recover.”

The HKTB rolled out a brand new tactical campaign named “Hong Kong is ON” early last month to promote over 500 attractive offers on a dedicated online platform, covering flights, hotels, dining, retail, attractions, etc. The campaign is being promoted in various markets to attract visitors to Hong Kong. Since its launch, we have received positive feedback on the campaign. The offers will be constantly updated to encourage spending from both visitors and locals to benefit different sectors in Hong Kong.

Provisional total visitor arrivals in 2019

Markets ('000)	Dec (YoY %)	Jan-Jun (YoY %)	Jul-Dec (YoY %)	Jan-Dec (YoY %)
Mainland	2,390 (-53.2%)	27,570 (+16.4%)	16,190 (-40.8%)	43,700 (-14.2%)
Non-Mainland*	800 (-45.9%)	7,300 (+5.5%)	4,850 (-32.8%)	12,150 (-14.0%)
Short-haul markets	380 (-55.0%)	4,000 (+3.7%)	2,330 (-40.7%)	6,330 (-18.7%)
Long-haul markets	280 (-31.7%)	2,230 (-0.1%)	1,720 (-25.0%)	3,940 (-12.7%)
New markets	43 (-38.8%)	380 (-0.1%)	260 (-27.4%)	640 (-13.5%)
Total	3,190 (-51.5%)	34,870 (+13.9%)	21,040 (-39.1%)	55,910 (-14.2%)

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

*Non-Mainland arrivals include short-haul markets, long-haul markets, new markets and Macau

Provisional overnight visitor arrivals in 2019

Markets ('000)	Dec (YoY %)	Jan-Jun (YoY %)	Jul-Dec (YoY %)	Jan-Dec (YoY %)
Mainland	790 (-58.8%)	10,230 (+11.0%)	5,990 (-43.8%)	16,220 (-18.4%)
Non-Mainland*	460 (-53.8%)	4,690 (+1.2%)	2,840 (-40.0%)	7,540 (-19.6%)
Short-haul markets	220 (-63.5%)	2,710 (+3.0%)	1,370 (-48.6%)	4,080 (-23.0%)
Long-haul markets	190 (-36.2%)	1,560 (-1.7%)	1,170 (-28.6%)	2,730 (-15.4%)
New markets	27 (-45.7%)	270 (-1.0%)	180 (-30.5%)	450 (-15.4%)
Total	1,250 (-57.1%)	14,920 (+7.7%)	8,830 (-42.7%)	23,760 (-18.8%)

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

*Non-Mainland arrivals include short-haul markets, long-haul markets, new markets and Macau

Provisional same-day visitor arrivals in 2019

Markets ('000)	Dec (YoY %)	Jan-Jun (YoY %)	Jul-Dec (YoY %)	Jan-Dec (YoY %)
Mainland	1,600 (-49.8%)	17,340 (+19.9%)	10,200 (-38.8%)	27,550 (-11.5%)
Non-Mainland*	340 (-29.9%)	2,610 (+14.3%)	2,000 (-18.9%)	4,610 (-3.0%)
Short-haul markets	160 (-32.3%)	1,290 (+5.4%)	960 (-24.0%)	2,250 (-9.5%)
Long-haul markets	91 (-20.2%)	660 (+3.8%)	540 (-15.9%)	1,210 (-6.1%)
New markets	16 (-21.9%)	110 (+2.1%)	84 (-19.8%)	190 (-8.9%)
Total	1,940 (-47.1%)	19,950 (+19.1%)	12,210 (-36.2%)	32,160 (-10.4%)

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

*Non-Mainland arrivals include short-haul markets, long-haul markets, new markets and Macau

(The final visitor arrivals for December 2019 and full-year 2019 will be released on 31 January.)

– Ends –

Media can download press releases from the HKTB website:

- Press releases: https://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html

For media enquiries, please contact:

Miss Alice Li

Tel: 2807 6195

Email: alice.li@hktb.com

Miss Chanda Cheung

Tel: 2807 6363

Email: chanda.cheung@hktb.com

During non-office hours, please call 8200 7860.