

STATISTICS AND TRENDS

Affluent FIT Asian travellers increase spending despite geopolitical uncertainty

Tatiana Rokou

14.04.2026 41



ITE Hong Kong survey shows affluent FIT travellers increasing [travel](#) budgets despite geopolitical uncertainty, highlighting resilience in Asia's outbound travel demand.

Affluent FIT in Asia are continuing to prioritise travel despite geopolitical uncertainty, with many increasing their spending, according to new survey findings released ahead of [ITE Hong Kong 2026](#).

The survey, conducted in mid-March among 688 respondents, highlights the resilience of the region's outbound travel segment, particularly among frequent and high-value travellers. The results indicate that rising costs and global instability are not deterring travel demand, but instead reshaping destination choices and spending behaviour.

⚡ **Travel demand remains resilient among high-value segments**

According to the findings, 62.5% of respondents plan to increase their travel budgets in 2026, while 25.3% expect to maintain current spending levels. Only 12.2% indicated plans to reduce travel expenditure, underscoring the strength of demand within the affluent FIT segment.

The data also shows high travel frequency, with 74.6% of respondents taking multiple outbound trips in 2025. This trend reflects the continued importance of travel as a lifestyle priority among higher-income consumers across Asia.

Changing destination preferences amid uncertainty

While overall demand remains strong, geopolitical developments are influencing destination selection. The survey found that 42.3% of respondents plan to avoid destinations affected by instability, while a further 29.7% may adjust travel plans depending on evolving conditions.

This indicates a shift toward more selective travel planning, with travellers balancing risk considerations against their desire to continue travelling internationally.

Hong Kong and Greater Bay Area remain key outbound markets

The findings reinforce Hong Kong's position as a major outbound travel market. In 2024, the city ranked as the world's 14th largest outbound market by spending, reaching US\$28.9 billion. In 2025, resident departures totalled 117 million, representing a 12.3% increase, with further growth recorded during peak travel periods such as the Spring Festival.

ITE Hong Kong continues to draw a significant share of trade buyers from the Greater Bay Area, which has a combined GDP of US\$2.09 trillion and a population exceeding 87 million. The region represents a key source of outbound demand for both leisure and business travel.

Strong engagement and booking intent at travel events

Visitor engagement levels at ITE events remain high, with more than 70,000 public visitors recorded in 2025, the majority of whom prefer independent or private travel. Over 10,000 attendees participated in more than 100 public seminars, with 43% expressing interest in making bookings on-site, often via mobile platforms.

These trends highlight the growing importance of digital engagement and targeted promotions, as exhibitors increasingly focus on online booking tools and discount-driven strategies rather than direct on-site sales.

ITE Hong Kong 2026 outlook

The upcoming edition of ITE Hong Kong, taking place from 11 to 14 June 2026 at the Hong Kong Convention and Exhibition Centre, will continue to operate as a dual B2B and B2C platform. The event is expected to attract international exhibitors, trade buyers and consumers, providing a key marketplace for travel suppliers targeting Asia's high-value outbound segment.

Despite global inflationary pressures, organisers have maintained competitive pricing for exhibitors, with only a modest increase in space rental rates since 2019.

The survey findings underline a key trend for the travel industry: FIT travel Asia spending remain committed to international travel, with spending growth continuing even in the face of economic and geopolitical uncertainty.

TravelDailyNews.Asia

<https://www.traveldailynews.asia/statistics-trends/affluent-fit-asian-travellers-increase-spending-despite-geopolitical-uncertainty/>