



## CHINA OUTBOUND REPORT

(Prepared on 16-Sep-2025) ^

With borders reopened around in March 2023, Mainland China's outbound tourism market had almost fully recovered and ranked as the world's largest market by expenditure (Table 1). It is around 1.4 times larger than USA (the second-largest market), and 2.1 times larger than Germany (the third-largest).

**Table 1: China's Int'l Tourism Expenditure (USD billion)**

| 2019    | 2023           | 2024                  |
|---------|----------------|-----------------------|
| \$254.6 | \$194.4 (76%)* | <b>\$250.6 (98%)*</b> |

(%)\*Recovery Percentage vs 2019

With border reopened around the same time, recovery of Hong Kong outbound by expenditure around 8% faster than mainland China (Table 2). In 2024, mainland China and Hong Kong respectively ranked world's largest and 14<sup>th</sup> largest outbound market by international tourism spending.

**Table 2: Hong Kong's Int'l Tourism Expenditure (USD billion)**

| 2019   | 2023          | 2024                  |
|--------|---------------|-----------------------|
| \$26.9 | \$22.7 (84%)* | <b>\$28.9 (107%)*</b> |

(%)\*Recovery Percentage vs 2019

With a far smaller population, Hong Kong thus had its per capita outbound spending nearly 22 times that of the mainland (Table 3).

**Table 3: Comparing Outbound (O/B) spending of mainland China and Hong Kong in 2024**

| Market                | Population    | O/B Spending      | Per Capita O/B Spending |
|-----------------------|---------------|-------------------|-------------------------|
| <b>Mainland China</b> | 1,408 million | US\$250.6 billion | US\$178                 |
| <b>Hong Kong</b>      | 7.5 million   | US\$28.9 billion  | US\$3853                |

However, mainland China would have a much higher per capita travel spending if domestic travel being included. In 2024, China (mainland) spent around RMB 5.8 trillion on domestic travel which at current exchange rate around US\$ 800 billion or 3.2 times its international spending in the same year.

In fact, China's domestic tourism spending in the first half of 2025 grew 15.4% to around US\$ 383 billion, which positive sign of the growing interest on traveling.

| 2024 China Outbound |                    | 2025 China Outbound   |                    |
|---------------------|--------------------|---|--------------------|
| DESTINATION         | ARRIVALS (Million) | DESTINATION   | ARRIVALS (Million) |
| Portugal            | 0.29               | Spain (Jan-May)   | 0.30               |
| Greece              | 0.138              | South Korea (Jan-Jun)   | 2.54               |
| Switzerland         | (1.12)*            | Thailand (Jan-Jun)  | 2.26               |
| Tunisia             | 0.024              | Vietnam (Jan-Jul)   | 3.11               |
| South Korea         | 4.60               | Uzbekistan (Jan-Aug19)  | 0.18               |
| Australia           | 0.86               | Malaysia (Jan-May)  | 1.81               |
| Malaysia            | 3.70               | To access more outbound news / survey reports, please visit <a href="http://www.itehk.com">www.itehk.com</a><br>>> <a href="#">Market / Survey Report</a> |                    |
| South Africa        | 0.041              |   |                    |
| New Zealand         | 0.248              |   |                    |
| Saudi Arabia        | 0.14               |   |                    |
| Qatar               | 0.097              |   |                    |

<sup>^</sup>**Disclaimer:** Prepared by TKS Exhibition Services Ltd (organizer of ITE Hong Kong) by compiling data from official websites of tourism authorities and trade / public publication, care been taken in preparation but any usage at own risk.



## About ITE HONG KONG

Asia's leading Int'l travel fair, **ITE2026** incorporates **40<sup>th</sup> ITE Leisure & 21<sup>st</sup> ITE MICE** will be held from **11-14 June** at halls 1 of Hong Kong Convention & Exhibition Centre, annually held with two days for trade and two days for public. First launched 40 Years ago, the annual ITE had also an early start on recovery with ITE 2025 its 5th live edition since 2021.

Held successfully, **ITE 2025** had 33% **Buyers & Trade Visitors** from mainland China, and 20.2% from other Asia, thus over half from outside and overseas! By sectors, 45.7% travel agents / operators and 15.3% Corporations & MICE. It used 5 halls (same as in 2019); drew 8.6% more trade and 11.4% more public visitors. **Quality visitors, its 135 trade and public seminars drew 9228 audiences.** In fact, its visitors attracted by its highly international exhibitors. We offer optional and free B2B (eg. Business Matching) and B2C programs to exhibitors.

### ITE 2025 Summary

| Exhibitors   | Buyers & Trade Visitors | Public Visitors | Countries & regions   |
|--------------|-------------------------|-----------------|-----------------------|
| 502 (87.8%*) | 7626 (53.2%*)           | 70212           | 64 (1/3 outside Asia) |

*\*From Outside Hong Kong / Overseas*

ITE receives strong supports from governments and the trade! Every year, the Chief Executive of the Hong Kong SAR sends message welcoming ITE participants, and the Ministry of Culture & Tourism of China strongly supports ITE, other supporters include Hong Kong Tourism Board, Macao Government Tourism Office and Travel Industry Council of Hong Kong etc. as supporters.

- [Browse](#) post-event reports (include ITE25 exhibitor list, seminar programs, floor plan)
- [Download](#) ITE26 Leaflet
- [Space Application](#) for ITE 2026

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