



HONG KONG OUTBOUND REPORT

(Updated on 19-Aug-2025)[^]

In first 5 months of 2025, Hong Kong residents made a total of **47.44 million** departures, **up 17.2%**!

Hong Kong Resident Departures in 2025 (Unit: Million)

Year / Month	Jan	Feb	Mar	Apr	May	Total
2025	9.67	7.85	9.69	10.50	9.74	47.44
2024	7.47	7.53	9.29	7.92	8.28	40.49

Hong Kong Residents Departures & Spending in 2019, 2023 & 2024

Year	Total number of Departures (million)	International Tourism Expenditure [#] (USD billion)
2024	104.7 (110.6%*)	\$28.9 (107.4%*)
2023	72.2 (76.2%*)	\$22.7 (84.4%*)
2019	94.7	\$26.9

NOTE: (*) Recovery Percentage against 2019

[#] Source: UNWTO Tourism Barometer • May 2025

Hong Kong outbound to some Asia destinations in Year 2024

HK outbound to	2024	2023	2024 VS 2023	2024 vs 2019
Japan	2,683,391	2,114,402	+27%	117%
Taiwan	1,198,217	1,104,519	+8%	75%
Macao	7,179,722	7,195,801	-0.2%	98%
Thailand	876,076	802,368	+9%	80%
Singapore	329,330	317,090	+4%	66%
Australia	216,240	183,700	+18%	69%

Hong Kong outbound air-ticket sales in Year 2024 (Source: IATA)

Jan – May	2025	2024
Total Billing (HKD)	8.064 billion (+4.3%)	7.727 billion
No. of transactions	3,466,502 (+37.9%)	2,513,554

Various Survey Findings on Hong Kong Traveller's interests & preferences

A. Klook released its platform booking data in early July 2025:

- ➔ Hong Kong's Top Ten Summer (July-August) Destinations this year are respectively Tokyo, Bangkok, Osaka, Shenzhen, Taipei, Seoul, Macao, Paris, Singapore and Zhuhai.
- ➔ Hong Kong Travelers interest in Emerging cities i.e. 63% respondents wanted to avoid overcrowded attractions, and Top 20 Summer Destinations for Hong Kong travelers also included second and third-tier cities like Naha of Okinawa; Phu Quoc Island of Vietnam, and Nagakute of Japan, etc.
- ➔ Car rental continued be the best-selling outbound travel booking experience for Hong Kong travelers while Japan's JR Rail Pass remains the top five.

[^]**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.

B. Allianz Partners survey in Feb 2025 (Interviewed 500 Hong Kong adults):

- ➔ 90% Hong Kong respondents plan to travel this year, though 78% of them cite financial constraints as their primary reason for not travelling.
- ➔ More Hong Kong travelers prefer shorter but more frequent trips. Asia remains the top choice for 50% of respondents with most planning their trips within 3 months.
- ➔ 50% Hong Kong respondents rely on social media to plan their holiday which higher than neighboring markets, in which 77% cited YouTube is most trusted platform for recommendations.

C. ITE Public Survey in May 2025 Findings collected 4242 replies:

- ➔ ITE2025 survey found its public visitors are **premium and frequent travellers**.
- ➔ 48.2% had three or more outbound holidays in first half of 2025 (See table below).

ITE25 Survey on Travel Frequency

No of Outbound Holidays (2025)	Jan–Jun	Jul-Dec
3 or more	48.2%	40.5%
1 – 2	45.7%	54.5%
Zero	6.2%	2.7%

- ➔ Over 90% keep or increase travel spending.
- ➔ Educated as 50% had university and another 23% post-secondary education. Detail report to be published in August / September.

About ITE HONG KONG

Asia's leading Int'l travel fair, **ITE2026** incorporates **40th ITE Leisure & 21st 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, the highly international ITE2025 drew 8.6% more **Buyers & Trade Visitors (BTV)** and 11.4% more **Public Visitors**. Also, 45.7% **BTV** travel agents and 15.3% Corporations & MICE; 48% of 70212 **PV** with 3 or more outbound holidays and 91% keep / higher travel spending!

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.

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