



REPORT on HONG KONG OUTBOUND 2023 by ITE Hong Kong

(Prepared on 31-Aug-2023 / Last Update on 20-Dec-2023)

- (1) In the **first 10 months of 2023**, Hong Kong residents made around **56 million departures** and air-tickets sales reached HK\$15.1 billion (+190.7%)*. Capacity of Hong Kong Airport recover to 80% by end of the year and fully early next year! *Source: IATA

Table: Hong Kong Resident Departure (million) by month in 2023

MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	ACCU.TOTAL
# departures	1.66	3.61	5.33	6.36	5.74	6.03	6.81	7.16	6.31	6.96	55.96

- (2) Hong Kong outbound to some Asian destinations in the **first 10 months of 2023**

Table: Hong Kong Outbound to some destinations in 2023[^]

HK outbound to	(Jan – Oct) 2023	(Jan – Oct) 2019	Back to 2019
Japan	1,662,800	1,841,448	90.3%
Macao	5,951,111	6,127,894	97.1%
Taiwan	869,951	1,292,292	67.3%
Thailand	673,895	874,214	77.1%
Singapore	267,960	403,210	66.5%
Philippines	66,544	73,219	90.9%
HK outbound to	(Jan – Sep) 2023	(Jan – Sep) 2019	Back to 2019
Australia	128,740	232,450	55.4%

- (3) Recent Market News

9-Sep-23	<p>HSBC Hong Kong Cardholders spent more on Travel</p> <ul style="list-style-type: none"> • They spent twice more on travel related items in the first half of 2023; • Their overseas spending in the first half of 2023 increased by nearly 70%; • Over 1.5 million used their credit cards overseas since the second half of 2022.
21-Nov-23	<p>Hong Kong Public Online Survey (Collected 4874 replies between Oct 19 and Nov 5)</p> <ul style="list-style-type: none"> • Found 72% respondents to restart traveling abroad in coming six months; • 45% respondents been to other cities in the Greater Bay Area in past six months, for consumption or holiday of one to two days.
13-Dec-23	<p>Many Hong Kong residents visited Shenzhen</p> <p>Some 3.55 million Hong Kong residents visited Shenzhen in Oct and spent RMB3.6 billion or RMB673 per Hong Kong visitor.</p>
22-Dec-23	<p>Hong Kong Public Survey on Christmas 2023 (Phone interviewed 1060 citizens aged 18 or above between Dec 4 and Dec 14)</p> <ul style="list-style-type: none"> • Found 21% respondents expect will take overseas holidays during Christmas this year.

[^] **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, usage of report is at one's own risk.

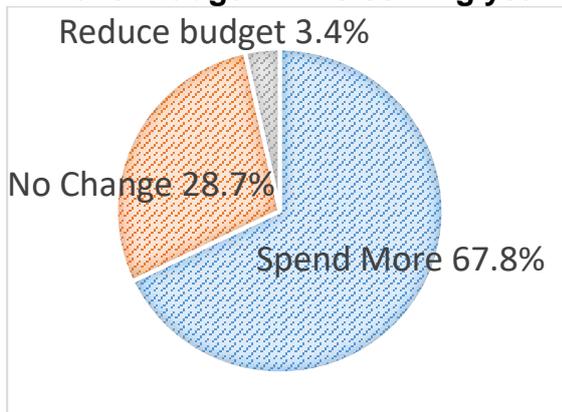
- (1) Pre-pandemic, Hong Kong often ranked World's 11th /12th largest and Asia's 3rd / 4th largest source market by total international travel spending! With very high per capita outbound spending, Hong Kong a quality market too.

Table: World's / Asia's Top Markets by Outbound Spending in 2019[^]

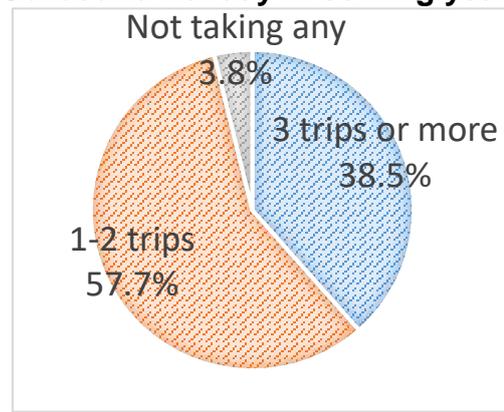
World Rank	Int'l Tourism Expenditure		Population (Million)	Expenditure per capita	
	US\$ Billion	Asia Rank		US\$	Ratio
1 st China	254.6	1 st	1421.8	179.1	1.0
9 th South Korea	32.3	2 nd	51.8	623.6	3.5 times
12 th Hong Kong (China)	26.9	3 rd	7.5	3586.7	20.0 times

- (2) Joint Survey with the Travel Industry Council (TIC) of Hong Kong was held in end April 2023 and collected 2157 replies which came mainly from ITE public visitors. Survey reflected Hong Kong has strong pent up travel demand which sustainable, and ITE public visitors mainly Premium FIT too.

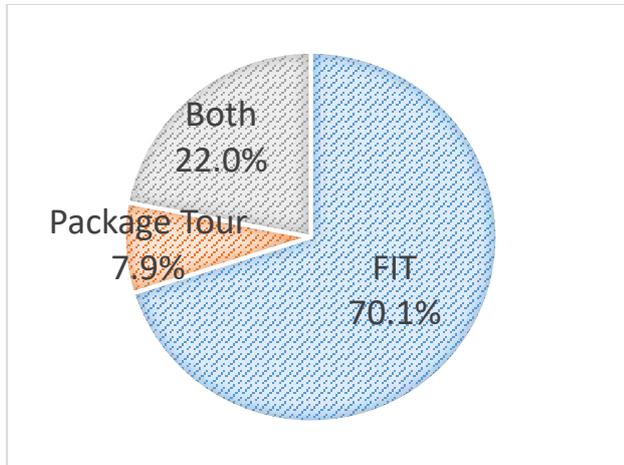
Travel Budget in the coming year



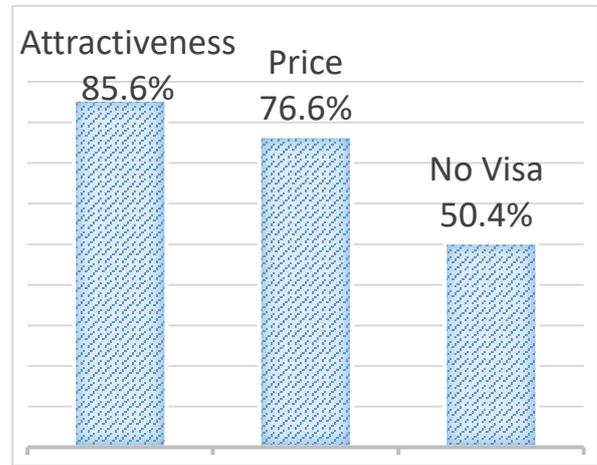
Outbound holiday in coming year:



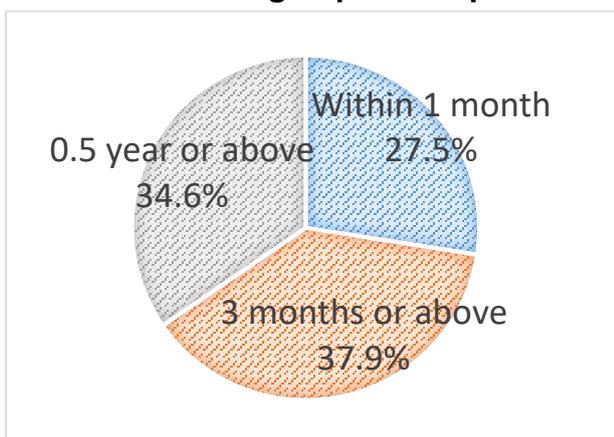
Mode of Travel



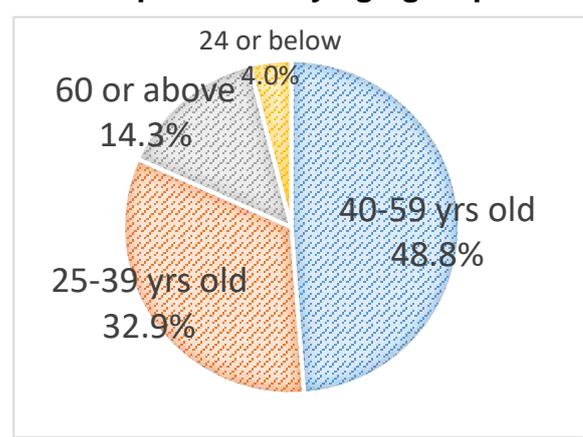
Factors affecting choices of destination:



How long to plan a trip

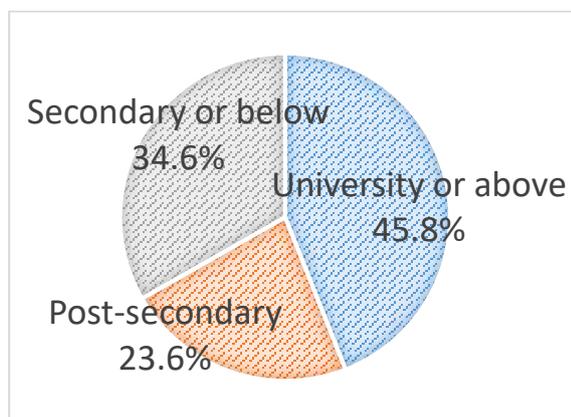


Respondents by age groups:

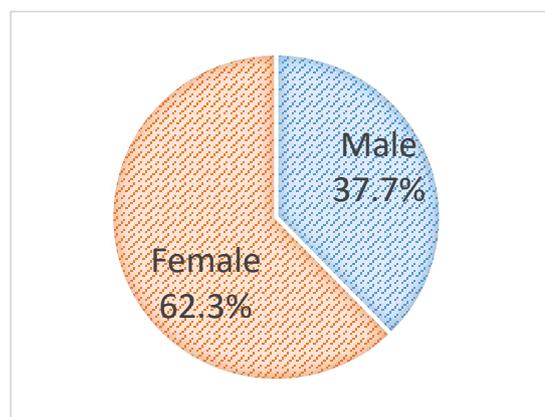


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Respondents by Education



Respondents by Gender



About ITE HONG KONG

For many years the city’s only travel fair, ITE Hong Kong 2024 - 38th ITE (Leisure) and 19th MICE Travel Expo will be held from 13 to 16 June 2024 at Halls 1A – 1E of Hong Kong Convention & Exhibition Centre, the first two days are for B2B while remaining 2 days for premium FIT. Also, effectively combining leisure and MICE travel, thus ITE offers a comprehensive platform to exhibitors.

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!

ITE is emerging well from Covid-19! Cancelled in 2020, its live editions have been held every year since 2021, with ITE2023 by many measures growing back to around 80% of pre-pandemic level.

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