

ITE – 2024 HONG KONG OUTBOUND REPORT

(Prepared on 28-Feb-2025) ^

2024 Hong Kong outbound hits a new record: In 2024, Hong Kong residents made 104.7 million departures, higher than 2019 level by 10.6% thus fully recovered, and up 45% over 2023. Hong Kong outbound to some Asian destinations in 2024 also recorded growth, particularly, Hong Kong outbound to Japan in the first 11 months totalled 2.40 million, which already exceeded the pre-pandemic of 2019.

Recovery of package tour slower than market with, say, business in 2024 Xmas & New Year only similar to 2023, reported in media. Thus, FIT including private group drive fast outbound recovery! A major travel portal reported its Hong Kong clients flew 1.7 times more and 3023 km longer than in 2023; and 62% booked high star rating hotels etc. More interest in niche destination / unique experience and willing to pay more for flexibility.

Table 1: Hong Kong Resident Departure (million) in 2024 comparing to 2023 and 2019

Year	2019	2023	2024	2024 vs 2023	2024 vs 2019
Total departures (Unit: Million)	94.7	72.2	104.7	+45.0%	+10.6%
Int'l Tourism Spending (Unit: USD Billion)	26.9	22.7	n/a	84.4%	n/a

Table 2: Hong Kong outbound to some Asia destinations in Year 2024

HK outbound to	(Jan – Nov) 2024	(Jan – Nov) 2023	2024 VS 2023	2024 vs 2019
Japan	2,397,838	1,863,322	+29%	117%
Taiwan	1,064,573	969,516	+10%	75%
HK outbound to	All of 2024	All of 2023	2024 VS 2023	2024 back to 2019
Macao	7,179,722	7,195,801	-	98%
Thailand	876,076	802,368	+9%	80%
Singapore	329,330	317,090	+4%	66%
Philippines	79,276	80,512	-2%	86%
Australia	216,240	183,700	+18%	69%

Table 3: Hong Kong outbound air-ticket sales in Year 2024 (Source: IATA)

Jan – Sep	2024 (vs 2023)	2023	2024 back to 2019
Total Billing (HKD)	18.867 billion (+7.1%)	17.618 billion	63% (29.774 billion)

Hong Kong Related Market News on Travel Interests

- ✚ Trip.com reported its Hong Kong clients in the first 11 months of 2024, on average, took 1.9 outbound flights and traveled 4661 km, which respectively up 1.7 times and by 3023 km on distance traveled.
- ✚ Trip.com reported 62% of its Hong Kong clients in 2024 booked hotels with high star rating which same as in 2023. They usually booked their holidays 1 to 2 months before departure, and more and more of them started exploring niche destinations though traveling to hot short-haul destinations remain popular.
- ✚ The Spring Festival Holiday this year starts on Jan 29, but many Hong Kong residents take two days off (Jan 27 & 28) to have a 9 to 10 days long holiday, and some already departed for outbound holiday.

^ **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.

A total of around 859,000 Hong Kong residents (11.5% the population) departed on Jan 24 (Friday) and Jan 25 (Saturday), of whom around 115,000 or 13.4% departed from the airport.

- ✚ In 2024, Cathay carried 22.83 million passengers, which 64.8% pre-pandemic level. Including its subsidiary, Hong Kong Express, Cathay group last year carried over 28 million passengers.
- ✚ Hong Kong Airport served 53.12 million passengers in 2024, which a post-pandemic new height and about 74% of the pre-pandemic 2019.

About ITE HONG KONG

The annual ITE in 2025, which co-locate 39th ITE (Leisure) and 20th ITE MICE, will be held from June 12 to 15 in 5 halls at Hong Kong Convention & Exhibition Centre with 2 days each for trade and public visitors. An honor! ITE Hong Kong 2025 has been selected by the Hong Kong government as a Mega Event!

Since COVID-19, live ITE been held each year since 2021. ITE2024 a principals' show using 5 halls (same as in pre-pandemic 2019), highly international with over 80% and 45% exhibitors and trade visitors from outside Hong Kong, high quality of public visitors. 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!

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