

HONG KONG OUTBOUND REPORT

(Updated on 27-Feb-2026)[^]

This report covers Hong Kong's Outbound Market Performance Review, Outbound during Christmas & New Year, and Market Outlook.

A. Hong Kong Outbound Market: Performance Review

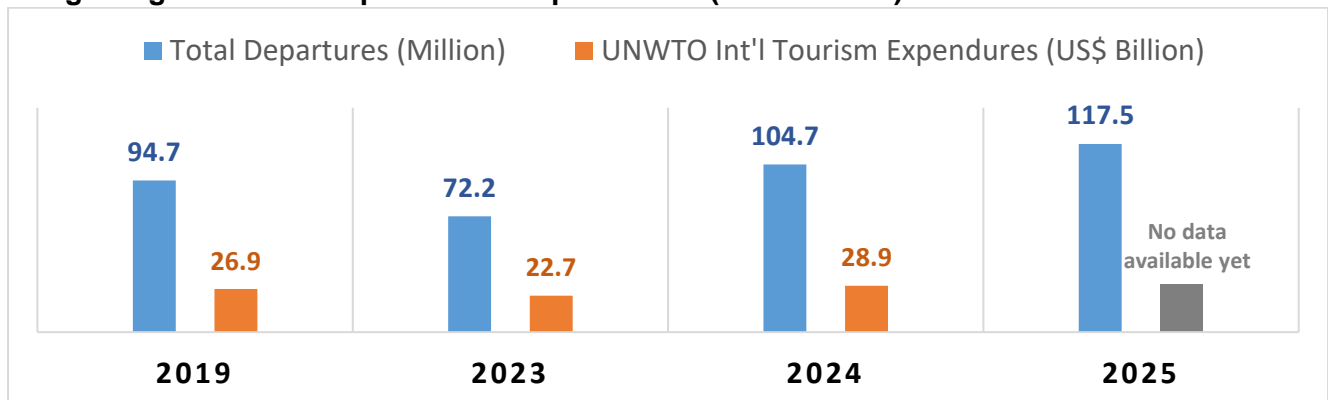
2024 Performance: Full Recovered

- ▶ Hong Kong's outbound market fully recovered, achieving **111% of 2019 pre-pandemic levels**.
- ▶ By outbound travel expenditure, Hong Kong ranked as the **world's 14th largest source market**.

2025 Performance: Growth Momentum Continues

- ▶ In the first **11 months**, Hong Kong resident departures hit **106.12 million**, already surpassing the total for the whole year of 2024.
- ▶ For the **full year** of 2025, Hong Kong residents made **117.54 million departures**, up **12.26%** year-on-year.

Hong Kong Outbound Departures & Expenditures (2019 to 2025)



Hong Kong outbound to some Asia destinations (Jan-Oct 2025)

HK outbound to	(Jan – Oct) 2025	(Jan – Oct) 2024	2025 VS 2024	2025 vs 2019
Japan	2,018,633	2,170,776	-7.01%	110%
Taiwan	974,492	972,006	0.26%	75%
Macao	6,064,331	5,993,001	1.19%	99%
Thailand	526,422	727,300	-27.62%	/
Singapore	291,220	283,720	2.64%	72%
Australia	203,130	175,970	15.43%	80%

Hong Kong Outbound Air-ticket Sales (2025) *Source: IATA*

	2025	2024
Total Billing (HKD)	20.939 billion (+10.9%)	18.870 billion
No. of transactions	8,636,958 (+23.2%)	6,440,451

[^]**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. Hong Kong Outbound During Christmas & New Year

Period	Departures (Millions)	Departures (Millions)
Christmas (24-28 Dec 2025)	2.32 (+10.6%)	2.10 (Year 2024)
New Year (1 st Jan 26)	0.251 (+13.8%)	0.221 (Year 2025)

Outbound Package Tour: The Travel Industry Council of Hong Kong projected approximately **1,500 outbound package tour groups** during Christmas 2025, a figure similar to 2024. Assuming 30 participants in each group, totally there were 1500 x 30 participants per group or 45,000 travellers during the holiday period.

C. Market Outlook

To assess the future of Hong Kong outbound travel, a comparison between the general public and ITE's public visitors reveals a significant divergence in spending confidence.

Survey Source	Period	Sample Size	Intent to Spend MORE on Travel	Intent to Spend LESS on Travel
Credit Reference Agency	Christmas 2025	979	25%	41%
Research Association	Christmas 2025	1070	24%	30%
ITE 25 Public Survey	Next 12 months	4242	39.3%	9.2%

The Credit Reference Agency survey (Sep/Oct 2025) highlighted that **61% of consumers** cite inflation as their primary concern, with **60% worried about employment**. While **87% expect their income to rise or remains stable over the next 12 months**, cautious sentiment dominates holiday spending plans.

Hong Kong's Multi-Millionaires: Citi Hong Kong reported the city has in 2025 around **395,000 residents** (some 7% of local population aged 21-79) whose **net assets at least HK\$10 million**. For these multi-millionaires, their median total net assets worth around HK\$20.50 million while that of their liquid assets around HK\$10 million.

Hong Kong Residents' Retirement Overview: A Manulife survey across several Asian markets in late 2025 found that 48% of Hong Kong respondents were confident of having sufficient fund for a stable retirement.

D. ITE Visitor Profile – Premium Travelers

Source: ITE 2025 Public Survey

A survey of 4,242 ITE Public Visitors reveals a high-value segment with robust travel intentions for the next 12 months.

1. Strong Travel Frequency:

- ▶ **42.8%** planned 3+ outbound holidays in the first half of 2025.
- ▶ **39.5%** planned 3+ outbound holidays in the second half.
- ▶ Only **~2.5%** has no plan to holidays.

2. High Spending Power:

- ▶ **39.3%** intend to **increase** their travel spending.
- ▶ **51.5%** will **maintain** their current travel spending levels.
- ▶ Only **9.2%** plan to spend **less**.

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3. Visitor Profile:

- ▶ **Educated:** 50% hold university degrees; 23% have post-secondary education.
- ▶ **Mature:** 76% are aged 25-59, representing established purchasing power.
- ▶ **Engaged:** 43% are interested in booking onsite at the fair.
- ▶ **Explorers:** 53% use the fair to source new or niche destinations.

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 offers the unique platform to reach both **China's Greater Bay Area (GBA) and Hong Kong's premium Free Independent Travelers (FIT)**.

As an exhibitor, you can

- **In Trade Days:** Meet with 7,600+ trade visitors (46% Tour Operators, 15% MICE/Corporate), with nearly 70% hailing from the Greater Bay Area (Hong Kong, Shenzhen, Guangzhou).
- **In Public Days:** Promote to 70,000+ public visitors, primarily affluent Free Independent Travelers (FIT). 91% plan to maintain or increase travel spending.

ITE 2025 at a Glance

Exhibitors	Buyers & Trade Visitors	Public Visitors	Seminars & Attendees
502 (87.8%*) from 64 countries & regions (1/3 outside Asia)	7626 (53.2%*)	70212 (80% prefers FIT)	135 seminars 9,224 attendees (seated)

- **From Outside Hong Kong / Overseas*

ITE offers comprehensive B2B & B2C Programs include:

- ✓ **Business Matching:** Facilitated meetings with pre-qualified buyers
- ✓ **Hold own trade or public seminars** with free pre-show online audience promotion, speaking opportunity in, say, Niche/New Destination or theme travel seminars
- ✓ **KOL & Media Engagement:** KOLs networking, press events held before and during show
- ✓ **Theme Pavilions:** Gain exposure in specialized zones like the Youth and Family Travel Pavilions, Niche / New Destination, etc.
- ✓ **On-Site Sales:** ITE's public days are good for face-to-face promotion to quality visitors; and plenty sale opportunities as **43% of public visitors interested in booking on-site**. As many often book and pay using own mobile inside exhibition halls, exhibitors advisable promoting own portal with QR code for special offer.

Act Now

Book early for various benefits include free pre-show promotional opportunities on ITE's social media platforms. Simply complete the [Space Application Form](#)

Expo's website: www.itehk.com or inquiry contact TKS via WhatsApp: [+852 94008444](tel:+85294008444) Email: travel@tkshk.com Wechat: [ite_hongkong](https://www.wechat.com/p/ite_hongkong) | Facebook: [itehk](https://www.facebook.com/itehk)

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