



## HONG KONG OUTBOUND REPORT

(Prepared on 17-July-2025)^

### Hong Kong & Surrounding: Major + Quality Source Markets

With only 7.5 million people, **Hong Kong (HK)** by international tourism expenditure ranked world's 14<sup>th</sup> largest source market in 2024, and Asia's 3<sup>rd</sup> or 4<sup>th</sup> largest in pre-pandemic years. Above reflect HK has a high per capita outbound spending.

From **UBS 2025 Report**, **HK** with **adults' wealth averaging US\$ 601,295** ranked **3<sup>rd</sup> in the world** after **Switzerland** at US\$ 687,166 and **USA** at US\$ 620,654! In 2024, HK had 647,000 millionaires averaging about one per every ten adults. Also, with **adults' media wealth averaging US\$ 222,015**, HK ranked **world's 4<sup>th</sup> highest** after **Luxemburg, Australia and Belgium**.

A large and quality market, **the Greater Bay Area (GBA)**, which include cities like HK, Shenzhen, Guangzhou, Macau and other Guangdong cities, had in 2024 combined **population of 87.4 million**, and **GDP of US\$ 2077.4 billion** which about **world's 12<sup>th</sup> largest economy**. In fact, ITE well covers GBA and drew from there 70% of its Buyer Trade Visitors.

### HK Outbound: Quality & Speedy Recovery

In 2023, HK reopened borders in February and outbound recovered to 84.4% by spending which more recovered than departure at 77%, which thus a speed and quality recovery. HK fully recovered in 2024 (Refer to Table 1) by both departure and international tourism spending, which ranked **world's 14<sup>th</sup> largest**. Rebound continues, HK residents made 37.7 million departures, up 17.1% in first 4 months of 2025.

Table 1: **Hong Kong Outbound has been fully recovered in 2024**

Year	Total number of Departures (million)	International Tourism Expenditure <sup>#</sup> (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

### HK Outbound Travelers – Profile, Preferences & Behaviours

Other quality indicators from surveys / booking portals (click [HERE](#) for daily market news).

- ✈ **Chartered Bank's Survey in April 2025:** HK's High Net Worth Group (investing at least HK\$7.8 million): their favourite destinations are mainly in Asia. Specifically, Japan at 67% ranked top, to be followed by China at 51% and Europe at 41%.
- ✈ **Klook in July 2025:** Its platform booking data (include experiences or accommodation plan) found Hong Kong's Top Ten Summer (July-August) Destinations this year are respectively Tokyo, Bangkok, Osaka, Shenzhen, Taipei, Seoul, Macao, Paris, Singapore and Zhuhai.

HK's Top Twenty Summer Destinations also including second and third-tier cities like Naha of

<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.

Okinawa; Phu Quoc Island of Vietnam, and Nagakute of Japan, etc. In fact, 63% respondents wanted to avoid overcrowded attractions.

- ✈️ **Trip.com in December 2024:** More HK residents explore niche destinations; pay more for flexibility such as cancellation, and prefer quality lodging etc.
- ✈️ **Trip.com in July 2024:** HK bookings to Paris during summer 2024, where held the Olympics, more than doubled than in 2023. Also, their bookings for five-star hotels from June to August rose 32% over same period in 2023.
- ✈️ **ITE Hong Kong Public Visitor Survey 2025:** Held right before ITE2025 opened, the survey drew 4242 replies and found majority of ITE public visitors are FIT (Free Independent Traveler), who often travel in group of friends or families. Specifically, 87% prefer FIT in short-haul and 72% in long-haul holidays. As premium FIT, they travel frequently with 48.2% had three or more outbound holidays in first half of 2025 (Refer to Table 2). Also, over 90% keep or increase (39.3%) travel spending; educated as 50% had university and another 23% post-secondary education. Detail report to be published in coming August.

**Table 2: ITE 2025 Public Visitor 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%

## 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, 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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