



HONG KONG OUTBOUND REPORT (Updated on 18-Nov-2025)^

This report covers the latest outbound travel statistics for Hong Kong residents and the Dominance of Free Independent Travel (FIT) in Hong Kong and Chinese Mainland.

A. Hong Kong Outbound – Latest Statistic

In first 8 months of 2025, Hong Kong residents made a total of **76.85 million** departures, **up 13.6%**!

1. Hong Kong Resident Departures in 2025 (Unit: Million)

Year / Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
2025	9.67	7.85	9.69	10.50	9.74	9.45	9.65	10.31	76.85
2024	7.47	7.53	9.29	7.92	8.28	9.03	8.75	9.38	67.64

In the summer months (July and August), the departures of Hong Kong residents have reached **19.96 million** which up 10.1% over last year.

In fact, many residents took multiple holidays a year! From **ITE Public Survey in May 2025**, 48.2% and 42.8% had **three or more outbound holidays** in first half and second 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%

For full report please click [HERE](#)

2. 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

3. Hong Kong outbound to some Asia destinations in the first 7 months of 2025

HK outbound to	(Jan – Jul) 2025	(Jan – Jul) 2024	2025 VS 2024	2025 vs 2019
Japan	1,447,075	1,555,176	-6.95%	110%
Taiwan	672,033	676,365	-0.64%	74%
Macao	4,272,664	4,197,493	1.79%	99%
Thailand	362,812	497,452	-27.1%	/
Singapore	142,820	196,190	-27.2%	51%
Australia	135,890	125,950	7.89%	76%

4. Hong Kong outbound air-ticket sales in Year 2025 (Source: IATA)

Jan – Aug	2025	2024
Total Billing (HKD)	13.048 billion (+4.7%)	12.459 billion
No. of transactions	5,711,077 (+28.4%)	4,444,935

[^]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. The Dominance of FIT in Hong Kong and Mainland Chinese Outbound Tourism

1. FIT is the Dominant Travel Model for Hong Kong Outbound Tourism

Survey data and destination-specific statistics consistently demonstrate a strong preference for Free Independent Travel among Hong Kong residents.

1.1 Survey Data: General Travel Preference

Findings from the 2025 ITE Hong Kong Public Survey (sample size: 4,242 respondents) reveal a clear preference for FIT over package tours:

Preferred Travel Mode	Short Haul	Long Haul
FIT / Private Group	87%	72%
Package Tour Group	13%	28%

1.2 Example: Hong Kong Outbound to Japan

In 2023, over 2 million **Hong Kong** residents visited Japan of whom **88.6% were FIT**.

2. Growing Preference for FIT among Mainland Chinese Tourists

Data from key travel corridors indicates a significant shift away from group tours and towards Free Independent Travel among Mainland Chinese tourists.

2.1 Example: Mainland Chinese tourists applying for French visas

Travel Mode	2019	2024
FIT	39%	52%
Group Tourists	47%	22%

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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