

## REPORT on HONG KONG OUTBOUND 2023 by ITE Hong Kong

(Prepared on 31-Aug-2023 / Last Update on 15-Sep-2023)

For many years the city's only travel fair, ITE Hong Kong 2024 - 38th ITE (Leisure) and 19th MICE Travel Expo will be held in 2024 from June 13 to 14 for local and regional TRADE, and from June 15 to 16 for Premium FIT/PUBLIC at Halls 1A – 1E of Hong Kong Convention & Exhibition Centre. Planning for full recovery, ITE 2024 takes more space than ITE2023 which at 14000sqm in 4 halls back to 80% pre-pandemic level.

**Table 1: Key Statistics of ITE Hong Kong 2023 & 2019**

TYPE	TRADE VISITORS		PUBLIC VISITORS	EXHIBITORS	
	From				From
	HK	Abroad	Mainly HK	HK	Abroad
ITE 2023	4449	1483 <sup>*1</sup>	55925	48	451
ITE 2019	7316	4397 <sup>*2</sup>	73665	85	590

<sup>\*1</sup> Among 2023 trade visitors, 40% Travel Agents and 26% MICE; China 16.4%; Overseas 8.6%.

<sup>\*2</sup> Among 2019 trade visitors, 53% Travel Agents and 19% MICE; China 26.1%; Overseas 10.9%.

### MARKET INFO on HONG KONG OUTBOUND - pent up demand strong & sustainable

- (1) Hong Kong residents made **35.54 million departures** in the first 7 months of 2023. Also, July departures more than 4 times that of January.

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

MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	TOTAL (Jan-Jul)
# departures	1.66	3.61	5.33	6.36	5.74	6.03	6.81	<b>35.54 million</b>

- (2) Hong Kong outbound to some Asian destinations like Japan in the first 5 months this year already back to 81% pre-pandemic level.

**Table: Hong Kong Outbound to some destinations in 2023**

PERIOD	DESTINATION	Arrivals from Hong Kong
January – June	Japan	909,700
	Thailand	360,360
	Taiwan	419,674
	Singapore	152,202
January – May	Australia*	64,420
January – April	UK*	39,000

\*Note: 2023 Monthly Average, so far, respectively for Australia is 12884 and for UK is 9750.

- (3) By comparing monthly average of the first five months in 2023 and that for the whole year of 2019, Hong Kong outbound to Australia back to 49%.
- (4) By comparing monthly average of the first four months in 2023 and that for the whole year of 2019, Hong Kong outbound to UK back to 29%.
- (5) Trip.com reported outbound bookings for June and July from Hong Kong and Macau were 114% over same period of 2019. Strong Demand!

(6) HSBC card data reveal Hong Kong Citizens keen on Outbound Travel

Media reported in early Sept HSBC Hong Kong credit card holders, in the first half of this year, spent twice more on travel related consumption and their overseas spending in the same period rose by 70% comparing to last year. Specifically, five times more in Japan and 18 times more in Macau over last year. In fact, over 1.5 million of their Hong Kong card holders spent overseas on their credit card since the second half of last year. Also, their top three most popular destinations are Japan, Europe and Macau.

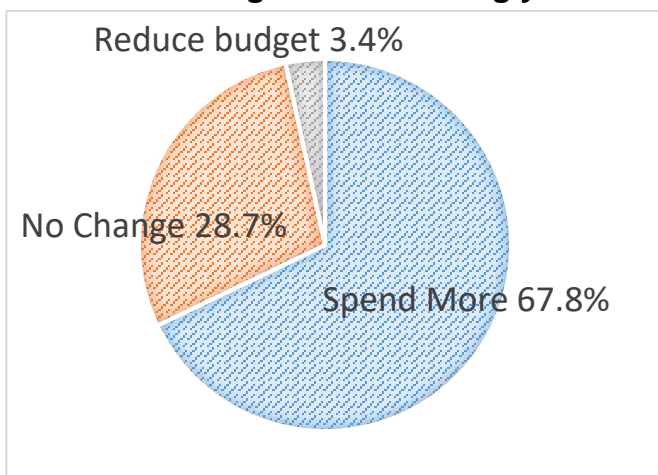
(7) Pre-pandemic, Hong Kong often ranked World’s 11<sup>th</sup> /12<sup>th</sup> largest and Asia’s 3<sup>rd</sup> / 4<sup>th</sup> largest source market by total international travel spending! With very high per capita outbound spending, Hong Kong a quality market too.

**Table: World’s / Asia’s Top Markets by Outbound Spending in 2019**

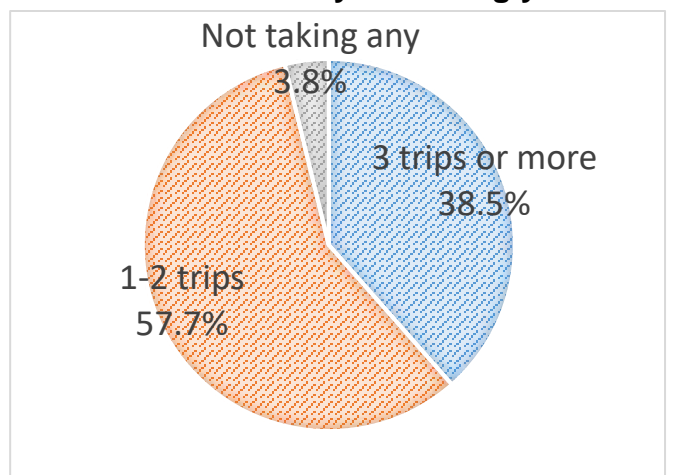
World Rank	Int’l Tourism Expenditure		Population (Million)	Expenditure per capita	
	US\$ Billion	Asia Rank		US\$	Ratio
1 <sup>st</sup> China	254.6	1 <sup>st</sup>	1421.8	179.1	1.0
9 <sup>th</sup> South Korea	32.3	2 <sup>nd</sup>	51.8	623.6	3.5 times
12 <sup>th</sup> Hong Kong (China)	26.9	3 <sup>rd</sup>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

(8) 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.

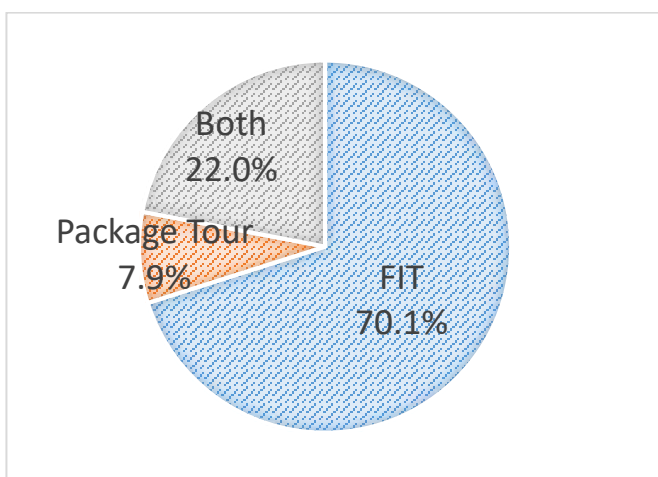
**Travel Budget in the coming year**



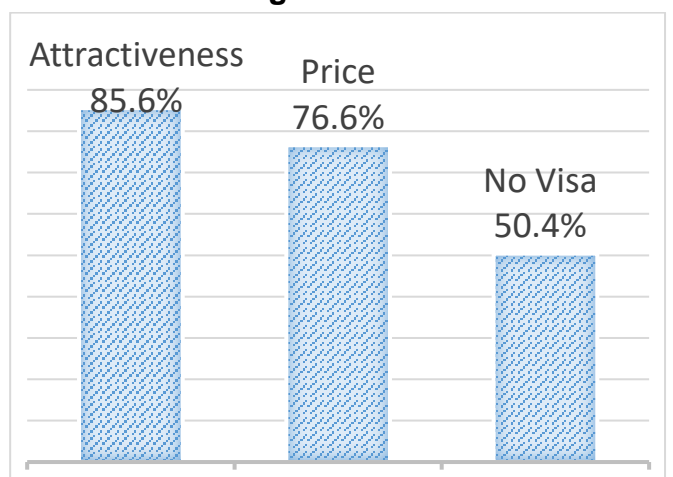
**Outbound holiday in coming year:**



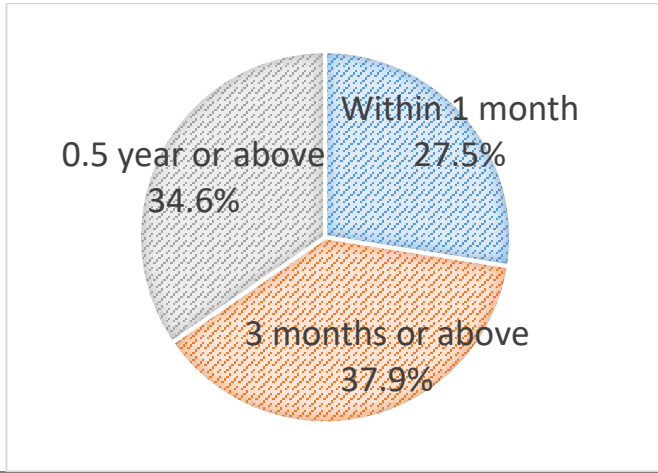
**Mode of Travel**



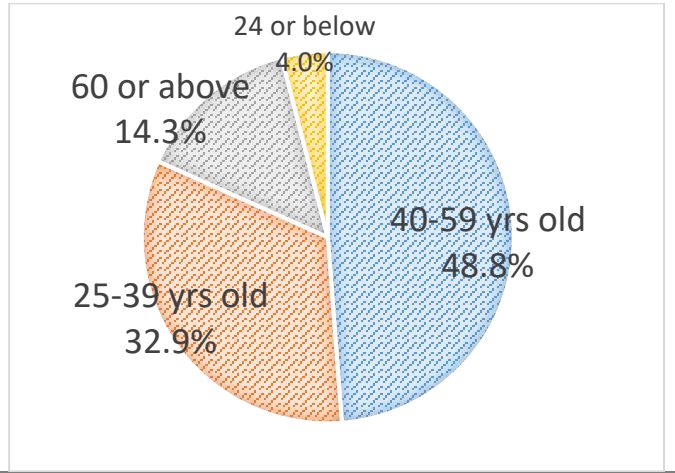
**Factors affecting choices of destination:**



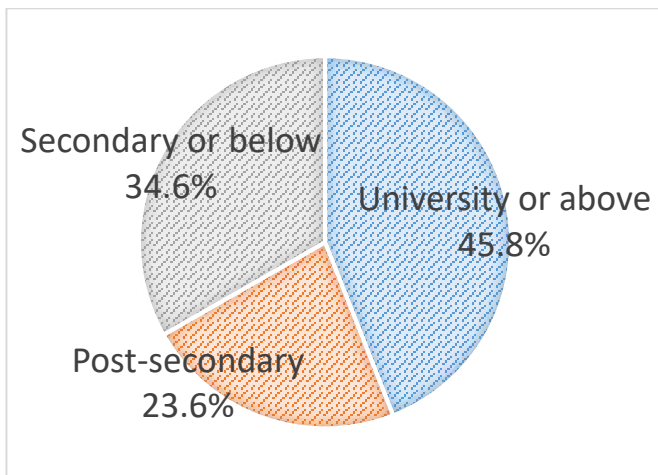
**Hong long to plan a trip**



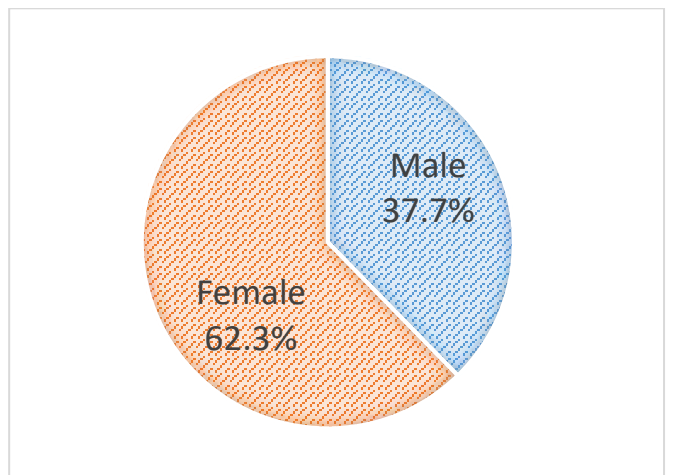
**Respondents by age groups:**



**Respondents by Education**



**Respondents by Gender**



**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.

**About ITE HONG KONG**

First held nearly 40 years ago, ITE is Hong Kong’s only travel fair. The annual ITE Hong Kong covers in two trade days buyers and travel trade both locally and regionally, and in two public days premium FIT who dominate the outbound market. Also, effectively combining leisure and MICE travel, ITE offers a comprehensive platform to exhibitors.

A major market, Hong Kong often ranks world’s 11th and 12th largest or Asia’s 3rd and 4th largest by total international travel spending. Hong Kong is part of China’s Greater Bay Area (the Bay) which includes Guangzhou, Shenzhen and other Pearl River Delta cities with many being major markets. The Bay’s combined GDP, say, in 2018 would have ranked the world’s 12th largest economy.

ITE also well covers China. In 2019 it drew nearly 2000 buyers and trade visitors from the Bay’s cities in Guangdong and another 1000 from other parts of mainland China.

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! Canceled 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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