



ITE Hong Kong - Public Survey Report 2020

TKS, the organizer of ITE Hong Kong, the city's only travel fair, conducted a public survey in late June on Facebook and email by using in-house data of recent past ITE public visitors, which received over 1500 replies. The respondents were asked their destinations' preferences and travel intention after travel restriction lifted.

Post-outbreak Destinations' Preferences	
Northeast Asia (Japan, South Korea)	70%
Taiwan	43%
Europe	28%
Southeast Asia	26%
Australia/ New Zealand/ S. Pacific	21%
China	16%
Macao	16%
The America (US, Canada, S&C America)	11%
Central Asia	6%
Middle East & Africa	6%

Once travel restrictions eased, how many Hongkongers will take outbound holiday at the soonest?	
Will	69%
Maybe	26%
Will not	5%

When respondents said at the soonest, how soon it is?	
Within 1 - 2 months	39%
Within 3 - 4 months	38%
5 months after or above	24%

Respondents want to travel at the soonest, will they traveling in following peak seasons?	
2020 Summer	26%
2020 Christmas	50%
2021 Spring Festival	45%
2021 Easter	62%
2021 Summer	56%

Main concerns for not traveling now	
Safety and Hygiene Concern	39%
Economy Concern	4%
Not sure with the travel environment	57%

Respondents consider traveling later / in following peak seasons	
2020 Christmas	14%
2021 Spring Festival	14%
2021 Easter	22%
2021 Summer	33%
2021 Christmas	39%

Related Press releases:

2020-07-10	ITE surveyed post-outbreak Travel Destinations' Preferences	[Click HERE]
2020-06-10	ITE surveyed post-outbreak Strong Pent-up Travel Demand	[Click HERE]