January Survey by organizer of ITE Hong Kong, the city's only Travel Fair
Citizens not cutting down number but spending less on Outbound Holiday

Some 7 months into social unrest, did public visitors of ITE Hong Kong take fewer outbound holiday? Will they cut back on travel spending? Where they have been in last summer and Christmas? The January survey by TKS, the organizer of ITE Hong Kong has some interesting findings.

**Good Responses to Survey on Outbound Holiday**

Responses to the January survey, at 22.4%, has been far better than expected! Specifically, 807 replies from 3600 invitations sent mainly by email to randomly selected public visitors!

Held each year in June at the Hong Kong Convention and Exhibition Centre, the last edition of ITE attracted 73668 visitors in two public days, and some 12,000 buyers and regional trade visitors in two trade days. Each year, TKS conduct separate surveys on trade and public visitors during show period.

**Citizens not cutting down on number of Outbound Holiday**

From distribution of their outbound holiday frequency, respondents are travel enthusiasts! In past 12 months, 17% had “six or more” outbound holidays; 46% had “three to five” holidays; 34% “one to two” and only 3% had not taken any holiday!

There is almost no difference with findings from a similar survey held 7 months ago during ITE, a time when social unrest just started. Thus, the latest finding suggest social unrest no or little impact on number of holidays taken by Hong Kong residents!

The findings also consistent with related Government statistics, which show Hong Kong residents made 5.37% more departures at the airport in the last quarter and 94.71 million departures in 2019, up 2.71%, which average 12.8 departures per person in that year.

**But they may start spending less on Outbound Travel which still impressive**

How about their spending on outbound travel? With over three quarter respondents keeping their travel spending (49%) or spending more (28%) in the coming year, and only 10% cutting back while the rest not sure, the finding look surprisingly positive!

Unfortunately, similar statistics not available from survey in June 2019! Instead comparison made with survey in June 2018 which found 27% keep unchanged and 49% to spend more, a reverse of the January survey finding. It suggest Hong Kong residents start cutting down on travel
spending!

Same number of holiday but spending less, possible if fewer long haul trips, for shorter duration, less exclusive or a combination of the above! Hong Kong total spending on international tourism in 2019 dropped 4.4% in first quarter, gained 6.7% in the second quarter but remained flat in the third quarter, from World Tourism Barometer January 2020 by the World Tourism Organization (UNWTO)!

**Hong Kong a Large and Quality Source Market**

In World Tourism Barometer May 2019, UNWTO ranked Hong Kong World’s 11th largest and Asia’s 3rd largest source market by total international tourism expenditure of US$26.5 billion in 2018, up 4.3%! But Hong Kong’s per capita outbound spending at around US$3500 is higher than Germany and UK with each over US$1200, and way above Asia’s top market of mainland China and second largest of South Korea.

**Summer & Christmas Holidays**

Nearly half (47%) of the respondents took outbound holiday in summer 2019, and among those who did 27.7% visited non-Asian destinations which include for examples Europe and Americas; 66.0% to various Asian destinations while 6.4% visited both Asian and non-Asian destinations which means some Hong Kong residents took a very long holiday or at least 2 outbound holidays in summer.

As Christmas in 2019 was only around 4 weeks away from the next Chinese New Year, a lower 33% of respondents took outbound holiday! Among Hong Kong residents who went abroad for holiday, only 12.1% visited non-Asian destinations, 84.5% to various Asian destinations while 3.0% to both Asian and non-Asian destinations.

Finding for Easter 2020 interesting but coronavirus impact not being fully reflected! Very encouraging as 62% reported will take outbound holiday then! Among those will travel, 16.1% to visit non-Asian destinations; 75.8% to various Asian destinations while 8.1% to both Asian and non-Asian destinations.

ITE Hong Kong 2020, the 34th ITE (LEISURE) & 15th ITE MICE, will be held from June 11 to 14, 2020 at Halls 1 of Hong Kong Convention & Exhibition Centre, with first two days for trade and professionals requiring registration with business card for admission and the last two days open to public who can buy ticket at entrance.

Organized by TKS Exhibition Services Ltd, ITE is supported by the Ministry of Culture & Tourism of China, Hong Kong Tourism Board, Macao Government Tourism Office etc. For more information, visit [www.itehk.com](http://www.itehk.com) For enquiries: [travel@tkshk.com](mailto:travel@tkshk.com) / Wechat: [ite-hongkong](https://wechat)