

# ITE Hong Kong 2021 Findings of Online Survey on Post – Pandemic Travel 2021香港國際旅遊展 疫後旅遊網上問卷調查報告







TKS Exhibition Services Ltd (TKS), the organizer of the Hong Kong's International Travel Expo (ITE), have conducted an online public survey from 20-30 July 2021. 4,514 replies were received.

匯眾展覽服務有限公司(匯眾)(香港國際旅遊展(ITE)(休閒和商務會獎旅遊 展的主辦機構)於 2021年7月20日-30日進行網上問卷調查,共收到4514份回覆。

#### Related Press release 有關新聞稿

	2021-08-26 Post-pandemic travel survey found pent up travel demand strong and sustainable	[Click HERE]
;	2021-08-26 2021香港國際旅遊展-疫後旅遊問卷調查發現港人想去旅行的欲望持續	[按此 <u>查看</u> ]





# How soon after lifting of the travel restrictions will you travel outside Hong Kong? 您會在旅遊限制撤銷後多久離港旅遊?

Within 1 month 1 個月內 21%

Within 1 year 1年 內 31%

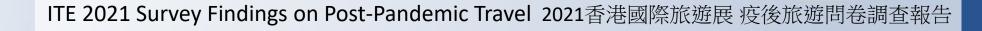
Within 6 months 6個月內 22%

> Within 3 months 3個月內 26%

- Within 1 year 1年內 31%
- Within 3 months 3個月內 26%
- Within 6 months 6個月內 22%
- Within 1 month 1個月內 21%







#### Will the pandemic's economic impact affect your travel budget in the coming year?

### 疫情對經濟帶來的衝擊,會影響您來年的旅遊預算嗎?

Yes, my budget will increase 會增加預算 18%

I am not sure 不 肯定 28%

■ I am not sure 不肯定 28%

■ No, it will not 不會 42%

Yes, my budget will decrease 會減少預算 12%

■ Yes, my budget will increase 會增加預算 18%

Yes, my budget will decrease 會 減少預算 12%



No, it will not 不會 42%



# How much more are you willing to pay for a safer journey? 您願意多付多少旅費以得到一個較安全的旅程?

I am not willing to pay more 不願多付 18%

30% more or above 多付百分之 三十或以上 9% 10% more 多付百 分之十 40% ■ 10% more 多付百分之十 40%

■ 20% more 多付百分之二十 32%

- **30% more or above** 多付百分之三 十或以上 **9%**
- I am not willing to pay more 不願 多付 18%

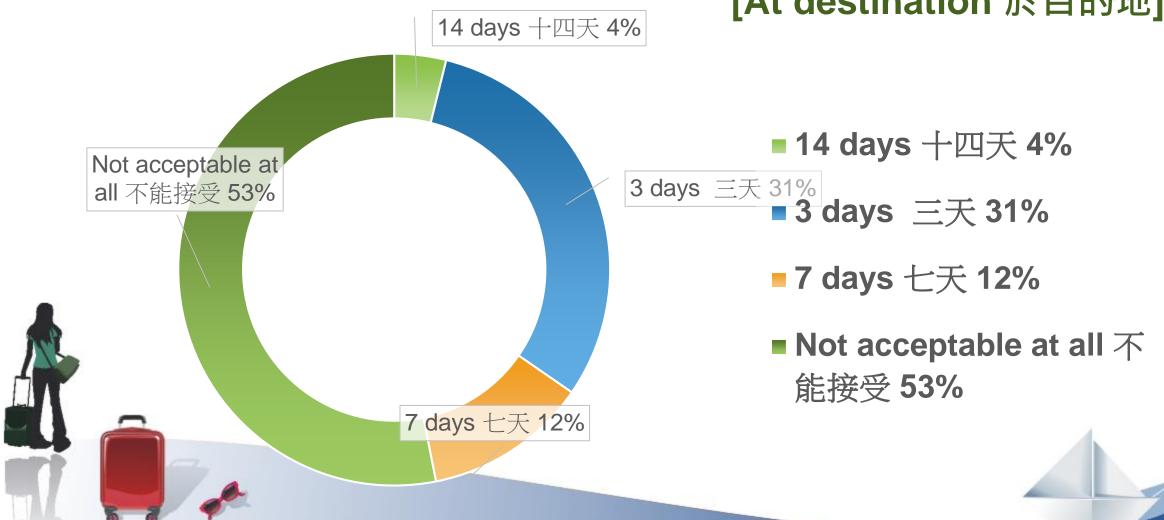




20% more 多付百 分之二十 32% If travel restrictions are only partially lifted, what duration of quarantine will be acceptable to you?

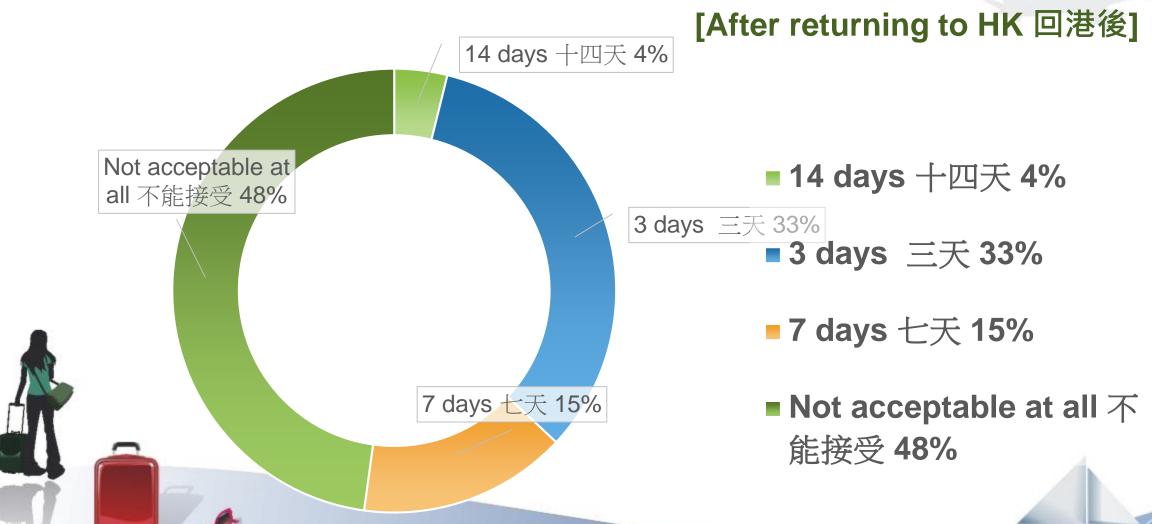
### 如果旅遊限制只局部撤銷,您願意接受隔離多久?





If travel restrictions are only partially lifted, what duration of quarantine will be acceptable to you?

### 如果旅遊限制只局部撤銷,您願意接受隔離多久?



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If travel restrictions are largely lifted, which factor below is the most important for choosing your preferred destination? 如果旅遊限制大部分撤銷,以下哪項是您選擇目的地的最重要因素?

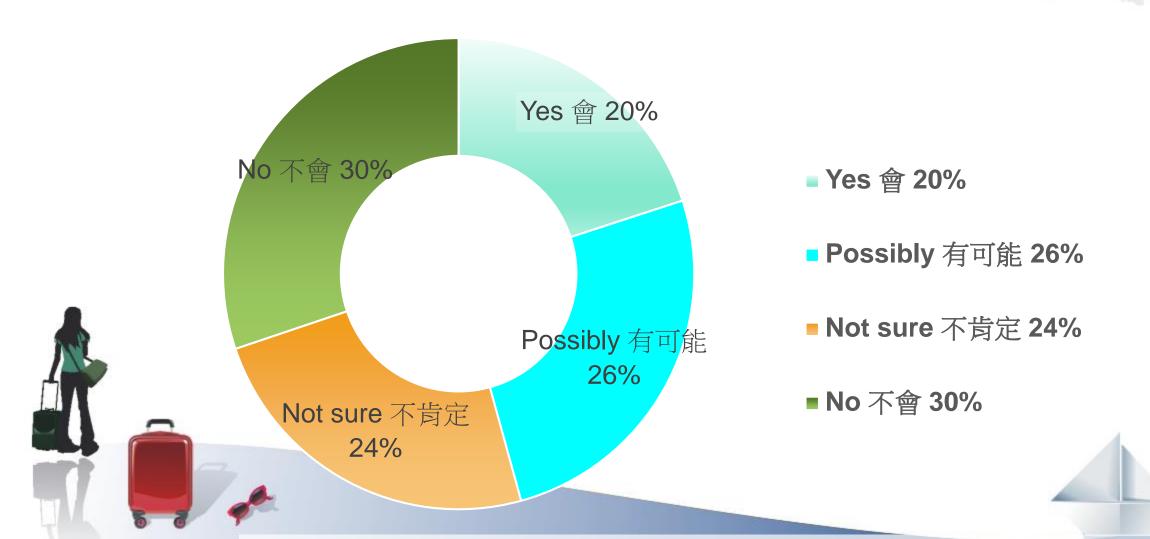
退款政策 21%

Anti-epidemic and Travel restrictions hygiene measures and quarantine 防疫及衛生措施 period 旅遊限制和 27% 檢疫期 33% Flexible cancellation/refund policies 彈性的取消/ Price concessions

價格優惠 19%

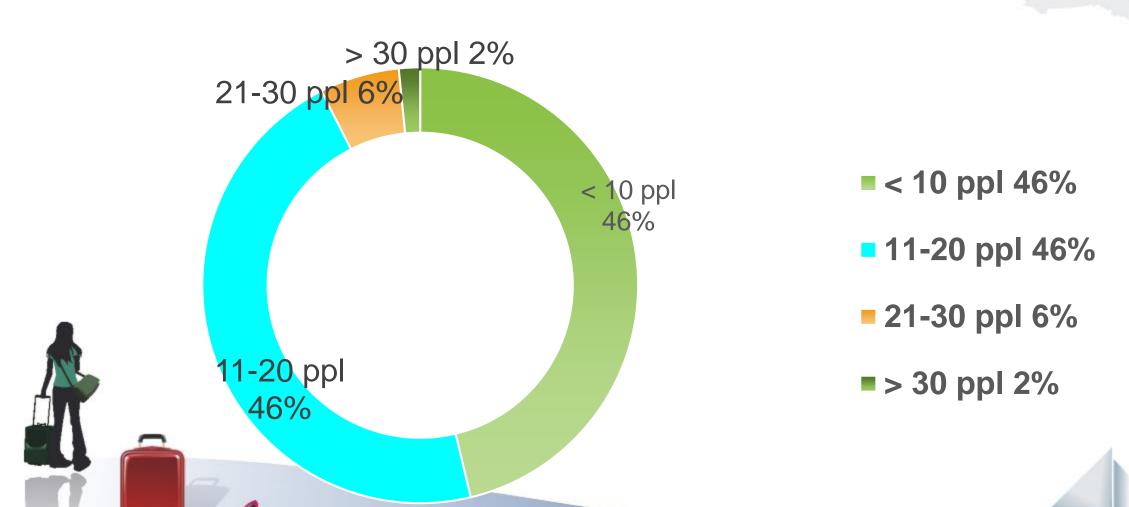
- Anti-epidemic and hygiene measures 防疫及衛生措施 27%
- Flexible cancellation/refund policies 彈性的取消/退款政策 21%
- Price concessions 價格優惠 19%
- Travel restrictions and quarantine period 旅遊限制和檢疫期 33%

### If travel restrictions are only partially lifted, will it be safer travelling in a group than individually? 如果旅遊限制只局部撤銷,參加旅行團會否較自由行安全?



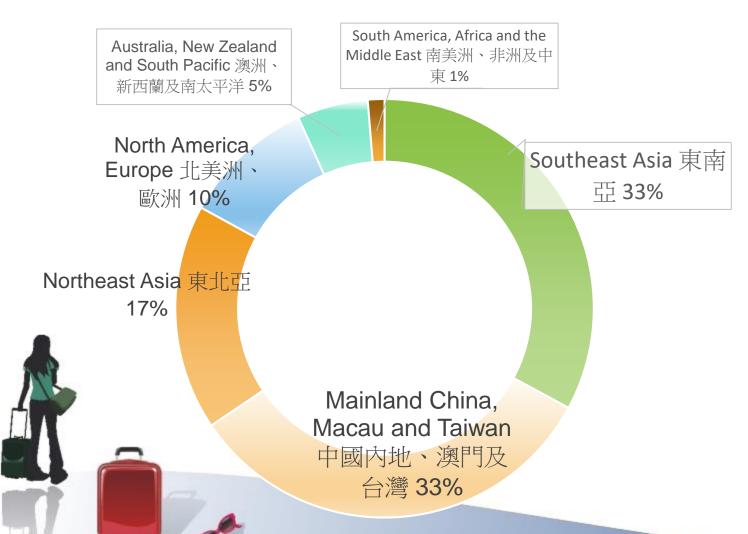
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## After the pandemic, what is your ideal number of participants in a tour group? 您認為疫情後外遊,旅行團最理想的人數是多少?



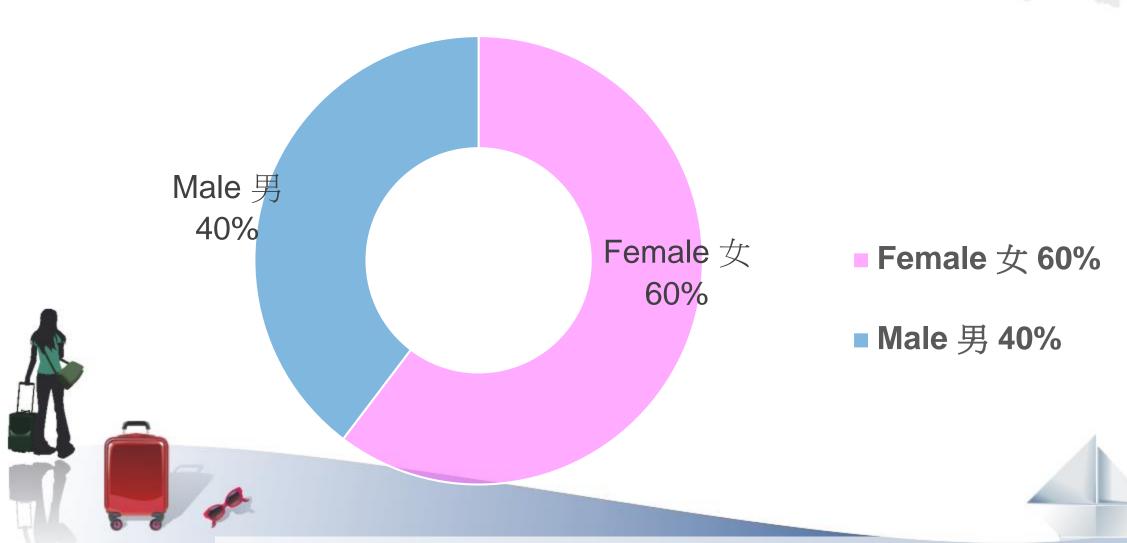
#### After complete lifting of the travel restrictions, which of the following destinations will you visit first?

### 當旅遊限制完全撤銷後,您將優先到以下哪個目的地旅遊?

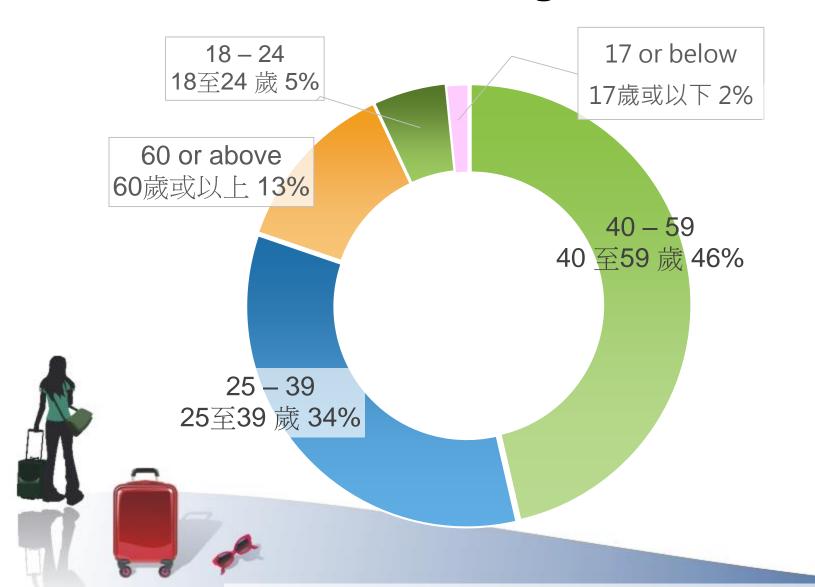


- Southeast Asia 東南亞 33%
- Mainland China, Macau and Taiwan中國內地、澳門及台灣 33%
- Northeast Asia 東北亞 17%
- North America, Europe 北美洲、歐洲 10%
- Australia, New Zealand and South
  Pacific 澳洲、新西蘭及南太平洋 5%
- South America, Africa and the Middle East 南美洲、非洲及中東 1%

### Gender 性別



### Age 年龄



- 40 59 40 至59 歳 46%
- 25 39 25至39 歲 34%
- 60 or above 60歲或以上 13%
- 18 24 18至24 歲 5%
- 17 or below 17歲或以下 2%

#### Education 教育程度

Post-secondary 大專程度 24%

University or above

大學程度或以上 47%

■ University or above 大學程度或以上 47%

■ Secondary or below 中學程度或以下 29%

■ Post-secondary 大專程度 24%



