



The ITE Hong Kong Public Visitor Annual Survey 2026 Quality Travelers Not Cutting Back on Travel Budget in Turbulent Year

Findings Summary

The 2026 June survey found **public visitors to be frequent and affluent travelers**. The majority prefer traveling in FIT / private group, are in their **prime working age** and **educated**; **nearly half are interested book holidays onsite**, often via their own mobile devices. Over **90% are keeping or increasing travel spending** in the turbulent 2026. Comparing survey findings with those from June 2025 and March 2026, the analysis below shed some light on the **geopolitical developments' impacts on travel behaviors**.

Held online each year in and around June for nearly two decades, the ITE Hong Kong Public Visitor Survey 2026, whose e-invitation was also sent to past visitors, collected 2,687 replies.

Celebrating its 40th anniversary, ITE 2026 drew over 600 international exhibitors and 8,442 buyers & trade visitors, respectively more than 90% with over half from outside Hong Kong—and 74,170 public visitors, most of them quality FIT. It featured some 130 trade and public seminars with over 8,500 attendees.

The next edition, **ITE Hong Kong 2027** incorporating the **41st International Travel (Leisure) Expo and the 22nd MICE Travel Expo**, will be held from **June 10 (THU) to 13 (SUN)** at HKCEC (Hall 3), with two days each for trade and public and separate B2B and B2C programs.

1) Survey Covers Major & Quality Source Markets (e.g. GBA / Hong Kong)

China's Greater Bay Area (**GBA**)—which includes Hong Kong, Shenzhen, Guangzhou and other Guangdong—accounts for two-thirds of ITE's trade buyers and over 90% of its public visitors. In 2025, the GBA had a combined population of 88 million, and a GDP of around US\$2.15 trillion, which would have ranked as the world's 10th largest economy. With 7.5 million people, Hong Kong in 2025 ranked as the **world's 15th largest source market by outbound spending**, while its per-capita spending was higher than say Germany.

Hong Kong: Departures & Outbound Spending

YEAR	2019	2023	2024	2025
Departures (million)	94.7	72.2	104.7	117.4
Spending (US\$ billion)*	\$26.9	\$22.7	\$28.9	\$30.3

Hong Kong: High per Capita Outbound Spending

Market	Rank	Outbound Spending*	Population	Per Capita
Hong Kong	15th	US\$ 30.3 billion	7.5 million	US\$ 4,040
S Korea	11th	US\$ 35.7 billion	51.6 million	US\$ 692
Germany	3rd	US\$ 130.9 billion	83.5 million	US\$ 1,568

* Source: World Tourism Barometer • May 2026

2) Visitors in Prime Working Age & Educated, thus High Spending Power

79% of visitors are aged 25 to 59, and 51.9% hold a university education — respectively 55% and 112% higher than the general public.

ITE Public Visitor vs HK Resident: by Age

Age Group	25 to 39	40 to 59	60 or above	<25 to 59>
ITE Visitor %	32.0%	47.0%	16.0%	79%
Hong Kong %	19.6%	31.4%	31%	51%

ITE Public Visitor vs HK Resident: by Education

Education	Degree	Post-sec
ITE Visitor %	51.9%	26.2%
Hong Kong %	24.5%	10.1%

ITE Public Visitor vs HK Resident: by Sex

Sex	Female	Male
ITE Visitor %	63.3%	36.7%
Hong Kong %	54.7%	45.3%

Remark: "Hong Kong%" refers to the overall Hong Kong resident population.

3) Travel Mode Preference

FIT and private-tour preference is 2.2 times higher than package-tour preference for Long-Haul Travel (6 days or longer) and 6.1 times higher for Short-Haul travel. In fact, the reintroduction of travel themes such as Family Travel in recent years has raised package-tour preference.

Travel Mode Preference for Long Haul and Short Haul

Travel Mode	Long Haul	Short Haul
Private Tour / FIT	69.0%	85.9%
Package Tour	31.0%	14.1%

4) Frequent & Affluent Travelers little affected by the Geopolitical developments

Over 40% take three or more overnight outbound holidays in each half year! Significantly, the percentage dropped only by 2.7% in first half year and 1% in the second half year, when comparing 2026 to 2025. Apparently, the **geopolitical developments** have had only **small impact on their travel frequency!**

Frequency of Outbound (O/B) Overnight Leisure Trips in 2025 & 2026

No. of O/B Leisure Trip	2025 (Jan – Jun)	2026 (Jan – Jun)	2025 (Jul – Dec)	2026 (Jul – Dec)
3 or more Trips	48.2%	45.5%	42.8%	41.8%
1 – 2 Trips	45.7%	49.0%	54.5%	55.4%
0	6.1%	5.5%	2.7%	2.8%

When comparing travel budgets for 2025 and 2026, the differences for higher and same spending are around 1%. Apparently, the Geopolitical developments had only **small impact on their travel budget.**

Travel Spending / Budget 2025 & 2026

Travel Spending	2025	2026
Increase	39.3%	38.4%
Same as Last Year	51.5%	52.7%
Decrease	9.2%	8.9%

5) Great Sourcing & Business Opportunities in ITE

Top five visit reasons reveal plenty business opportunities in ITE, which are:

Visit exhibitors to collect directly international travel info	74.9%
Identify new and niche destinations	49.3%
Onsite booking holiday & travel products	45.9%

Visit photo-booth, cultural performance and games	31.1%
Attend travel seminars	30.0%

That some 1/3 visitors will attend seminars reflect their seriousness, which collaborated with the finding that nearly half interested to book onsite! Moreover, visitors often use own mobile to complete online transaction. Non-Hong Kong exhibitors can work with their local partners to sell to visitors; and in case planning **to sell directly**, below links are examples of possibly related law in Hong Kong, but **exhibitors shall make own legal study**.

6) Geopolitical Developments' Impacts on Non-Asian Destinations

In the first half of the year, only the West and Central Asia zone **grew — impressively, by 30%** (from 2% to 2.6%) — likely because Central Asia's growth more than covered losses to West Asia, while the Outside Asia zone **dropped 16.4%** (from 14% to 11.7%) when comparing 2026 with 2025. In the second half, **only the Outside Asia zone continued to drop**, and by an even **bigger margin of 29.4%** (from 32% to 22.6%), while the rest either held steady or projected some growth. This is consistent with the findings of our March survey, in which **72%** of respondents said they avoided areas affected by **geopolitical developments** and **86.5%** agreed that air ticket prices affect their travel plans.

Outbound Holiday Destination Preference in 2025 and 2026

Destinations	2025 (Jan – Jun)	2026 (Jan – Jun)	2025 (Jul – Dec)	2026 (Jul – Dec)
Chinese mainland, Macau & Taiwan	70%	70.5%	57%	57.4%
NE Asia (Japan & S Korea)	53%	50.9%	57%	63.6%
SE Asia	19%	16.6%	27%	26.6%
West & Central Asia	2%	2.6%	5%	5.9%
Outside Asia	14%	11.7%	32%	22.6%

Preference on non-Asian Outbound Destination in 2025 and 2026

Destinations	2025 (Jan – Jun)	2026 (Jan – Jun)	2025 (Jul – Dec)	2026 (Jul – Dec)
N America & Europe	8 %	6.7%	17%	12.9%
L America, Africa & M East	2%	1.7%	4%	2.9%
Oceania	4%	3.3%	11%	6.8%

ITE Hong Kong 2027

ITE Hong Kong, organized by TKS Exhibition Services Ltd., enjoys strong official support. ITE 2026 received a welcoming message from the Chief Executive of the Hong Kong SAR Government, China's Ministry of Culture and Tourism organized a China (Chinese Mainland) Pavilion with participants from tenths of provinces and municipalities, and hundreds of co-exhibitors from the mainland. ITE also has the support of organizations such as the Hong Kong Tourism Board and the Travel Industry Council of Hong Kong.

For detail, please visit www.itehk.com. Exhibiting / Media Inquiry, please contact the Organizer, TKS Exhibition Services Ltd:email travel@tkshk.com; WhatsApp: [+852 94008444](https://wa.me/85294008444); | Wechat: itehongkong | Facebook: itehk

Useful Links: ITE2027: e-leaflet ([Link](#)) | Hong Kong / GBA Outbound Tourism & Wealth Market Report - Aug 2026 ([Link](#))

Download photos & press release : https://drive.google.com/drive/folders/1GL3IKWLFJOsVPr4dn6_yMEvgJRdQgyuG?usp=sharing

The following ordinances are for reference only and may not cover all situations:

Hong Kong Immigration Law (Cap 115 [Link](#)) | Travel Industry Ordinance (Cap 634 [Link](#))

DISCLAIMER: While care has been taken in preparing the above, any use is at your own risk.