



The Annual ITE Hong Kong Public Visitor Survey 2025 Outbound Spending Continue Growing at Slowing Rate

Summary: The annual survey found ITE public visitors premium FIT who took and will take multiple outbound holidays in first and second half of 2025; and 90% of them plan increasing or maintaining travel spending in coming year. In fact, 32% plan / interest in traveling to non-Asia destinations in second half of 2025, up 129% than in the first half. However, travel spending will continue growing but at reducing rate.

The ITE Hong Kong Public Visitor Survey 2025 was conducted in May and June through online survey collected a record 4242 replies! Though invitations been sent mainly to past public visitors, the survey also opened to the public. The survey aims to find out not only respondents' profile, but also their travel frequency, spending, preferences and why they visit ITE.

Launched 40 years ago, the annual ITE Hong Kong, Asia's leading international travel fair, held its 39th edition from 12 to 15 June 2025 in five halls of HKCEC while the next ITE will be held there from 11 to 14 June 2026.

The highly international ITE2025, which named **MEGA EVENT**, had 88% of its 502 exhibitors and 53% of its 7626 buyers trade visitors (individual & trade delegation included) coming from outside and overseas; and 70212 public visitors who mainly Premium FIT.

HIGHLIGHTS of FINDING

The Survey found an absolute majority of ITE public visitors are in working age, educated, many had multiple holidays in first-half but many will do so in the second half of 2025. They continue spending more on travel as only 10% will cut back on travel budget. But spending growth will only continue at reducing rate as comparing to last year fewer respondents will spend more!

The slowing down growth finding seems consistent with macro data! In fact, growth of Hong Kong outbound spending at 27% in 2024 already slower than departure at 45% which also dropped to 17.2% in first 5 months of 2025.

In all Hong Kong, which fully recovered by both spending and departure in 2024 and took less than 2 years from its border reopening in February 2023, has a speedy recovery!

Hong Kong Outbound in 2023 & 2024

Year	Total number of Departures (million)	International Tourism Expenditure# (USD billion)
2024	104.7	\$28.9
2023	72.2	\$22.7
23 vs 24	+45%	+27%

Source: UNWTO Tourism Barometer • May 2025

VISITOR PROFILE

The survey found respondents mature and mainly in working age (76% aged between 25 and 59); had good education (50% university and 23% post-secondary); and female at 62% outnumber male at 38%. On how long it takes to plan a holiday, 13% around two weeks and 41% around 1 month.

When choosing destination, respondents will consider some “word of mouth” info source more than the others, top of which no surprise Friends and Relatives.

Importance of “Word of Mouth” Information Source

Info Source	Percentage
Friends & Relatives	48%
KOL / Blogger	34%
In ITE (eg. seminars etc.)	36%
Social Media Groups	20%

TRAVEL FREQUENCY & SPENDING

They are frequent travelers, as 48.2% in first half and 42.8% in second half of the year have three or more outbound overnight holidays.

Frequency of Outbound (O/B) Overnight Leisure Trips in 2025 & 2024

No. of O/B Leisure Trip	2025 (Jan – Jun)	2024 (Jan – Jun)	2025 (Jul – Dec)	2024 (Jul – Dec)
3 or more	48.2%	44.1%	42.8%	39.5%
1 – 2	45.7%	50.2%	54.5%	58.2%
0	6.2%	5.7%	2.7%	2.3%

They continue spending more on travel, as in fact 90.8% respondents will either keep or increase travel spending in coming year. But such growth will also be slowing down! This year, only 39.3% respondents to spend more which was 59.4% in 2024; and those cutting back gone up to 9.2% from 5.1%.

Travel Spending / Budget 2025 & 2024

Travel Spending	2025	2024
Increase	39.3%	59.4%
Same as Last Year	51.5%	35.5%
Decrease	9.2%	5.1%

WHY VISIT ITE?

As frequent travelers, they need plenty quality travel info, idea and product for planning future holidays, which ITE with its highly international exhibitors and over 100 travel seminars can largely satisfy their need.

In fact, the 135 trade and public seminars in ITE2025 drew 9224 audiences. Visitors who mainly premium FIT can also get readily replies to their last-mile questions as majority of ITE exhibitors coming directly from various international destinations.

With 43% ITE public visitor will / interest making booking and purchase in ITE, good business prospects in public days too! In fact, many visitors been using own mobile to book and pay online inside exhibition halls which also convenient the exhibitors who can avoid handling cash.

The newly launched **Youth** and **Family Travel** which aim attracting more young travelers and parents, been successful, as they been interested respectively by 9% and 5% public visitors!

Purposes of Visiting ITE 2025

Top 4 of Why Visit	Percentage
Browse global travel info	76%
Source Niche / New Destination	53%
Onsite Booking / Purchase	43%
Attend Onsite Seminar	31%
New Travel Theme	Percentage
Youth Travel	9%
Family Travel	5%

PREFERENCES – DESTINATIONS & TRAVEL MODES

Significantly, 32% respondents plan / interest in traveling to non-Asian destinations in the second half of this year, which 2.3 times the corresponding percentage in the first half!

In 2024, the ratio of these two percentages was about 1.7 to 1.0. Thus there has also a real increase which additional to the normal seasonal surge. A similar situation for West and Central Asia too.

Holiday Destinations in 2025

Destinations	Jan - Jun		Jul - Dec	
Mainland China + Macau + Taiwan	70%		57%	
NE Asia (Japan + S Korea)	53%		57%	
SE Asia	19%		27%	
West & Central Asia	2%		5%	
N Americas & Europe	8%	14%	17%	32%
Oceania	4%		11%	
S Americas, Africa, Middle East	2%		4%	

Percentage of public visitors prefer traveling in FIT / private group ranges from 87% for short haul to 72% for long haul holiday. Also, 21% respondents name travel agent important information and booking channel. These highlight good business prospects for exhibiting travel agents.

Preferred Travel Mode

Mode	Short Haul (within 5 days)	Long Haul (6 days or more)
FIT + Private Group	87%	72%

Package Tour Group	13%	28%
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ITE HONG KONG 2026

The next ITE Hong Kong, which comprises of the 40th ITE (Leisure) and the 21th ITE MICE, will be held from **11 to 14 June 2026** in Halls 1 of Hong Kong Convention and Exhibition Centre, with first two days for trade and last two days open to public visitors.

Again, ITE2026 is strongly supported by the Ministry of Culture and Tourism of the People's Republic of China, with Hong Kong Tourism Board, Travel Industry Council of Hong Kong and Macao Government Tourism Office etc. as supporters.

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

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