

## Summary of Market info from OCT2021 to MAR2022

TKS compiled publicly available market info from media and official websites etc. While care been taken in preparation, any usage at own risk.

### 1. REPORT on HOLIDAY issued on MAR 2022

Report published in March by travel portal Expedia said about Hong Kong respondents:

- a. Some 40% took staycation in their last holiday;
- b. 51% took some form of holiday locally in past 6 months;
- c. 92% think holiday now more important;
- d. 25% already booked holiday for this year.
- e. As of March 21, top ten destination cities by searches on Expedia for overseas lodging in the coming three months from April to June were respectively London, Tokyo, Bangkok, Taipei, Singapore, Osaka, Phuket, Paris,. Vancouver and Manchester. Above not include mainland China cities and Macau.

### 2. HONG KONG OUTBOUND STATISTICS (JAN - MAR 2022)

- a. Some 26000 Hong Kong citizens went abroad between March 1 and March 8, up 50% over same period last month, and over 70% of them departed from the city's airport;
- b. Hong Kong citizens made 71000 departures in Feb, the highest monthly figure since the pandemic.
- c. Singapore Changi Airport in January this year saw some 8000 arrivals from Hong Kong, up 88% over the month before.

### 3. SURVEY on HONG KONG CITIZENS Xmas SPENDING (DEC 2021)

A survey in December 2021 successfully interviewed by phone 1086 Hong Kong citizens aged 18 or above on their Christmas consumption, and found:

- a. 21% will spend more, 36% each for same as before and spending less;
- b. 35% will spend HK\$1000 or more; 22% between HK\$1000 to 500; and 32% spend HK\$500 or less;
- c. Staycation ranked top three among expenditure items.

### 4. SURVEY on HONG KONG CITIZENS Xmas SPENDING (OCT 2021)

A Hong Kong radio station interviewed online 4335 Hong Kong citizens in October on their spending in coming Christmas and found:

- a. 60% respondents to increase spending and specifically 23% to increase by 30% to 100% over same period last year;
- b. 25% respondent to keep spending same as last year, and 15% spending less;
- c. 30% join outdoor activities and 27% take staycation;
- d. 21% shift their outbound spending to shopping.