



Hong Kong and GBA Market Report on Outbound Travel & Wealth

(Prepared on 1 August 2026) ^

Our latest survey of ITE public visitors, conducted in March 2026 shortly after the Middle East conflict broke out, found that **75%** plan to take multiple outbound holidays in 2025, and **62.5%** plan to increase their travel budgets in 2026. Indeed, they are frequent and affluent travelers. Accordingly, this market report includes not only outbound travel data but also wealth-related statistics to provide a fuller picture of the market.

A. Many of China's Wealthy Families in Hong Kong and the GBA

1. According to UBS's Global Wealth Report 2026, released in June 2026, Hong Kong adults who on average own wealth worth US\$ 648,000 ranked World's 4th highest, after Switzerland (US\$ 910,000), USA (US\$ 696,000) and Luxemburg (US\$ 654,000).
2. Based on an analysis of the "Bank of East Asia (BEA) • Hurun Wealth Report 2025" (also released in June 2026), China's top six cities by number of **High-Net-Worth Wealthy Families** are Beijing, Shanghai, Hong Kong, Shenzhen, Guangzhou, and Hangzhou. Three of these cities — **Hong Kong, Shenzhen, and Guangzhou** — are highlighted in yellow as belong to the **Greater Bay Area (GBA)**.

Definitions as used in the BEA • Hurun Report:

Category	Threshold (RMB)
Wealthy Family (WF)	6 million
High-Net-Worth Wealthy Family (HNW)	10 million
Ultra-High-Net-Worth Wealthy Family (UHNW)	100 million

Table 1: Top Chinese Cities by Number of High-Net-Worth Wealthy Families

Tier	Cities	Number of Families
1	Beijing, Shanghai, Hong Kong ^G	Over 200,000
2	Shenzhen ^G , Guangzhou ^G , Hangzhou ^Y	Over 50,000
3	Foshan ^G , Dongguan ^G , Ningbo ^Y , Wenzhou ^Y , Suzhou ^Y , Tianjin	Over 20,000

NOTE: ^G = Greater Bay Area (GBA) | ^Y = Yangtze River Delta (YRD) city
Based on the above, five are GBA cities, and three are YRD cities.

Table 2: China by Category of Wealthy Family

Region	#WF Families	#HNW Families	#UHNW Families	Population
China	5,060,000	2,005,000	126,000	1,405 million
GBA	1,228,000	501,000	28,000	88.4 million
Hong Kong	521,000	Over 200,000	N/A	7.5 million
GBA / China	24.3%	25.0%	22.2%	6.3%
HK / GBA	42.4%	40.0%	N/A	8.5%

Key Observations

GBA – Population Only 6.3% of China

- Half of China's top 6 cities, and five of its top 12 cities are in the GBA. (Table 1)
- The GBA accounts for **roughly a quarter** of the country's wealthy, high-net-worth, and ultra-high-net-worth families. (Table 2)
- In 2025, the GBA recorded a combined GDP of **US\$2.15 trillion** — far exceeding that of the San Francisco Bay Area. The GBA, which includes Hong Kong, Shenzhen, Guangzhou, and other cities. contributed **66%** of ITE Buyer Trade Visitors this year.

[^]**Disclaimer:** Prepared by TKS Exhibition Services Ltd (organizer of ITE Hong Kong) from official websites of tourism authorities and trade / public news, Reasonable care has been taken; however, any use of this information is at your own risk.

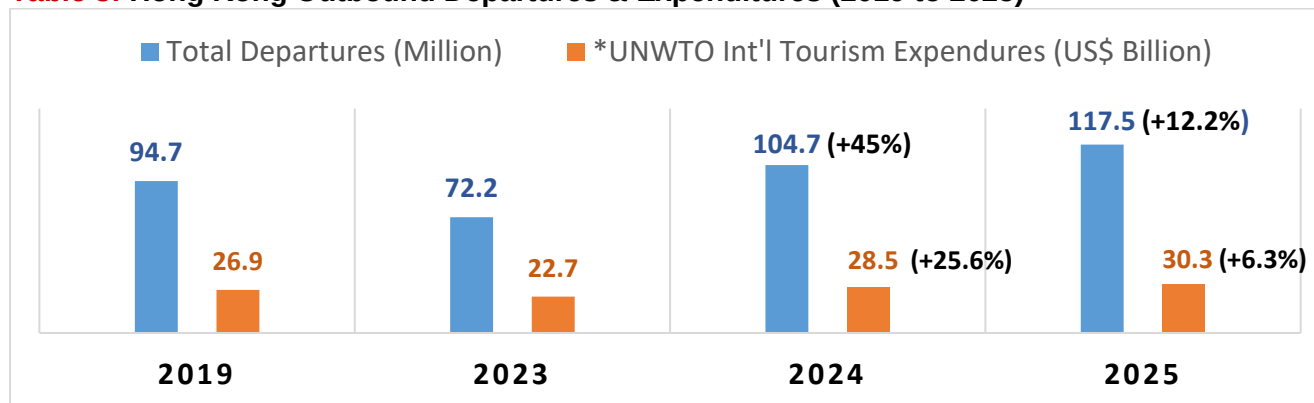
Hong Kong – Population Only 8.5% of GBA

- ▶ Hong Kong is among China's top three cities for high-net-worth families. (Table 1)
- ▶ Hong Kong accounts for **40% or more** of the GBA's wealthy and high-net-worth families. (Table 2)
- ▶ Among 521,000 wealthy families are in Hong Kong, and of these, **180,000** have RMB 6 million in liquid investable assets.

B. Hong Kong: A Major Source Market

In 2025, Hong Kong residents — who total approximately 7.5 million — spent **US\$30.3 billion** on outbound travel, ranking as the world's **15th largest** source market. On average, each resident made **15.7 outbound departures** during the year.

Table 3: Hong Kong Outbound Departures & Expenditures (2019 to 2025)



* Source: World Tourism Barometer • May 2026

+ Figures in brackets represent year-over-year growth

Table 4: Hong Kong vs South Korea – Outbound Travel (2025)

2025	S. Korea	Hong Kong
Population	51.8 million	7.5 million
Outbound Spending	US\$35.7 billion	US\$30.3 billion
Per Capita Outbound Spending	US\$689.2	US\$4,040
UNWTO Global Rank	11 th	15 th

Key Observations

- ▶ **South Korea** is certainly the larger market by total spending, but **Hong Kong comes ahead** on per capita outbound spending. (Table 4)
- ▶ During February 14–21, 2026 — which included the Chinese New Year holiday — Hong Kong residents made approximately **3 million departures**, **up 22%** over the same period in 2025.
- ▶ During the Ching Ming and Easter holidays in 2026, Hong Kong residents made some **2.1 million departures**, equivalent to roughly 30% of the city's population.
- ▶ The Dragon Boat Festival, falling on a weekend in 2026, effectively created a 3-day holiday in Hong Kong. On June 19, the first day of the holiday, **526,000** Hong Kong residents departed — an increase of **21.8%** year-on-year. According to industry sources, approximately 600 outbound package tour groups departed on that day.
- ▶ Referring to the above, assuming an average of 30 to 40 travelers per tour group, the estimated number of package tour travelers on June 19 would range from **18,000 to 24,000**. This represents approximately **3.4% to 4.6%** of the total 526,000 departures that day.
- ▶ The **ITE2025 Public Visitor Survey** found that **88% of respondents prefer FIT (Free Independent Travel) or private tours for short-haul travel**, and **72% prefer these options for long-haul travel**.

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ITE Hong Kong 2027 — the 41st ITE-Leisure and 22nd ITE-MICE — is a proven sourcing platform for Asian travel trade professionals and quality FITs (frequent, affluent travelers), mainly from Hong Kong and the Greater Bay Area (GBA).

The Expo will be held in Hall 3 of the Hong Kong Convention and Exhibition Centre (HKCEC) from **June 10 (Thursday) to June 13 (Sunday), 2027**. Again, ITE2027 will feature two dedicated trade days and two public days, with separate B2B and B2C (quality FIT) programs and promotions.

ITE 2026: Summary Statistics

Exhibitors	Buyer/Trade	Public Visitor	Exhibiting Country/Region	No. of Seminars & Audience
602(+20%)	8442(+10.7%)	74170(+5.6%)	69(+7.8%)	127 seminars 8,500+ audience

+ Figures in brackets represent year-over-year growth

While our **B2B** and **B2C programs** include a range of optional services, exhibitors are welcome to apply for **complimentary participation** in select services such as **Business Matching** and **Public Seminar Sessions**, subject to availability and our final approval.

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