



TIC and ITE: The Announcement of the findings of "Online Survey on Post-Pandemic Travel"

香港旅遊業議會及2021香港國際旅遊展 疫後旅遊網上問卷調查報告









The Travel Industry Council of Hong Kong (TIC) and TKS Exhibition Services Ltd (TKS), the organiser of the Hong Kong's International Travel Expo (ITE), have jointly conducted an online public survey **from 30 April to 7 May 2021**. 1,394 replies were received.

香港旅遊業議會(議會)聯同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 4 月 30 日至 5 月 7 日期間進行了網上問卷調查,結果共收到 1,394 份回覆。

Related Press release 有關新聞稿

2021-05-20 TIC and ITE: The Announcement of the findings of "Online Survey on Post-Pandemic Travel"	[Click <u>HERE</u>]
2021-05-20 香港旅遊業議會和香港國際旅遊展「疫後旅遊網上問卷調查」結果公佈	[按此查看]







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 18% Within 1 Year — 年內 34% ■ Within 1 month 1個月內 18% ■ Within 3 months 3個月內 26% ■ Within 6 months 6個月內 22% Within 1 Year 一年內 34% Within 3 months 3個月內 26% Within 6 months 6個月內 22%

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 16.8%

I am not sure 不 肯定 26.9%

■I am not sure 不肯定 26.9%

No, it will not 不會 36.9%

■ Yes, my budget will decrease 會減少預算 19.4%

■ Yes, my budget will increase 會增加預算 16.8%

Yes, my budget will decrease 會 減少預算 19.4%



No, it will not 不會 36.9%

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 24.0%

10% more 多付百 分之十 34.4%

■ 10% more 多付百分之十 34.4%

■ 20% more 多付百分之二十 31.7%

30% more or above 多 付百分之三十或以上 9.9%

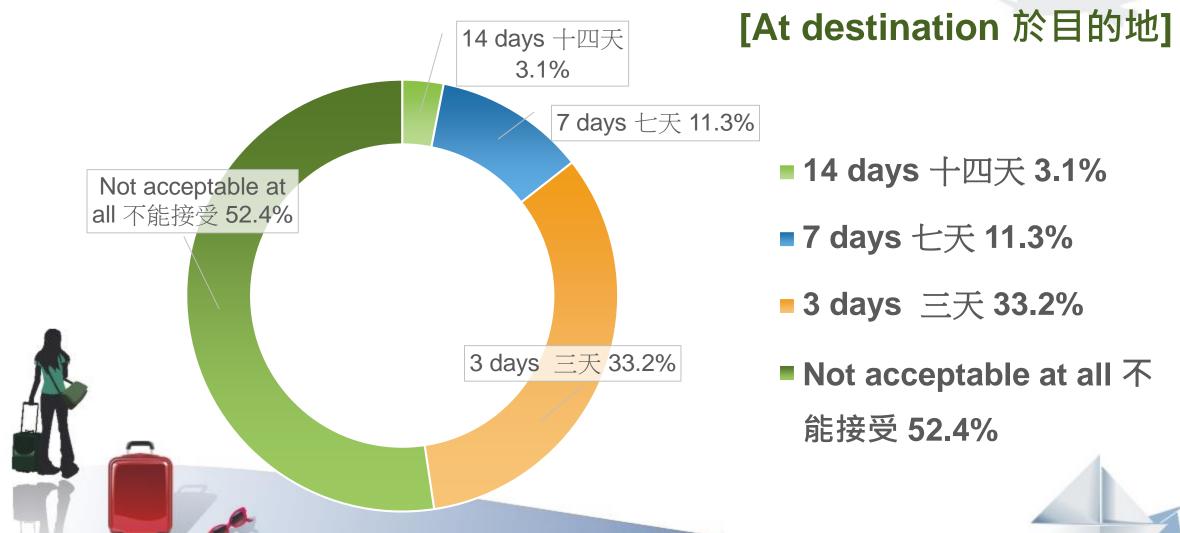
■ 30% more or above 多付百分之三 十或以上 9.9%

I am not willing to pay more 不願 多付 24.0%

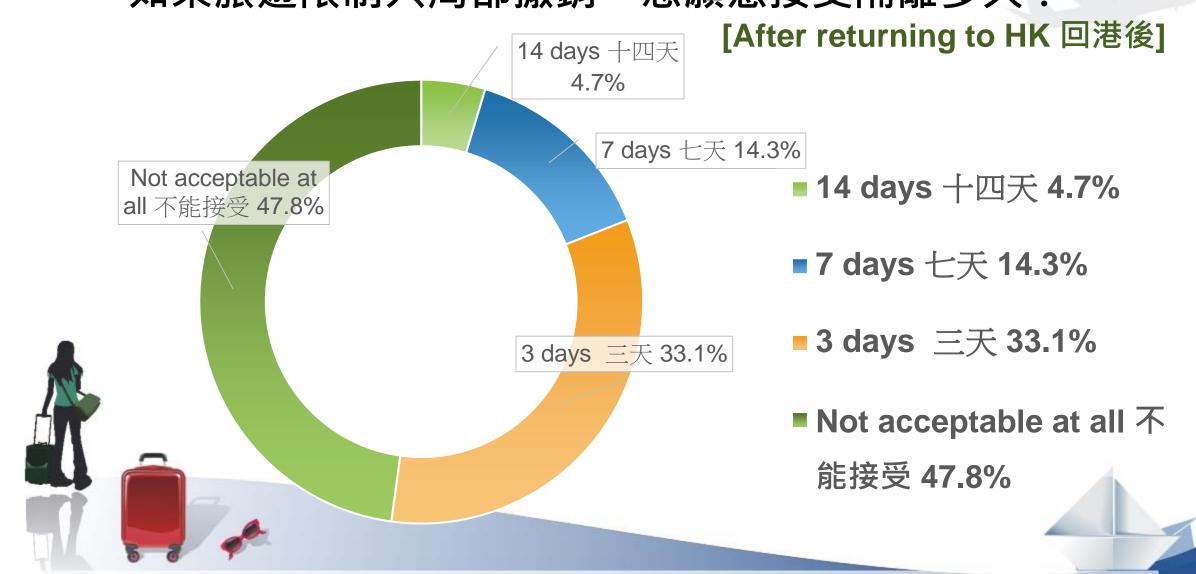


20% more 多付百 分之二十 31.7% If travel restrictions are only partially lifted, what duration of quarantine will be acceptable to you?

如果旅遊限制只局部撤銷,您願意接受隔離多久?

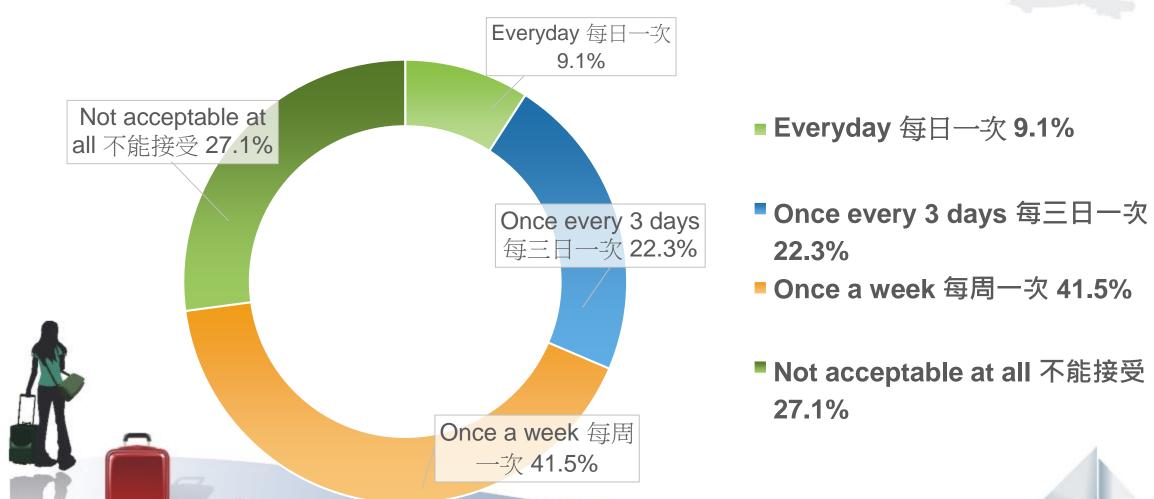


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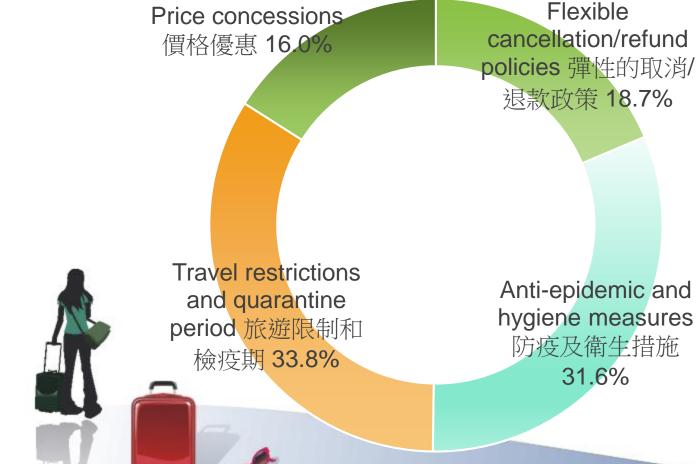


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During the journey, how frequently are you willing to take COVID-19 tests? 旅途期間,您願意多久進行一次病毒檢測?

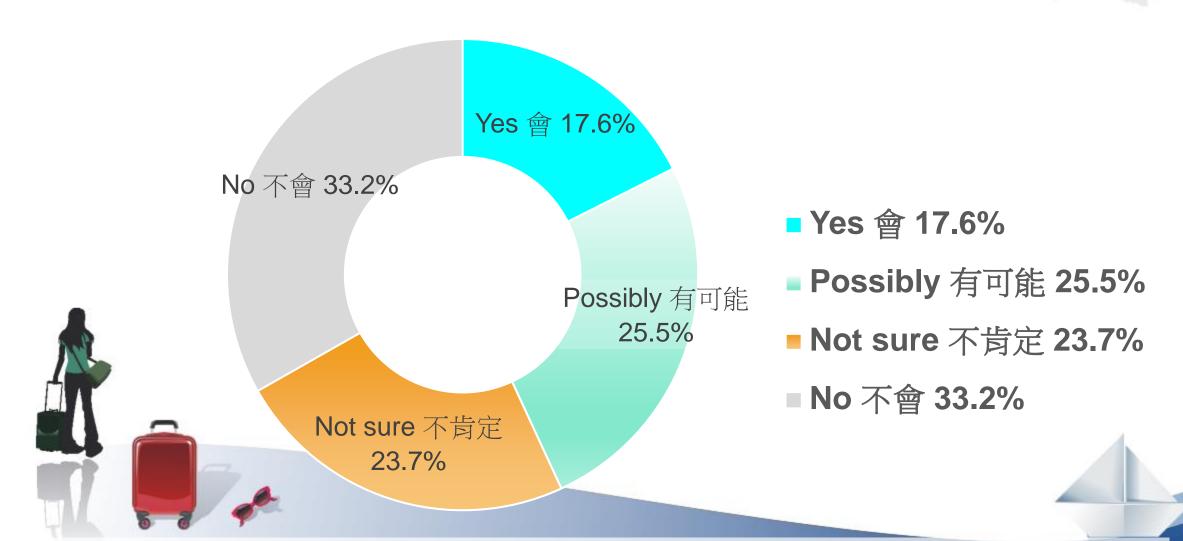


If travel restrictions are largely lifted, which factor below is the most important for choosing your preferred destination? 如果旅遊限制大部分撤銷,以下哪項是您選擇目的地的最重要因素?



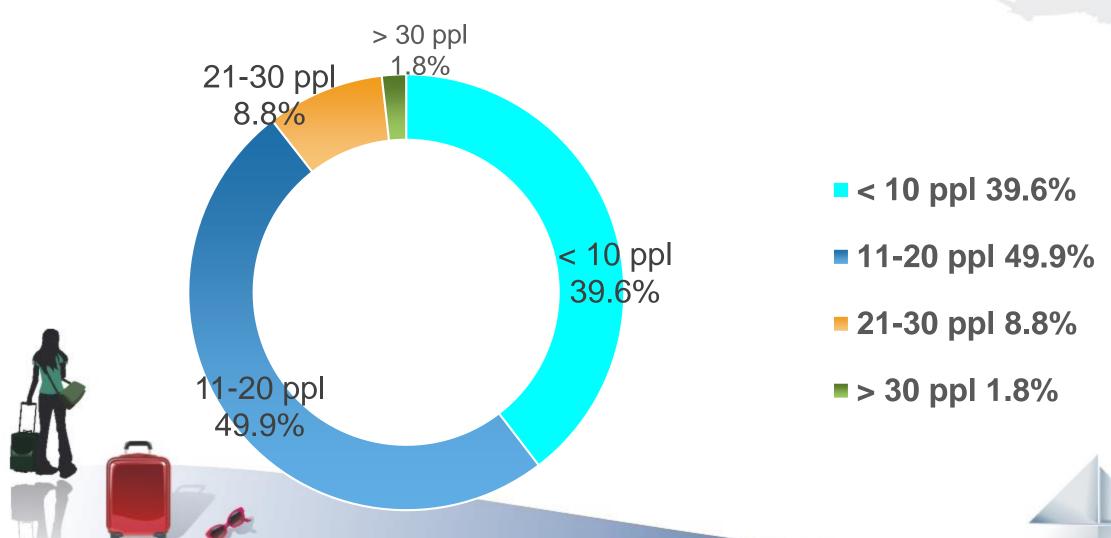
- Flexible cancellation/refund policies 彈性的取消/退款政策 18.7%
- Anti-epidemic and hygiene measures 防疫及衛生措施 31.6%
- Travel restrictions and quarantine period 旅遊限制和檢疫期 33.8%
- Price concessions 價格優惠 16.0%

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?

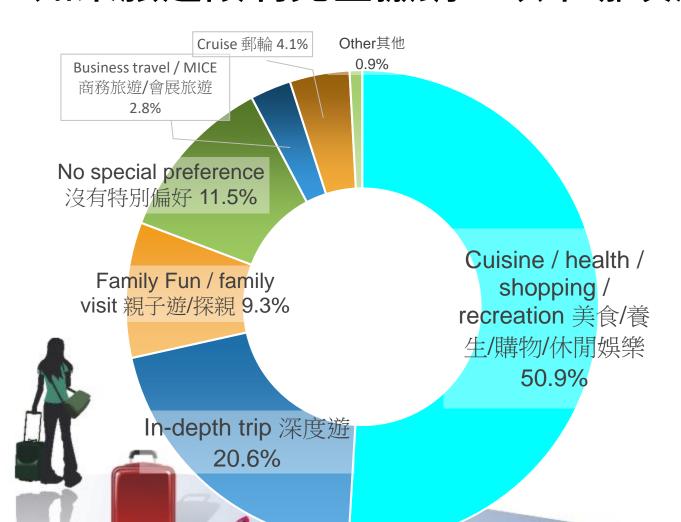


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After the pandemic, what is your ideal number of participants in a tour group? 您認為疫情後外遊,旅行團最理想的人數是多少?



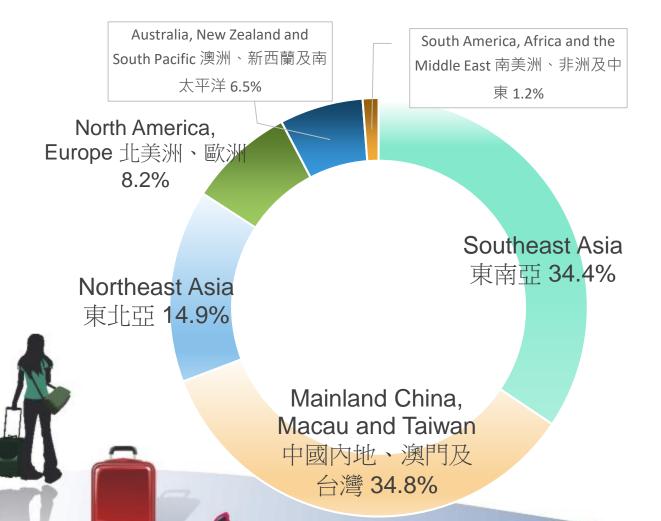
If travel restrictions are completely lifted, which of the following will be your preferred segment for travelling? 如果旅遊限制完全撤銷,以下哪項將是您偏好的外遊類別?



- Cuisine / health / shopping / recreation 美食/養生/購物/休閒娛樂 50.9%
- In-depth trip 深度遊 20.6%
- Family Fun / family visit 親子遊/探親 9.3%
- No special preference 沒有特別偏好 11.5%
- Business travel / MICE 商務旅遊/會展旅遊 2.8%
- Cruise 郵輪 4.1%
- Other其他 0.9%

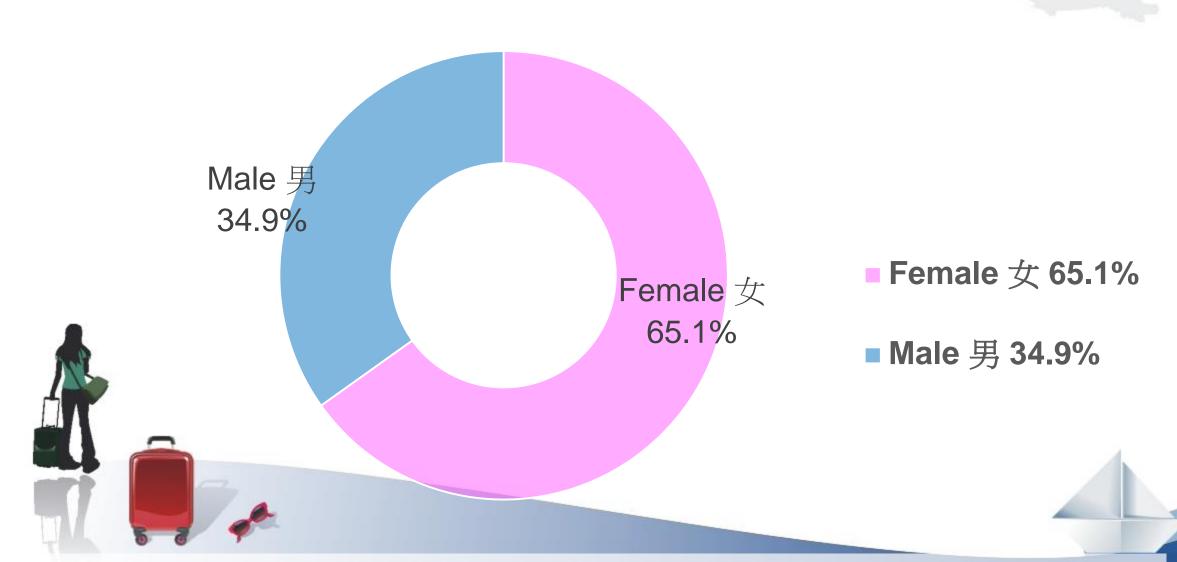
After complete lifting of the travel restrictions, which of the following destinations will you visit first?

當旅遊限制完全撤銷後,您將優先到以下哪個目的地旅遊?



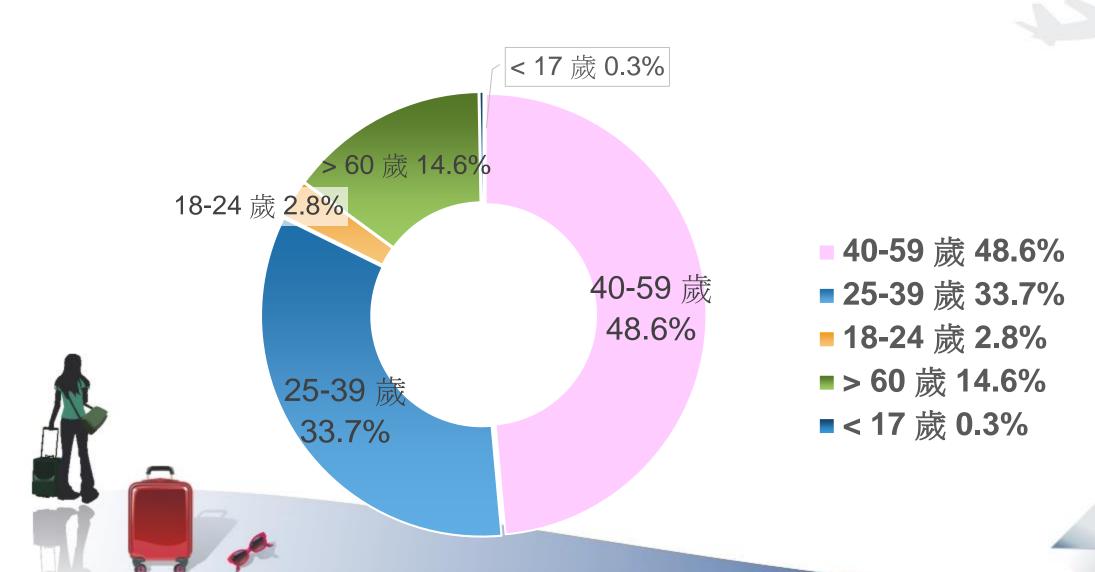
- Southeast Asia 東南亞 34.4%
- Mainland China, Macau and Taiwan 中國內地、澳門及台灣 34.8%
- Northeast Asia 東北亞 14.9%
- North America, Europe 北美洲、歐洲 8.2%
- Australia, New Zealand and South Pacific 澳洲、新西蘭及南太平洋 6.5%
- South America, Africa and the Middle East 南美洲、非洲及中東 1.2%

Gender 性別

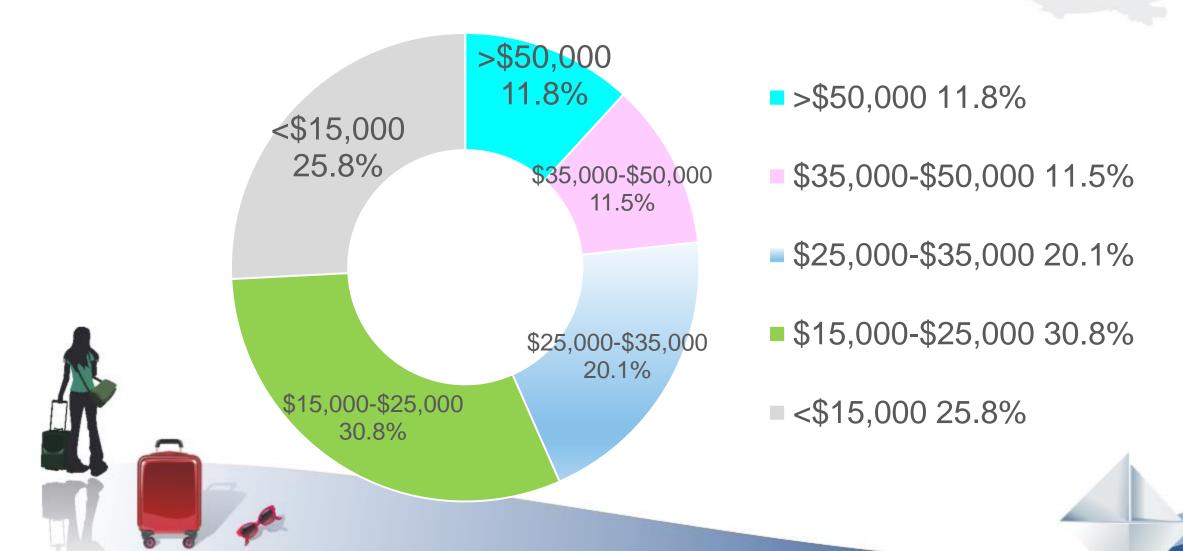


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Age 年龄



Monthly income (HKD) 月收入 (港幣)



Education 教育程度

