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Press Release

TIC & ITE 2023

Online Survey for tourists on Travel Market after Pandemic

Hong Kong residents will spend more on post pandemic travel and others

With the gradual resumption of travel, what are the changes of Hong Kong residents' outbound travel preferences and behaviors? Will travellers cut back on their travel budgets and travel less? In post pandemic, will more people prefer travelling in smaller groups or travelling individually, and what are travellers' key preferences?

To find out the answers, 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) which combines Leisure & MICE travels, have jointly conducted an online public survey during 21-28 April 2023. Invitations to join the survey were sent mainly to public visitors of ITEs held in recent years. **The response is most encouraging: 2,157 replies were received!**

"We will share these very useful findings with our members travel agents, trade associations as well as the local/regional offices of the various national tourism organisations. We hope the information collected will facilitate their planning for launch products and services that are more suited to the demands of the market under the travel recovery", Ms Fanny Yeung, Executive Director of the TIC said.

*"Very pleased to know that the survey received the best responses among our pre-show surveys in recent years, which perhaps reflects the public's keen interest on post pandemic travel" said Mr K S Tong, Managing Director of TKS, the organizer of **ITE Hong Kong 2023** which will be held in **June from 15 to 18** in Halls 1 at the Hong Kong Convention & Exhibition Centre (**HKCEC**).*

The findings are divided into 4 groups, which are **OUTLOOK** (on future travel spending and frequency etc.); **CONSUMPTION BEHAVIORS** (on mode of traveling, preferred size of package tour and planning time etc.); **PROFILE OF RESPONDENTS** (on Age, Education and Salary etc.); and **PREFERENCES on DESTINATIONS & TRAVEL THEMES** respectively.

**** The Survey Findings ****

(A) OUTLOOK

In post-pandemic period, Hong Kong public will spend more on traveling; but the frequent travellers who perhaps choose to spend more on quality will cut down on number of trips.

- (1) When comparing travel budget in pre and post pandemic year (**Q9**), an absolute majority of 67.8% respondents will spend more in coming year!

Increase budget by 16% or more	39.3%
Increase budget by 1 to 15%	28.5%
Keep budget same as before	28.7%
Reduce budget	3.4%

- (2) When comparing travel frequency in pre and post-pandemic period (**Q1**) & (**Q2**), frequent travellers will be traveling less but fewer reported not traveling at all!

No. of leisure trips per year	(Q1) pre-pandemic	(Q2) post-pandemic
ZERO	6.2%	3.8%
THREE or MORE	49.5%	38.5%

- (3) Travellers' strong preference on travel quality is reflected in (**Q6**). Comparing factors affecting the choice of leisure trip destination, it is found that the attractiveness of destinations the most important!

Destination attractiveness	85.6%
Prices	76.6%
No Visa Required	50.4%
Flights Availability	44.4%

(B) CONSUMPTION BEHAVIORS

An absolute majority still prefer traveling in free independent tour (FIT), and few of those joining package tour prefer group size of over 25 persons.

- (1) (Q7) shows that the proportion of the public to make enquiry and purchase travel products through travel agent's branches is lower than that through various online platforms and online travel agents (OTA), but some people (30.7%) still prefer face-to-face interaction.

Travel agent's branches	30.7%
Online travel agent's Website	47.5%
Airlines' Website	51.5%
Accommodation's website	52.0%
Price Comparison Platform	50.1%

- (2) Regarding the most common leisure travel mode (Q4), FIT remains the top choice.

FIT	70.1%
Package Tour	7.9%
Fifty / fifty	22.0%

- (3) Regarding the ideal group size for those joining package tour (Q5), the public prefers less than 10 or 20 persons.

Less than 10 persons	39.9%
Less than 20 persons	53.8%
Less than 40 persons	5.8%
At or over 40 persons	0.5%

- (4) Regarding how far in advance to plan a trip (Q3), over 66% do it within 3 months and around 30% within 1 month.

Within 0.5 Month	6.3%
Within 1 Month	22.2%
Within 3 Months	37.9%
Within 6 Months	28.9%
Within 12 Months	5.7%

(C) PROFILE OF RESPONDENTS

They are mature with those between 40 and 59 constituting the largest group, well-educated as nearly half with university education, and there are more female than male as expected.

(1) Gender		(2) Marital Status			
Female	62.3%	Single	47.4%		
Male	37.7%	Married	49.8%		
(3) Age		(4) Salary (HK\$)		(5) Education	
Under 24	4.0%	Below \$15,000	18.0%	University or above	45.8%
25 – 39	32.9%	\$15,000 - \$24,999	31.0%	Post-Secondary	23.6%
40 – 59	48.8%	\$25,000 - \$34,999	23.3%	Secondary or below	30.6%
60 or Above	14.3%	\$35,000 - \$49,999	13.1%		
		\$50,000 or above	11.6%		

(D) PREFERENCES on DESTINATIONS & TRAVEL THEMES

(1) On priority leisure tourist destination (Q8), NE Asia which includes Japan and South Korea remains the top choice.

(2) On preferred travel themes (Q10), the top three choices are Cuisine, Shopping, and Culture & Art.

NE Asia (eg. Japan, South Korea)	81.8%
Mainland China, Macau & Taiwan	44.6%
SE Asia (eg. Thailand, Malaysia, Philippines)	40.9%
N America + Europe	25.4%
Australia, New Zealand and South Pacific	17.0%
S America + Africa + Middle East	7.0%

Cuisine	79.0%
Shopping	57.6%
Culture & Art	43.9%
Theme Park	27.1%
Cruise	16.4%
Int'l Mega Events	12.7%
Family or study tour	11.0%
Pursuing stars, concert, entertainment	10.7%
Sports Event	6.2%

For enquiries about the survey, please contact the TIC at ccm@tichk.org or TKS at travel@tkshk.com. For enquiries about ITE Hong Kong, please contact TKS at travel@tkshk.com.

While care has been taken when conducting the survey and preparing this release, both the TIC and TKS will not assume any liability arising from usage of the above and related information by any third parties.

About the Travel Industry Council of Hong Kong:

Established in 1978, the Travel Industry Council of Hong Kong (TIC) has been a self-regulatory body of travel agents under the Travel Agents (Amendment) Ordinance since 1988. It has performed an important role in regulating the trade and promoting the development of the travel industry until it completed its historic mission of self-regulating the industry and took up the role of the federation of trade associations in the third quarter of 2022.

The TIC's membership includes eight Association Members and about 1,700 travel agents. The objectives of the TIC are to promote development and professionalism of the industry, continuously enhance the service standards of the industry, protect and promote members' rights, interests and welfare, assist members to explore new business opportunities, as well as to strengthen partnerships with travel-related organisations within and outside Hong Kong. Welcome to visit the TIC website: <https://www.tichk.org/en> and the new Tourism Resource Platform 【 GreaterGo 】 : <https://greatergo.org/site/index>.

About ITE Hong Kong:

First held over 30 years ago, ITE is Hong Kong's travel fair which also among the earliest in Asia! Organized by TKS Exhibition Services Ltd., it continues receiving the strong support from the Ministry of Culture and Tourism of the People's Republic of China, with the Hong Kong Tourism Board, Travel Industry Council of Hong Kong, the Macau Government Tourism Office and various local and regional trade associations as Supporters.

ITE Hong Kong 2023, which incorporates the 37th ITE (Leisure) and the 18th ITE MICE, will have its first two days for trade and last two for public. For details, enquiry and space/booth booking etc., please visit www.itehk.com or contact TKS via Email: travel@tkshk.com | Wechat: [itehongkong](https://www.itehk.com) | Tel: +852 31550600.