

REPORT on HONG KONG OUTBOUND 2023 by ITE Hong Kong

(Prepared on 31-Aug-2023 / Last Update on 18-Jan-2024)

- (1) In the **whole year of 2023**, Hong Kong residents made a total of **72.2 million departures**, up **3312% from the previous year**, and **76.8% of pre-pandemic 2019**.

Air-tickets sales (source: IATA) from Jan to Nov 2023 reached around HK\$16.5 billion (+163.9%). Capacity of Hong Kong Airport recover to 80% by end of 2023 and fully early this year!

Table: Hong Kong Resident Departure (million) by month in 2023

MONTH	JAN	FEB	MAR	APR	MAY	JUN	1 ST half total
# departures	1.66	3.61	5.33	6.36	5.74	6.03	28.7
MONTH	JUL	AUG	SEP	OCT	NOV	DEC	2 ND half total
# departures	6.81	7.16	6.31	6.96	7.45	8.79	43.5
2023 Total							72.2

- (2) **Hong Kong outbound to some Asia destinations[^] in the first 10 months of 2023**

HK outbound to	(Jan – Oct) 2023	(Jan – Oct) 2019	Back to 2019
Japan	1,662,800	1,841,448	90.3%
Macao	5,951,111	6,127,894	97.1%
Taiwan	869,951	1,292,292	67.3%
Thailand	673,895	874,214	77.1%
Singapore	267,960	403,210	66.5%
Philippines	66,544	73,219	90.9%
HK outbound to	(Jan – Sep) 2023	(Jan – Sep) 2019	Back to 2019
Australia	128,740	232,450	55.4%

- (3) Pre-pandemic, Hong Kong often ranked World's 11th /12th largest and Asia's 3rd / 4th largest source market by total international travel spending! With very high per capita outbound spending, Hong Kong a quality market too.

Table: World's / Asia's Top Markets by Outbound Spending in 2019[^]

World Rank	Int'l Tourism Expenditure		Population (Million)	Expenditure per capita	
	US\$ Billion	Asia Rank		US\$	Ratio
1st China (Mainland)	254.6	1st	1421.8	179.1	1
9th South Korea	32.3	2nd	51.8	623.6	3.5 times
12th Hong Kong (China)	26.9	3rd	7.5	3,586.7	20 times

- (4) Recent Market News (more available at www.itehk.com)

9-Sep-23	<p>HSBC Hong Kong Cardholders spent more on Travel</p> <ul style="list-style-type: none"> • They spent twice more on travel related items in the first half of 2023; • Their overseas spending in the first half of 2023 increased by nearly 70%; • Over 1.5 million used their credit cards overseas since the second half of 2022.
21-Nov-23	<p>Hong Kong Public Online Survey (Collected 4874 replies between Oct 19 and Nov 5)</p> <ul style="list-style-type: none"> • Found 72% respondents to restart traveling abroad in coming six months; • 45% respondents been to other cities in the Greater Bay Area in past six months, for consumption or holiday of one to two days.

5-Dec-23	<p>Hong Kong Overseas Wedding Photography Packages Hong Kong Consumer Council has sent questionnaires to 27 companies provide overseas wedding photography services but only 14 companies responded. The survey covered 4 popular overseas wedding photography destinations with a total of 69 photography packages include Japan, South Korea, Prague of Czech Republic and Macau.</p>
13-Dec-23	<p>Record number of Hong Kong Residents visited Shenzhen In October this year, 5.35 million Hong Kong residents visited Shenzhen and spent there a total of RMB3.6 billion which averaged RMB673 per person, from media report.</p>
22-Dec-23	<p>Hong Kong Public Survey on Christmas 2023 (Phone interviewed 1060 citizens aged 18 or above between Dec 4 and Dec 14) Found 21% respondents expect will take overseas holidays during Christmas this year.</p>
27-Dec-23 29-Dec-23	<p>December Long Holiday: Hong Kong Outbound Tour Groups back to 70% Pre-pandemic</p> <ul style="list-style-type: none"> The Travel Industry Council of Hong Kong (TIC) estimated that during Christmas period, Hong Kong travel agencies will have around 1400 outbound tour groups, which recovered to around 70% pre-pandemic level, from media report dated Dec 21. Among Hong Kong's outbound tour groups during Christmas of 2023, popular destinations include Japan, South Korea and northern Europe, while China's Xinjiang province is an emerging popular destination, according to TIC During the Christmas Holiday in 2023, Hong Kong residents made 1.664 million departures between Dec 22 and 25 – some 344,000 on Dec 22, over half a million on Dec 23, around 458,000 on Dec 24 and some 362,000 on Dec 25.
2-Jan-24 3-Jan-24	<p>2023 Survey on Hong Kong Citizen's Christmas Consumption</p> <ul style="list-style-type: none"> A survey which interviewed 1060 Hong Kong citizens aged 18 or above by phone between Dec 4 and 14 found during Christmas this year, 21% respondents will take overseas holidays, 56% will stay in town and remaining 23% were undecided or no comment. The survey found 36% respondents will maintain spending level similar to Christmas last year, 31% will cut back and 21% will spend more; and also found residents slightly increase budget for Christmas spending.
4-Jan-24 5-Jan-24	<p>China's Wealthy Families by Net Worth</p> <ul style="list-style-type: none"> From Hurun Report, China has some 5.18 million families with net worth of or over RMB 6 million, 2.11 million families with net worth of or above RMB 10 million, and some 138,000 families with net worth of or above RMB 100 million. China's top five cities / provinces by number of families with net worth of or above RMB 10 million are respectively Guangdong Province (307,000 families & population of 126.6 million); Beijing City (306,000 families & population of 21.8 million), Shanghai City (271,000 families & population 24.8 million), Jiangsu Province (216,000 families & population 65.8 million), and Hong Kong City (215,000 families and 7.49 million people).
15-Jan-24	<p>Departures by Hong Kong Residents in 2023 from Airport In 2023, around 9.18 million Hong Kong residents departed from the city's airport with peak months in July, August and December.</p>

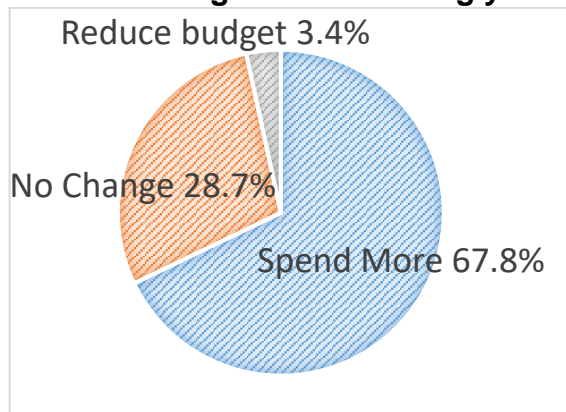
TIC & ITE 2023

Online Survey for tourists on Travel Market after Pandemic

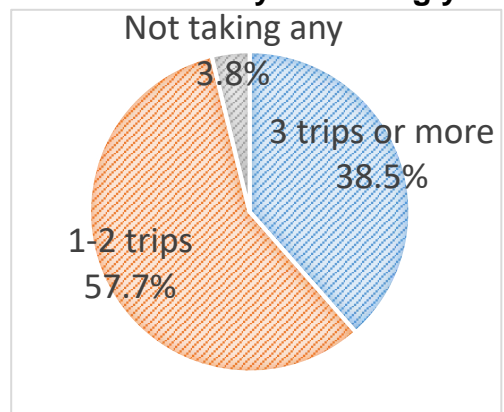
(Published in May 2023)

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 in end April 2023 and collected 2157 replies which came mainly from ITE public visitors. Survey reflected Hong Kong has strong pent up travel demand which sustainable, and ITE public visitors mainly Premium FIT too.

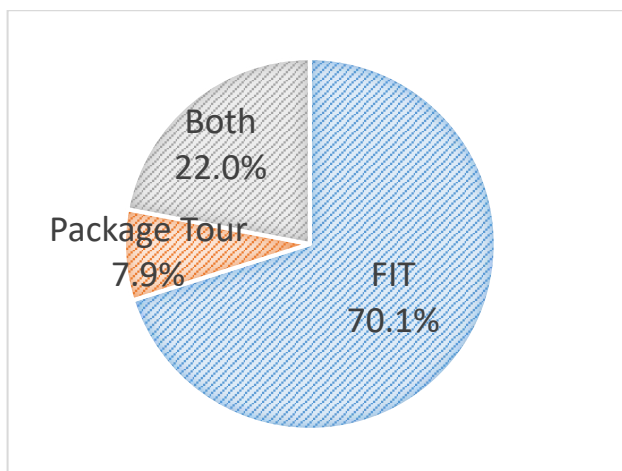
Travel Budget in the coming year



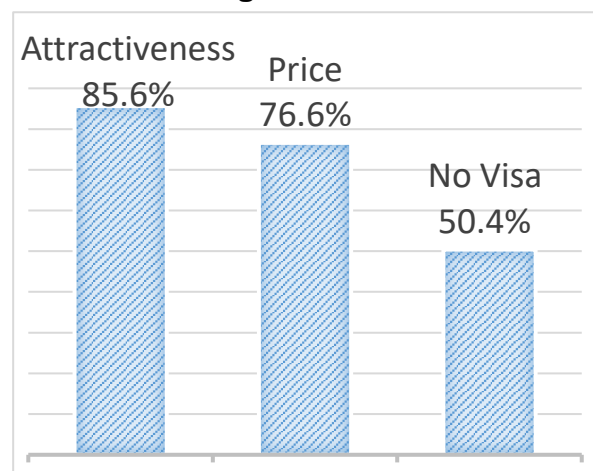
Outbound holiday in coming year:



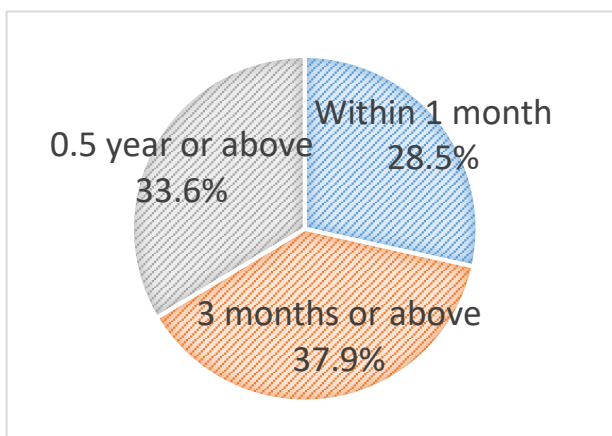
Mode of Travel



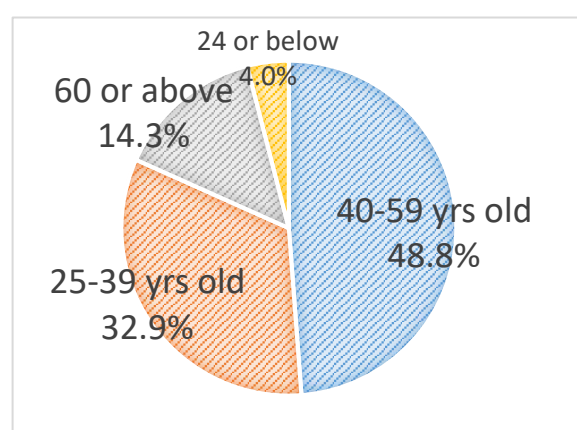
Factors affecting choices of destination:



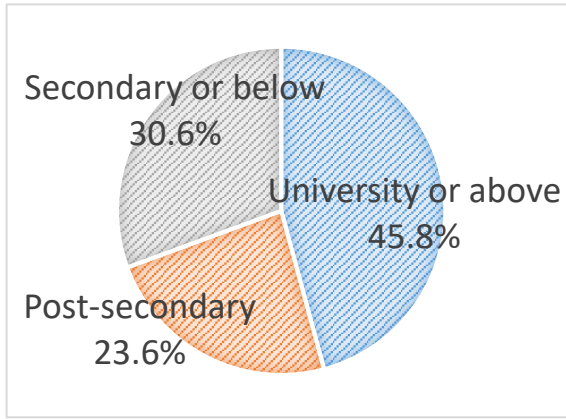
How long to plan a trip



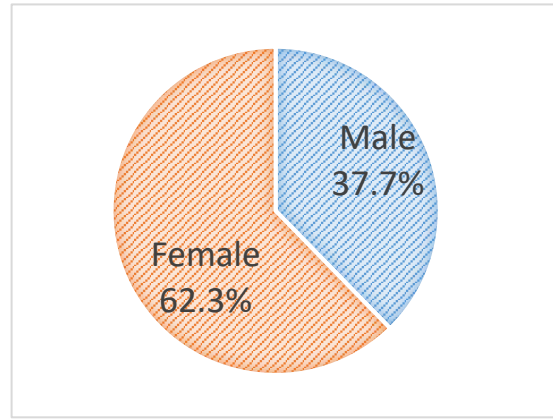
Respondents by age groups:



Respondents by Education



Respondents by Gender



About ITE HONG KONG

For many years the city’s only travel fair, ITE Hong Kong 2024 - 38th ITE (Leisure) and 19th MICE Travel Expo will be held from 13 to 16 June 2024 at Halls 1A – 1E of Hong Kong Convention & Exhibition Centre, the first two days are for B2B while remaining 2 days for premium FIT. Also, effectively combining leisure and MICE travel, thus ITE offers a comprehensive platform to exhibitors.

ITE receives strong supports from governments and the trade! Every year, the Chief Executive of the Hong Kong SAR sends message welcoming ITE participants, and the Ministry of Culture & Tourism of China strongly supports ITE!

ITE is emerging well from Covid-19! Cancelled in 2020, its live editions have been held every year since 2021, with ITE2023 by many measures growing back to around 80% of pre-pandemic level.

CONTACT: TKS EXHIBITION SERVICES LTD Website: www.itehk.com | Email: travel@tkshk.com | WhatsApp: +852 69361271 | WeChat: [itehongkong](https://wechat.com/q/itehongkong) | Facebook: [itehk](https://facebook.com/itehk)

[^] **Disclaimer:** Prepared by TKS Exhibition Services Ltd (organizer of ITE Hong Kong) by compiling data from official websites of tourism authorities and trade / public publication. Browsing or using this report or any market data from our website www.itehk.com is solely at your own risk. We are not responsible for any loss or damage thus caused.