

# Visitor Economy Profile 2023-24: Hong Kong

Hong Kong is Australia’s tenth largest inbound market, having reached 68% of pre-pandemic levels in FY2023-24. Total spend from Hong Kong visitors was $920.8 million for FY2023–24.

## Visitor numbers

* Total visitors: 211,200
* Change vs last year: +81%
* Change vs pre–pandemic: -32%
* Rank: 10th

## Visitor group type

* Solo traveller: 50% (Total INT: 57%)
* Adult couple: 19% (Total INT: 20%)
* Family: 20% (Total INT: 12%)
* Other: 11% (Total INT: 11%)

\*Total INT = The average for total international visitors to Australia

## Visitor spend

* Average visitor spend: $4,800
* Total spend in Australia: $920.8 million
* Change in total spend vs last year: +60%
* Change in total spend vs pre–pandemic: -6%

Hong Kong visitors are forecasted to return to pre-pandemic levels in 2028. 7 in 10 Hong Kong visitors come to Australia for a holiday or visiting friends and relatives (VFR).

## Forecast visitor growth

**Table 1: Forecast visitors to Australia, from 2015 to 2029**

| **Year** | **Hong Kong visitors to Australia** |
| --- | --- |
| 2015 | 218,000 |
| 2016 | 248,000 |
| 2017 | 281,000 |
| 2018 | 309,000 |
| 2019 | 315,000 |
| 2020 | 61,000 |
| 2021 | 3,000 |
| 2022 | 54,000 |
| 2023 | 184,000 |
| 2024 | 216,000 |
| 2025 | 248,000 |
| 2026 | 278,000 |
| 2027 | 302,000 |
| 2028 | 322,000 |
| 2029 | 338,000 |

## Main reason for visitation

**Table 2: Main reason for visitation**

| **Reason** | **Number of visitors from Hong Kong** | **Percentage of visitors from Hong Kong** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday | 98,802 | 47% | 43% |
| Visiting Friends or Relatives (VFR) | 78,234 | 37% | 34% |
| Business | 13,316 | 6% | 9% |
| Education | 13,161 | 6% | 6% |
| Employment | 3,406 | 2% | 4% |
| Other | 4,326 | 2% | 4% |

## Where visitors stay

**Table 3: Where visitors stay**

| **Location** | **Percentage of visitors from Hong Kong** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 98% | 93% |
| Rest of Australia | 21% | 29% |
| New South Wales | 48% | 50% |
| Victoria | 45% | 34% |
| Queensland | 11% | 29% |
| South Australia | 7% | 6% |
| Western Australia | 3% | 11% |
| Tasmania | 12% | 3% |
| Northern Territory | 1% | 3% |
| ACT | 2% | 2% |

Hong Kong visitors spend less nights in Australia compared to the average international visitors. Key demand-driving experiences include eating out, shopping and sightseeing.

## Nights stayed

**Table 4: Nights stayed**

| **Nights** | **Number of visitors from Hong Kong** | **Percentage of visitors from Hong Kong** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 75,873 | 39% | 34% |
| 8–14 nights | 64,351 | 33% | 23% |
| 15–30 nights | 25,829 | 13% | 17% |
| 31 or more nights | 26,104 | 13% | 25% |

## Visitor experience rating and trip type

* Positive trip sentiment (7+ out of 10): 97% (Total INT: 96%)
* First trip to Australia: 33% (Total INT: 36%)
* Return trip to Australia: 67% (Total INT: 64%)

## What visitors do

**Table 5: What visitors do**

| **Activity** | **Percentage of visitors from Hong Kong** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Eat out / dine at a restaurant and/or cafe | 93% | 89% |
| Go shopping for pleasure | 84% | 79% |
| Sightseeing/looking around | 78% | 75% |
| Go to markets | 60% | 50% |
| Go to the beach | 56% | 64% |
| Visit national parks / state parks | 44% | 48% |
| Visit botanical or other public gardens | 43% | 45% |
| Visit museums or art galleries | 43% | 36% |
| Visit wildlife parks / zoos / aquariums | 39% | 34% |
| Visit history / heritage buildings, sites or monuments | 30% | 27% |

Aviation capacity for Hong Kong remains below pre-pandemic levels. Over 164,000 Australians visited Hong Kong in FY2023–24.

## Aviation capacity

**Table 6: Aviation capacity**

| **Year** | **Passenger Load Factor** | **Seats Available** |
| --- | --- | --- |
| 2015–16 | 87% | 1,458,292 |
| 2016–17 | 84% | 1,554,654 |
| 2017–18 | 81% | 1,719,202 |
| 2018–19 | 83% | 1,763,822 |
| 2019–20 | 79% | 1,192,394 |
| 2020–21 | 6% | 163,836 |
| 2021–22 | 14% | 230,868 |
| 2022–23 | 83% | 500,563 |
| 2023–24 | 81% | 1,042,076 |

## Australian visitors to Hong Kong

* Australian visitors to market: 164,000
* Hong Kong residents coming into Australia: 211,200
* NET visitor balance: +47,100

## Data sources

* Tourism Research Australia, International Visitor Survey (IVS)
* Australian Bureau of Statistics, Overseas Arrivals and Departures
* Tourism Research Australia, forecasts (arrivals to Australia forecasts)
* Bureau of Infrastructure and Transport Research Economics, Aviation Statistics

Data may not sum to 100% for all measures due to rounding and visitors can visit more than one location and/or experienced more than one activity. Updated November 2024.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade).

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