



ITE – 2024 HONG KONG OUTBOUND REPORT

(Prepared on 21-Aug-2024) ^

Hong Kong Outbound Recovery - Overall

In July this year, media reported Hong Kong residents made **49.5 million** departures in the first half of 2024, which up 72.5% over same period last year. Hong Kong residents made in 2023 over 72 million departures which recovered to 77% pre-pandemic level.

Table 1: Hong Kong Resident Departure (million) by month in 2024 compare to 2023

2023	JAN	FEB	MAR	APR	MAY	JUN	TOTAL (Jan-Jun)
# DEPARTURS	1.66	3.61	5.33	6.36	5.74	6.03	28.72
2024	JAN	FEB	MAR	APR	MAY	JUN	TOTAL (Jan-Jun)
# DEPARTURS	7.47	7.53	9.29	7.92	8.28	9.03	49.5
Difference	+350%	+109%	+74%	+25%	+44%	+50%	+72%

Table 2: Hong Kong outbound to some Asia destinations in the first 6 months of 2024

HK outbound to	(Jan – Apr) 2024	(Jan – Apr) 2023	2024 VS 2023	2024 back to 2019
Japan	11,601,486	6,739,779	+72%	105%
Australia	72,110	51,870	+39%	68%
Taiwan	382,786	206,936	+85%	78%
HK outbound to	(Jan – Jun) 2024	(Jan – Jun) 2023	2024 VS 2023	2024 back to 2019
Macao	3,608,467	3,451,469	+5%	98%
Thailand	399,556	360,360	+11%	81%
Singapore	160,040	152,240	+5%	70%
Philippines	42,816	43,191	-1%	96%

Table 3: Hong Kong outbound air-ticket sales in the first 5 months of 2024 (Source: IATA)

Jan –May	2024 (vs 2023)	2023	2024 back to 2019
Total Billing (HKD)	7.727 billion (+2.8%)	7.509 billion	60% (12.814 billion)

The ITE Hong Kong 2024 Survey, which was held online in some 30 days from May to June in 2024, collected 3740 replies, found ITE public visitors are mature with majority in working age with good education; travel enthusiasts taking multiple outbound holidays; and well off with more money to spend on future travel. For more details, please click [HERE](#).

- ✚ Trip.com reported in July this year bookings by Hong Kong tourist to Paris this summer, where held international sport events, more than doubled last year. Also, their bookings for five-star hotels there from June to August rose 32% over same period last year.
- ✚ Some 1.03 million Hong Kong residents visited Japan in the first five months this year, which up 41.8% over same period last year.
- ✚ Though only May 1 is a holiday, Hong Kong residents made some 680,000 departures between April 30 and May 3 at 10.00am.

^ **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, usage of report is at one's own risk.

