

ITE – 2024 HONG KONG OUTBOUND REPORT

(Prepared on 11-Dec-2024)[^]

In the first 10 months of 2024, Hong Kong residents made 85.18 million departures which up 52% over same period last year, Hong Kong outbound to some Asian destinations in the first eight to ten months of 2024 also recorded growth, particularly, Hong Kong outbound to Japan in the first 8 months totalled 1.8 million, which already exceeded the pre-pandemic of 2019.

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

| Month | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Total |
|---------|-------|-------|------|------|------|------|------|------|------|------|-------|
| 2023 | 1.66 | 3.61 | 5.33 | 6.36 | 5.74 | 6.03 | 6.81 | 7.16 | 6.31 | 6.96 | 55.96 |
| 2024 | 7.47 | 7.53 | 9.29 | 7.92 | 8.28 | 9.03 | 8.75 | 9.34 | 8.43 | 9.11 | 85.18 |
| 2023/24 | +350% | +109% | +74% | +25% | +44% | +50% | +28% | +31% | +34% | +31% | +52% |

Table 2: Hong Kong outbound to some Asia destinations in the first 8/10 months of 2024

| HK outbound to | (Jan – Aug) 2024 | (Jan – Aug) 2023 | 2024 VS 2023 | 2024 back to 2019 |
|----------------|------------------|------------------|--------------|-------------------|
| Japan | 1,801,733 | 1,332,441 | +35% | 119% |
| Australia | 146,100 | 115,010 | +27% | 69% |
| Taiwan | 804,202 | 689,075 | +22% | 75% |
| HK outbound to | (Jan – Oct) 2024 | (Jan – Oct) 2023 | 2024 VS 2023 | 2024 back to 2019 |
| Macao | 5,993,001 | 5,951,111 | +1% | 98% |
| Thailand | 727,300 | 673,895 | +8% | 80% |
| Singapore | 281,300 | 268,000 | +5% | 68% |
| Philippines | 66,652 | 66,544 | +1% | 91% |

By international tourism expenditure, Hong Kong ranked Asia's 4th largest market in 2019, and its outbound in 2023 recovered to **84%** by **spending (US\$22.7 billion)** and **77%** by **departures (72.2 million)**, reflecting **quality recovery** with spending more recovered than departure. However, **outbound package tour recovery far slower than market**, which media, quoting industry source, reported in March 2024 (Oriental Daily 20/3/2024) recovered to **around half** pre-pandemic level!

Table 3: Hong Kong outbound air-ticket sales in the first 9 months of 2024 (Source: IATA)

| Jan – Sep | 2024 (vs 2023) | 2023 | 2024 back to 2019 |
|---------------------|------------------------|----------------|----------------------|
| Total Billing (HKD) | 14.127 billion (+2.6%) | 13.767 billion | 63% (22.627 billion) |

The ITE Hong Kong 2024 Survey, which was held online during May-June 2024, collected 3740 replies, found ITE public visitors are mainly premium FIT: 90% traveling in private group / independently (non-package tour); 40% been / plan travel over 6 times and 60% to increase travel spending in 2024! For more details, please click [HERE](#).

Hong Kong Related Market News on Travel Interests

- ✚ HSBC survey found Hong Kong Z generation on average made 3 outbound holidays in past year, and spent a total of HK\$35000 which some 13% of their income.
- ✚ HSBC Hong Kong reported its Travel Club Member Scheme, which launched in September last year, now has 260,000 members, who in the past year each on average booked 12 times air ticket or hotel and their overseas billing 60% higher than ordinary card holders.

[^] **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.

- ✚ On ranking various major expenses during retirement, 82% Hong Kong investors pick “meeting daily expenses”, 68% pick “medical emergency funding”, and 63% pick “entertainment and travel”, from above survey.
- ✚ In the period of 12 months from August 2023 to July 2024, Hong Kong International Airport handled 49.2 million passengers which doubled the year before, and 339,080 flights which grew 63.1%.
- ✚ In the first 9 months of 2024, Hong Kong Express which Cathay subsidiary flied 50% more flights than and carried 55% more passengers than same period last year. It projects carrying 6 million passengers by the end of this year and reported bookings for coming Christmas and Chinese New Year rose 30%.

About ITE HONG KONG

The annual ITE in 2025, which co-locate 39th ITE (Leisure) and 20th ITE MICE, will be held from June 12 to 15 in 5 halls at Hong Kong Convention & Exhibition Centre with 2 days each for trade and public visitors. An honor! ITE Hong Kong 2025 has been selected by the Hong Kong government as a Mega Event!

Since COVID-19, live ITE been held each year since 2021. ITE2024 a principals' show using 5 halls (same as in pre-pandemic 2019), highly international with over 80% and 45% exhibitors and trade visitors from outside Hong Kong, high quality of public visitors. 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!

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