

ITE – 2024 HONG KONG OUTBOUND REPORT

(Prepared on 8-Oct-2024) ^

Hong Kong Outbound Recovery - Overall

In the first 8 months, Hong Kong residents made **67.6 million** departures which up 58.4% 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	JUL	AUG	TOTAL (Jan-Aug)
# DEPARTURS	1.66	3.61	5.33	6.36	5.74	6.03	6.81	7.16	42.70
2024	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	TOTAL (Jan-Aug)
# DEPARTURS	7.47	7.53	9.29	7.92	8.28	9.03	8.75	9.34	67.64
Difference	+350%	+109%	+74%	+25%	+44%	+50%	+28%	+31%	+58.4%

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

HK outbound to	(Jan – Jun) 2024	(Jan – Jun) 2023	2024 VS 2023	2024 back to 2019
Japan	1,276,107	909,761	+40%	116%
Australia	104,520	76,980	+36%	71%
Taiwan	571,723	419,674	+36%	76%
HK outbound to	(Jan – Aug) 2024	(Jan – Aug) 2023	2024 VS 2023	2024 back to 2019
Macao	4,860,942	4,824,031	+1%	97%
Thailand	605,283	554,704	+9%	83%
Singapore	229,490	217,040	+6%	68%
Philippines	54,996	54,418	+1%	93%

Table 3: Hong Kong outbound air-ticket sales in the first 7 months of 2024 (Source: IATA)

Jan – Jul	2024 (vs 2023)	2023	2024 back to 2019
Total Billing (HKD)	10.858 billion (+1.7%)	10.675 billion	60% (17.994 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](#).

^ **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.

- ✚ 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.
- ✚ 1.27 million Hong Kong citizens visited Japan in the first half of 2024 which up 16.2% comparing to same period in 2019.
- ✚ 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.

Hong Kong Recovery – Related Sectors

- ✚ In the first 7 months of 2024, Hong Kong international airport handled over 30 million passengers and 205830 flights, which respectively up 47.5% and 44.1% over same period in 2023.
- ✚ In July and August this year, Hong Kong residents respectively made 8.75 million and 9.38 million departures of which respectively 1.108 million and 1.056 million via the Hong Kong International Airport.
- ✚ From Hong Kong Culture, Sports & Tourism Bureau, so far this year the city handled some 220,000 non-local passengers which equivalent to whole year of 2023. The Bureau also project in whole year of 2024 will handle 50% more travelers than last year. Other than Kai Tak, Hong Kong has also another cruise terminal in city center.
- ✚ 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%.

About ITE HONG KONG

The annual ITE Hong Kong is the city’s only and Asia’s major international travel fair. ITE Hong Kong 2025, which comprises of the 39th ITE (Leisure) and the 20th ITE MICE, will be held from **June 12 to 15, 2025** in 5 halls from Halls 1A to 1E of Hong Kong Convention and Exhibition Centre. 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!

CONTACT: TKS EXHIBITION SERVICES LTD Website: www.itehk.com | Email: travel@tkshk.com | WhatsApp: +852 69361271 | Wechat: [itehongkong](#) | Facebook: [itehk](#)