

## **ITE Hong Kong Public Visitor Survey 2024 Post-pandemic Outbound Preferences of Travelers**

The annual ITE Hong Kong is the city's only and Asia's major international travel fair. The latest ITE Public Visitor Survey, which was held online in some 30 days from May to June in 2024, collected 3740 replies.

ITE 2024, which its 38th edition since launching and its 4th physical edition since Covid-19, drew in 4 days 515 international exhibitors and 7023 buyers and trade visitors with respectively 87% and 46% from outside and overseas; and 63027 public visitors who mainly travel enthusiasts and frequent travelers.

With borders of Hong Kong and mainland China started re-opening around March last year, ITE public survey in June 2024 better reflect preferences of post-pandemic outbound travel of travelers from Hong Kong and neighboring areas.

TKS the organizer of ITE also publishes from time to time Updates and Daily News on tourism markets of Hong Kong and mainland China in the trade website of [www.itehk.com](http://www.itehk.com).

### **Public Visitors' Profile**

The survey found ITE public visitors are mature with majority in working age with good education (see A below); travel enthusiasts taking multiple outbound holidays (B); and well off with more money to spend on future travel (C).

Interestingly, total percentage of those traveling to outside Asia in the second half this year some 80% higher than in the first half (D) as international flight prices becoming lower. They likely are seasoned and savvy travelers with holidays well planned.

In fact, their top objectives of visiting ITE are respectively to collect info for plan coming holidays (34.6%); find new destinations / travel themes (27.2%); and buy and/or book travel products (21%). Above supportive they are premium FIT (E & F)!

### **A. Educated and Mature**

With 85% visitors aged between 25 and 59, many in working age! Also, over 50% have university and another 23% post-secondary education! Thus, many likely have well paid jobs.

Those aged 60 or above, who include retirees, constitute the third largest group by age. The better off retirees spend more than the average monthly salary and love traveling (NOTE \*). Also, female outnumbering male by around two to one in ITE.

Education	Three largest groups by Age
University or above ..... 50.8%	<25 – 39> ..... 39.1%
Post-secondary..... 22.9%	<40 – 59> ..... 46.3%
Secondary or lower ..... 26.3%	< 60 or above> ..... 9.6%

(NOTE \*): The Institute of Financial Planners of Hong Kong (IFPHK) reported in mid-April 2024 the city's retirees spend an average of HK\$14,700 per month, while high-spending Hong Kong retiree group (monthly spending over HK\$15000) spends an average of HKD23,671 per person per month, which higher than the city's average monthly salary (HK\$20,800) in Q4 of 2023. Also, retirees are increasingly indulging in travelling.

## B. Travel Enthusiasts

In the first half of this year 94.4% already taken at least one and 44.1% (29.7% + 14.4%) had three or more outbound holiday. In the second half of this year, more will take at least one outbound holiday as those not traveling drop by almost two-third from 6.6% to 2.4%.

**Table: No of Overnight Outbound Holiday taken / planned in 2024**

<Months>	<Zero>	<1–2 times>	<3-4 timers>	<5 times/more>
Jan-Jun	6.6%	50.2%	29.7%	14.4%
Jul-Dec	2.4%	58.2%	28.8%	10.7%

## C. Premium Travelers – To Spend More on Travel

More importantly, ITE public visitors will spend more on traveling! On budget in 2024 comparing to last year, 59.4% plan spending more, 35.5% similar and only 5.1% will cut back.

## D. Destinations – Been There and Will Visit

In the second half of 2024, more shift focus to long-haul destination and away from holiday frequency. In fact, will take out-of-Asia holidays, and for example, 9% plan traveling to North America or Europe while 5.3% been there earlier this year, which a rise of 70% (9.0% / 5.3%)!

**Table: Destinations been / plan visiting in 2024**

<Destinations by Region>	Jan – Jun	Jul – Dec
<Mainland China + Macau + Taiwan>	45.4%	34.3%
<NE Asia>	16.6%	17.8%
<SE Asia>	28.6%	31.3%
<b>Asia Sub-total</b>	<b>90.6%</b>	<b>83.4%</b>
<N America + Europe>	5.3%	9.0%
<Oceania>	2.4%	5.2%
<S America, Africa, Middle East>	1.7%	2.4%
<b>Non-Asia Sub-total</b>	<b>9.4%</b>	<b>16.6%</b>

## E. Booking / Info Channels



Other than ITE, visitors use respectively the following channels for collecting travel info and/or make booking: Online travel portals (33.7%); Airline portals (25.9%); and Hotel portals (22.5%). Only a few cited local travel agents.

These findings strongly indicate they prefer traveling in FIT, who include private group.

## F. Public Visitors Premium FIT

In fact, all similar surveys in recent past which included specific question related to FIT, found ITE public visitors overwhelmingly prefer traveling in FIT/private group.

When we last asked the FIT question in 2023, it found 70% chose only FIT; 22% half / half and 8% only Package Tour. Maximally, estimate put FIT accounting for a high of nearly 90%  $\ll 70 + 22 \times 70 / (70+8) = 70 + 19.74 = 89.74\% \gg$ !

With hundreds of international exhibitors from various continents to choose from, which enable visitors getting replies on last mile issues, ITE offers premium FIT visitors great shopping of travel ideas and products.

Ideal for planning holidays are the 80 travel seminars in two public days, which often full with the most popular ones each drawing over 100 audiences. The well-equipped venue of HKCEC means booking online there pose little problem.

## Next ITE Hong Kong

ITE Hong Kong 2025, which comprises of the 39th ITE (Leisure) and the 20th ITE MICE, will be held from 12 to 15 June 2025 in 5 halls from Halls 1A to 1E of Hong Kong Convention and Exhibition Centre.

Again, ITE2025 is strongly supported by the Ministry of Culture and Tourism of the People's Republic of China with Hong Kong Tourism Board, Travel Industry Council of Hong Kong and Macao Government Tourism Office etc. as supporters.

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