



Data for visitors to Australia for less than 12 months



Hong Kong is Australia's tenth largest inbound market, reaching 68% per cent of pre-pandemic levels in FY2023-24. Half of Hong Kong visitors are solo travellers.

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%

Visitor spend



Average visitor spend
\$4,800



Total spend in Australia
\$920.8m



Change in total spend vs last year
+60%

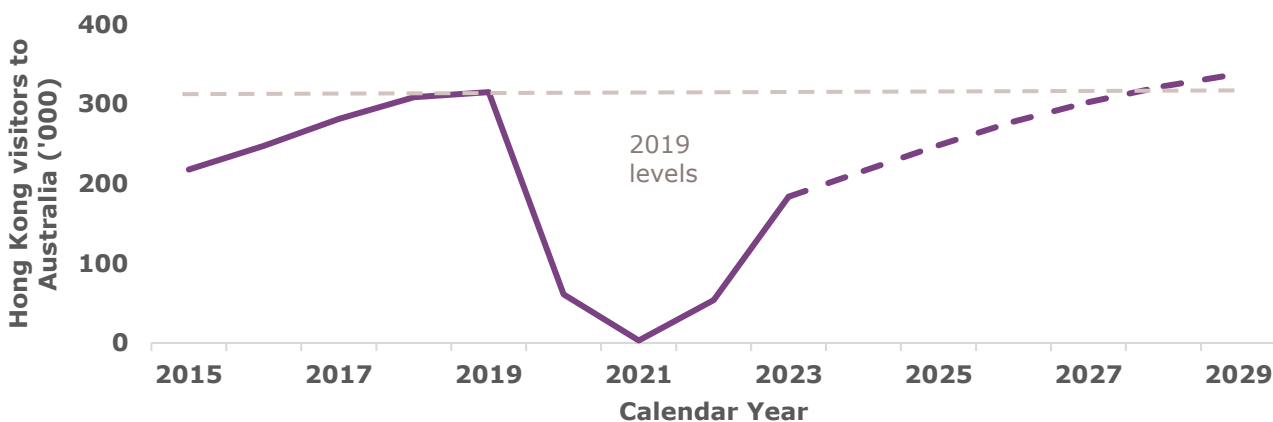


Change in total spend vs pre-pandemic
-6%

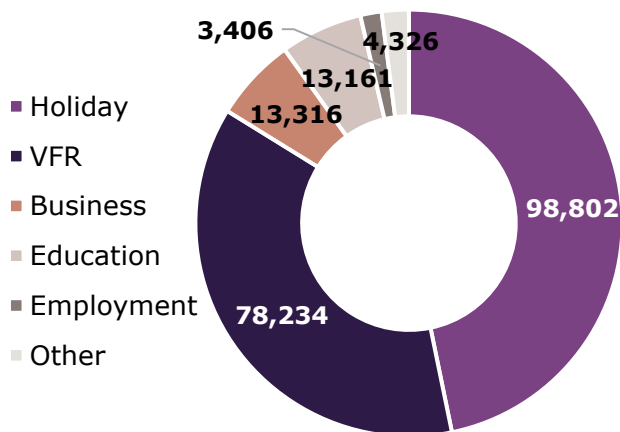


Hong Kong is forecast to return to pre-pandemic levels in in 2028. 5 in 6 Hong Kong visitors come to Australia for a holiday or visiting friends and relatives (VFR).

Forecast visitor growth



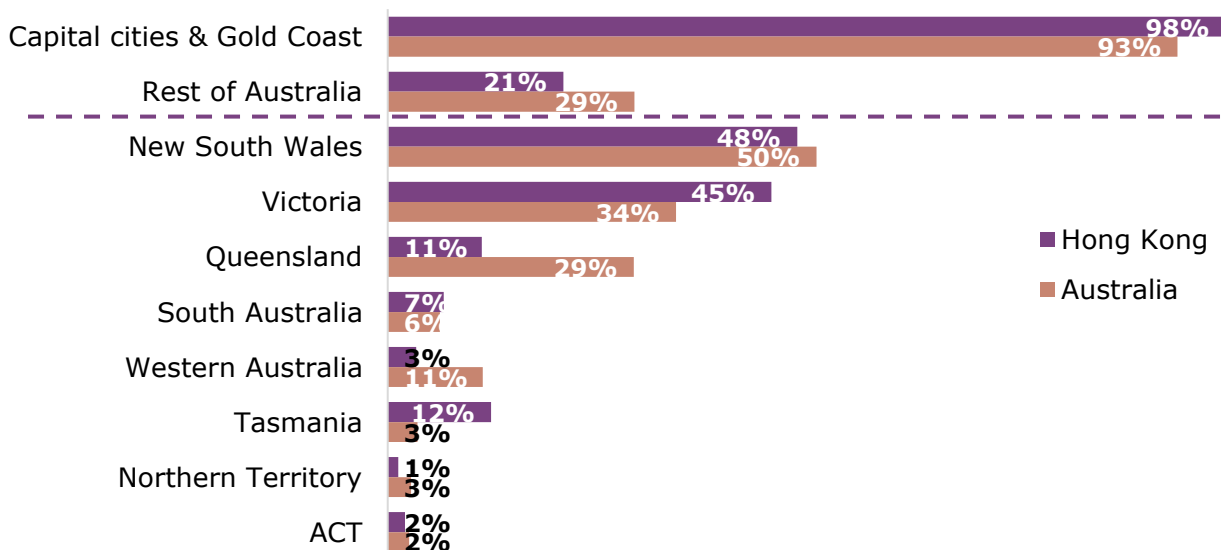
Main reason for visitation



	Hong Kong	Total INT
Holiday	47%	43%
Visiting Friends or Relatives	37%	34%
Business	6%	9%
Education	6%	6%
Employment	2%	4%
Other	2%	4%

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

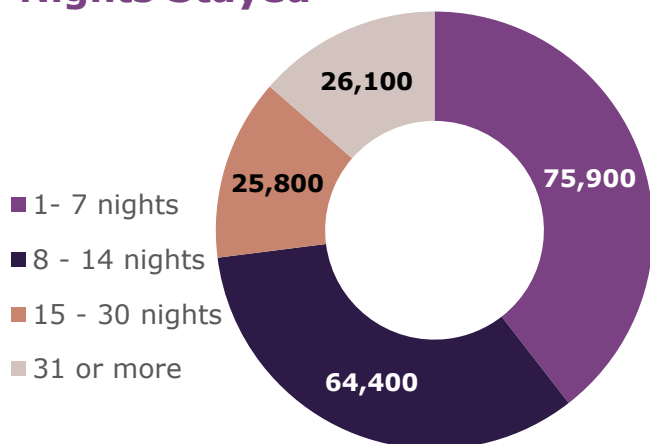
Where visitors stay





Hong Kong visitors spend less nights in Australia compared to the average international visitors. Key demand-driving experiences includes social and outdoor activities, local attractions and going to the market.

Nights Stayed



Hong Kong Total INT		
1- 7 nights	39%	34%
8 - 14 nights	33%	23%
15 - 30 nights	13%	17%
31 or more nights	13%	25%

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

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%

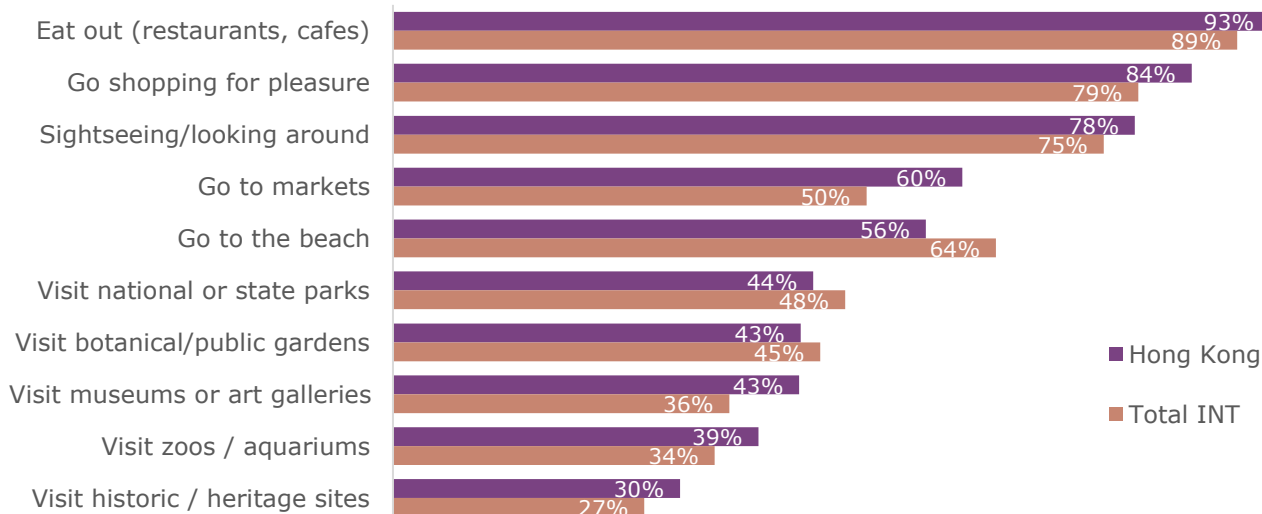


Return trip to
Australia

67%

Total INT: 64%

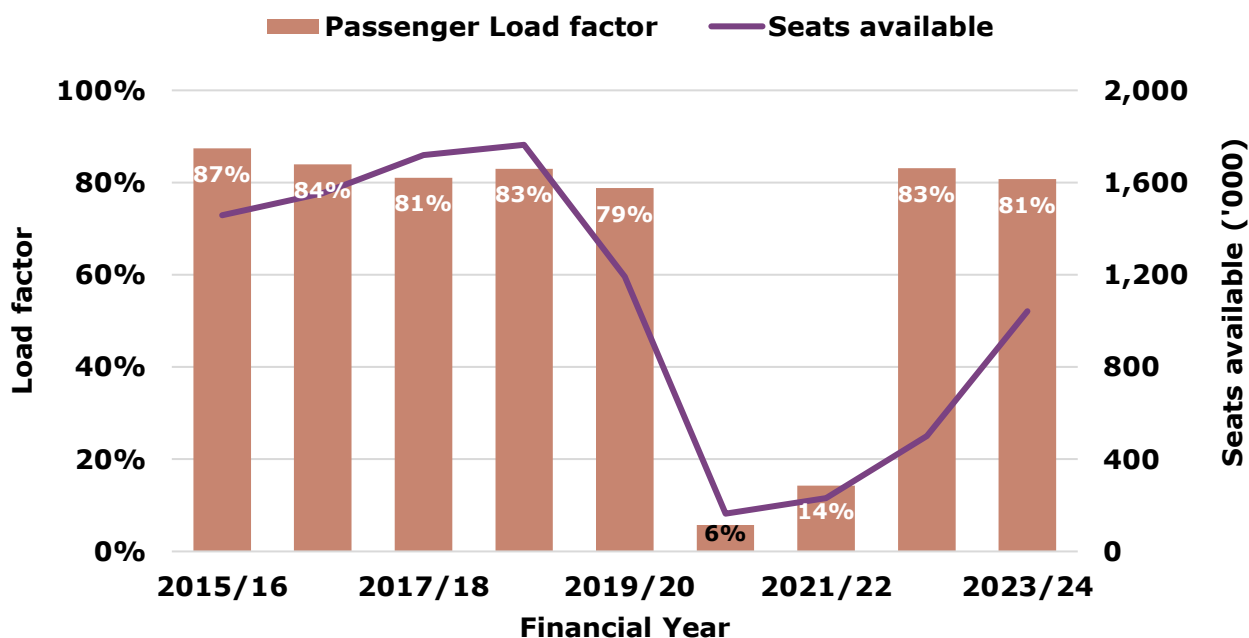
What visitors do





Aviation capacity for Hong Kong remains below pre-pandemic levels in FY2023-24. Over 164,100 Australians visited Hong Kong in FY2023-24.

Aviation capacity



Australian visitors to market



Australian residents
 returning from market
164,100



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 December 2024.

Prepared by **Tourism Research Australia, Australian Trade and Investment Commission (Austrade)**. Web: www.tra.gov.au. Enquiries welcome at: tourism.research@tra.gov.au