



Data for visitors to Australia for less than 12 months



Hong Kong is Australia's 9th largest inbound market. In 2025 Hong Kong saw a 15% year-on-year increase in visitation, and a 29% increase in spend in Australia.

Visitor numbers



Total visitors
249,100



Change vs last year
+15%



Rank
9th

Visitor spend



Average visitor spend
\$4,943



Total spend in Australia
\$1.1b



Change in total spend vs last year
29%

Visitor group type



Solo traveller
48%
Total INT: 54%



Adult couple
20%
Total INT: 20%



Family/ friends group
30%
Total INT: 23%

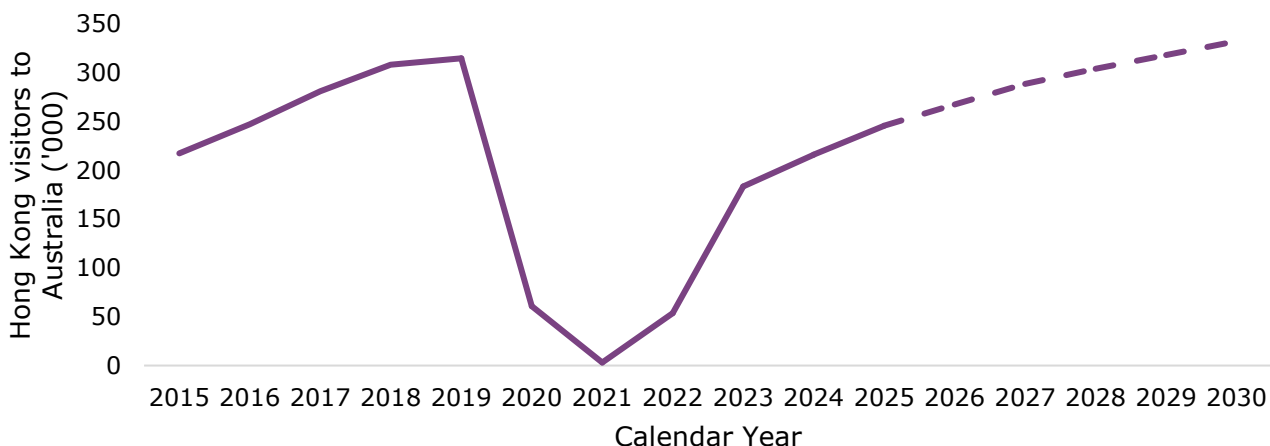


Other
1%
Total INT: 3%

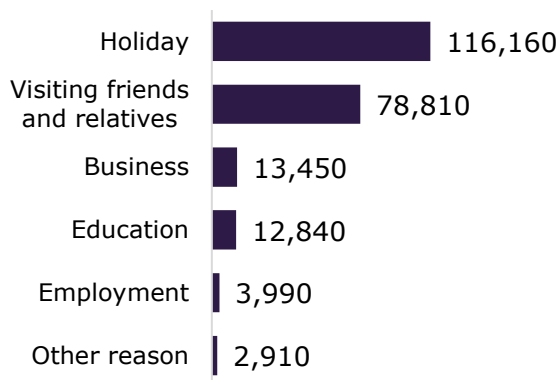


In 2030, visitors from Hong Kong are forecast to reach 333,000. Visitors from Hong Kong are more likely to be in Australia for a holiday and more likely visit Victoria than the average international traveller.

Forecast visitor growth



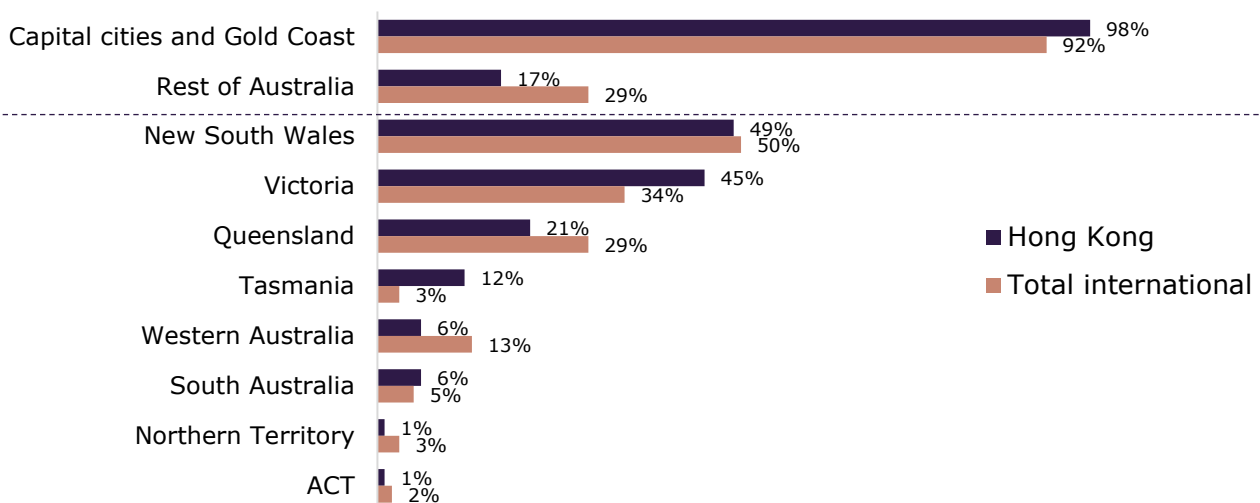
Main reason for visitation



	Hong Kong	Total INT
Holiday	51%	43%
Visiting friends and relatives	35%	34%
Business	6%	9%
Education	6%	7%
Employment	2%	4%
Other reason	1%	3%

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

Destinations visited





Visitors from Hong Kong spend less nights in Australia than the average international visitor. The majority are on returning trips to Australia. Key demand-driving experiences include eating out, shopping, and markets.

Nights Stayed

	Hong Kong	Total INT
1- 7 nights	34%	33%
8 - 14 nights	34%	23%
15 - 30 nights	14%	17%
31 or more nights	18%	25%

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

Visitor experience rating and trip type



Positive trip sentiment
 (7+ out of 10)

94%

Total INT: 97%



First trip to
 Australia

39%

Total INT: 41%

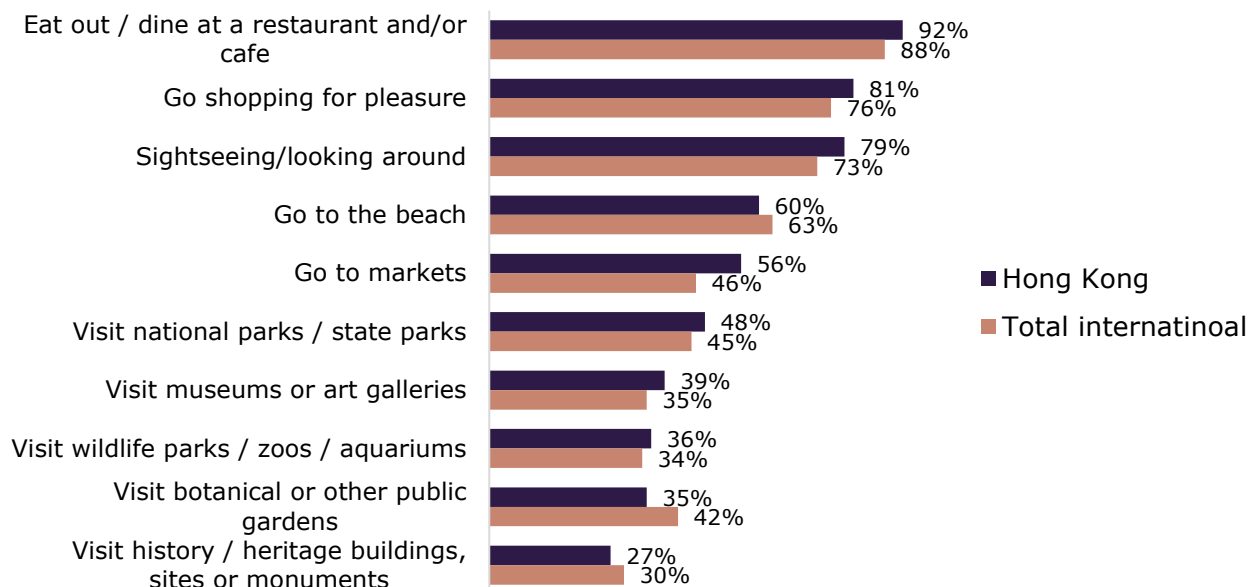


Return trip to
 Australia

61%

Total INT: 59%

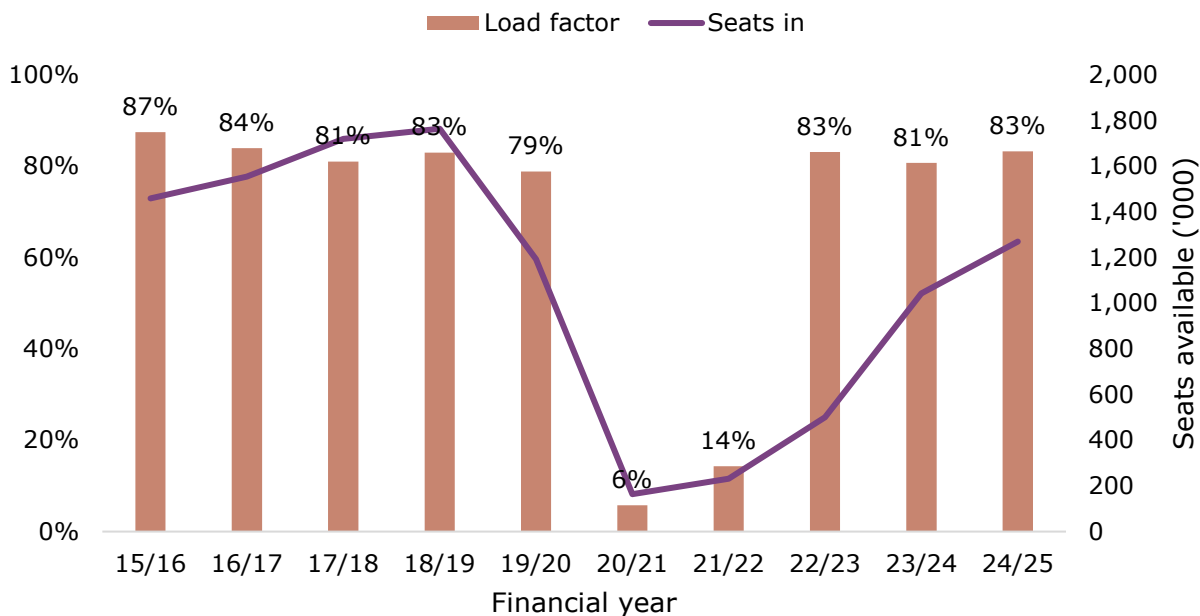
What visitors do





Aviation capacity for Hong Kong has continued growing, while the load factor has remained stable. Over 178,000 Australians visited Hong Kong in 2025.

Direct aviation capacity



Australian visitors to market



Australians' visiting
 Hong Kong
178,600



Hong Kong residents
 Visiting Australia
249,100



NET visitor
 balance
+70,500

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 March 2026.

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