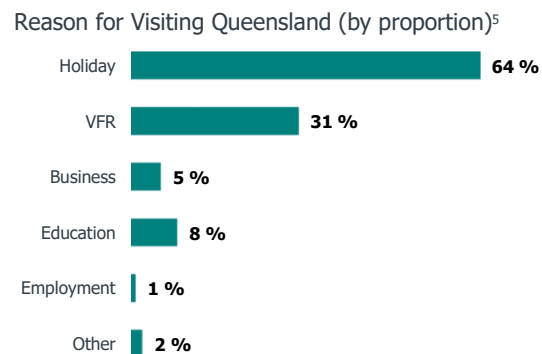
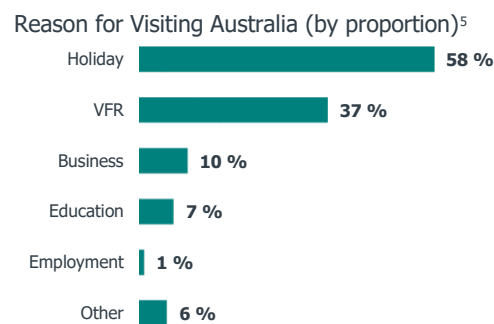


Hong Kong Market Snapshot



Year ending December 2019

Hong Kong Visitors						Hong Kong Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	285,000	▲ 1.9%	3%	21.6	▼ -2.4	\$1,022.8	▲ 5.4%	3%	\$3,590.0
Holiday Visitors	166,000	▲ 2.7%	4%	12.0	▼ -2.7				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	66,000	▼ -7.0%	2%	19.8	▲ 0.5	\$206.3	▲ 8.5%	3%	\$3,116.8
Holiday Visitors	42,000	▼ -9.0%	2%	9.8	▼ -0.7				



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	23%	39%	36%	2%	47%	53%	44%	22%	20%	11%
Holiday Visitors	23%	40%	35%	2%	45%	55%	28%	31%	26%	15%
To Queensland										
Total Visitors	20%	36%	40%	4%	44%	56%	36%	24%	31%	8%
Holiday Visitors	20%	45%	29%	6%	44%	56%	22%	29%	39%	9%

Year ending December 201	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	28%	16%	12%	7%	15%	18%	3%	13%
Holiday Visitors	39%	18%	16%	5%	12%	9%	1%	19%
To Queensland								
Total Visitors	36%	19%	11%	5%	11%	11%	6%	23%
Holiday Visitors	49%	19%	9%	2%	13%	4%	4%	31%

Research Updates
To receive an email alert whenever new tourism figures are released, please [click here](#).

1. ALoS - Average length of stay.
2. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure.
3. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.
4. Tourism Research Australia - Forecasting.
5. Due to visitors having more than one main reason for travel, proportions equal to more than 100%.
Note: Unless specified, all data is from Tourism Research Australia, International Visitor Survey

