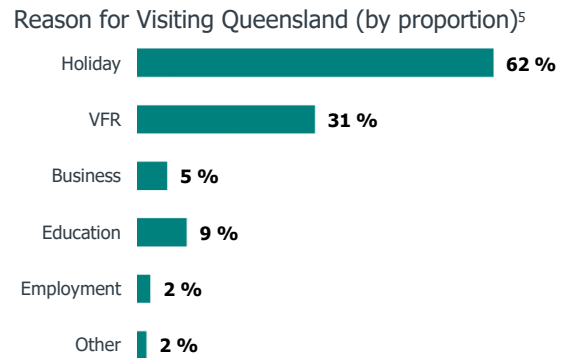
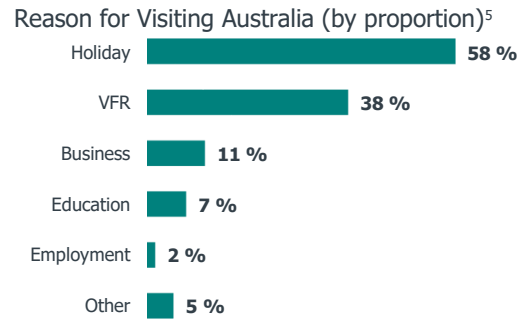


Hong Kong Market Snapshot

Year ending March 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	272,000	▼ -1.4%	3%	23.1	▼ -2.9	\$911.1	▼ -7.0%	3%	\$3,355.7
Holiday Visitors	157,000	● -0.3%	3%	13.4	▼ -2.1				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	66,000	▼ -7.1%	2%	19.6	▼ -0.8	\$179.0	▼ -8.9%	3%	\$2,718.1
Holiday Visitors	41,000	▼ -22.1%	2%	9.7	▼ -0.3				



Year ending March 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia	24%	40%	33%	3%	48%	52%	47%	25%	16%	9%
Total Visitors	26%	39%	32%	3%	45%	55%	32%	32%	21%	14%
Holiday Visitors	26%	43%	30%	1%	49%	51%	39%	29%	19%	10%
To Queensland	29%	49%	21%	1%	47%	53%	30%	31%	26%	12%

Year ending March 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia	30%	16%	11%	9%	13%	17%	3%	10%
Total Visitors	40%	19%	13%	6%	8%	10%	2%	15%
Holiday Visitors	40%	21%	15%	7%	4%	8%	4%	22%

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

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

