

Consumer Demand Project 2019 Hong Kong Market Fact Sheet



Current Hong Kong Visitation and Expenditure in Australia¹

Hong Kong visitation grew by 2.8 per cent to 284,000 people in the year ending September 2019 and spend increased by 3.9 per cent to \$990.1m during the same period. Visitors from Hong Kong stayed more than 6.0m nights in Australia, down 12.2 per cent year-on-year.



\$990.1m spend
+3.9% year-on-year



284,000 visitors
+2.8% year-on-year



6.0b nights
-12.2% year-on-year

Factors of importance when choosing holiday destination

Like many other markets, safety, security and natural beauty are important to Hong Kong travellers. They are more likely to value good food, wine, local cuisine and produce, as well as clean cities with good infrastructure.

Top five importance factors

% ranking each factor in their top five most important



A safe and secure destination **60%**
(54%)



World class natural beauty and wildlife **46%**
(49%)



Good food, wine, local cuisine and produce **44%**
(35%)



Clean cities, good road infrastructure, clear signposts **36%**
(24%)



Friendly and open citizens, local hospitality **32%**
(32%)

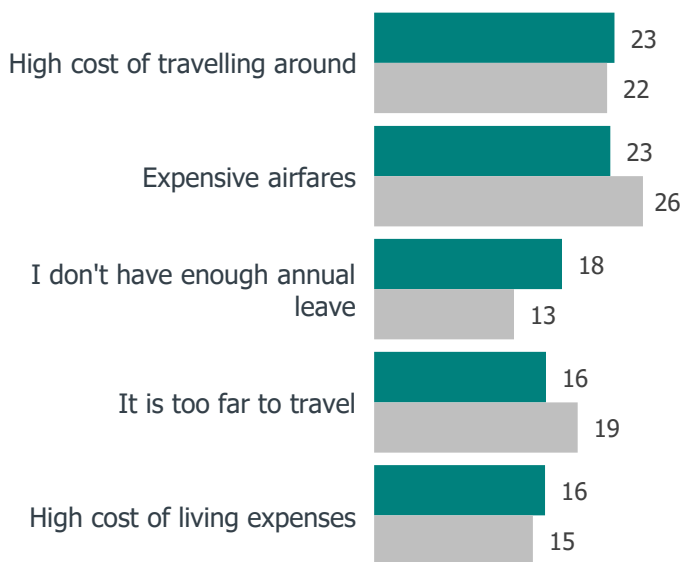
% Hong Kong travellers (%) 11 market total²

Barriers to visiting Australia

Hong Kong travellers are more likely than other markets to cite insufficient annual leave as a barrier to visiting Australia.

Top five barriers to visiting Australia

% of those not intending to visit Australia



■ Hong Kong travellers ■ 11 market total²

Research Background

The Consumer Demand Project (CDP) has been run annually by Tourism Australia since 2012. This involves a large sample survey conducted in each of Australia's core international markets, focusing on key demand drivers, travel behaviours and preferences, purchase funnel and brand health metrics. Beginning in 2016, Tourism and Events Queensland and other State Tourism Organisations (STOs) have partnered with Tourism Australia for the project.

Source: Tourism Research Australia Consumer Demand Project (CDP) 2019

¹ Tourism Research Australia, International Visitor Survey, Year Ending September 2019 (spend refers to expenditure in Australia only)

² Aggregate result of 11 international markets surveyed: China, Germany, India, Indonesia, Japan, Malaysia, NZ, Singapore, South Korea, UK, USA. Hong Kong is not included as it was added to the survey in 2018.

Consumer Demand Project 2019

Hong Kong Market Fact Sheet



Current Hong Kong Visitation and Expenditure in Queensland¹

Hong Kong visitors to Queensland in the year ending September 2019 decreased by 7.4 per cent to 67,000, with these visitors staying 1.3m nights, down 8.9 per cent. Overnight Visitor Expenditure (OVE) declined by 2.0 per cent to \$195.2m in the same period.



\$195.2m spend
-2.0% year-on-year



67,000 visitors
-7.4% year-on-year



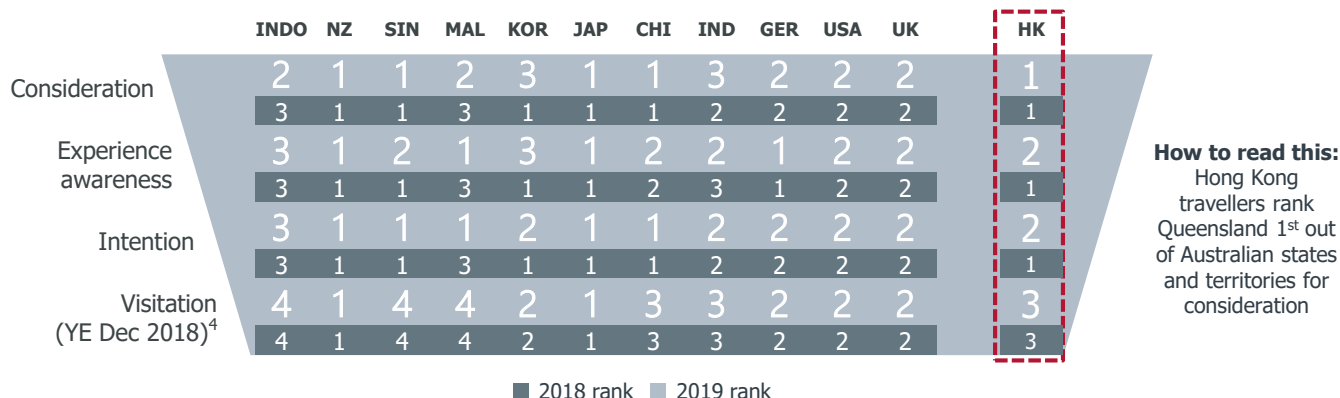
1.3m nights
-8.9% year-on-year

Competitive purchase funnel

The funnel shows traveller attitudes to destinations throughout the travel planning cycle. Amongst Australian states and territories, Queensland was the most considered state amongst Hong Kong travellers. Queensland was ranked second for experience awareness and intention.

Queensland's competitive rankings³

ranking against other state and territories by market



How to read this:
Hong Kong travellers rank Queensland 1st out of Australian states and territories for consideration

Australia's competitive rankings – Hong Kong market

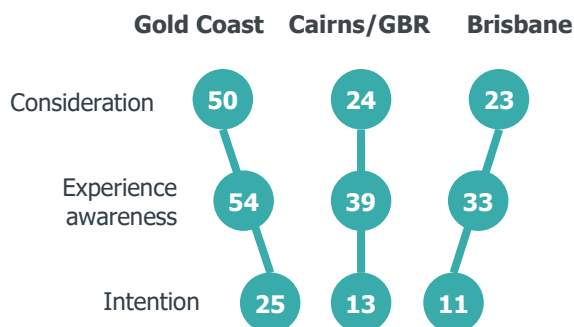
ranking against other international destinations



How to read this: Australia comes 2nd in the list of destinations Hong Kong travellers intend to visit, and ranks 2nd in terms of actual visitation

Queensland destinations – Hong Kong market

% of travellers considering Australia



How to read this: 50% of Hong Kong travellers considering visiting Australia have considered visiting the Gold Coast, and 25% intend to actually visit

¹ Tourism Research Australia, International Visitor Survey, Year Ending September 2019 (spend refers to expenditure in Australia only)

³ INDO = Indonesia, SIN = Singapore, MAL = Malaysia, KOR = South Korea, JAP = Japan, CHI = China, IND = India, GER = Germany, HK = Hong Kong

⁴ Tourism Research Australia, International Visitor Survey, Year Ending December 2018 (CDP visitation based on December data)

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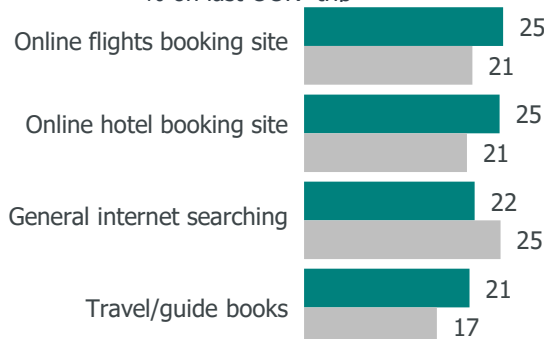
Sources for travel planning

Compared to other markets combined, Hong Kong consumers are more likely to source inspiration from online flight and hotel booking sites.

Travel website and apps were most commonly used to book flights, tours and accommodation, at a higher rate as compared to the other markets.

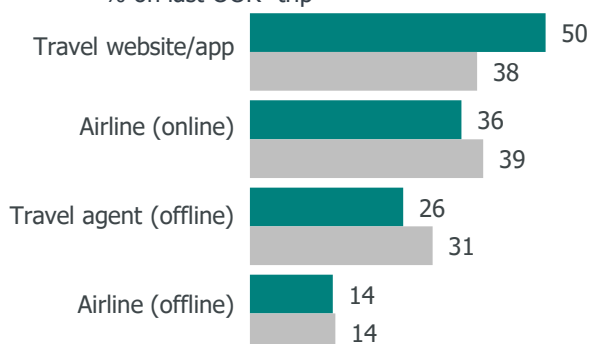
Sources of inspiration for last trip

% on last OOR⁵ trip



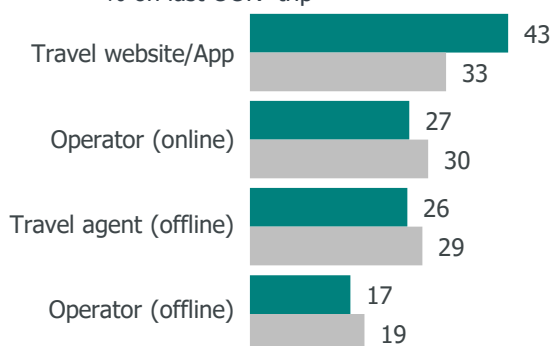
Sources used to book flights for last trip

% on last OOR⁵ trip



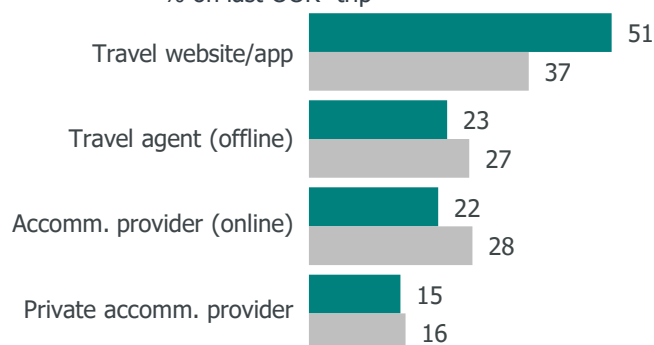
Sources used to book tours for last trip

% on last OOR⁵ trip

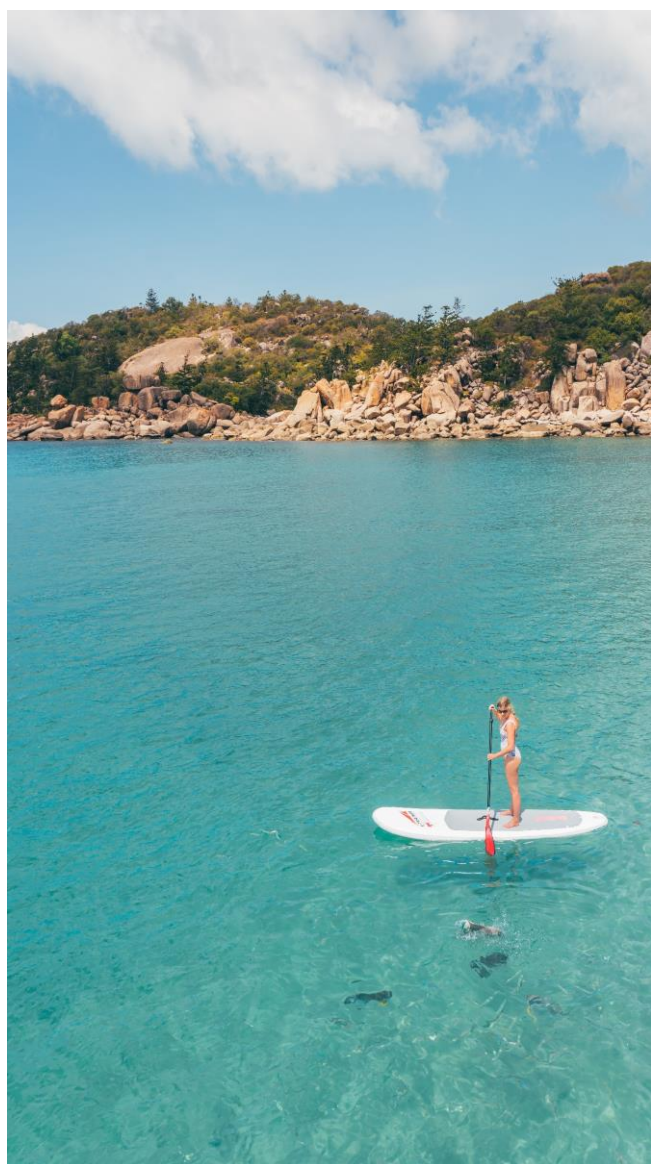


Sources used to book accommodation for last trip

% on last OOR⁵ trip



■ Indonesian travellers ■ 11 market total²



² Aggregate result of all international markets surveyed: China, Germany, India, Indonesia, Japan, Malaysia, NZ, Singapore, South Korea, UK, USA

⁵ OOR Trip – Out of Region Trip (Indonesian travelling outside Nepal/Sri Lanka/Maldives/South East Asia [excluding Guam]/Middle East)