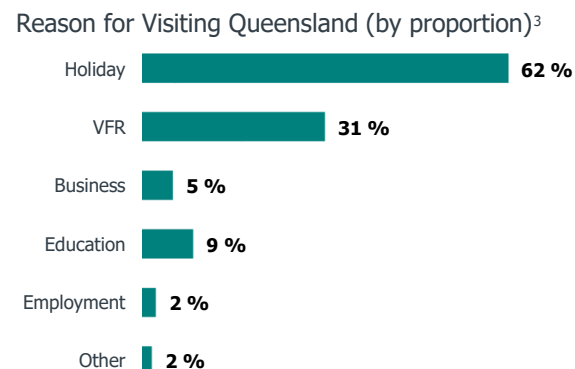
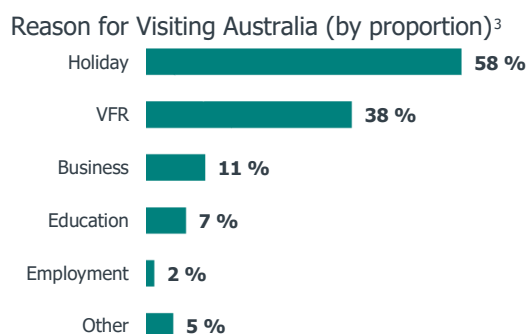


Hong Kong Market Snapshot

Year ending March 2020

| Hong Kong Visitors | | | | | | Hong Kong Expenditure | | | |
|-------------------------|----------|-----------|-------|-------------------|-----------|-------------------------|-----------|-------|------------|
| To Australia | Visitors | Year Chg% | Share | ALoS ¹ | Year Chg# | \$ million ² | Year Chg% | Share | \$/Visitor |
| Total Visitors | 269,000 | ▼ -0.9% | 3% | 20.8 | ▼ -2.3 | \$977.2 | ▲ 7.3% | 3% | \$3,633.7 |
| Holiday Visitors | 153,000 | ▼ -2.6% | 4% | 10.8 | ▼ -2.6 | | | | |
| To Queensland | Visitors | Year Chg% | Share | ALoS ¹ | Year Chg# | \$ million ² | Year Chg% | Share | \$/Visitor |
| Total Visitors | 64,000 | ▼ -3.5% | 2% | 20.3 | ▲ 0.7 | \$211.5 | ▲ 18.2% | 4% | \$3,329.9 |
| Holiday Visitors | 40,000 | ▼ -2.0% | 2% | 10.7 | ▲ 1.0 | | | | |



| Year ending March 2020 | Age | | | | Gender | | Traveling with... | | | |
|-------------------------|-------|-------|-------|-----|--------|-----|-------------------|--------|--------|---------|
| | 15-29 | 30-49 | 50-69 | 70+ | M | F | Solo | Couple | Family | Friends |
| To Australia | | | | | | | | | | |
| Total Visitors | 23% | 39% | 37% | 2% | 46% | 54% | 46% | 18% | 22% | 12% |
| Holiday Visitors | 24% | 40% | 34% | 2% | 43% | 57% | 27% | 26% | 29% | 16% |
| To Queensland | | | | | | | | | | |
| Total Visitors | 20% | 33% | 43% | 4% | 46% | 54% | 41% | 19% | 31% | 7% |
| Holiday Visitors | 21% | 40% | 33% | 6% | 46% | 54% | 25% | 26% | 38% | 10% |

| Year ending March 2020 | Number of Previous Visits to Australia | | | | | | | On Pkg Tour |
|-------------------------|--|-----|-----|----|-------|--------|-----|-------------|
| | 0 (First) | 1 | 2 | 3 | 4 - 7 | 8 - 20 | 21+ | |
| To Australia | | | | | | | | |
| Total Visitors | 28% | 17% | 10% | 7% | 16% | 19% | 4% | 11% |
| Holiday Visitors | 38% | 19% | 14% | 5% | 13% | 10% | 2% | 17% |
| To Queensland | | | | | | | | |
| Total Visitors | 39% | 16% | 7% | 4% | 12% | 13% | 8% | 23% |
| Holiday Visitors | 51% | 15% | 7% | 2% | 13% | 5% | 6% | 30% |

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. 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