

# Tourism Flows in Hong Kong, China

September 2023

Table of Contents

## Tourism Flows in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Tourism flows rebound after border reopening

HKTB launches the “Hello Hong Kong” campaign to attract international tourists

#### PROSPECTS AND OPPORTUNITIES

Steady recovery of inbound arrivals to pre-pandemic levels, driven by return of mainland China tourists

Future integration of arts and culture to enhance the uniqueness of the city

### CATEGORY DATA

Table 1 - Inbound Arrivals: Number of Trips 2018-2023

Table 2 - Inbound Arrivals by Country: Number of Trips 2018-2023

Table 3 - Inbound City Arrivals 2018-2023

Table 4 - Inbound Tourism Spending: Value 2018-2023

Table 5 - Forecast Inbound Arrivals: Number of Trips 2023-2028

Table 6 - Forecast Inbound Arrivals by Country: Number of Trips 2023-2028

Table 7 - Forecast Inbound Tourism Spending: Value 2023-2028

Table 8 - Domestic Trips by Destination: Number of Trips 2018-2023

Table 9 - Domestic Spending: Value 2018-2023

Table 10 - Forecast Domestic Trips by Destination: Number of Trips 2023-2028

Table 11 - Forecast Domestic Spending: Value 2023-2028

Table 12 - Outbound Departures: Number of Trips 2018-2023

Table 13 - Outbound Departures by Destination: Number of Trips 2018-2023

Table 14 - Outbound Tourism Spending: Value 2018-2023

Table 15 - Forecast Outbound Departures: Number of Trips 2023-2028

Table 16 - Forecast Outbound Departures by Destination: Number of Trips 2023-2028

Table 17 - Forecast Outbound Spending: Value 2023-2028

## Travel in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Travel in 2023

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

### MARKET DATA

Table 18 - Surface Travel Modes Sales: Value 2018-2023

Table 19 - Surface Travel Modes Online Sales: Value 2018-2023

Table 20 - Forecast Surface Travel Modes Sales: Value 2023-2028

Table 21 - Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 22 - In-Destination Spending: Value 2018-2023

Table 23 - Forecast In-Destination Spending: Value 2023-2028

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### SOURCES

Summary 1 - Research Sources

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