

Hong Kong Market Snapshot

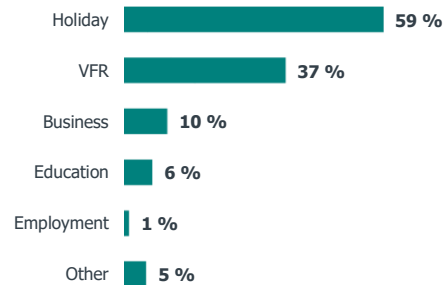


Year ending September 2019

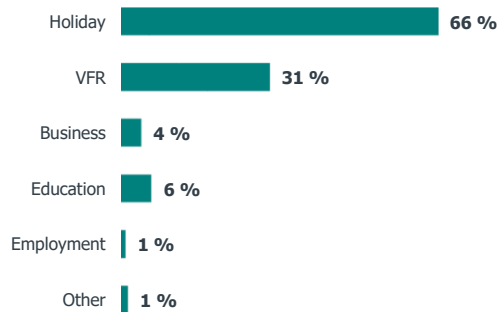
Hong Kong Visitors						Hong Kong Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	284,000	▲ 2.8%	3%	21.1	▼ -3.6	\$990.1	▲ 3.9%	3%	\$3,485.9
Holiday Visitors	167,000	▲ 6.2%	4%	11.6	▼ -4.3				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	67,000	▼ -7.4%	2%	19.9	▼ -0.3	\$195.2	▼ -2.0%	3%	\$2,917.8
Holiday Visitors	44,000	▼ -10.4%	2%	10.7	▼ -0.5				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



YE Sep 2019	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	23%	41%	34%	3%	49%	51%	48%	22%	19%	9%
Holiday Visitors	25%	41%	32%	2%	49%	51%	33%	30%	24%	12%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	21%	40%	37%	2%	47%	53%	42%	24%	27%	6%
Holiday Visitors	22%	46%	29%	3%	49%	51%	31%	28%	34%	6%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	31%	15%	12%	7%	12%	19%	4%	12%
Holiday Visitors	43%	17%	16%	5%	9%	9%	2%	18%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	34%	20%	13%	5%	7%	11%	10%	20%
Holiday Visitors	44%	22%	12%	2%	5%	7%	7%	27%

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

