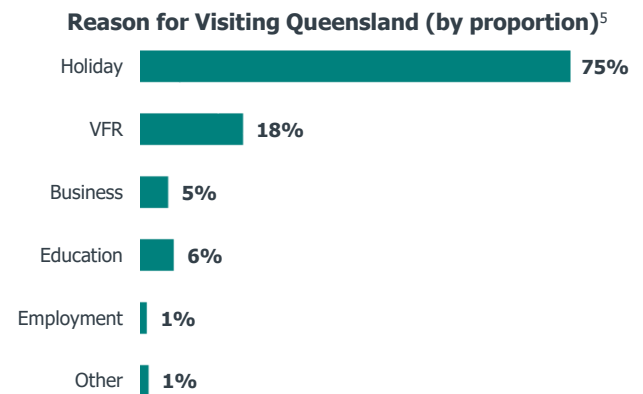
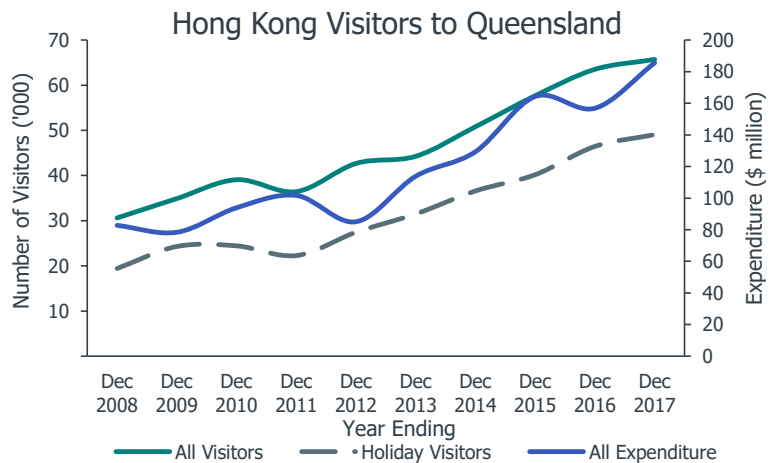
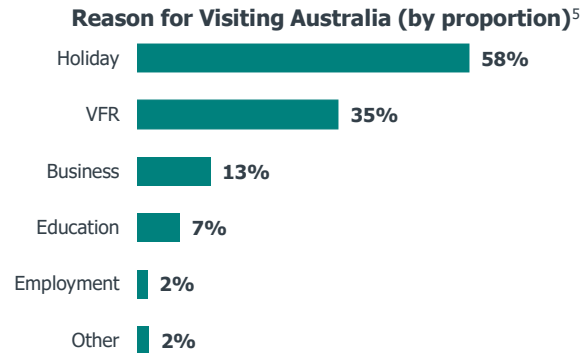


# Hong Kong Market Snapshot

Year ending Dec 2017

Hong Kong Visitors						Hong Kong Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	258,000	▲ 14.0%	3%	28.4	▼ -3.7	\$983.5	▲ 8.4%	3%	\$3,807.9
<b>Holiday Visitors</b>	149,000	▲ 13.5%	3%	15.2	▼ -5.2				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	66,000	▲ 3.4%	2%	24.6	▲ 3.5	\$185.5	▲ 18.3%	3%	\$2,823.2
<b>Holiday Visitors</b>	49,000	▲ 5.6%	3%	13.7	▲ 2.1				



Year ending Dec 2017	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>										
<b>Total Visitors</b>	24%	43%	32%	1%	46%	54%	45%	18%	16%	17%
<b>Holiday Visitors</b>	25%	42%	33%	0%	42%	58%	29%	22%	22%	26%
<b>To Queensland</b>										
<b>Total Visitors</b>	31%	38%	31%	1%	49%	51%	31%	19%	23%	25%
<b>Holiday Visitors</b>	29%	40%	31%	0%	48%	52%	22%	23%	23%	32%

Year ending Dec 2017	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>								
<b>Total Visitors</b>	33%	17%	9%	8%	13%	19%	2%	
<b>Holiday Visitors</b>	43%	20%	9%	6%	11%	10%	0%	
<b>To Queensland</b>								
<b>Total Visitors</b>	43%	21%	8%	3%	9%	16%	0%	
<b>Holiday Visitors</b>	55%	19%	5%	3%	10%	9%	0%	

**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

