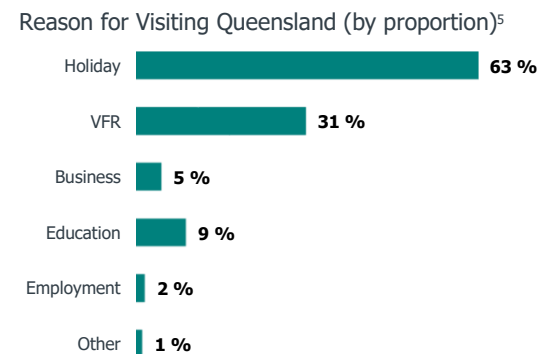
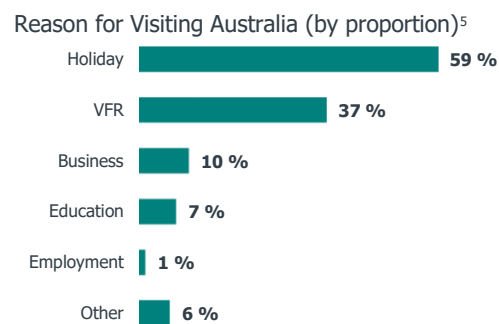


Hong Kong Market Snapshot



Year ending June 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	280,000	▲ 3.3%	3%	21.8	▼ -4.7	\$974.8	▲ 1.0%	3%	\$3,480.1
Holiday Visitors	166,000	▲ 9.4%	4%	11.4	▼ -5.5				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	67,000	▼ -8.0%	2%	19.3	▼ -1.2	\$194.5	▼ -5.3%	3%	\$2,921.5
Holiday Visitors	42,000	▼ -21.4%	2%	7.8	▼ -3.2				



Year ending June 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	24%	40%	33%	3%	48%	52%	47%	24%	16%	11%
Holiday Visitors	26%	39%	32%	3%	47%	53%	33%	31%	20%	15%
To Queensland										
Total Visitors	25%	37%	36%	2%	47%	53%	41%	27%	20%	9%
Holiday Visitors	27%	42%	28%	3%	47%	53%	33%	29%	26%	11%

Year ending June 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	30%	15%	12%	9%	14%	17%	3%	10%
Holiday Visitors	42%	18%	13%	7%	9%	9%	2%	15%
To Queensland								
Total Visitors	32%	19%	13%	7%	11%	11%	6%	18%
Holiday Visitors	43%	19%	12%	6%	6%	8%	6%	25%

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

