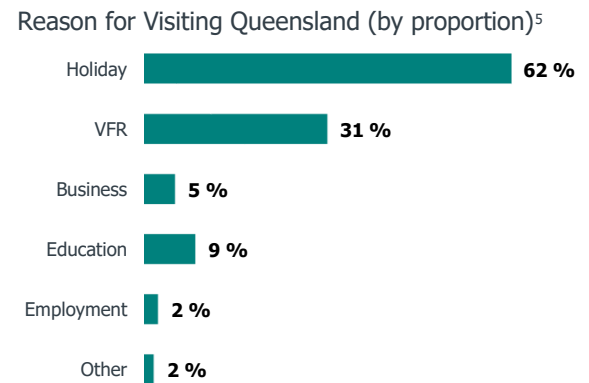
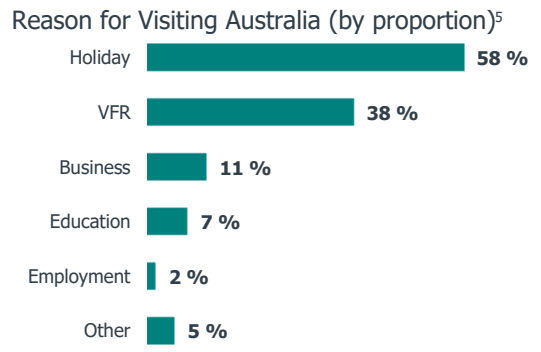
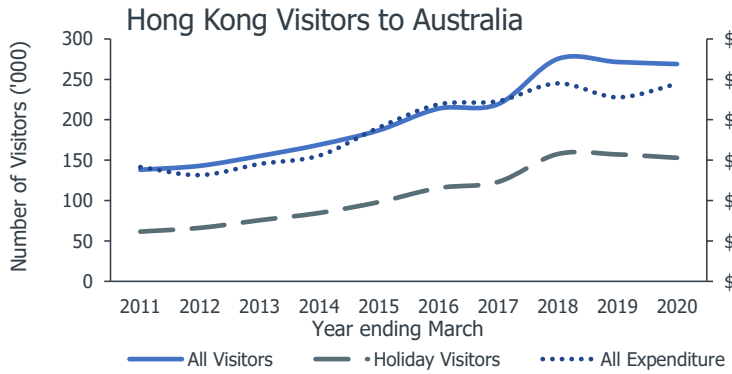


# Hong Kong Market Snapshot

Year ending March 2020

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>	269,000	▼ -0.9%	3%	20.8	▼ -2.3	\$977.2	▲ 7.3%	3%	\$3,633.7
<b>Holiday Visitors</b>	153,000	▼ -2.6%	4%	10.8	▼ -2.6				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	64,000	▼ -3.5%	2%	20.3	▲ 0.7	\$211.5	▲ 18.2%	4%	\$3,329.9
<b>Holiday Visitors</b>	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
<b>To Australia</b>										
<b>Total Visitors</b>	23%	39%	37%	2%	46%	54%	46%	18%	22%	12%
<b>Holiday Visitors</b>	24%	40%	34%	2%	43%	57%	27%	26%	29%	16%
<b>To Queensland</b>										
<b>Total Visitors</b>	20%	33%	43%	4%	46%	54%	41%	19%	31%	7%
<b>Holiday Visitors</b>	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+	
<b>To Australia</b>								
<b>Total Visitors</b>	28%	17%	10%	7%	16%	19%	11%	
<b>Holiday Visitors</b>	38%	19%	14%	5%	13%	10%	17%	
<b>To Queensland</b>								
<b>Total Visitors</b>	39%	16%	7%	4%	12%	13%	23%	
<b>Holiday Visitors</b>	51%	15%	7%	2%	13%	5%	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. 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

