



International Visitor Profile

Hong Kong

Visitor Profile 2007

Hong Kong Visitor Summary

- In 2007, there were 146,958 visitors to Australia, a decrease of 5% from the previous year, rating Hong Kong as Australia's tenth largest inbound market for arrivals.
- In 2007, the average length of stay for Hong Kong visitors was 32 nights, slightly higher than the average of 30 nights for all visitors.
- Travellers from Hong Kong accounted for 3% of all international visitor nights in Australia in 2007.
- Hong Kong is Australia's eleventh largest source market in terms of total expenditure. In 2007, travellers from Hong Kong spent a total of \$619 million on trips to Australia, with an average expenditure of \$4,661 per trip.
- In 2007, 22% of Hong Kong visitor nights were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from Hong Kong including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on www.TRA.Australia.com

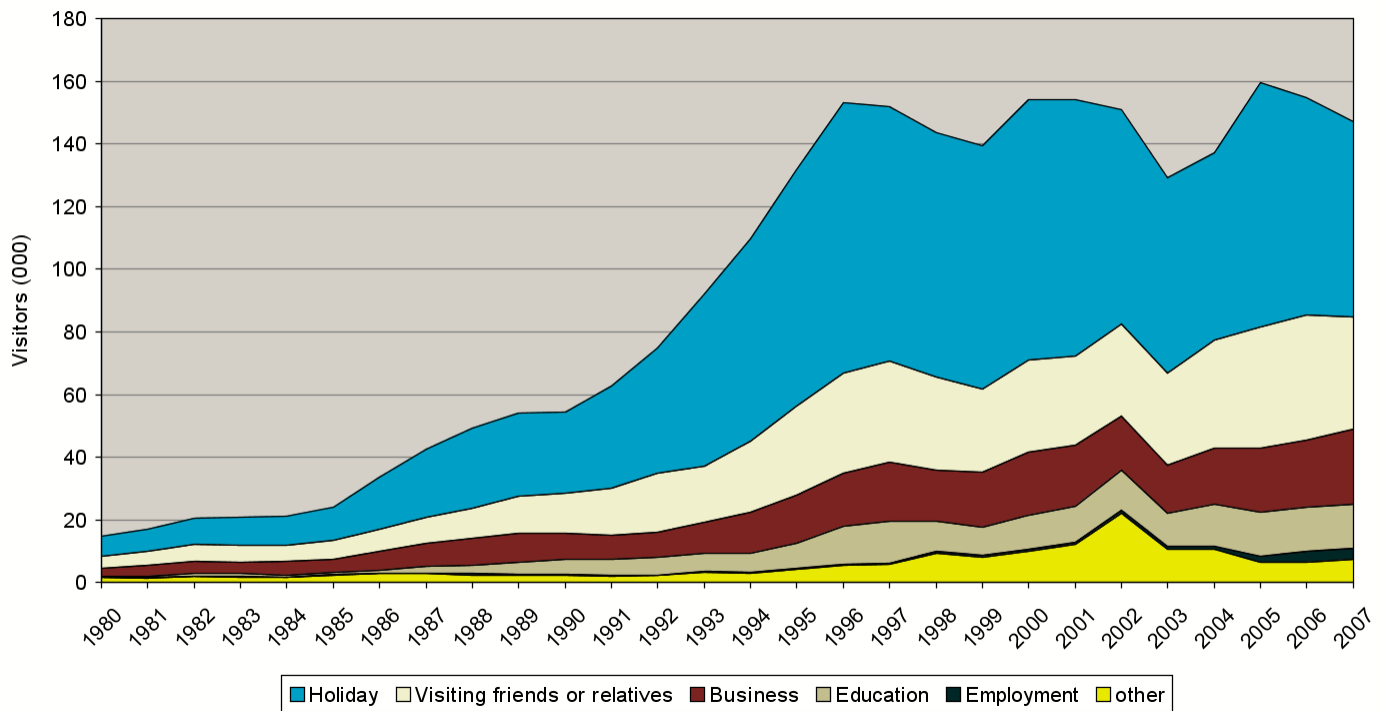
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Visitor Arrivals

- In 2007, the number of visitors from Hong Kong totalled 146,958 ten times the 14,915 arrivals in 1980 (Figure 1). Hong Kong is currently Australia's tenth largest inbound tourist market.
- In 2007, 62,217 visitors came for a holiday, 35,667 came to visit friends and relatives (VFR), 24,216 on business, 3,419 for employment, 13,966 for education and 7,473 for other purposes.
- Over the decade from 1998 to 2007, the annual average growth rate for visitors from Hong Kong shows no real increase with numbers remaining static over the period.
- In 2007, 66% or 87,398 of all visitors from Hong Kong were repeat visitors (Figure 2). This is higher than the average of 57% across all markets
- Total visitor arrivals from Hong Kong decreased by 5% in 2007

Figure 1 - Visitors from Hong Kong by main purpose of visit 1980 - 2007

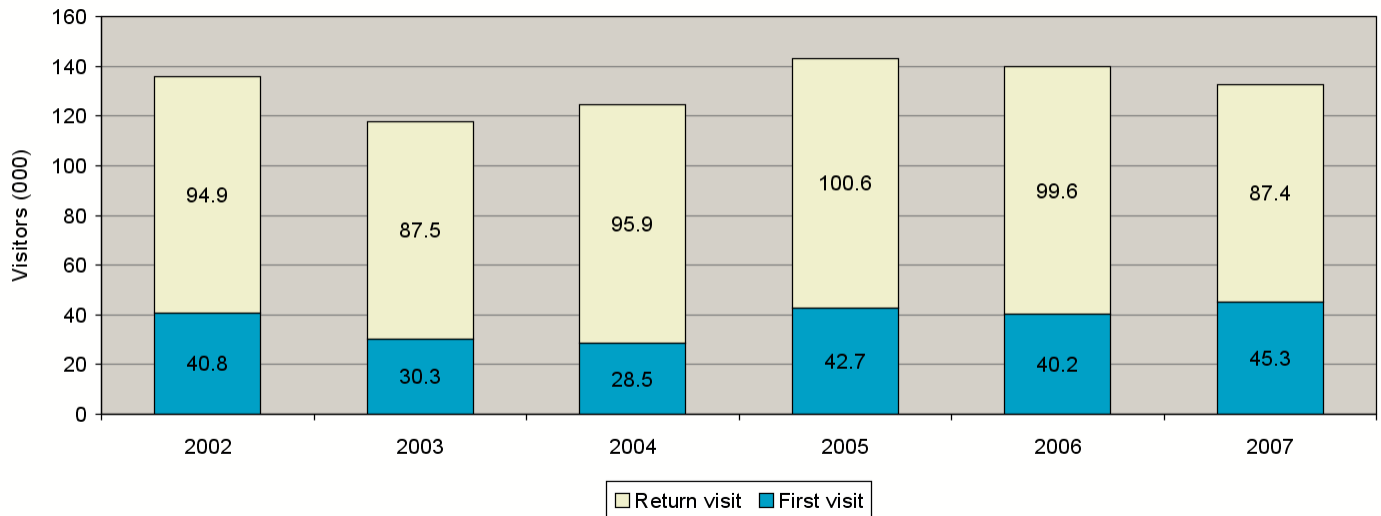


Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

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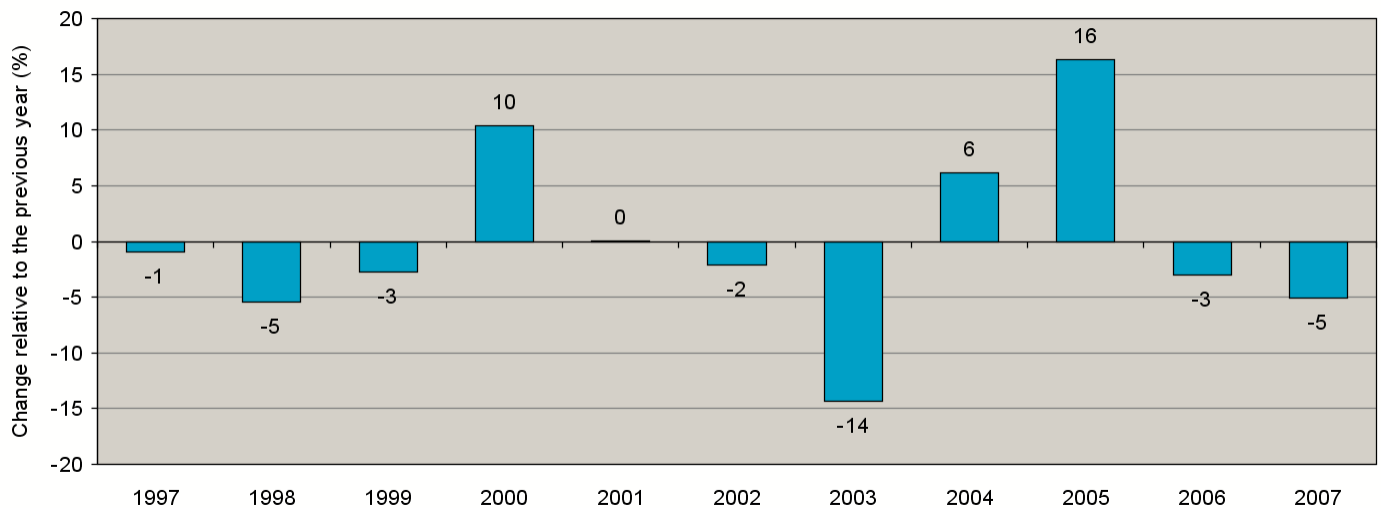
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Figure 2 - Visitors from Hong Kong by first or return visit 2002 - 2007



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from Hong Kong 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
 Base : All international visitors

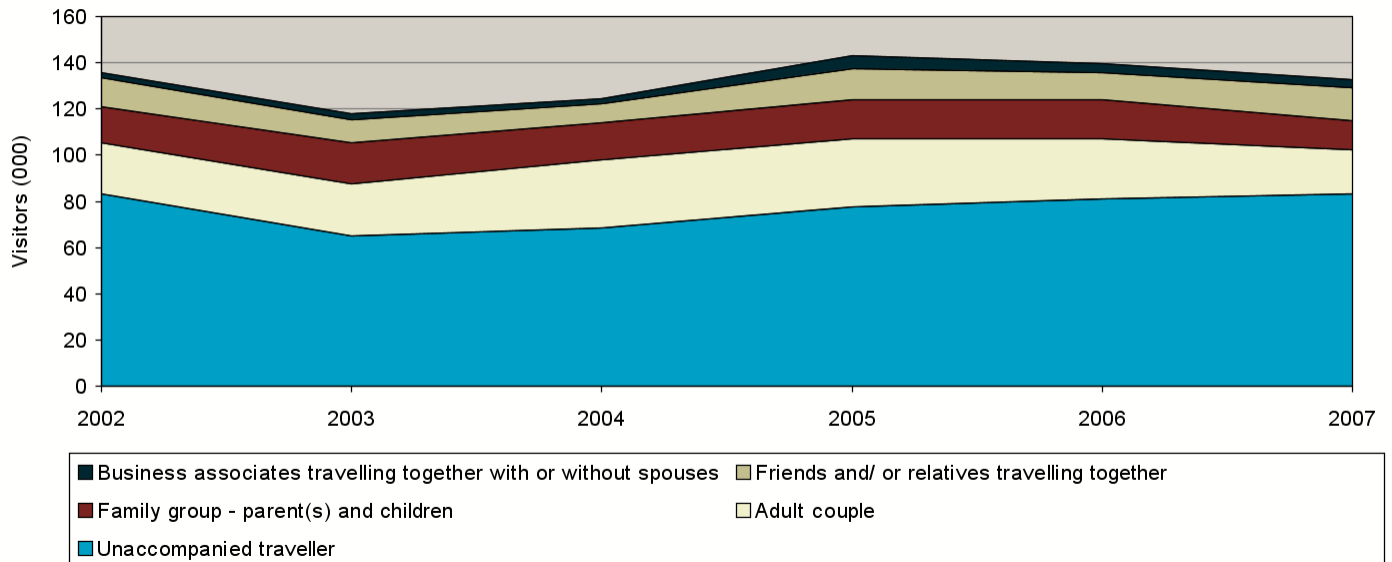
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Travel Party

- The majority of visitors from Hong Kong travelled as an unaccompanied traveller or an adult couple (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from Hong Kong was 83,154 or 63% of all visitors from Hong Kong.

Figure 4 - Visitors from Hong Kong by travel party description 2002 - 2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

Table 1 - Visitors from Hong Kong by travel party description 2002 - 2007.

Travel Party Description	2002		2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	83.3	61	65.3	55	68.5	55	77.8	54	81.3	58	83.2	63
Adult couple	22.1	16	22.2	19	29.6	24	29.3	20	25.9	19	19.2	14
Family group - parent(s) and children	15.5	11	17.8	15	15.9	13	16.7	12	16.6	12	12.6	10
Friends and/or relatives travelling together	12.8	9	10.2	9	8.5	7	13.8	10	11.7	8	14.1	11
Business associates travelling together with or without spouses	2.0	1	2.3	2	1.9	2	5.6	4	4.1	3	3.7	3
Total	135.7	100	117.8	100	124.4	100	143.2	100	139.7	100	132.7	100

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.
Source: Tourism Research Australia, International Visitor Survey.

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Visitor Demographics

Figure 5 - Visitors from Hong Kong by age 1995 - 2007.

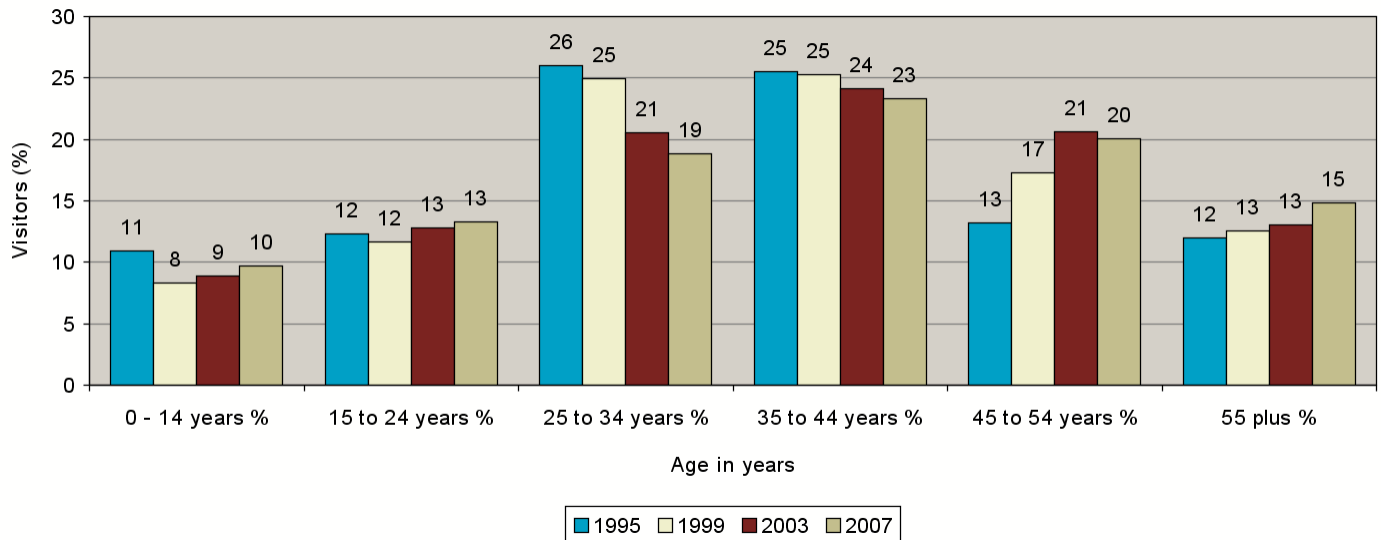
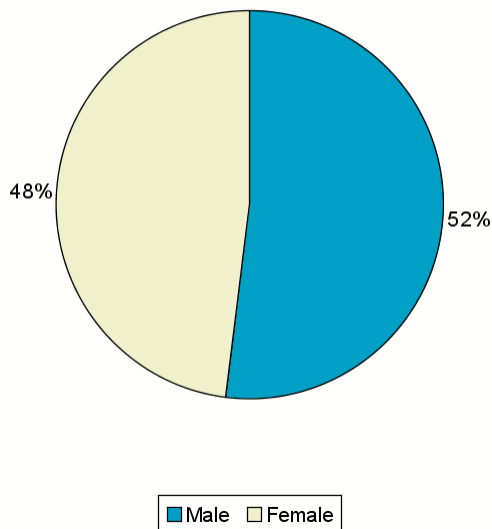


Figure 6 - Visitors from Hong Kong by gender 2007



- In 2007, the age distribution shows 10% were aged 0-14 years, 13% were 15-24 years, 19% were 25-34 years, 23% were 35-44 years, 20% were aged 45-54 years and 15% were 55 and over.
- Of visitors from Hong Kong, 52% were males or 76,343 visitors and 48% females or 70,615 visitors. The gender ratio of visitors from Hong Kong is 108 males per 100 females.

Source: Department of Immigration and Citizenship.
Base : All International visitors.

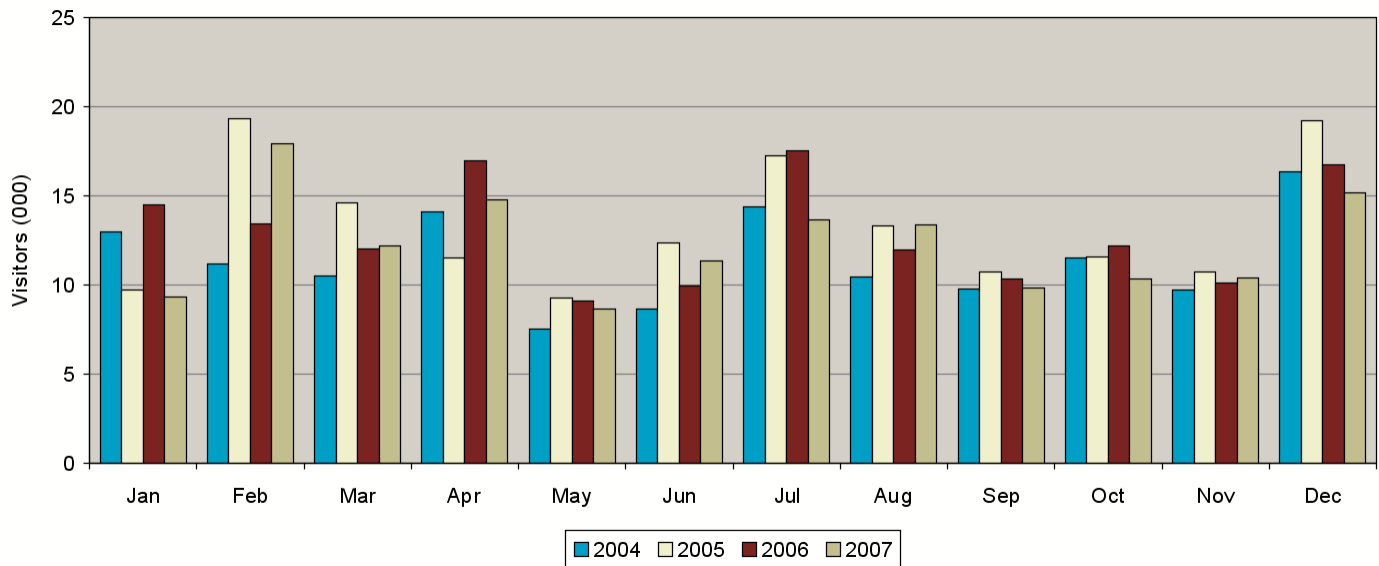
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Seasonality

- The seasonality of visitor arrivals from Hong Kong is shown in Figure 7.
- In 2007, February was the peak month for visitors from Hong Kong, followed by December and April.

Figure 7 - Visitors from Hong Kong by month of arrival 2004 - 2007.



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

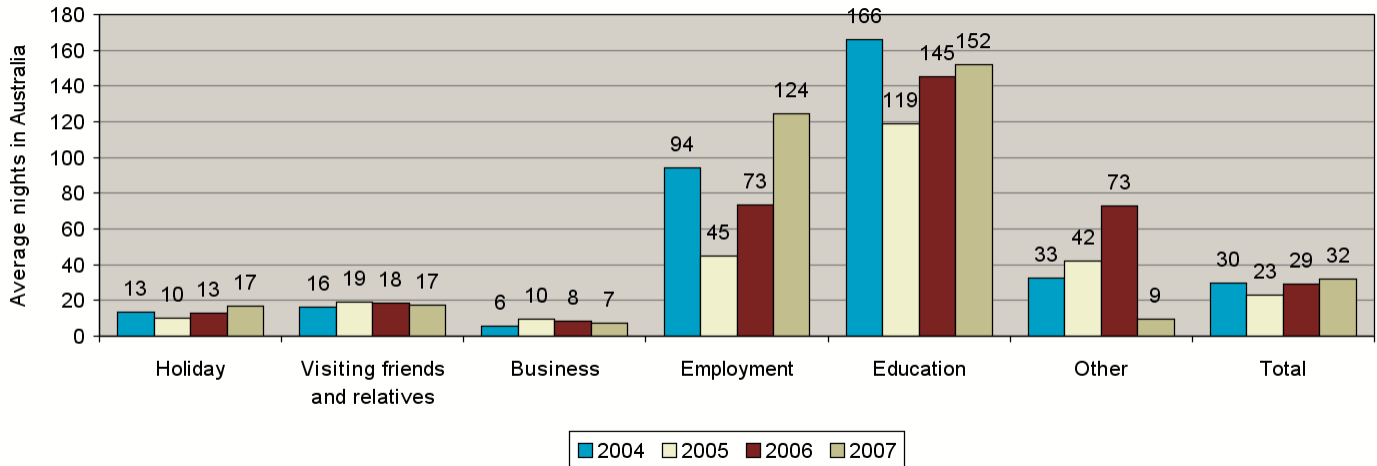
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Duration of Stay

- During 2007, visitors from Hong Kong spent 4.2 million nights in Australia, being 3% of all visitor nights.

Figure 8 - Duration of stay for visitors from Hong Kong by main purpose of visit 2004 - 2007.



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from Hong Kong by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
Main purpose of journey								
Holiday	13	10	13	17	7	7	9	9
Visiting friends and relatives	16	19	18	17	11	10	10	10
Business	6	10	8	7	4	5	5	4
Employment	94	45	73	124	107	8	45	55
Education	166	119	145	152	129	89	128	122
Other	33	42	73	9	4	10	18	4
Total	30	23	29	32	8	8	9	9

Base: All visitors aged 15 years or over.
 (a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.
 Source: Tourism Research Australia, International Visitor Survey.
 Note : Total Includes employment and other reasons.

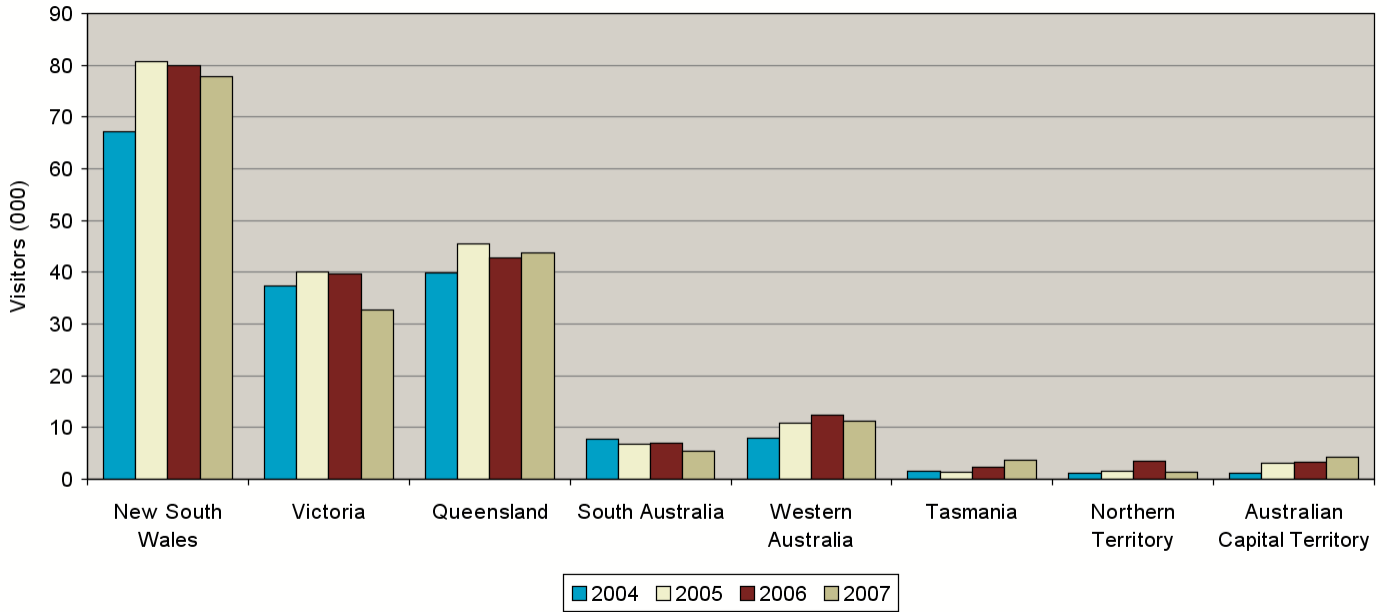
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Destination Visited

- In 2007, the most popular State or Territory for visitors from Hong Kong was New South Wales with 77,759 or 59% of visitors, staying for 1.6 million nights.

Figure 9 - Visitors from Hong Kong by State/Territory visited



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

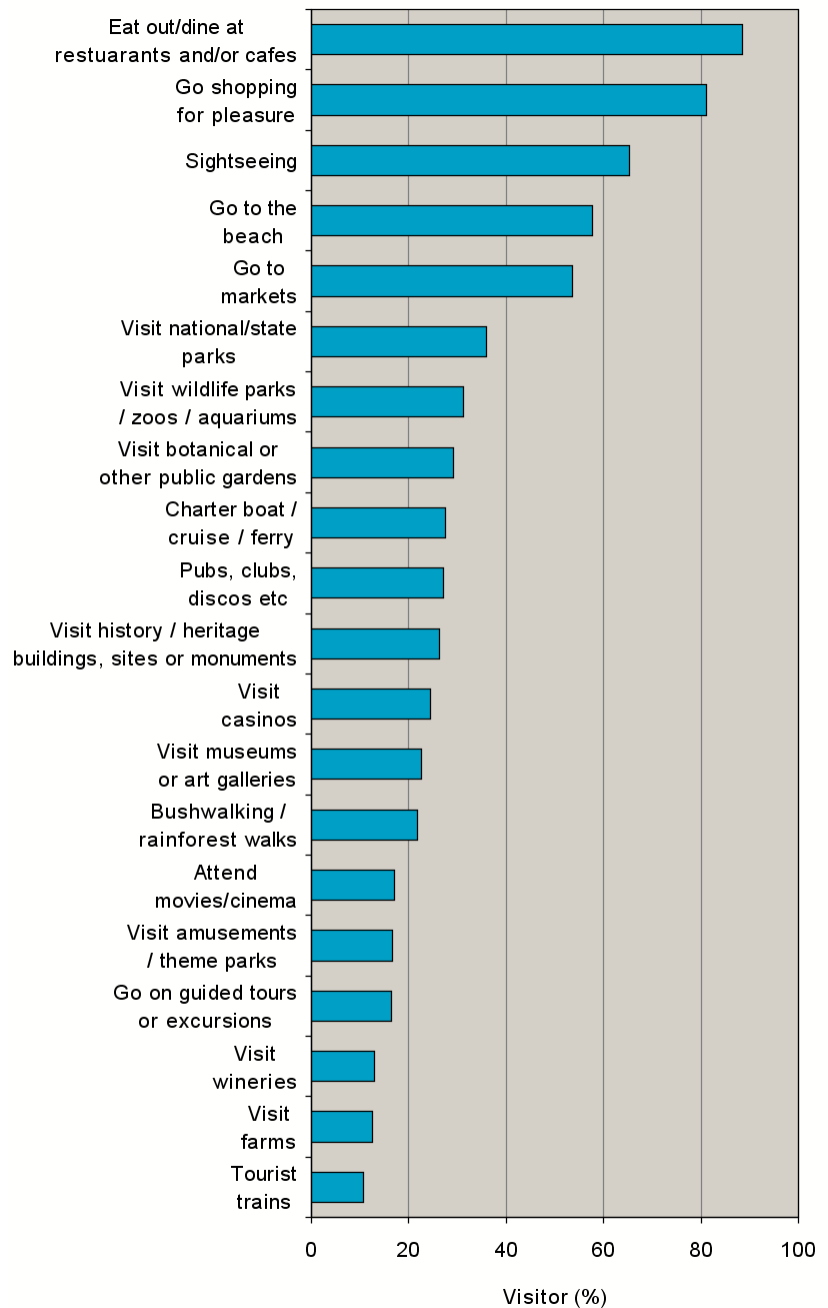
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Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from Hong Kong whilst in Australia.
- The top five activities in 2007 were: eat out at restaurants and or cafes, go shopping for pleasure, sightseeing, go to the beach (including swimming, surfing and diving) and go to the markets.

Figure 10 - Visitors from Hong Kong by leisure activities 2007



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

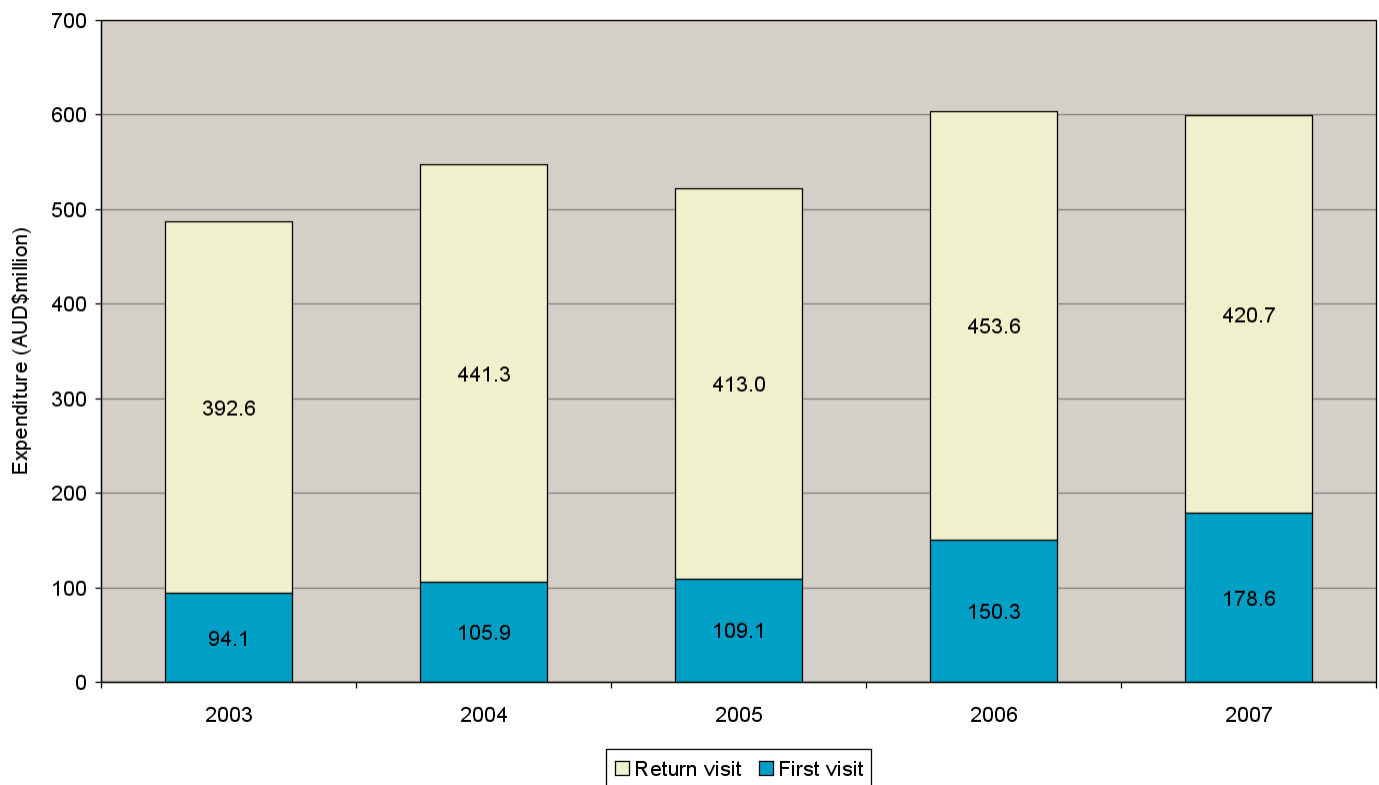
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Expenditure

- During 2007, visitors from Hong Kong had a Total Inbound Economic Value (TIEV) of \$599 million on trips to Australia (Figure 11). This is a decrease of 1% on the previous year.
- Travellers from Hong Kong accounted for 3% of all Total Inbound Economic Value (TIEV).
- A total of \$421 million or 70% of TIEV from Hong Kong came from visitors on a return trip to Australia, while first time visitors spent \$179 million.
- In 2007, the average TIEV for Hong Kong visitors was \$4,516.

Figure 11 - Visitors from Hong Kong : Total Inbound Economic Value (TIEV) by First vs Return Visit 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in Tourism Research Australia's International Visitor Survey and then benchmarking these results to the ABS Tourism Satellite Account (Cat. No.5249.0). All amounts are reported in Australian Dollars.

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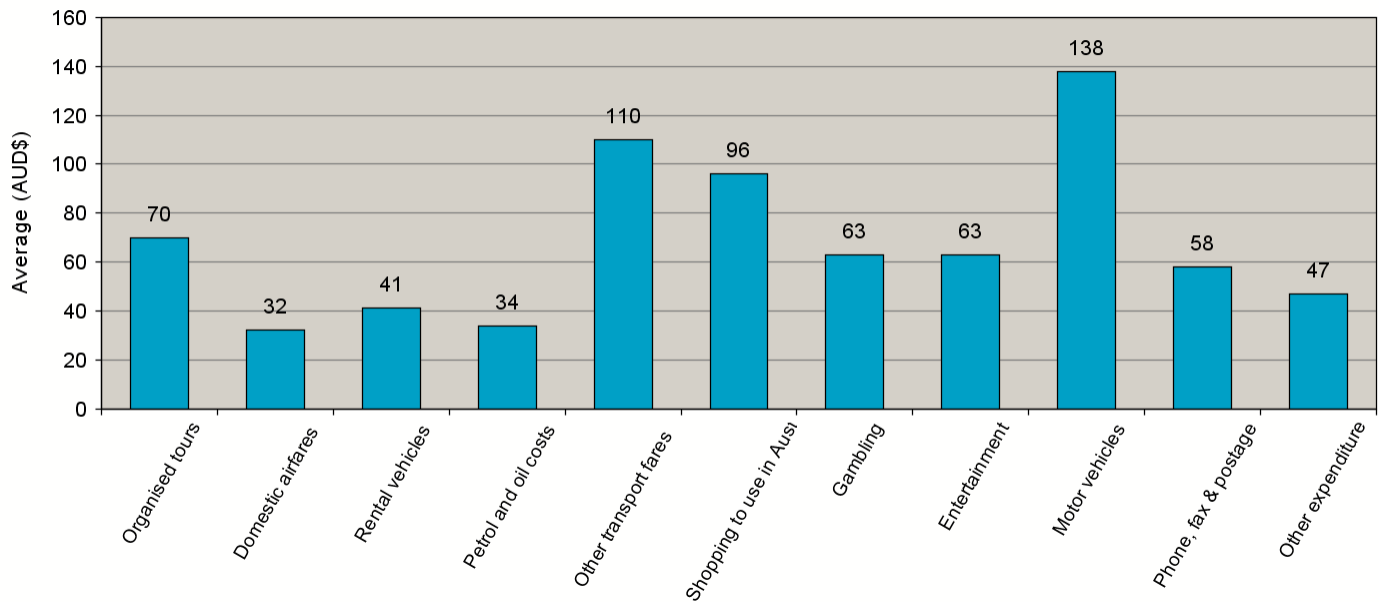
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Expenditure

- Figure 12 shows expenditure by item as an average for all international visitors from Hong Kong. The table shows main items of expenditure which should be compared to the small items of expenditure.

Expenditure Item	Average A\$
International airfares	904
Food, drink & accommodation	1,430
Shopping to take home	342
Education	973
Package tour	250
Other (total of items charted)	752

Figure 12 - Average expenditure for visitors from Hong Kong by expenditure item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars.

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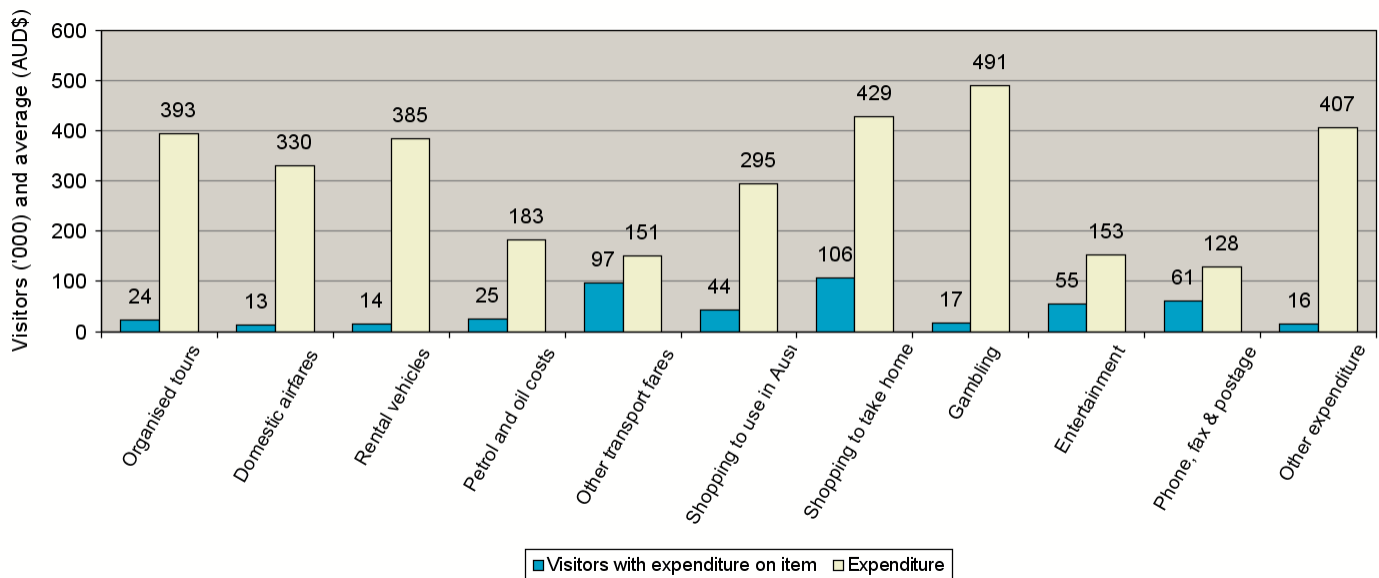
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Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, only 1% of all visitors from Hong Kong had expenditure on motor vehicles however this was one of the largest spending items by this measure.
- In 2007, 80% of Hong Kong travellers purchased 'shopping to take home' and 18% purchased 'organised tours'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	114	1,051
Food, drink & accommodation	124	1,529
Motor vehicles	1	16,699
Package tour	18	1,805
Education	15	8,496

Figure 13 - Average expenditure for visitors from Hong Kong with expenditure on item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars

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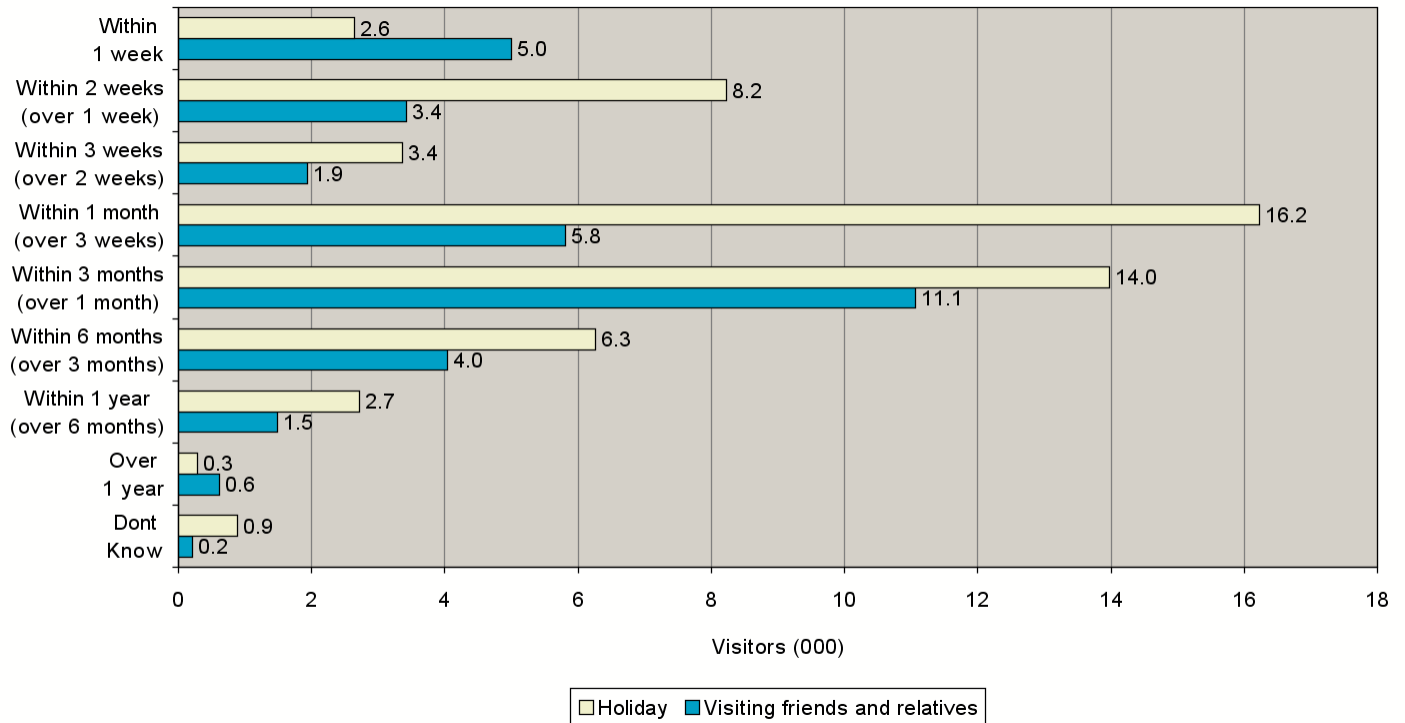
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Planning and Booking Horizons

- Of the leisure travellers from Hong Kong, 81% prepared their trip within 3 months of arriving in Australia.
- In 2007, 81% of holiday visitors started planning within three months prior to arriving in Australia, 56% within one month.
- Of the VFR travellers, 81% had started planning within three months prior to arrival in Australia.

Figure 14 - Leisure visitors from Hong Kong: Planning horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you start planning this trip?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

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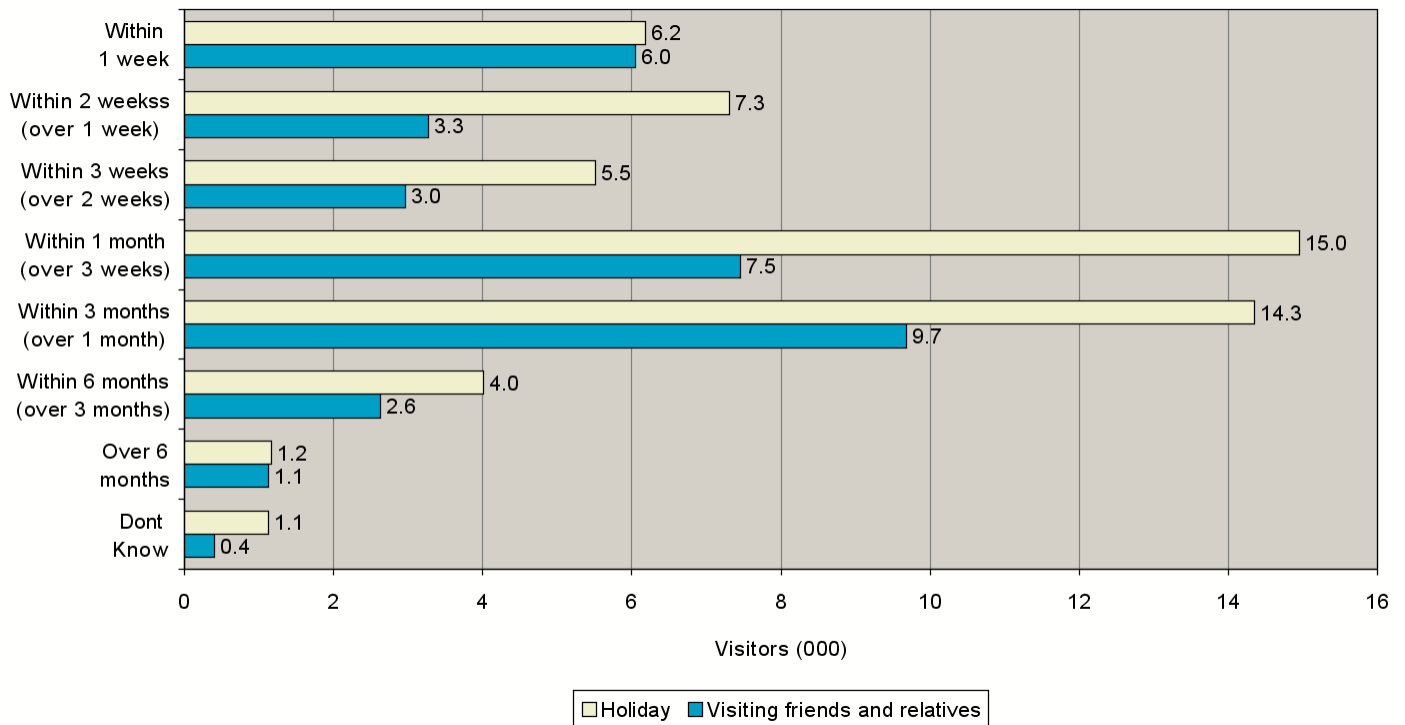
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Planning and Booking Horizons

- When booking flights 62% of holiday travellers booked their ticket within one month of arrival, while 59% of VFR travellers booked flights within one month.
- Only 3% of leisure travellers booked their flight more than 6 months in advance.

Figure 15 - Leisure visitors from Hong Kong: Booking horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you book your airfare?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

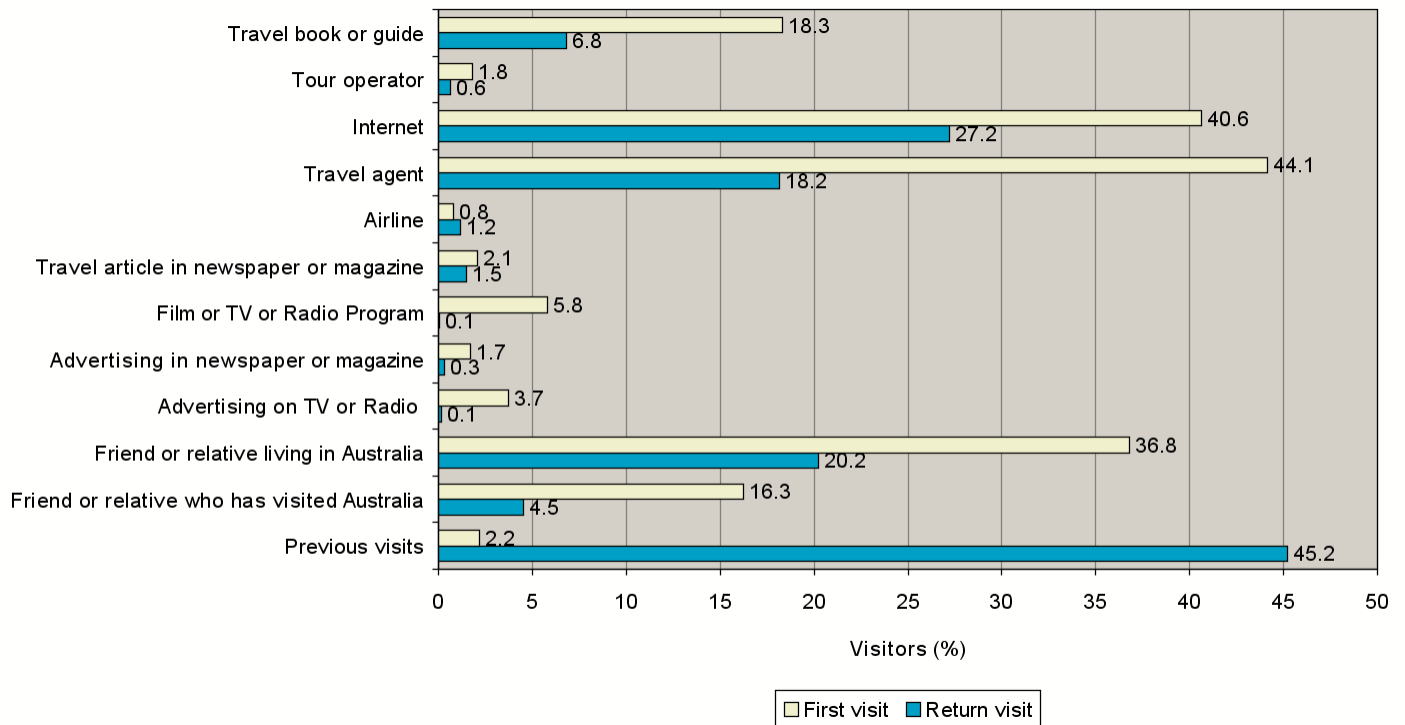
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Information Sources

- The most commonly used source of information for first time travellers from Hong Kong was travel agents, with 44% of first time visitors while 41% used the internet.
- Of the return visitors from Hong Kong 45% relied on knowledge from a previous visit or visits.
- When planning this trip to Australia, 27% of return visitors used the internet for information.

Figure 16 - Visitors from Hong Kong: Information sources on Australia by first or return visit 2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

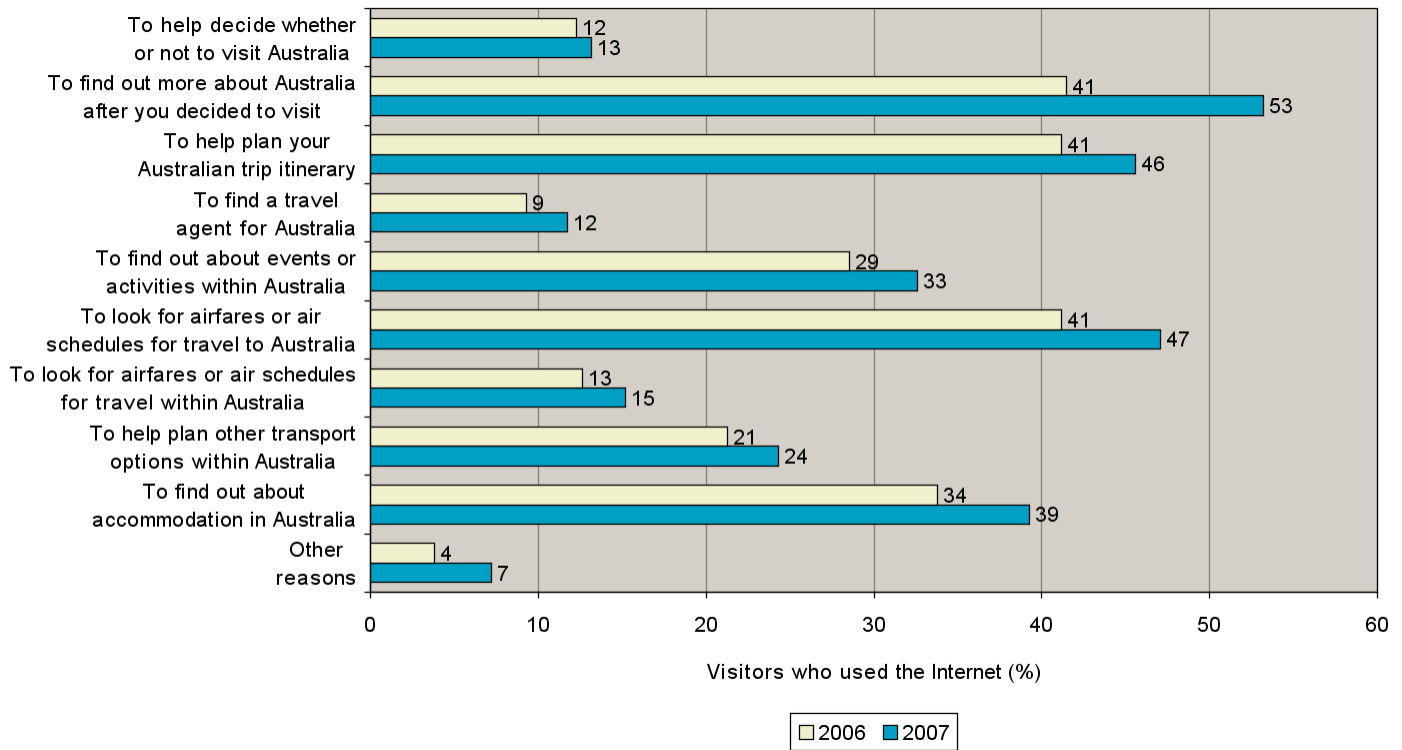
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Internet Usage

- In 2007, a total of 64,817 or 49% of visitors from Hong Kong used the internet when planning their trip to Australia
- Most visitors from Hong Kong used the internet to find out more about Australia after they decided to visit.

Figure 17 - Visitors from Hong Kong by reasons for using the Internet 2006-2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

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