



# International Visitor Profile

## Hong Kong 2008

### Summary

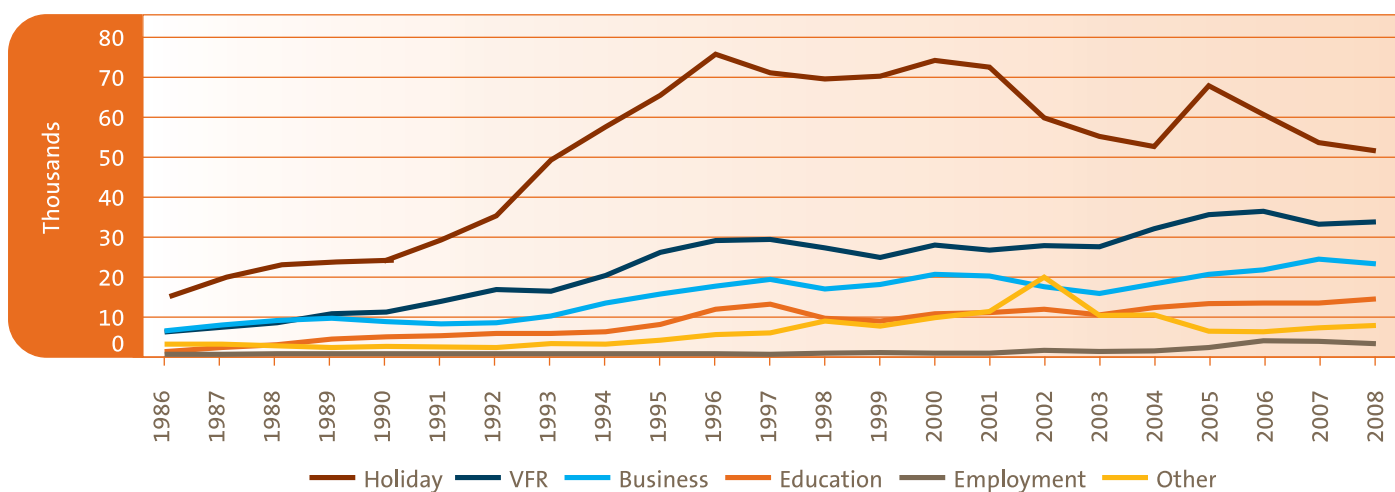
- Hong Kong is Australia's ninth largest inbound market. In 2008, there were 131,199 visitors from Hong Kong over 15 years of age. There were 143,956 visitors from Hong Kong including visitors under 15 years of age.
- The average length of stay for visitors from Hong Kong (33 nights) was comparable to the national average (32 nights).
- Visitors from Hong Kong accounted for 3% of total international visitor nights.
- In 2008, visitors from Hong Kong spent \$704 million on trips to Australia, spending on average \$5,368 per trip.
- Visitors from Hong Kong spent only 20% of their nights outside of the major gateways of Sydney, Melbourne, Brisbane and Perth.

For the latest forecasts for this market released by the Tourism Forecasting Committee, go to [www.tra.australia.com](http://www.tra.australia.com)

### Visitor arrivals

- There was a 1% decrease in visitors from Hong Kong in 2008. This was largely driven by decreases in the holiday and business markets.
- There was growth in the visiting friends or relatives (VFR) and education markets.

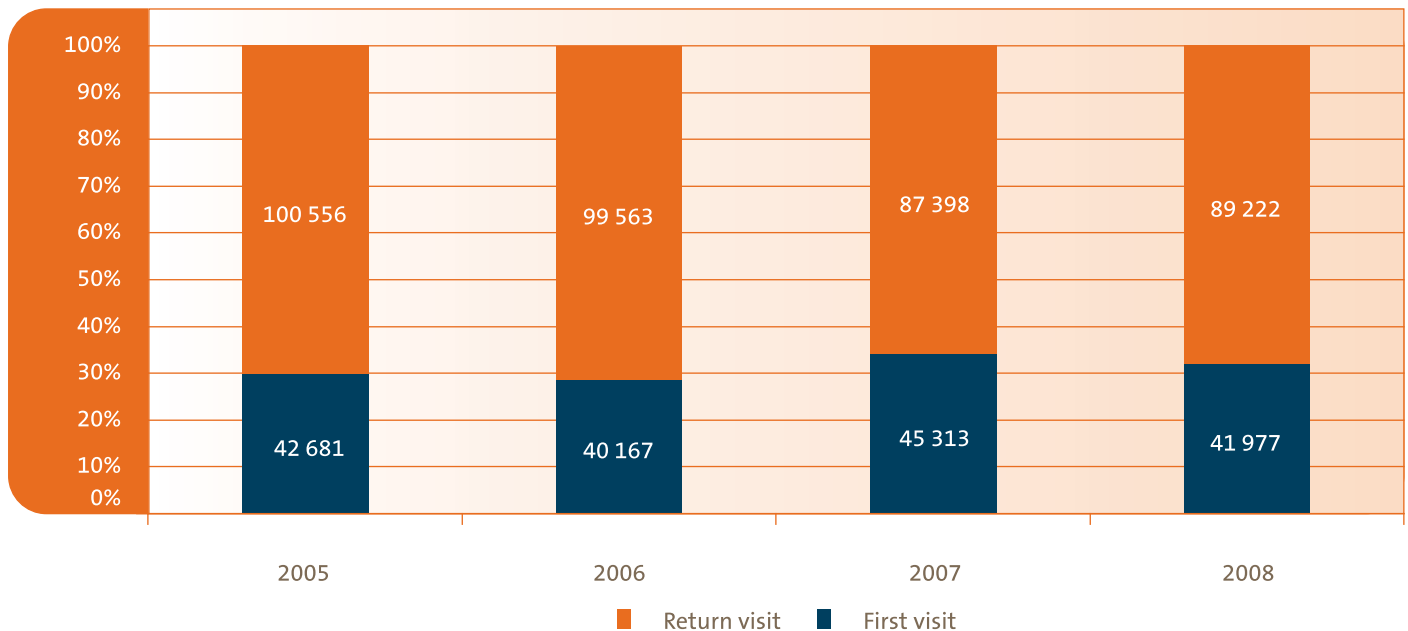
Figure 1 – Main purpose of visit, 1986-2008



## Repeat visitors

- The majority of visitors from Hong Kong were repeat visitors (68%), compared to the national average of 59% return visitors.

Figure 2 – First or return visit, 2005-2008



## Travel party

- The majority of visitors from Hong Kong travelled unaccompanied (62%), while 18% travelled as part of an adult couple.

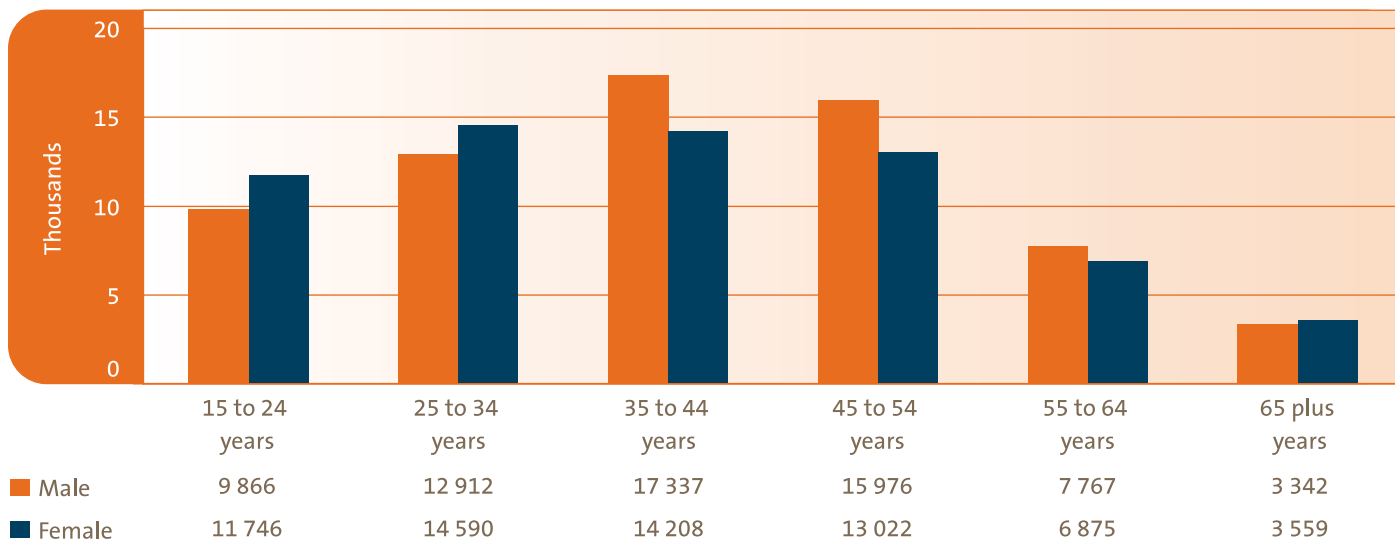
Table 1 – Travel party, 2005-2008

	2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	78	54	81	58	83	63	82	62
Adult couple	29	20	26	19	19	14	23	18
Family group – parent(s) and children	17	12	17	12	13	10	14	10
Friends or relatives	14	10	12	8	14	11		7
Business associates	6	4	4	3	4	3	3	3
Total	143	100	140	100	133	100	131	100

## Demographics

- Visitors aged 35 to 44 years were the largest age group from Hong Kong in 2008.
- Visitation to Australia was lower from the older age groups of 55 to 64 years and 65 years or older.

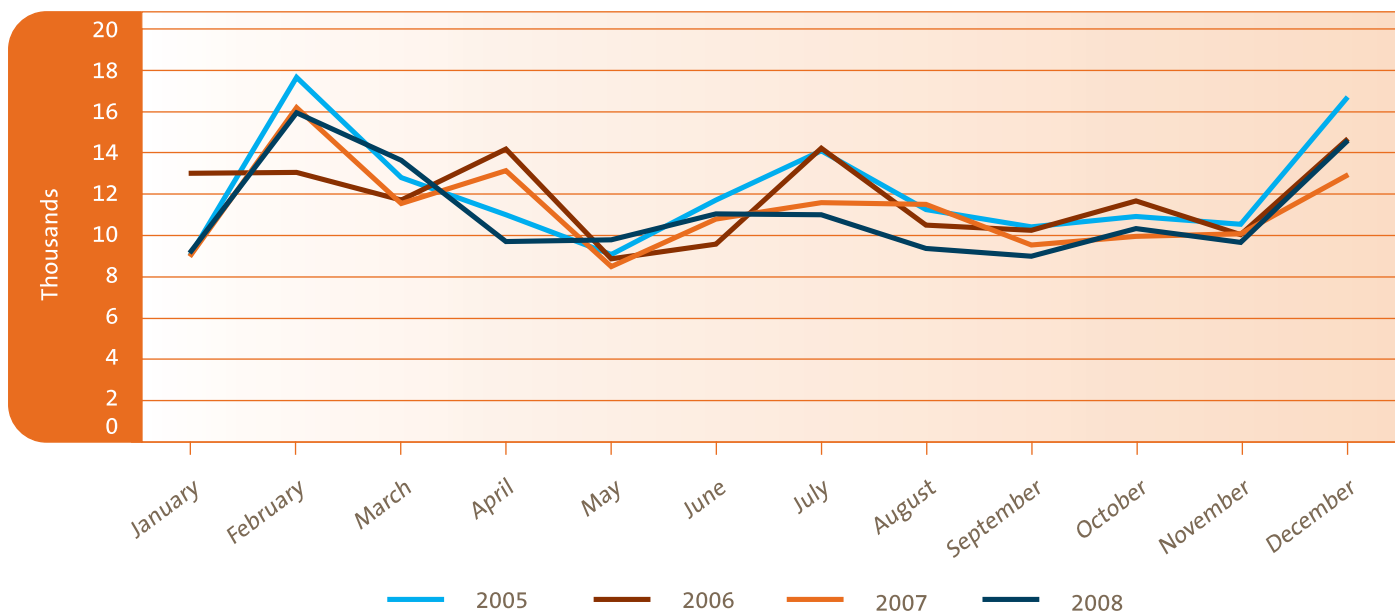
Figure 3 – Age and gender, 2008



## Seasonality

- Arrivals from Hong Kong tend to be higher in December and February, while arrivals in May are traditionally lower.

Figure 4 – Month of arrival, 2005-2008



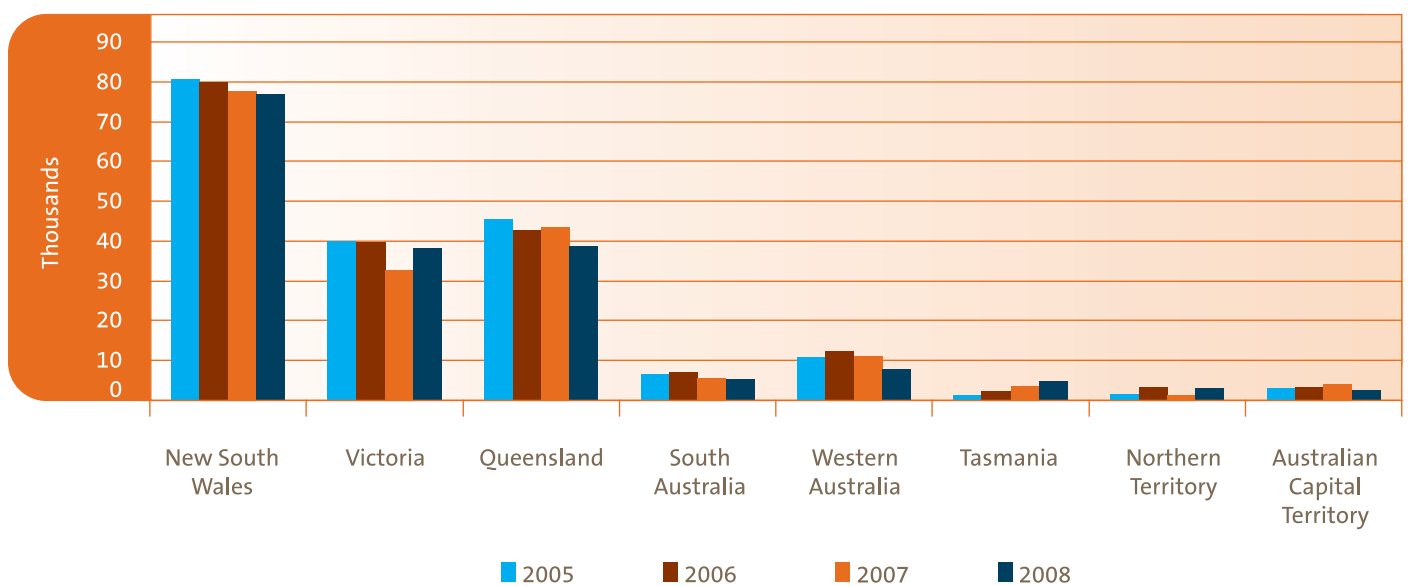
## Length of stay and destination

- Visitors from Hong Kong coming to Australia for education had the longest length of stay (129 nights) of all visitors, followed by employment (86 nights) and holiday (20 nights).
- New South Wales was the most visited State by visitors from Hong Kong, followed by Queensland and Victoria.

**Table 2 – Duration of stay by main purpose of visit, 2005-2008**

	2005		2006		2007		2008	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	10	7	13	9	17	9	19	9
Visiting friends or relatives	19	10	18	10	17	10	16	8
Business	10	5	8	5	7	4	8	5
Education	119	89	145	128	152	122	153	130
Employment	45	8	73	45	124	55	64	42
Other	42	10	73	18	9	4	8	7
Total	23	8	29	9	32	9	33	9

**Figure 5 – State/Territory visited, 2005-2008**



## Dispersal

- Visitors from Hong Kong spent only 20% of their nights outside of the major gateways of Sydney, Melbourne, Brisbane and Perth.

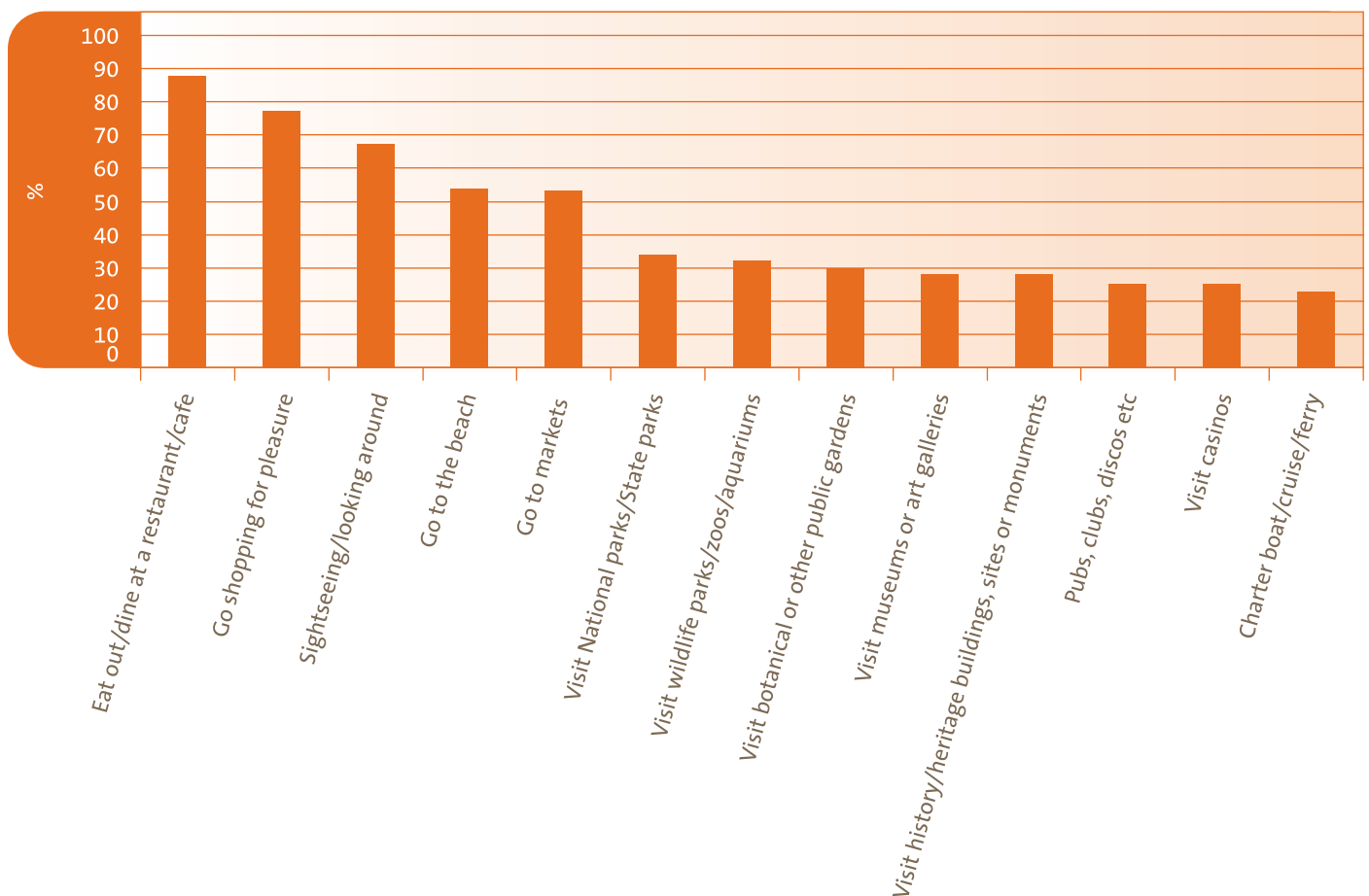
**Table 3 – Dispersal by visitor nights, 2005-2008**

	2005		2006		2007		2008	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	2 653	80	3 296	80	3 322	79	3 459	80
Dispersed regions	663	20	806	20	904	21	864	20
Total	3 316	100	4 102	100	4 227	100	4 324	100

## Activities

- The most popular activities for Hong Kong visitors were: eat out/dine at a restaurant/cafe; go shopping for pleasure; sightseeing/looking around; go to the beach; and go to the markets.

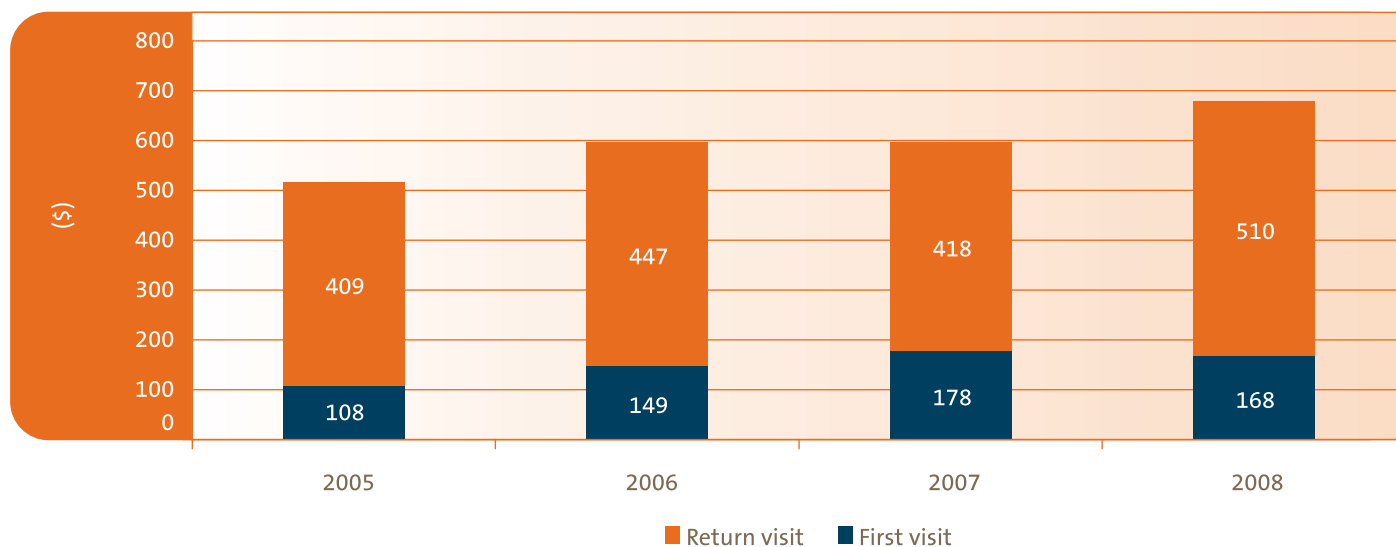
**Figure 6 – Leisure activities, 2008**



## TIEV<sup>1</sup> and expenditure

- Visitors from Hong Kong had a Total Inbound Economic Value (TIEV) of \$678 million on trips to Australia; an increase of 14% on 2007.
- The average spend per Hong Kong visitor was \$5,386.

**Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit, 2005-2008**



**Table 4 – Visitors and average expenditure on specified items, 2008**

Item	Visitors ('000)	Average spend (\$)
Food, drink and accommodation	125	1 626
International airfares	112	1 225
Shopping to take home	101	343
Package tour	20	2 272
Motor vehicles	1	17 181
Shopping to use in Australia	45	499
Other	21	431
Other transport fares	101	174
Rental vehicles	17	512
Entertainment	57	181
Petrol and oil costs	24	223
Education	15	11 081
Organised tours	25	465
Phone, fax and postage	65	151
Gambling	13	286
Domestic airfares	14	403
<b>Total</b>	<b>131</b>	<b>5 368</b>

<sup>1</sup> TIEV represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.

## Trip planning and booking horizons

- Holiday and VFR visitors from Hong Kong were more likely to plan their trip 3 weeks to 1 month before travel (27% and 21% respectively) and 1–3 months before travel (24% and 23% respectively).
- Holiday visitors from Hong Kong were the most likely to book flights to Australia 3 weeks to 1 month before travelling, while VFR visitors were more likely to book 1–3 months prior to travel.

Figure 8 – Planning horizons by purpose, 2008

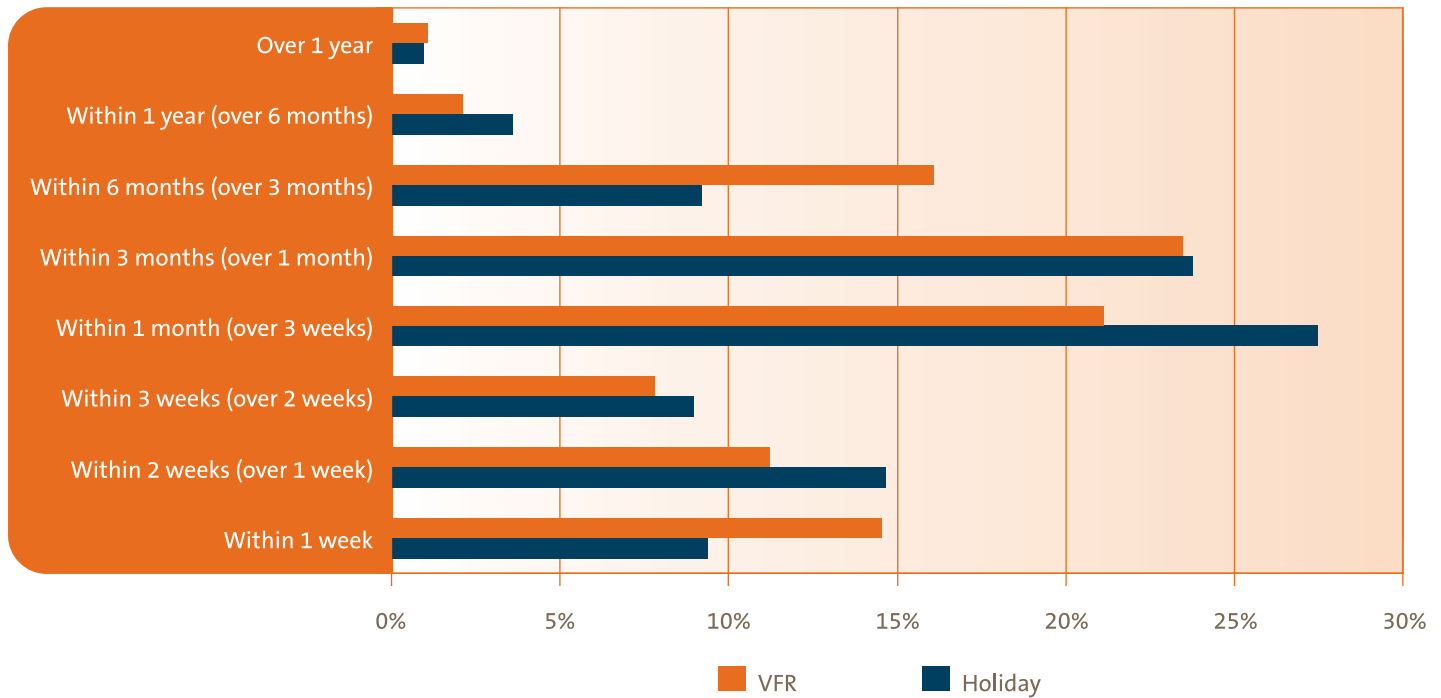
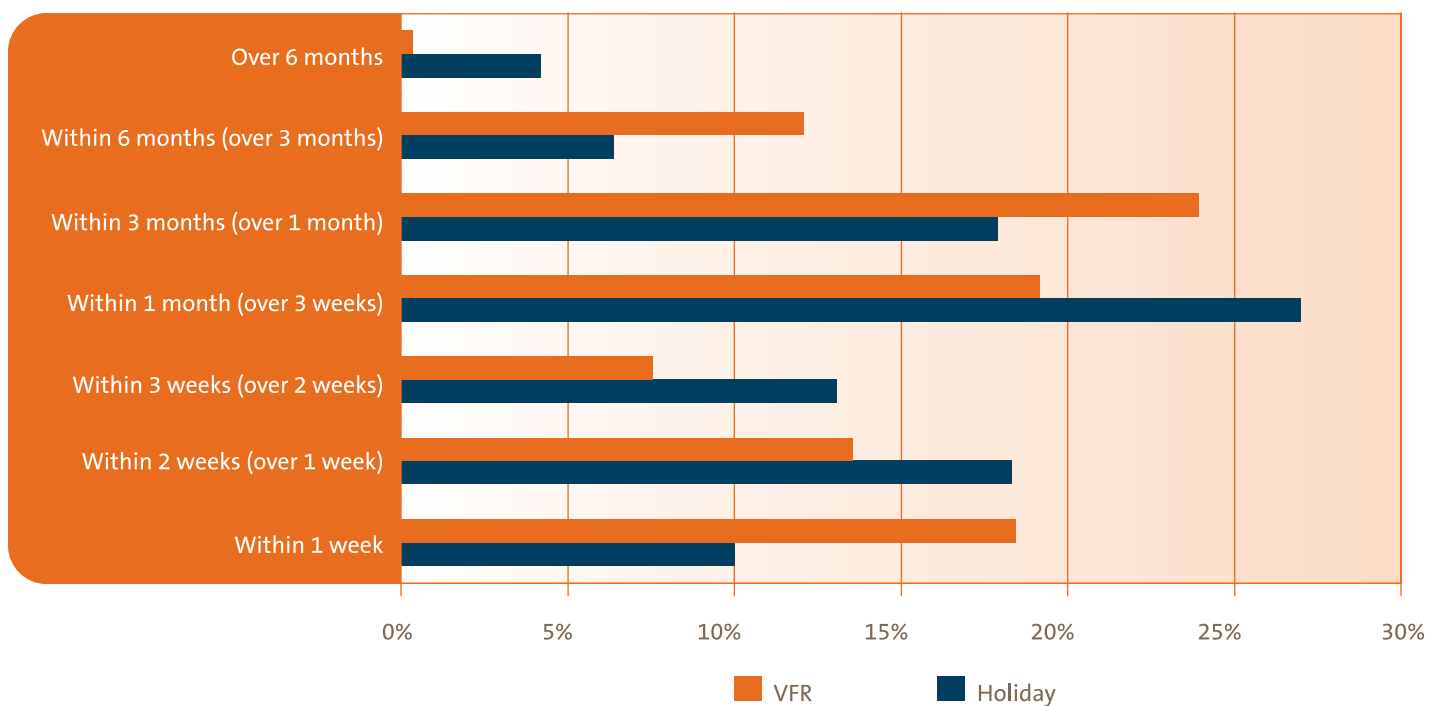


Figure 9 – Flight booking horizons by purpose, 2008



## Information sources and internet usage

- The most common information sources used by first-time visitors from Hong Kong were the internet (48%) and travel agent (42%).
- The most common information sources used by repeat visitors were also the internet (27%) and travel agent (26%).

Figure 10 – Information sources, 2008

