



# International Visitor Profile 2009

## Hong Kong

### Summary

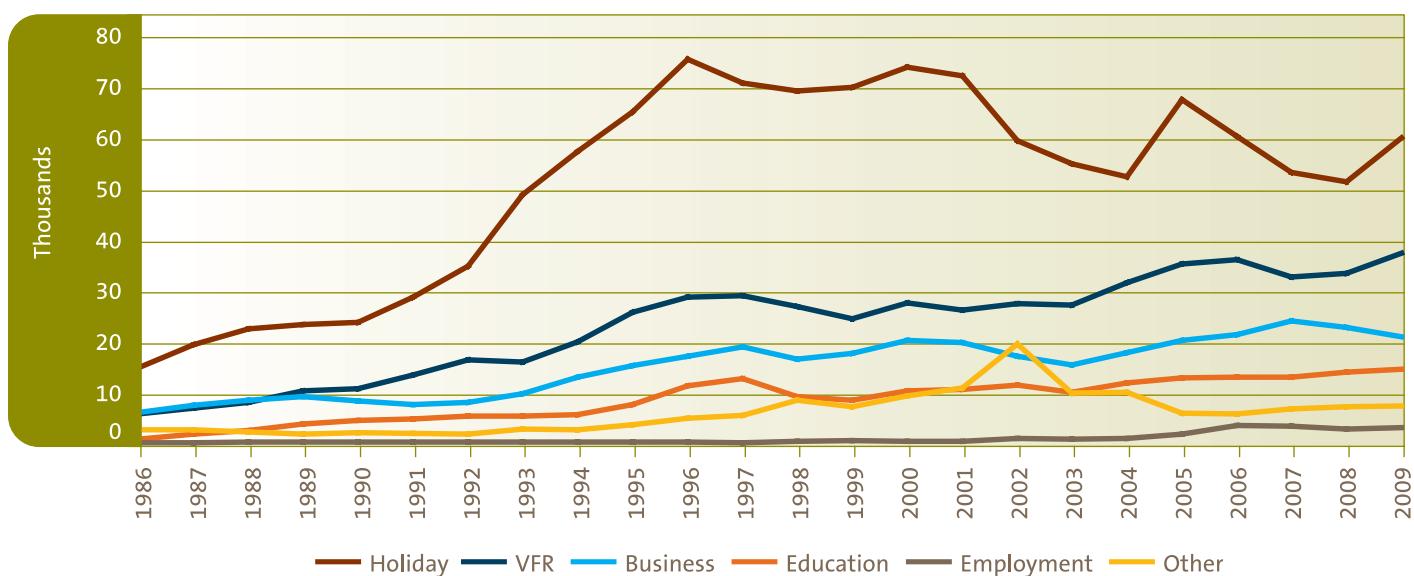
- Hong Kong is Australia's tenth largest inbound market. In 2009, there were 142,789 visitors from Hong Kong over 15 years of age and 156,892 visitors in total.
- The average length of stay for visitors from Hong Kong was 32 nights compared to the national average of 34 nights.
- Visitors from Hong Kong accounted for 3% of all international visitor nights in 2009, making Hong Kong the thirteenth largest market in terms of nights.
- Visitors from Hong Kong spent \$685 million on trips to Australia in 2009, spending on average \$4,801 per trip.

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

### Visitor arrivals

- There was a 9% increase in visitors from Hong Kong during 2009 compared to 2008. This was largely driven by increases in the holiday and visiting friends and relatives (VFR) markets (17% and 12% respectively).
- The business market was the only market to decrease during 2009 (-9%).

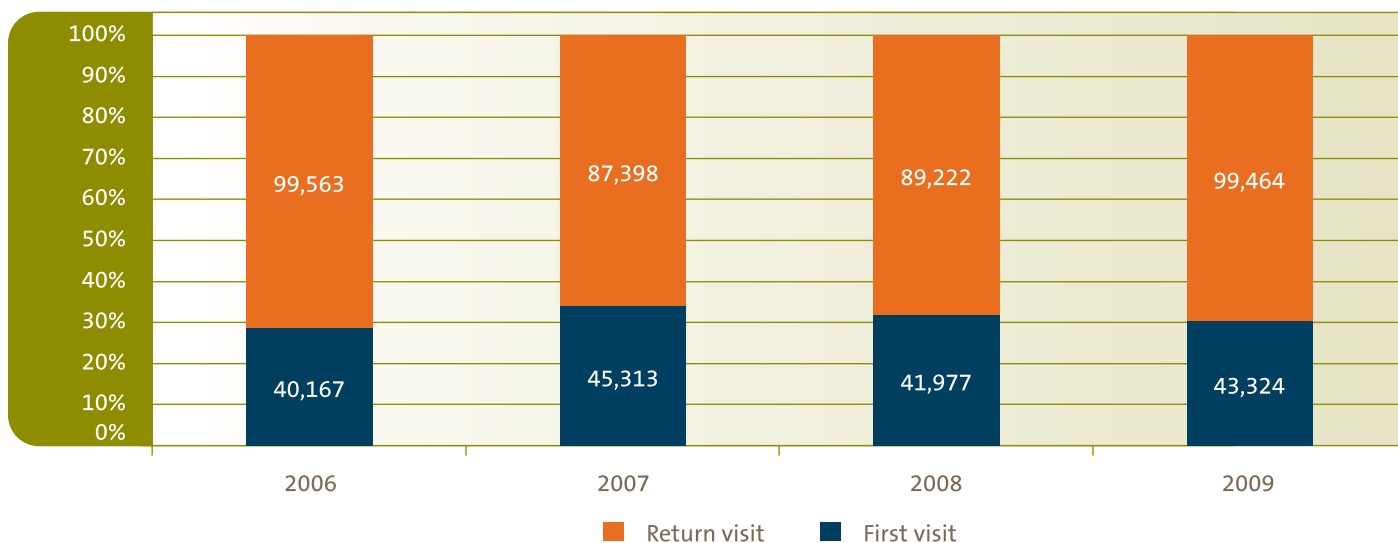
Figure 1 – Main purpose of visit



## Repeat visitors

- Almost a third (30%) of visitors from Hong Kong were first-time visitors. This is compared to the national average of 38% first-time visitors.

Figure 2 – First or return visit



## Travel party

- Almost two thirds (64%) of visitors from Hong Kong travelled unaccompanied and 16% travelled as an adult couple.

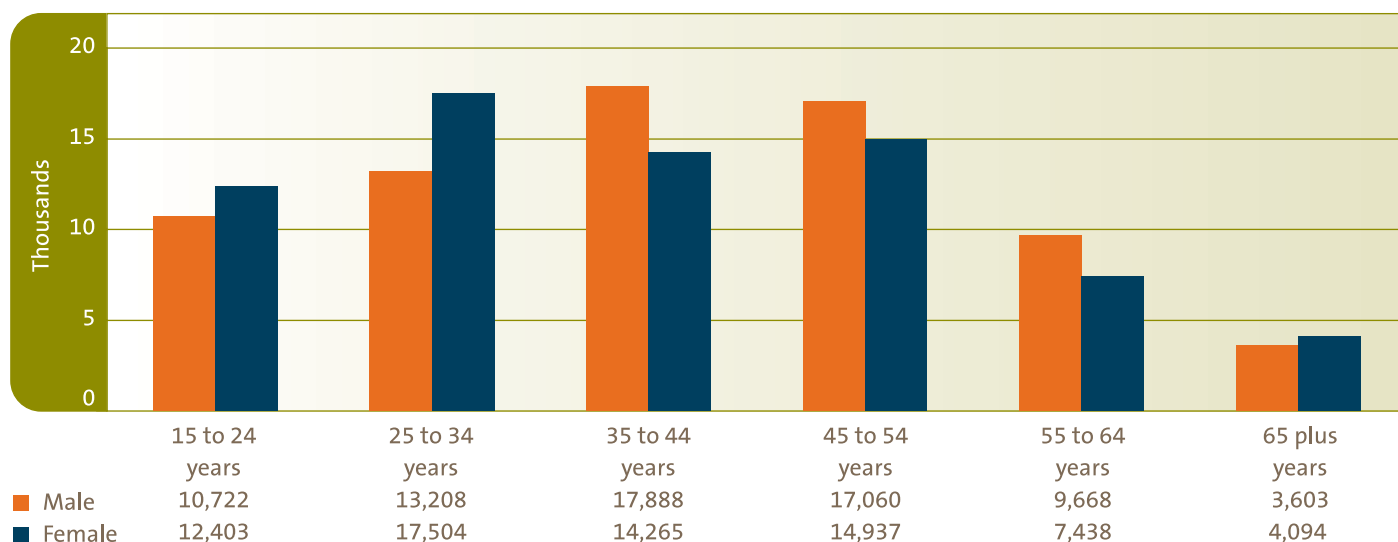
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	81	58	83	63	82	62	92	64
Adult couple	26	19	19	14	23	18	22	16
Family group –parent(s) and children	17	12	13	10	14	10	16	11
Friends or relatives	12	8	14	11	9	7	10	7
Business associates	4	3	4	3	3	3	3	2
Total	140	100	133	100	131	100	143	100

## Demographics

- Visitors from Hong Kong tended to be younger with 12% of visitors aged 55 to 64 years and 5% aged over 65 years.

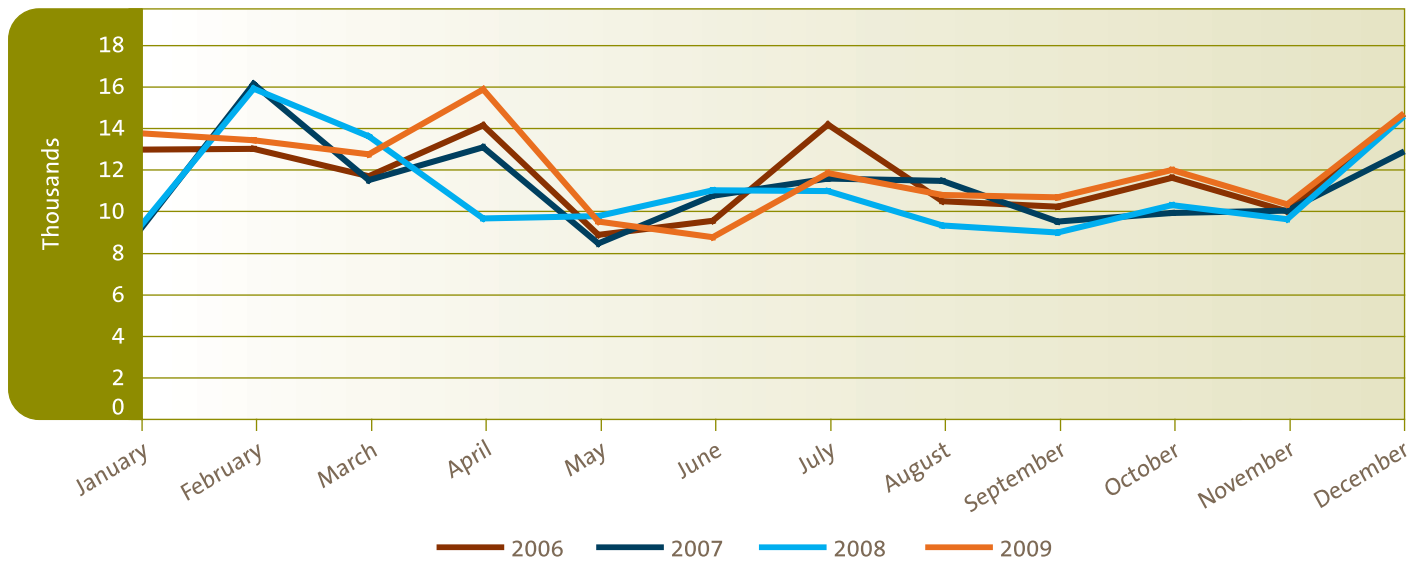
Figure 3 – Age and gender, 2009



## Seasonality

- Visitor arrivals from Hong Kong are traditionally lowest during May.

Figure 4 – Month of arrival



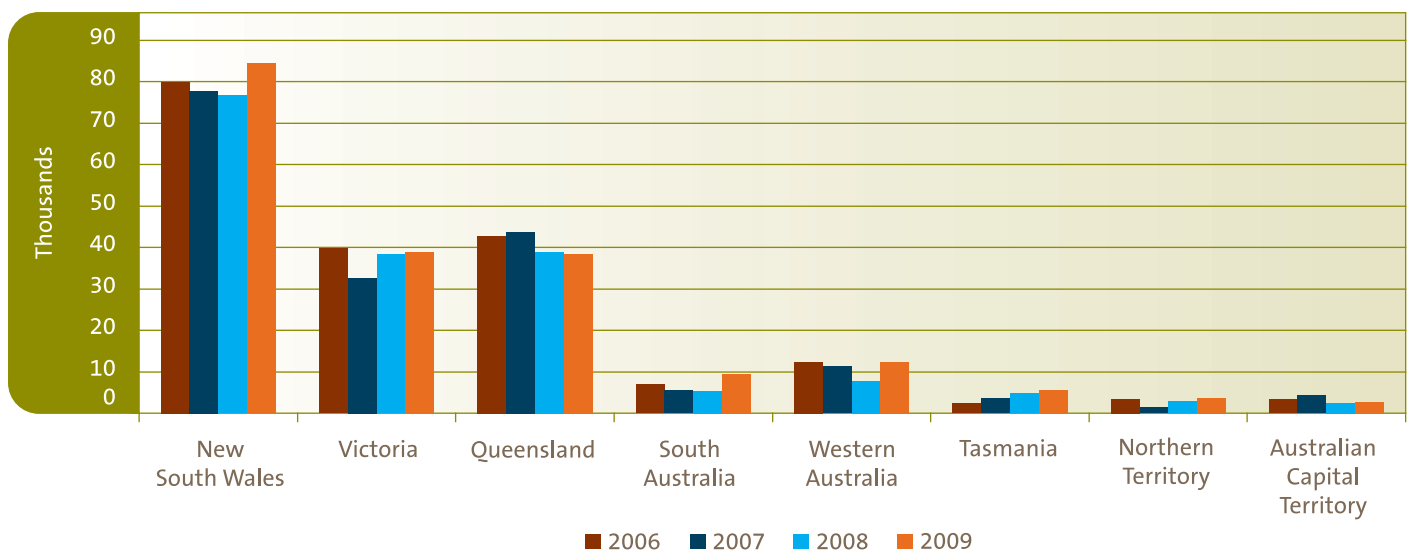
## Length of stay and destination

- Visitors travelling for education (150 nights) had the longest average length of stay of all visitors from Hong Kong.
- The most visited states by visitors from Hong Kong were New South Wales, Victoria and Queensland.

Table 2 – Duration of stay by main purpose of visit

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	13	9	17	9	19	9	18	10
Visiting friends or relatives	18	10	17	10	16	8	17	10
Business	8	5	7	4	8	5	7	4
Education	145	128	152	122	153	130	150	132
Employment	73	45	124	55	64	42	76	42
Other	73	18	9	4	8	7	16	1
Total	29	9	32	9	33	9	32	9

Figure 5 – State/territory visited



## Dispersal

- Visitors from Hong Kong spent 23% of their nights outside the major gateways of Sydney, Melbourne, Brisbane and Perth, compared to the national average of 32% of nights.

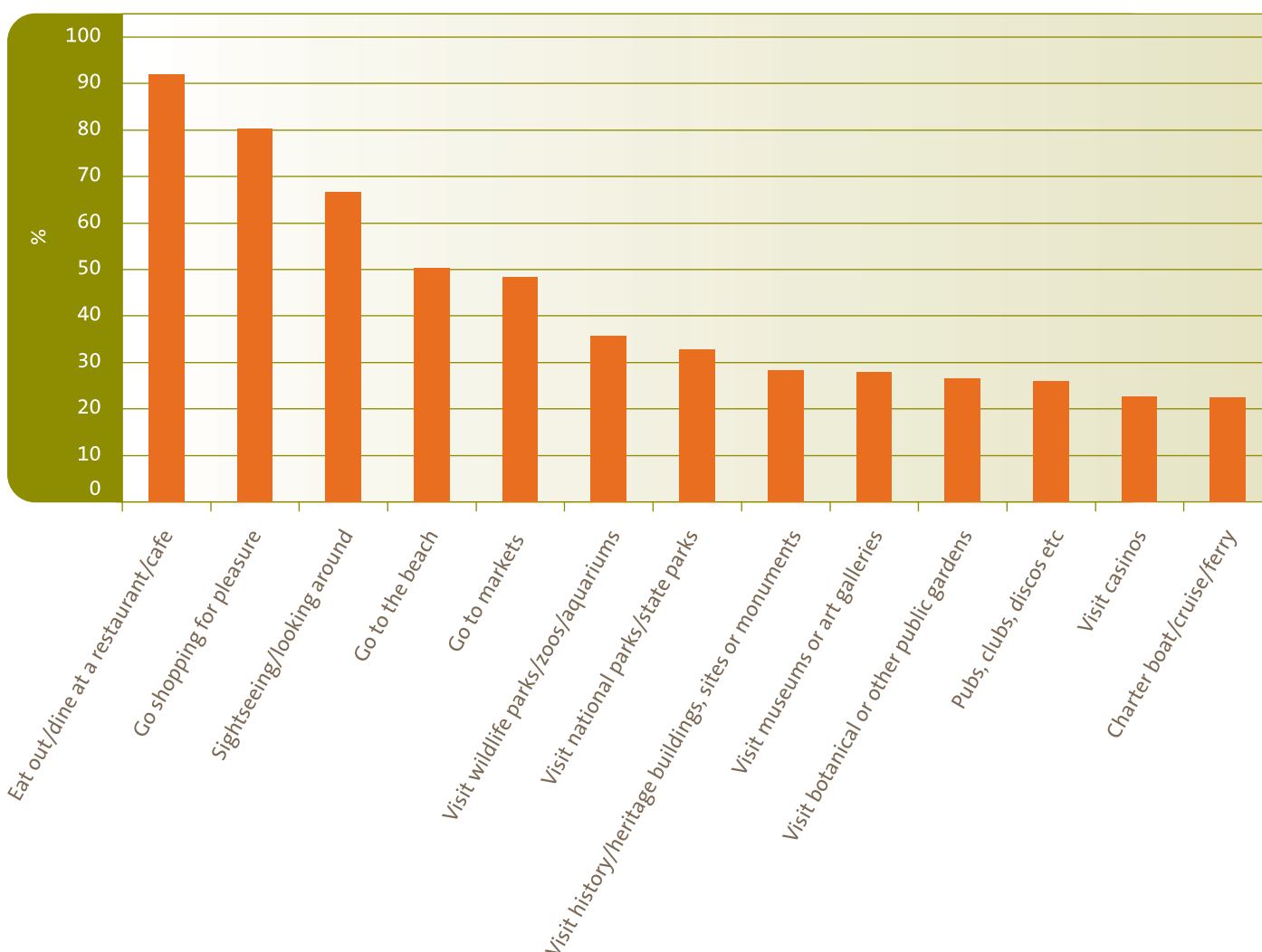
**Table 3 – Dispersal by visitor nights**

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	3,296	80	3,322	79	3,459	80	3,542	77
Dispersed regions	806	20	904	21	864	20	1,082	23
Total	4,102	100	4,227	100	4,324	100	4,624	100

## Activities

- The most popular activities for visitors from Hong Kong were: eat out/dine at a restaurant/café; go shopping for pleasure; and sightseeing/looking around.

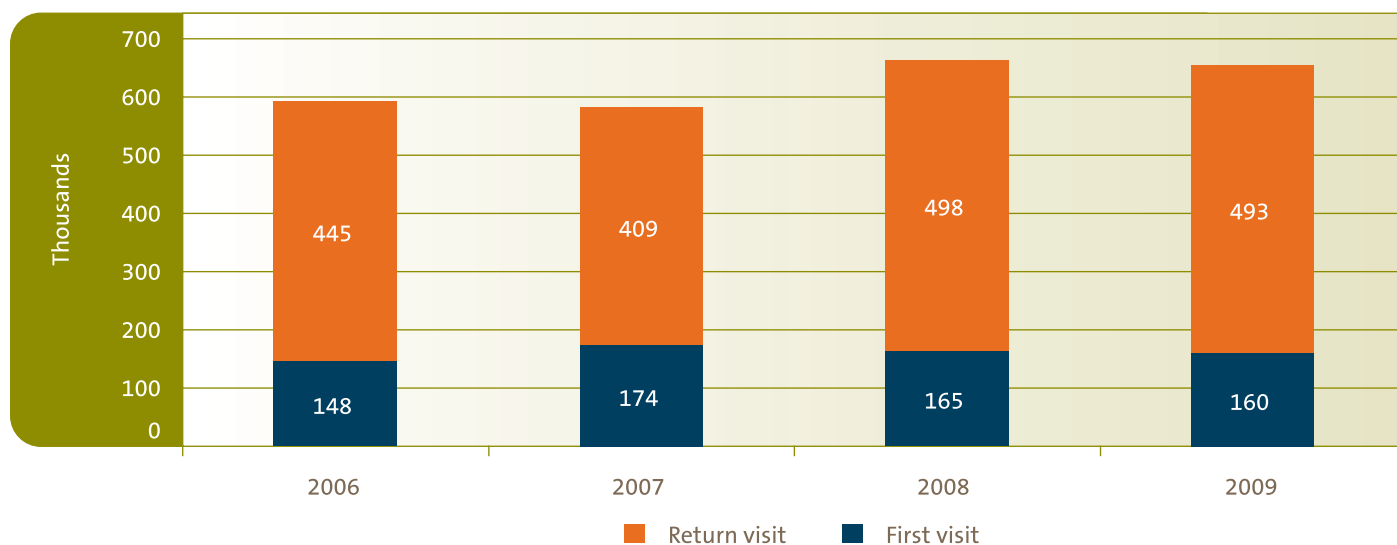
**Figure 6 – Leisure activities, 2009**



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

- Visitors from Hong Kong had a Total Inbound Economic Value (TIEV) of \$653 million on trips to Australia in 2009.
- Visitors from Hong Kong spent on average \$4,801 per trip.

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



**Table 4 – Visitors and average expenditure on specified items, 2009**

	Visitors ('000)	Average spend (\$)
Organised tours	30	466
Domestic airfares	18	345
International airfares	129	1,082
Rental vehicles	16	363
Petrol and oil costs	27	175
Other transport fares	108	147
Food, drink and accommodation	137	1,649
Shopping to use in Australia	46	360
Shopping to take home	114	341
Gambling	15	431
Entertainment	68	184
Motor vehicles	1	8,896
Education	14	10,545
Phone, fax and postage	70	134
Package tour	14	1,932
Other	20	429
<b>Total</b>	<b>143</b>	<b>4,801</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

- Both holiday and VFR visitors were most likely to plan their trip three weeks to one month and one to three months prior to travelling.
- Around two thirds of holiday and VFR visitors booked their flights within one month of travelling (63% and 68% respectively).

Figure 8 – Planning horizons by purpose, 2009

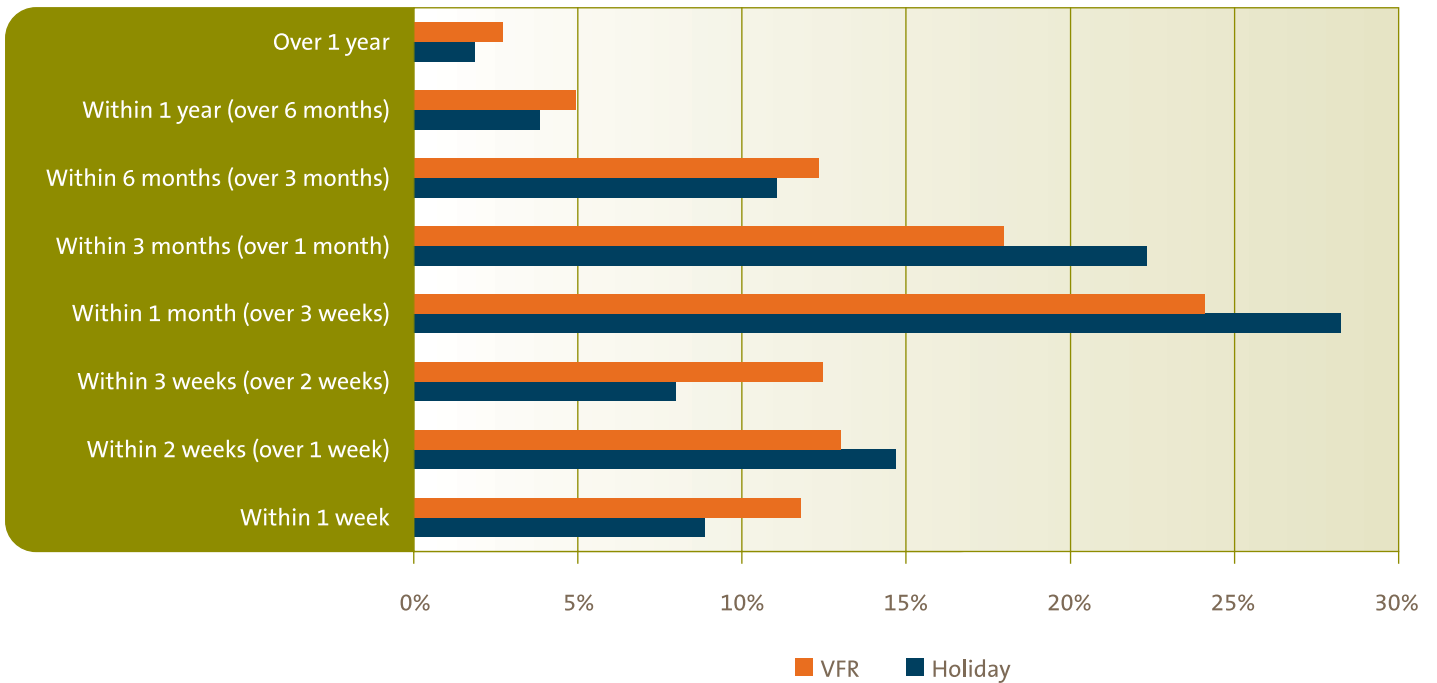
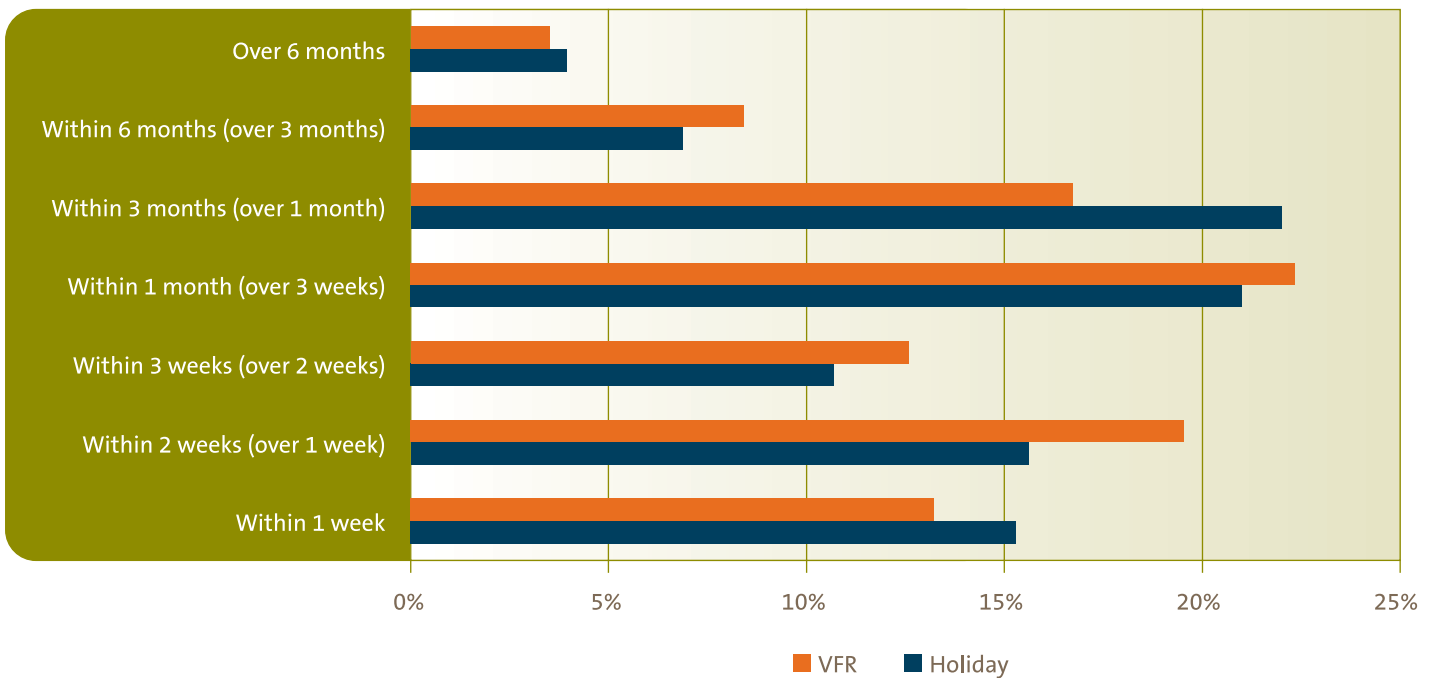


Figure 9 – Flight booking horizons by purpose, 2009



## Information sources and internet usage

- The most common information sources for first-time visitors to Australia were the internet (59%), travel agent (38%) and friend or relative living in Australia (37%).
- The most common information sources for repeat visitors to Australia were previous visits (42%) and the internet (34%).
- Visitors from Hong Kong used the internet to look for airfares or air schedules to Australia (52%), to find out more about Australia after deciding to visit (50%) and to help plan an itinerary (48%).

Figure 10 – Information sources, 2009

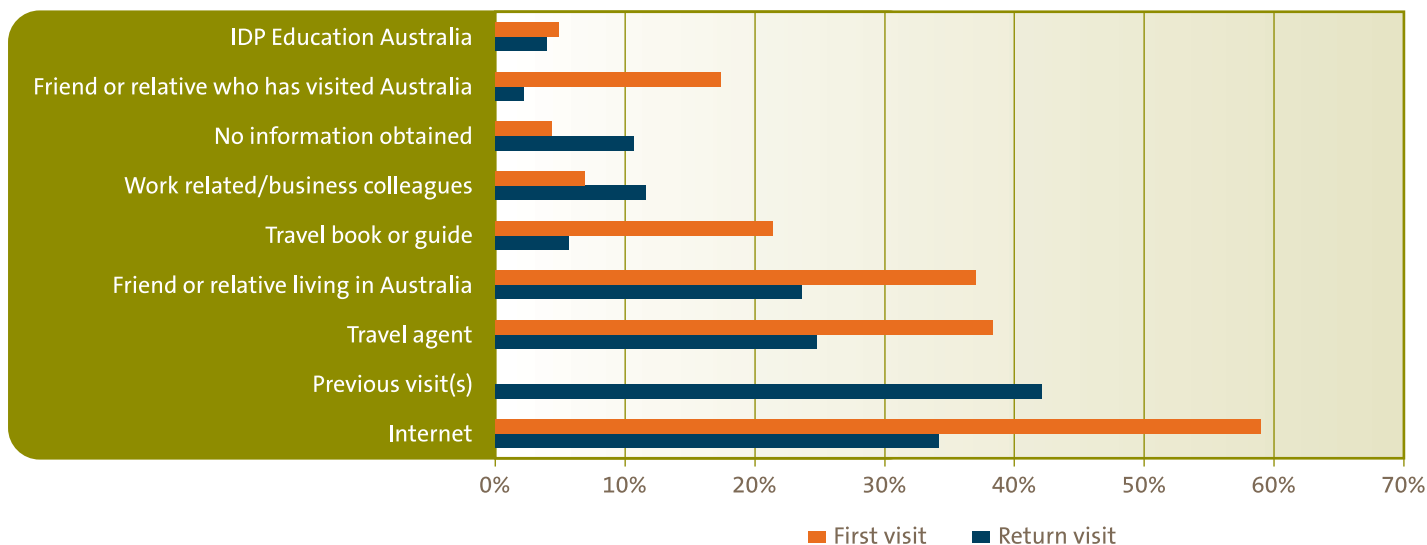
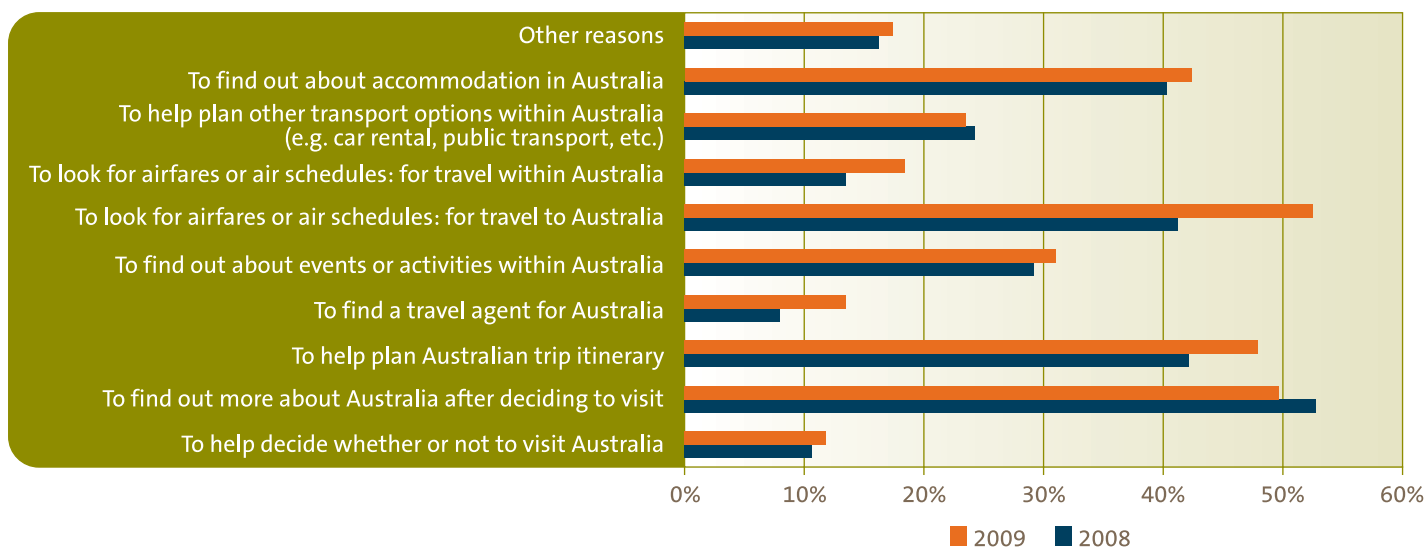


Figure 11 – Reasons for internet usage



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 Tourism Research Australia, International Visitor Survey (unpublished data)  
 Figures 1, 3 and 4 – Department of Immigration and Citizenship  
 All figures refer to persons over the age of 15 years

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