

HONG KONG

Market Profile



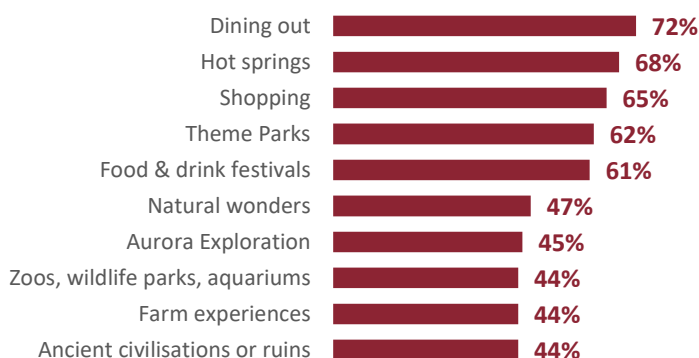
Market insights

- + International tourism recovery from HK is slower than most markets, it is expected to have a stronger recovery in 2024, estimations for full recovery for HK is by the end of 2025.
- + Hong Kong is a peak value market for Australia and Tasmania as Hong Kong visitors tend to spend more during their stay. In December 2019 they were the 3rd largest international leisure market and the 3rd highest spending leisure market for Tasmania.
- + Visitors from Hong Kong are likely to stay (+8 nights) and are more likely to be a first-time visitor to Tasmania, just under 20% have visited previously.
- + Visitors from HK are more likely to stay overnight in the cities of Hobart and Launceston and do day trips to other areas of the State. They do have an affinity to stay on the East Coast and in the North West also.
- + Viewing wilderness and wildlife are key drivers for Hong Kong visitors and bushwalking is their major activity while in Tassie which makes them more likely to visit national parks in Tasmania.
- + However, they also take pleasure in trying Tasmanian food and beverages, visiting markets and enjoy being able to self-drive which allows them flexibility to disperse more around the state.

Sources: Tourism Tasmania's Tasmanian Visitor Survey. All values on this page are the average across 2017-19, International Visitor Survey, Tourism Research Australia. YE Dec 2019 & TRA International Forecast 2023-2028

Interest in general tourism experiences

Experiences with the highest level of interest when on holiday anywhere for Hong Kong visitors.



Source: Tourism Australia Future of Demand market profile

Tasmania's associations

Hong Kong visitors ranking[^] of Tasmania compared to other Australian destinations for the 24 experiences associated with Australia:

Ranking of Tourism Australia's CDP associations	Average+	HYT*
Good food and wine	4	5
WC aquatic and coastal	4	3
WC nature and wildlife	5	5
Rich history and heritage	7	6

[^]Source: Tourism Australia: Ranked by importance to market. CDP means Consumer Demand Project. WC means World Class.

*HYT means Tourism Australia's High Yield Traveller classification.

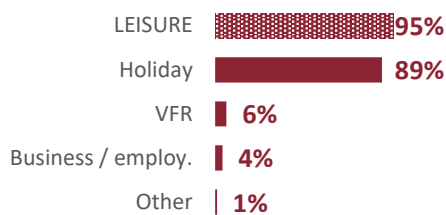
+Average: survey respondents who have travelled outside their country in the last 5 years or the in the next 2 years.

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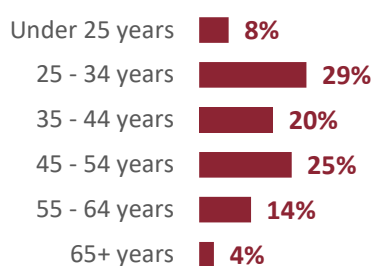
All data refers to Hong Kong visitors to Tasmania.

Purpose of visit

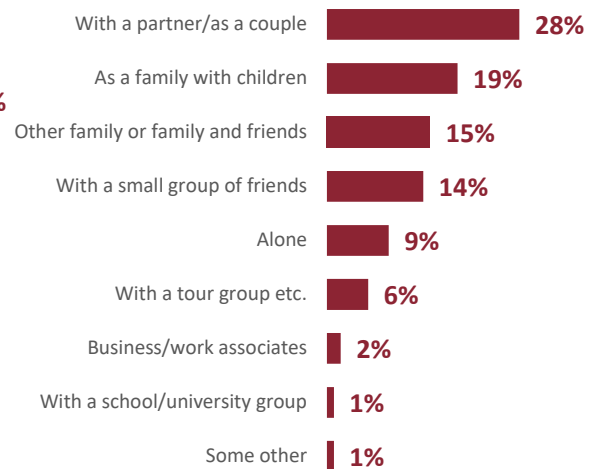


VFR = visiting friends or relatives
Leisure = holiday + VFR

Age



Travel party



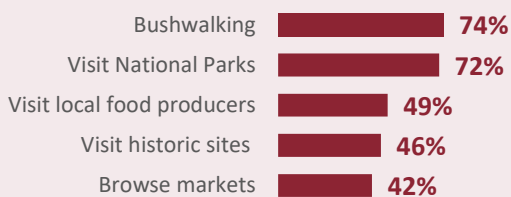
Compared to the average international visitor to Tasmania:

- More likely to be on holiday
- More likely to be aged between 25 - 54; largest cohort is aged 25-34
- More likely to be travelling as a couple / with a partner or with family alone

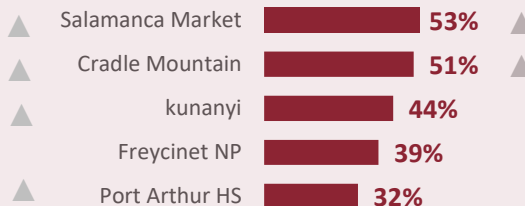
Top 5's in Tasmania

All data indicates top experiences visitors from this country participated in while in Tasmania.

Activities



Attractions



Top influences to visit



▲ indicates more likely to participate in than the average international visitor

Source: Tourism Tasmania's Tasmanian Visitor Survey. All values on this page are the average across 2017-19.



Image: The Imbibers – Samuel Shelley