

HONG KONG

INTERNATIONAL MARKET UPDATE 2026

MARKET OVERVIEW

- Hong Kong (China Hong Kong SAR) is South Australia's 11th largest inbound market and is ranked 4th for expenditure as of March 2026.
- A majority of consumers speak some English and are mature travellers.
- South Australia is positioned as an appealing holiday destination for independent travellers seeking Australia's best food and wine, nature and self-drive experiences. Seafood has very strong appeal.
- Hong Kong visitors have limited dispersal to regional South Australia, but there is growing interest in self-drive journeys to regional areas.
- Key demand driving experiences include nature and wildlife, coastal and aquatic, food and wine.
- 80% of Hong Kong visitors to South Australia have been to Australia before.*
- 27% of visits are for the purpose of Holiday, 54% for Visiting Friends & Relatives (VFR).*



FAST FACTS & FIGURES

Data is an annual average over 2 years ending March 2025-March 2026

HONG KONG	HOLIDAY	VFR	BUSINESS	OTHER	TOTAL
VISITS (SA)	3,000	6,000	-	3,000	11,000
VISITS (AUS)	114,000	86,000	17,000	26,000	214,000
NIGHTS (SA)	50,000	121,000	1,000	404,000	576,000
NIGHTS (AUS)	1,366,000	1,824,000	118,000	2,567,000	5,875,000
ALOS - NIGHTS (SA)	18	21	16	161	54
ALOS - NIGHTS (AUS)	12	21	7	99	27
EXPENDITURE (SA)					\$98m

ALOS = AVERAGE LENGTH OF STAY. VFR = VISITING FRIENDS AND RELATIVES.
*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING MARCH 2025-MARCH 2026.
#A HIGH AVERAGE DUE TO EDUCATION VISITORS.

SNAPSHOT OF CURRENT STATISTICS – MARCH 2026

VISITORS

 13k

NIGHTS

 622k

AVERAGE LENGTH OF STAY

 49 nights[#]

EXPENDITURE

 \$98m

AVERAGE SPEND

 \$157 per night \$7,701[#] per visitor

INTERNATIONAL RANKING IN SOUTH AUSTRALIA

 #11 for visitors
#7 for nights
#4 for expenditure

AIR ACCESS

DIRECT AIRLINE

- Cathay Pacific (CX)

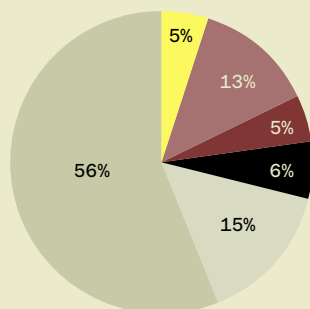
KEY CONNECTING AIRLINES

- Singapore Airlines (SQ)
- Malaysia Airlines (MH)
- China Southern Airlines (CZ)
- Multiple airlines offer connections via other Australian airports

VISITOR ACCOMMODATION TYPE AND TRAVEL PARTY DESCRIPTIONS*

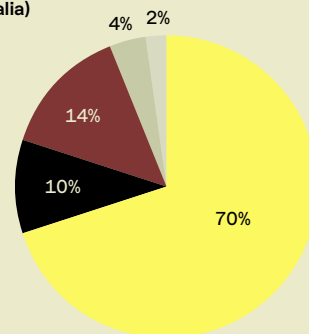
Visitor accommodation type (in South Australia)

- Own property
- Other accommodation
- Other private accommodation
- Hotels and similar accommodation
- Friends or relatives' property
- Rented house/apartment/flat/unit



Travel party description (to South Australia)

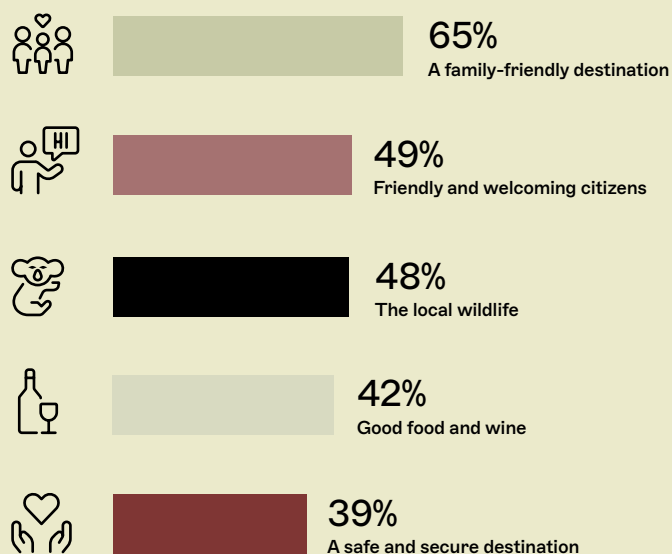
- Travelling alone
- Family group - parents and children
- Adult couple
- Friends or relatives travelling together
- Other travel party



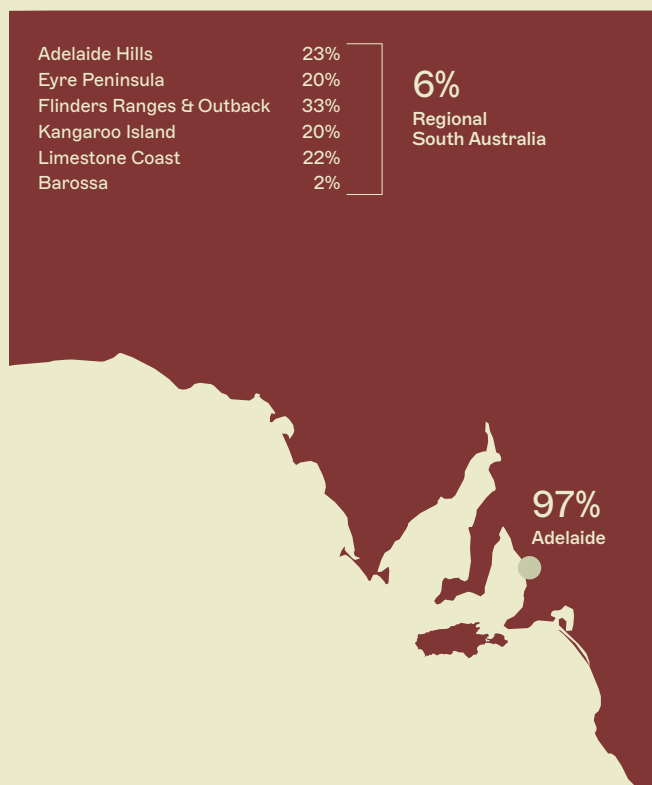
MARKET INSIGHTS

- Generally speaking, people from Hong Kong enjoy travelling and travel is part of their lifestyle, indicating that they are experienced free and independent travellers (FITs).
- The South Australian Tourism Commission (SATC) continues to focus on attracting FITs through marketing and trade engagement activities.
- Travellers carefully consider what they spend and are looking for a variety of travel and interactive experiences. They are strong advocates as they enjoy sharing experiences with others, either through word of mouth or on digital platforms.
- The booking lead time for leisure is short except for Chinese New Year.
- Most arrangements for group tours are handled by the inbound tour operators (ITOs) based in Sydney, Melbourne or Adelaide who are critically important and need to be engaged.
- The number of specialised niche travel agents in the market is growing. These agents cater to specific target segments, promoting themes and experiences such as golf, luxury, honeymoon and self-drive.
- Major travel agents are also developing new and themed itineraries such as photography, international marathons and cycling tours. Moreover, travel agents have increased their focus online in order to capture a larger market share of FITs.
- Cruise packages are increasing in demand and are popular amongst families.

FACTORS FOR CHOOSING TO VISIT SOUTH AUSTRALIA*



VISITOR DISPERSAL**



*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING MARCH 2025-MARCH 2026.
+DATA INCLUDES VISITORS WHO TRAVELLED TO MULTIPLE REGIONS FOR ALL PURPOSES.

BOOKING PREFERENCES



56%

Online Travel Agent
(e.g. Expedia)



47%

Direct with Airline



27%

Retail Travel Agent/
Tour Operator



33%

Direct with
Accommodation



11%

Direct with
Experience Provider

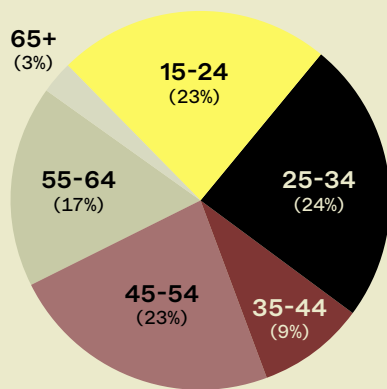
TARGET MARKET PROFILE



Educated professionals, 28-50 years old in middle to high class groups.

They enjoy travelling to experience food and wine, along with nature and wildlife.

HONG KONG VISITORS TO SOUTH AUSTRALIA BY AGE GROUP*



HONG KONG CHECKLIST

Consider the following points when targeting travellers from Hong Kong:

- ✓ Travellers from Hong Kong generally speak Cantonese and read/write in Traditional Chinese. While many also have strong English skills, it's important not to assume this will always be the case.
- ✓ Ensure your product is listed with the key online travel agents (OTAs) as many travellers from Hong Kong are quite comfortable to book aspects of their holiday on these platforms.
- ✓ Travellers from Hong Kong have a preference for local immersive experiences that are short, sharp and interactive.
- ✓ Play to South Australia's strengths. Demonstrate immersive wildlife encounters and showcase our world-class produce, especially fresh seafood offerings if they are available in your business.

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**SOUTH
AUSTRALIA**



Government of South Australia
South Australian Tourism Commission

KEY TRADE PARTNERS

- Travel Circle International Limited
- Goldjoy Holidays
- EGL Tours
- Wing On Travel
- Miramar Travel
- Jetour Travel
- Package Tour
- Jebesen Travel/Jebesen Holidays
- China Travel Service (H.K.) Ltd
- Travel Expert (Asia) Enterprises Ltd
- Westminster
- Singapore Airlines Holidays

INBOUND REPRESENTATIVE COMPANIES

- Australian Tours Management (ATM)
- Travel Around Australia
- Experience Tours Australia (ETA)
- Cheers Travel
- Fortune Dragon
- FZ Holiday and Tours
- Tranquil Travel
- Australia and Beyond Holidays (AABH)
- E-tours Australia
- Jade Express
- Miramar Travel Australia Pty Ltd

TOP TRAVEL WEBSITES AND APPS



Booking.com



Trip.com



kkday



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