

HONG KONG

INTERNATIONAL MARKET UPDATE 2025

MARKET OVERVIEW

- Hong Kong (China Hong Kong SAR) is South Australia's 13th largest inbound market and is ranked 4th for expenditure as of June 2025.
- 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.
- 84% of Hong Kong visitors to South Australia have been to Australia before.*
- 28% of visits are for the purpose of Holiday, 50% for Visiting Friends & Relatives (VFR) and 15% for Education.*



FAST FACTS & FIGURES

Data is an annual average over 2 years ending June 2024-June 2025

HONG KONG	HOLIDAY	VFR	BUSINESS	OTHER	TOTAL
VISITS (SA)	4,000	7,000	200	2,000	11,000
VISITS (AUS)	106,000	82,000	15,000	27,000	198,000
NIGHTS (SA)	24,000	134,000	2,000	270,000	430,000
NIGHTS (AUS)	1,201,000	1,362,000	89,000	2,651,000	5,304,000
ALOS - NIGHTS (SA)	7	20	11	148	39
ALOS - NIGHTS (AUS)	11	17	6	100	27
EXPENDITURE (SA)					\$71m

ALOS = AVERAGE LENGTH OF STAY. VFR = VISITING FRIENDS AND RELATIVES.
*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING JUNE 2024-JUNE 2025.
#A HIGH AVERAGE DUE TO EDUCATION VISITORS.

SNAPSHOT OF CURRENT STATISTICS – JUNE 2025

VISITORS

👤 10k

NIGHTS

🌙 554k

AVERAGE LENGTH OF STAY

📅 58 nights[#]

EXPENDITURE

💰 \$104m

AVERAGE SPEND

💳 \$188 per night \$10,895[#] per visitor

INTERNATIONAL RANKING IN SOUTH AUSTRALIA

🏆 #13 for visitors
#7 for nights
#4 for expenditure

AIR ACCESS

DIRECT AIRLINE

- Cathay Pacific (CX)

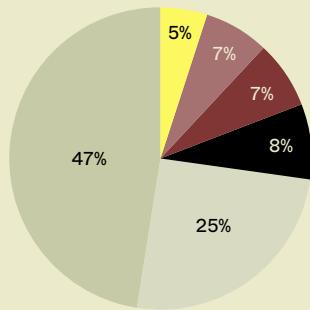
KEY CONNECTING AIRLINES

- Singapore Airlines (SQ)
- Malaysia Airlines (MH)
- Multiple airlines offering connections via other Australian airports

VISITOR ACCOMMODATION TYPE AND TRAVEL PARTY DESCRIPTIONS*

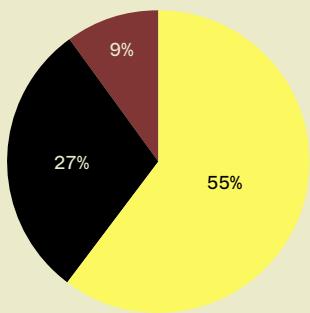
Visitor accommodation type (in South Australia)

- 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)

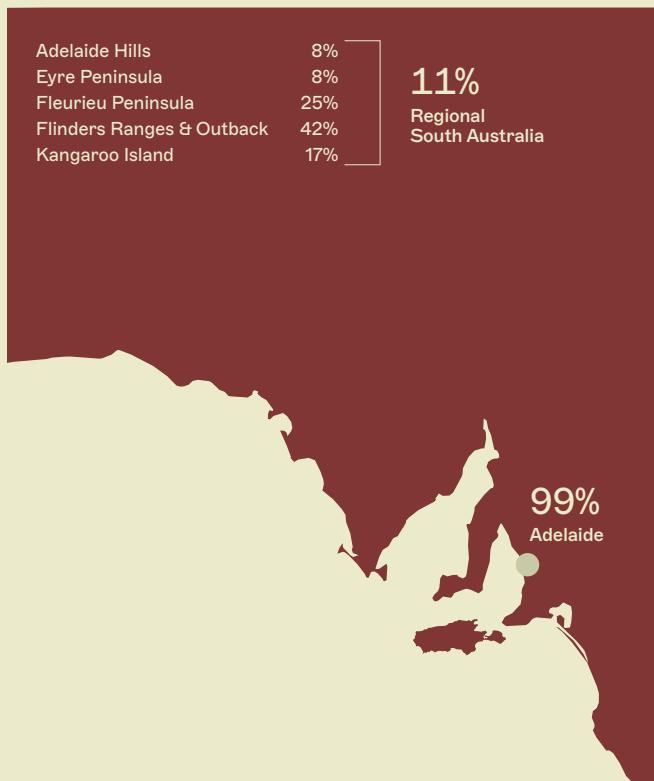
- Travelling alone
- Family group - parents and children
- Adult couple



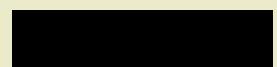
MARKET INSIGHTS

- 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) continue 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.

VISITOR DISPERSAL**



FACTORS FOR CHOOSING TO VISIT SOUTH AUSTRALIA*



64%

The local wildlife



60%

Friendly and welcoming citizens



56%

A family-friendly destination



44%

Clean cities, good roads and signposts



41%

Interesting attractions



*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING JUNE 2024-JUNE 2025.
**DATA INCLUDES VISITORS WHO TRAVELED TO MULTIPLE REGIONS FOR ALL PURPOSES.

BOOKING PREFERENCES



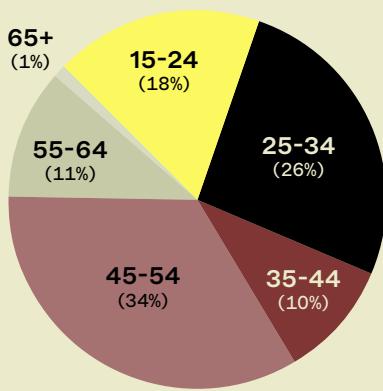
TARGET MARKET PROFILE



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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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
- Jebsen Travel/Jebsen 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
- Four Z's
- 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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