

Tourism Flows in Hong Kong, China

Market Direction | 2024-09-12 | 25 pages | Euromonitor

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Report description:

In 2024, travel in Hong Kong is set to maintain its upward trajectory throughout the year, with inbound arrivals continuing to recover, driven by primary source market, mainland China. The reliance on Chinese tourists is intensifying, marking a significant shift from pre-pandemic levels to represent over 70% share of inbound tourism volumes. Despite this surge, the spending power of these visitors has waned due to evolving traveller preferences. In fact, the average per capita spending amongst m...

Euromonitor International's Tourism Flows in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Domestic Tourism, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tourism Flows market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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