

Hong Kong Visitor Profile to NSW

Year ended December 2023



Source: International Visitor Survey, Tourism Research Australia



VISITORS

83,800

62% vs. 2019*



NIGHTS

1.4m

64% vs. 2019*



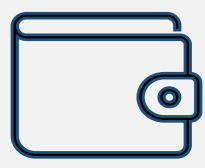
EXPENDITURE

\$263.9m

73% vs. 2019*

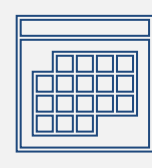
*vs. Pre-COVID period (YE Dec 2019)

Average spend



\$189 per night
\$3148 per visitor

Average length of stay



16.6 nights

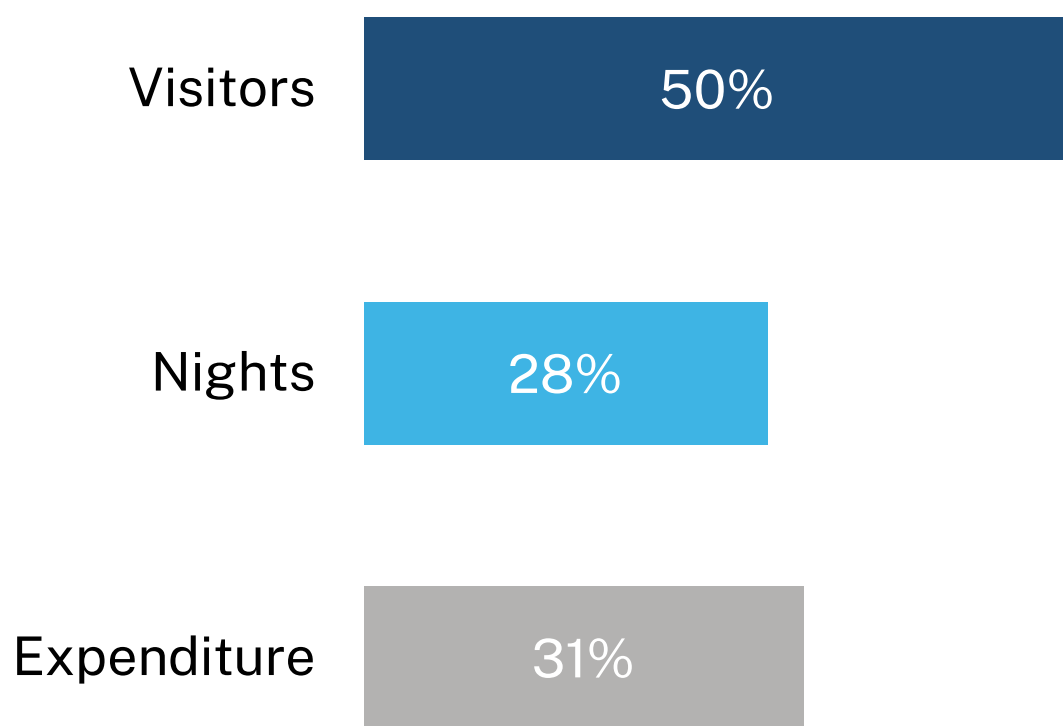
Rank in NSW



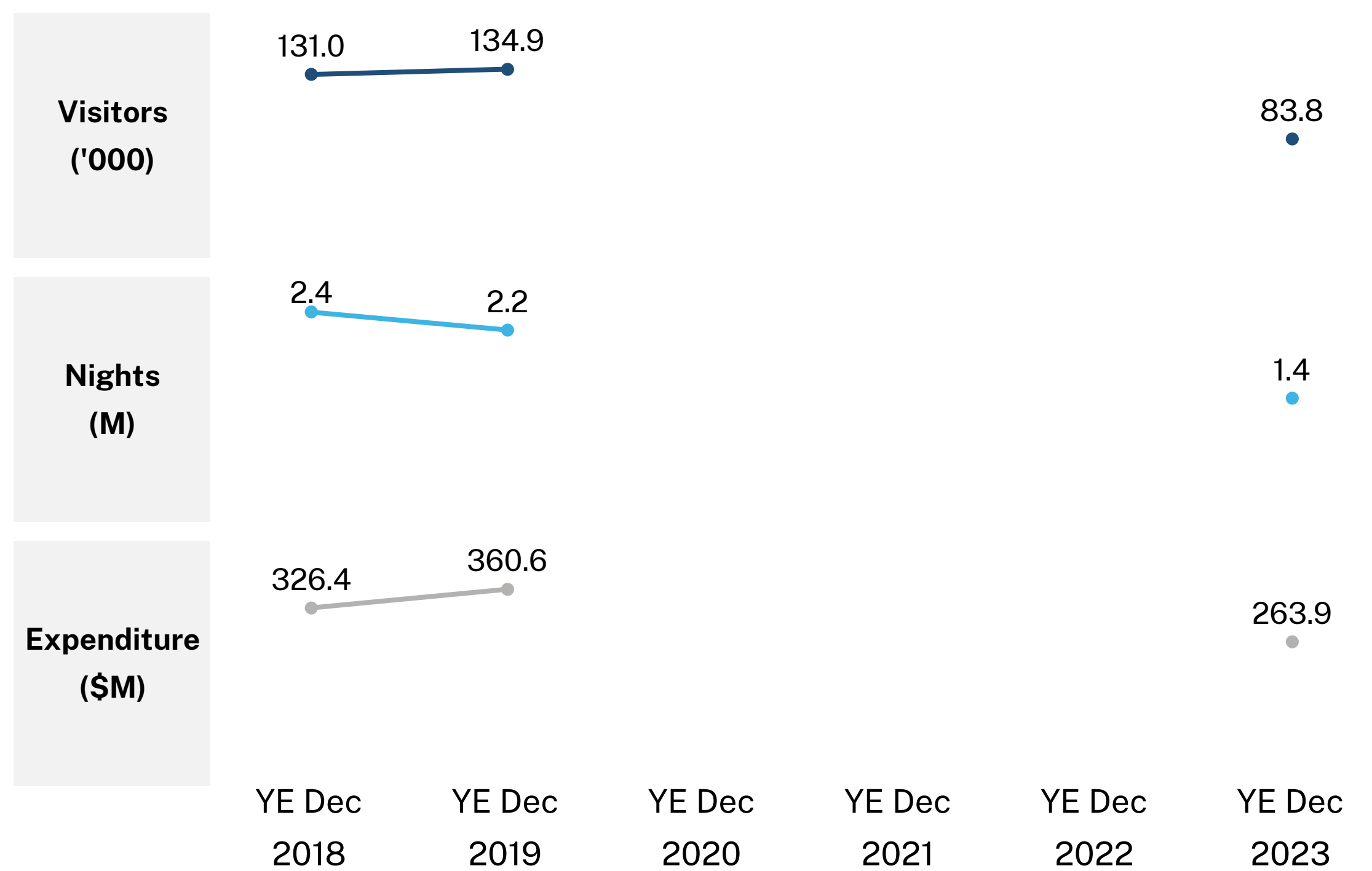
#12 for visitors
#14 for nights
#10 for expenditure

NSW share of visitors to Australia

50% of international visitors from Hong Kong visited NSW during their trip to Australia

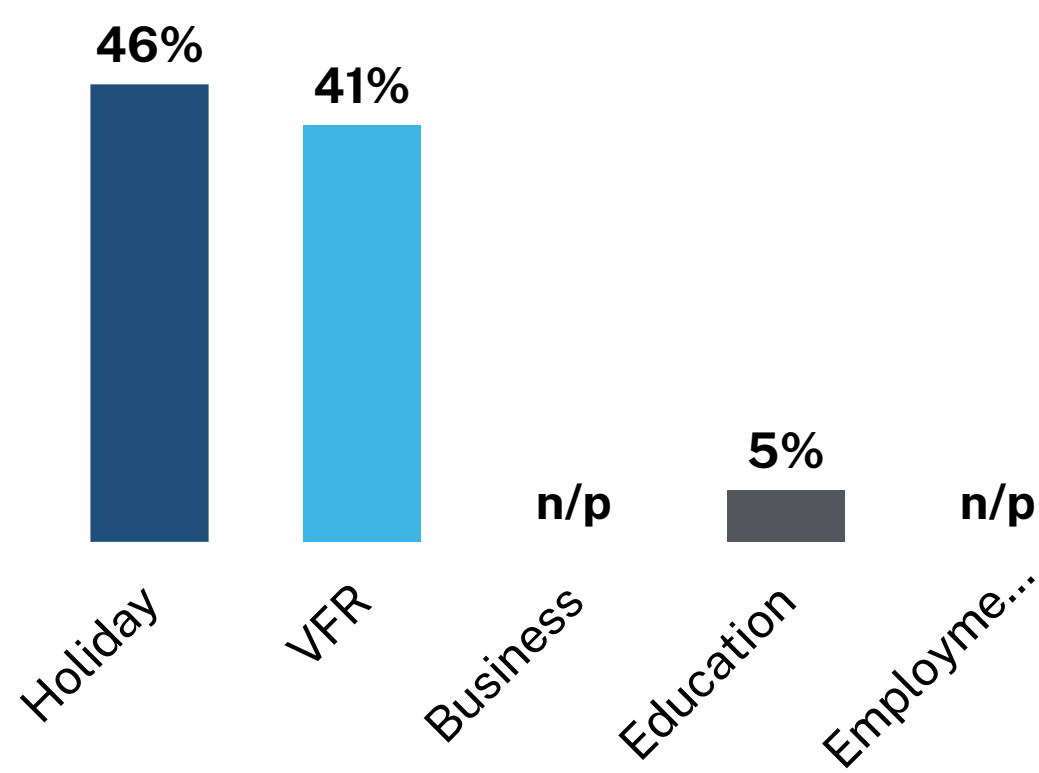


Time Series

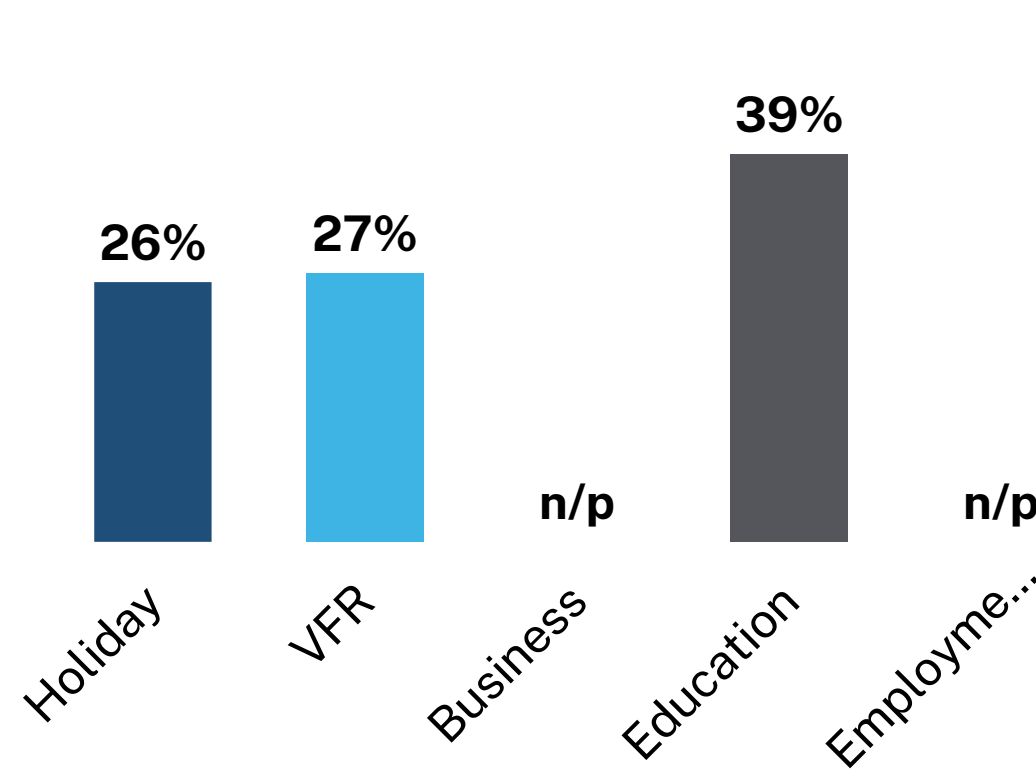


Purpose of Visit

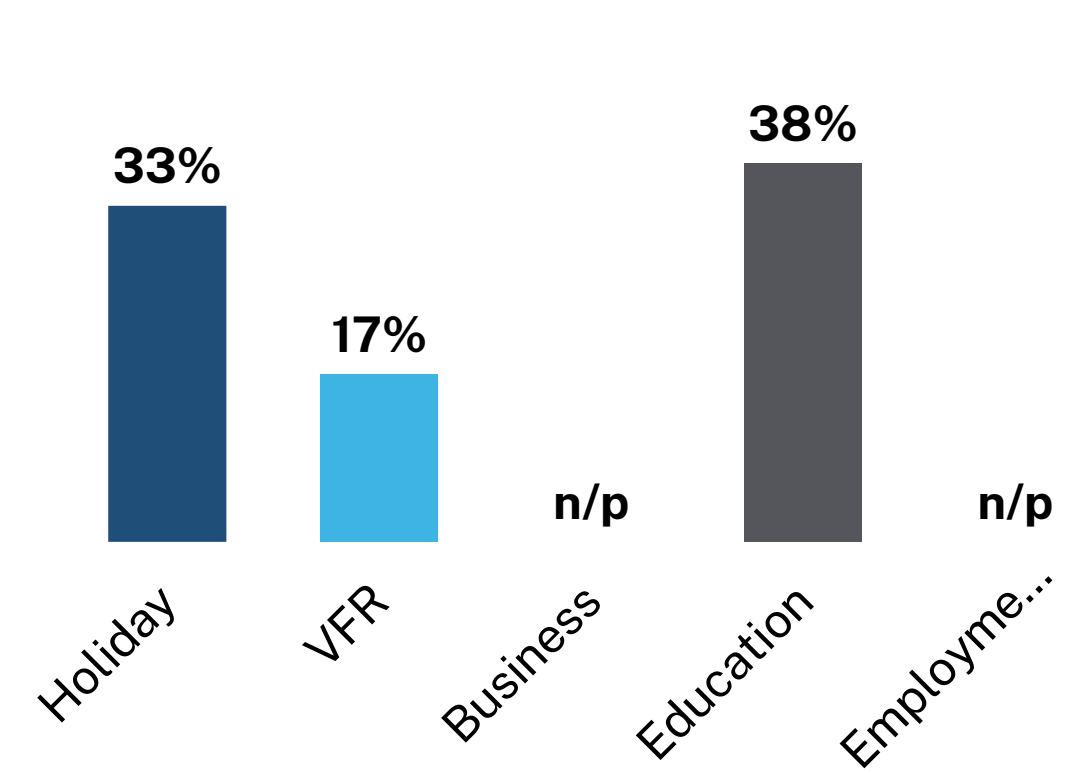
Visitors (000)



Nights (000)



Expenditure (\$M)



Visitor dispersal

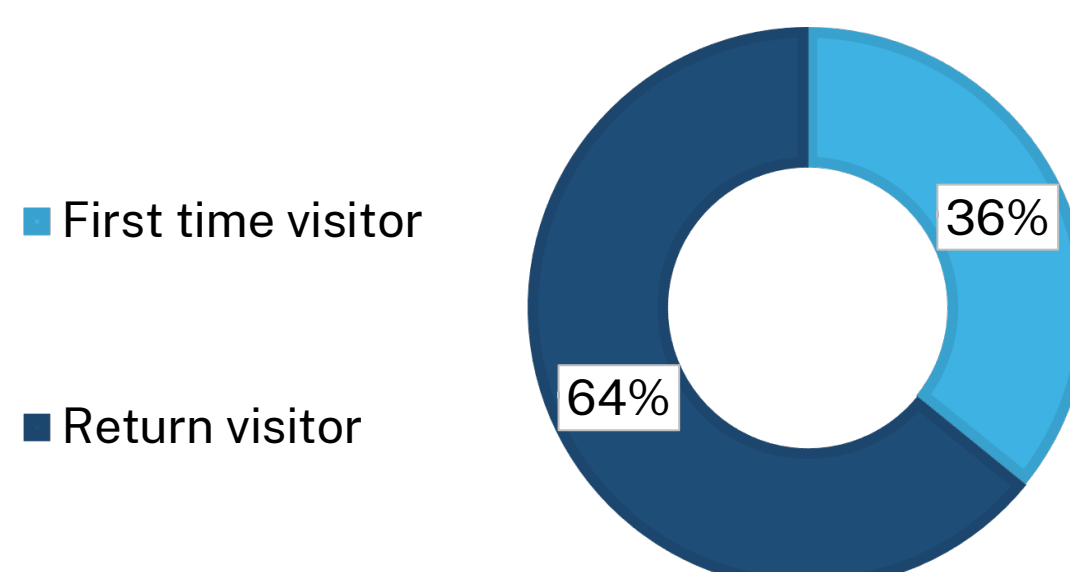
98% of visitors from Hong Kong visited Sydney as part of their trip

Regional NSW, n/p



First vs return visitor to Australia

64% of visitors from Hong Kong to NSW were making a return visit to Australia



Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.

Hong Kong Visitor Profile to NSW

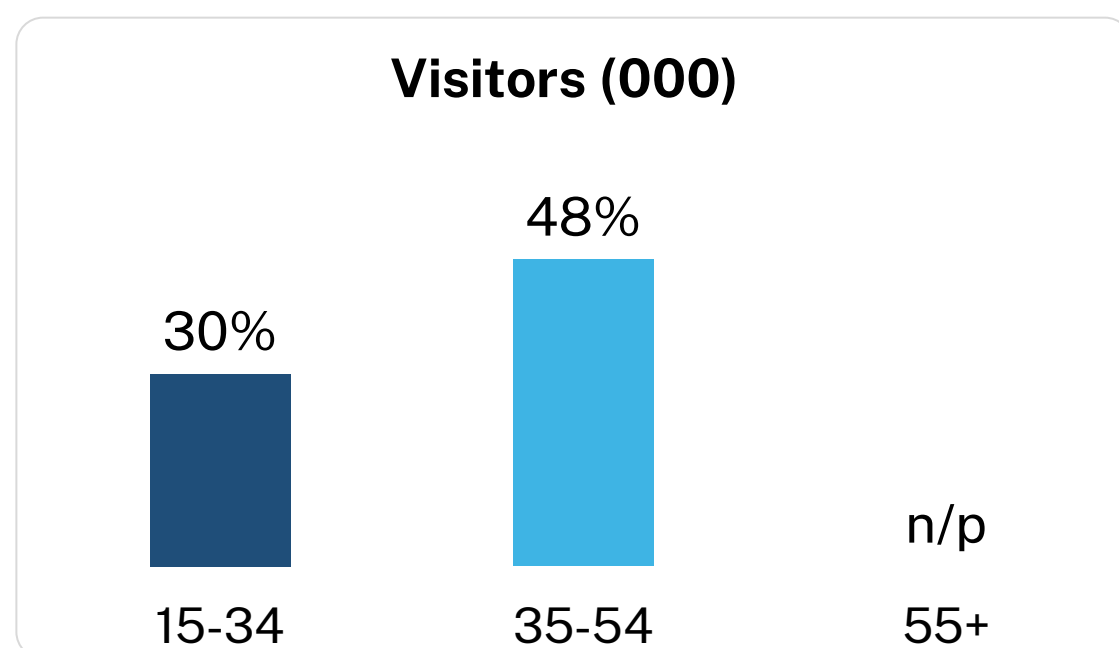
Year ended December 2023



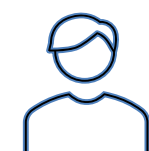
Source: International Visitor Survey, Tourism Research Australia

Age

'35-54 years' was the largest age group of visitors from Hong Kong to NSW



Gender



64%



36%

Travel party

59% of visitors from Hong Kong to NSW were travelling alone.



59%

Travelling alone



n/p

Family group (with kids)



n/p

Adult couple



n/p

Friends or relatives travelling together

Group tour

100% of all visitors to NSW from Hong Kong didn't travel to Australia on a group tour

Group tour n/p

Non group tour

100%

FIT visitor#

79% of visitors to NSW from Hong Kong were Free and Independent Travellers

FIT traveller

79%

Non-FIT traveller

21%

free and independent traveller

Travel package

99% of all visitors to NSW from Hong Kong did not travel to Australia as part of a package tour

Package tour n/p

Non package tour

99%

Lifestage

Young Singles (15 - 24 YO) 8%

Midlife Singles (25 - 44 YO) 28%

Older Singles (45+ YO) n/p

Young/Midlife Couples, no kids (15 - 44 YO) n/p

Older Couples, no kids at home (45+ YO) n/p

Parent(s) with kids still at home n/p

Aviation



Inbound seats to Sydney

411,717 seats

+135.8% YoY

4.3% of the total inbounds seats available at Sydney Airport

Key airlines



1. Cathay Pacific Airways (HK), 56%

2. Qantas Airways, 30%

3. Tiger Airways, 3%

Source: International seat capacity based on direct non-stop services - YE December 2023, OAG

Source: Short term arrivals to Sydney, Tourism Research Australia