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Press Release

## **TIC & ITE 2023**

### **Online Survey for tourists on Travel Market after Pandemic**

#### **Hong Kong residents will spend more on post pandemic travel and others**

With the gradual resumption of travel, what are the changes of Hong Kong residents' outbound travel preferences and behaviors? Will travellers cut back on their travel budgets and travel less? In post pandemic, will more people prefer travelling in smaller groups or travelling individually, and what are travellers' key preferences?

To find out the answers, the Travel Industry Council of Hong Kong (TIC) and TKS Exhibition Services Ltd (TKS), the organiser of the Hong Kong's International Travel Expo (ITE) which combines Leisure & MICE travels, have jointly conducted an online public survey during 21-28 April 2023. Invitations to join the survey were sent mainly to public visitors of ITEs held in recent years. **The response is most encouraging: 2,157 replies were received!**

*"We will share these very useful findings with our members travel agents, trade associations as well as the local/regional offices of the various national tourism organisations. We hope the information collected will facilitate their planning for launch products and services that are more suited to the demands of the market under the travel recovery", Ms Fanny Yeung, Executive Director of the TIC said.*

*"Very pleased to know that the survey received the best responses among our pre-show surveys in recent years, which perhaps reflects the public's keen interest on post pandemic travel" said Mr K S Tong, Managing Director of TKS, the organizer of **ITE Hong Kong 2023** which will be held in **June from 15 to 18** in Halls 1 at the Hong Kong Convention & Exhibition Centre (**HKCEC**).*

The findings are divided into 4 groups, which are **OUTLOOK** (on future travel spending and frequency etc.); **CONSUMPTION BEHAVIORS** (on mode of traveling, preferred size of package tour and planning time etc.); **PROFILE OF RESPONDENTS** (on Age, Education and Salary etc.); and **PREFERENCES on DESTINATIONS & TRAVEL THEMES** respectively.

**\*\* The Survey Findings \*\***

**(A) OUTLOOK**

In post-pandemic period, Hong Kong public will spend more on traveling; but the frequent travellers who perhaps choose to spend more on quality will cut down on number of trips.

- (1) When comparing travel budget in pre and post pandemic year (**Q9**), an absolute majority of 67.8% respondents will spend more in coming year!

<b>Increase budget by 16% or more</b>	39.3%
<b>Increase budget by 1 to 15%</b>	28.5%
<b>Keep budget same as before</b>	28.7%
<b>Reduce budget</b>	3.4%

- (2) When comparing travel frequency in pre and post-pandemic period (**Q1**) & (**Q2**), frequent travellers will be traveling less but fewer reported not traveling at all!

<b>No. of leisure trips per year</b>	<b>(Q1) pre-pandemic</b>	<b>(Q2) post-pandemic</b>
<b>ZERO</b>	6.2%	3.8%
<b>THREE or MORE</b>	49.5%	38.5%

- (3) Travellers' strong preference on travel quality is reflected in (**Q6**). Comparing factors affecting the choice of leisure trip destination, it is found that the attractiveness of destinations the most important!

<b>Destination attractiveness</b>	85.6%
<b>Prices</b>	76.6%
<b>No Visa Required</b>	50.4%
<b>Flights Availability</b>	44.4%

## (B) CONSUMPTION BEHAVIORS

An absolute majority still prefer traveling in free independent tour (FIT), and few of those joining package tour prefer group size of over 25 persons.

- (1) (Q7) shows that the proportion of the public to make enquiry and purchase travel products through travel agent's branches is lower than that through various online platforms and online travel agents (OTA), but some people (30.7%) still prefer face-to-face interaction.

<b>Travel agent's branches</b>	30.7%
<b>Online travel agent's Website</b>	47.5%
<b>Airlines' Website</b>	51.5%
<b>Accommodation's website</b>	52.0%
<b>Price Comparison Platform</b>	50.1%

- (2) Regarding the most common leisure travel mode (Q4), FIT remains the top choice.

<b>FIT</b>	70.1%
<b>Package Tour</b>	7.9%
<b>Fifty / fifty</b>	22.0%

- (3) Regarding the ideal group size for those joining package tour (Q5), the public prefers less than 10 or 20 persons.

<b>Less than 10 persons</b>	39.9%
<b>Less than 20 persons</b>	53.8%
<b>Less than 40 persons</b>	5.8%
<b>At or over 40 persons</b>	0.5%

- (4) Regarding how far in advance to plan a trip (Q3), over 66% do it within 3 months and around 30% within 1 month.

<b>Within 0.5 Month</b>	6.3%
<b>Within 1 Month</b>	22.2%
<b>Within 3 Months</b>	37.9%
<b>Within 6 Months</b>	28.9%
<b>Within 12 Months</b>	5.7%

## (C) PROFILE OF RESPONDENTS

They are mature with those between 40 and 59 constituting the largest group, well-educated as nearly half with university education, and there are more female than male as expected.

<b>(1) Gender</b>		<b>(2) Marital Status</b>			
Female	62.3%	Single	47.4%		
Male	37.7%	Married	49.8%		
<b>(3) Age</b>		<b>(4) Salary (HK\$)</b>		<b>(5) Education</b>	
Under 24	4.0%	Below \$15,000	18.0%	University or above	45.8%
25 – 39	32.9%	\$15,000 - \$24,999	31.0%	Post-Secondary	23.6%
40 – 59	48.8%	\$25,000 - \$34,999	23.3%	Secondary or below	30.6%
60 or Above	14.3%	\$35,000 - \$49,999	13.1%		
		\$50,000 or above	11.6%		

## (D) PREFERENCES on DESTINATIONS & TRAVEL THEMES

(1) On priority leisure tourist destination (Q8), NE Asia which includes Japan and South Korea remains the top choice.

(2) On preferred travel themes (Q10), the top three choices are Cuisine, Shopping, and Culture & Art.

<b>NE Asia (eg. Japan, South Korea)</b>	81.8%
<b>Mainland China, Macau &amp; Taiwan</b>	44.6%
<b>SE Asia (eg. Thailand, Malaysia, Philippines)</b>	40.9%
<b>N America + Europe</b>	25.4%
<b>Australia, New Zealand and South Pacific</b>	17.0%
<b>S America + Africa + Middle East</b>	7.0%

<b>Cuisine</b>	79.0%
<b>Shopping</b>	57.6%
<b>Culture &amp; Art</b>	43.9%
<b>Theme Park</b>	27.1%
<b>Cruise</b>	16.4%
<b>Int'l Mega Events</b>	12.7%
<b>Family or study tour</b>	11.0%
<b>Pursuing stars, concert, entertainment</b>	10.7%
<b>Sports Event</b>	6.2%

For enquiries about the survey, please contact the TIC at [ccm@tichk.org](mailto:ccm@tichk.org) or TKS at [travel@tkshk.com](mailto:travel@tkshk.com). For enquiries about ITE Hong Kong, please contact TKS at [travel@tkshk.com](mailto:travel@tkshk.com).

While care has been taken when conducting the survey and preparing this release, both the TIC and TKS will not assume any liability arising from usage of the above and related information by any third parties.

### **About the Travel Industry Council of Hong Kong:**

Established in 1978, the Travel Industry Council of Hong Kong (TIC) has been a self-regulatory body of travel agents under the Travel Agents (Amendment) Ordinance since 1988. It has performed an important role in regulating the trade and promoting the development of the travel industry until it completed its historic mission of self-regulating the industry and took up the role of the federation of trade associations in the third quarter of 2022.

The TIC's membership includes eight Association Members and about 1,700 travel agents. The objectives of the TIC are to promote development and professionalism of the industry, continuously enhance the service standards of the industry, protect and promote members' rights, interests and welfare, assist members to explore new business opportunities, as well as to strengthen partnerships with travel-related organisations within and outside Hong Kong. Welcome to visit the TIC website: <https://www.tichk.org/en> and the new Tourism Resource Platform **【GreaterGo】** : <https://www.greatergo.org/en/site/index>.

### **About ITE Hong Kong:**

First held over 30 years ago, ITE is Hong Kong's travel fair which also among the earliest in Asia! Organized by TKS Exhibition Services Ltd., it continues receiving the strong support from the Ministry of Culture and Tourism of the People's Republic of China, with the Hong Kong Tourism Board, Travel Industry Council of Hong Kong, the Macau Government Tourism Office and various local and regional trade associations as Supporters.

ITE Hong Kong 2023, which incorporates the 37<sup>th</sup> ITE (Leisure) and the 18<sup>th</sup> ITE MICE, will have its first two days for trade and last two for public. For details, enquiry and space/booth booking etc., please visit [www.itehk.com](http://www.itehk.com) or contact TKS via Email: [travel@tkshk.com](mailto:travel@tkshk.com) | Wechat: [itehongkong](https://www.itehk.com) | Tel: +852 31550600.