

HONG KONG | MARKET PROFILE 2025

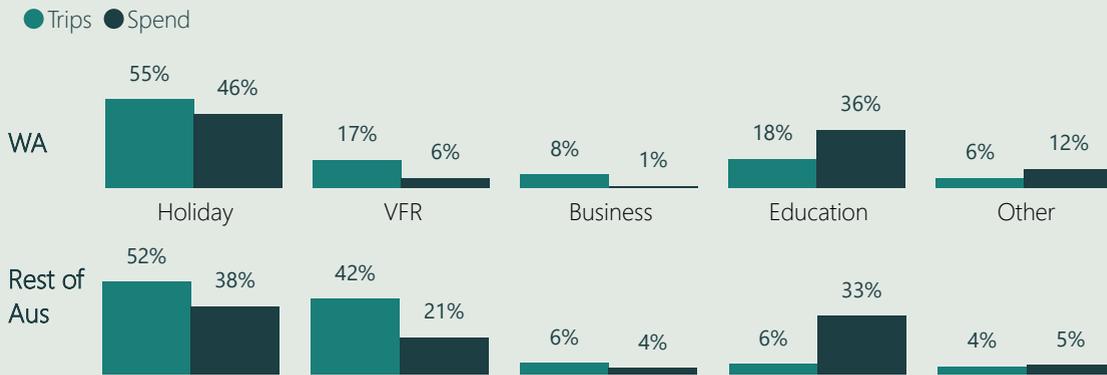
MARKET OVERVIEW

Leisure Visitation to WA (as compared to an average for other states/territories) ¹*

Rest of Aus is an average of all other states excluding WA



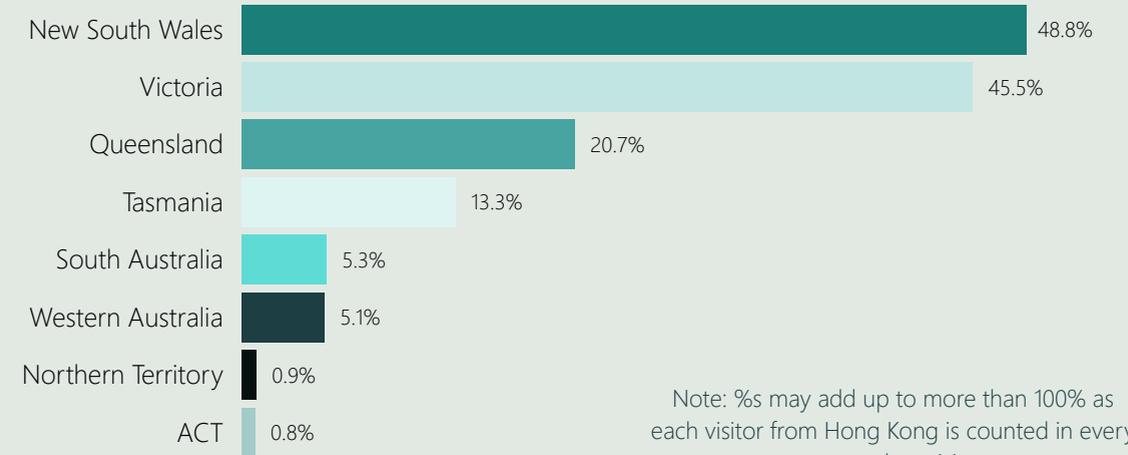
Total Trips and Spend by Purpose ¹



Leisure Visitation and Spend in WA ²*



Market Share of Leisure Trips to Australia ¹



Note: %s may add up to more than 100% as each visitor from Hong Kong is counted in every state they visit.

Market Share of Leisure Trip Spend in Australia ¹



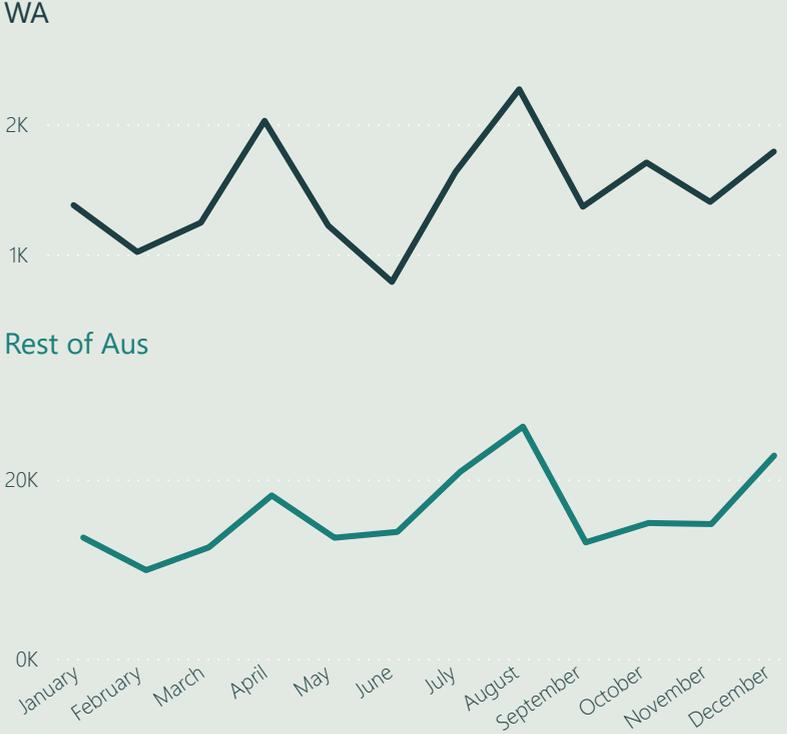
Explanatory note: 3.4% of all Hong Kong leisure trip spend in Australia was spent in WA.

Legend: WA (dark teal), NSW (teal), VIC (light teal), QLD (medium teal), SA (light teal), TAS (lightest teal), NT (black), ACT (lightest teal)

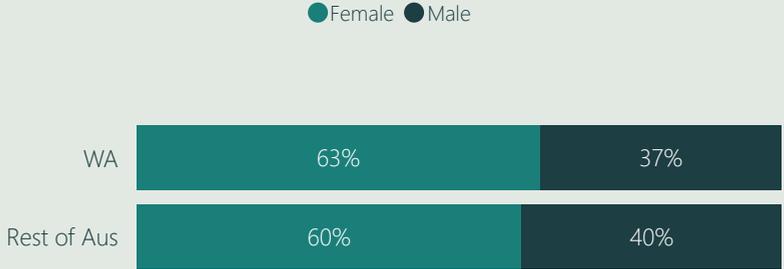
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LEISURE TRIP PROFILE (TWO YEAR AVERAGE - 2024/25)

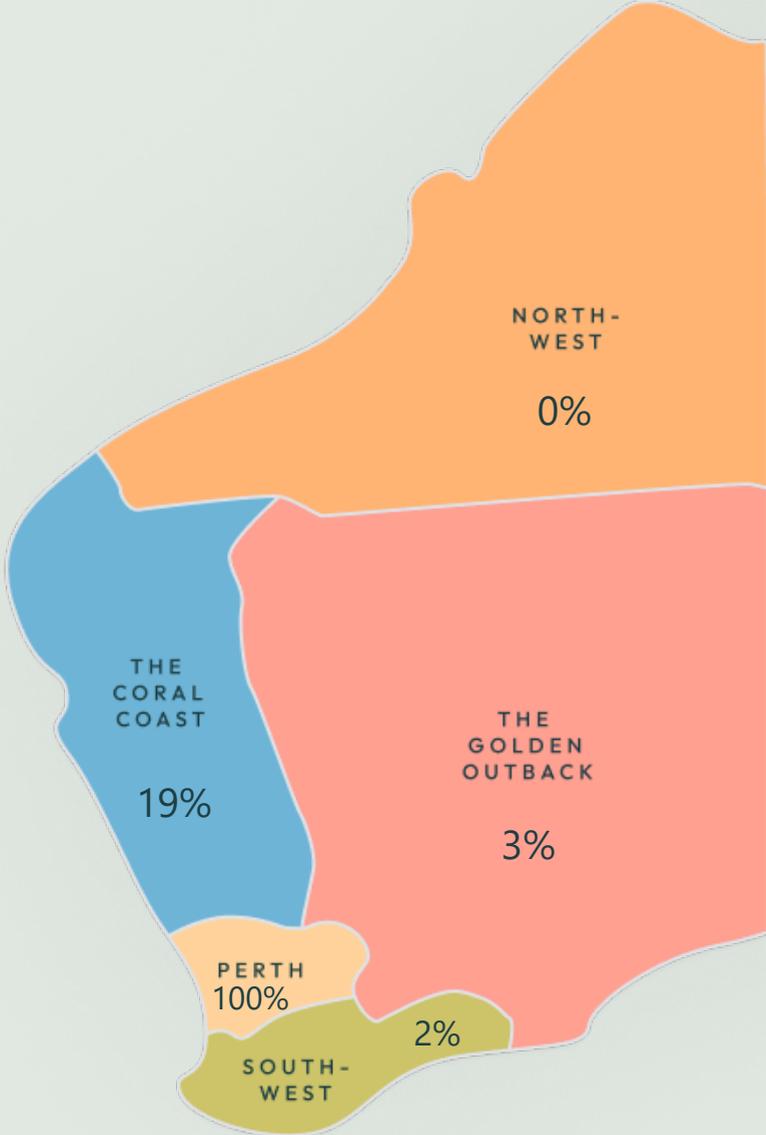
Seasonality - Short-term Leisure Visitor Arrivals ⁴



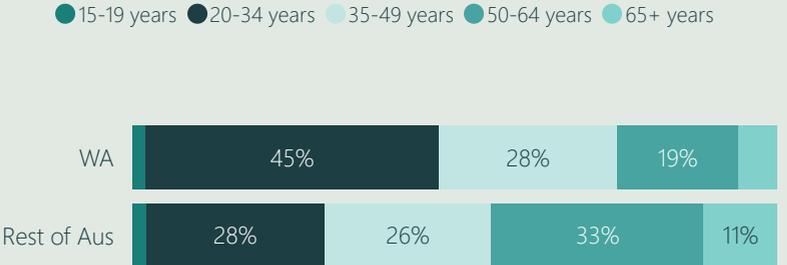
Gender ³



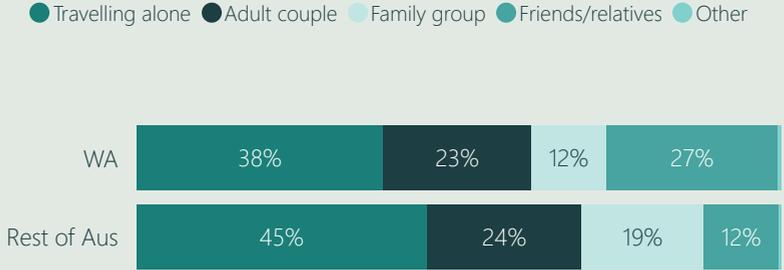
Regional Dispersal ³



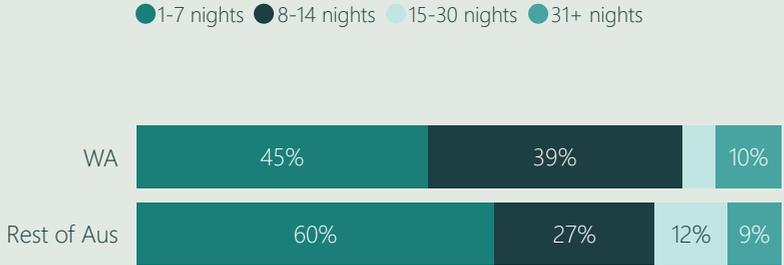
Age ³



Travel Party ³



Average Length of Stay in State ³



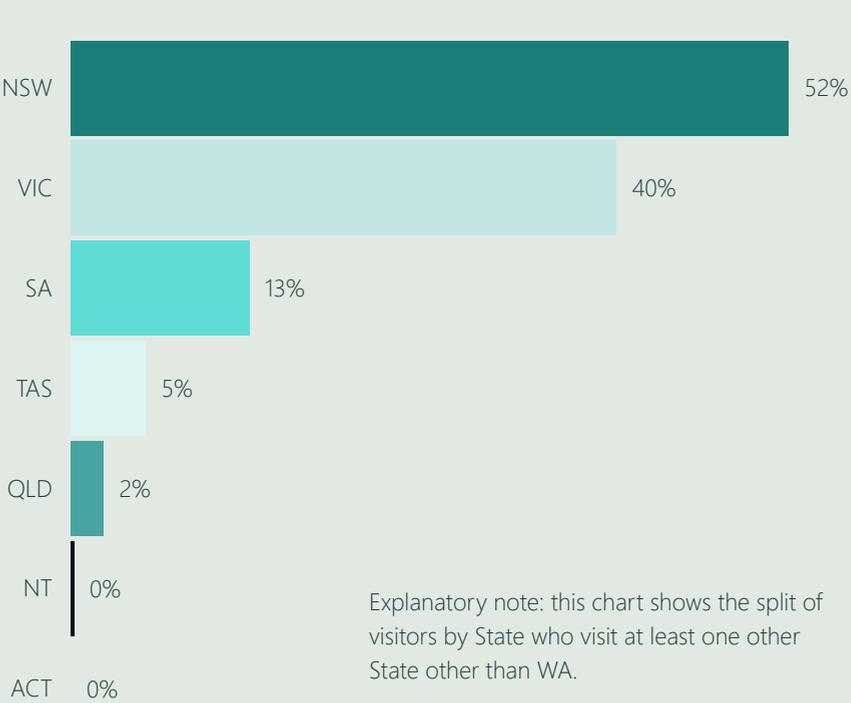
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LEISURE TRIP PROFILE (TWO YEAR AVERAGE - 2024/25)

Top 10 Activities for Leisure Visitors to WA ³*

	WA	Rest of Aus
	%	%
① Eat out / dine at a restaurant and/or cafe	97%	94%
② Go to the beach	86%	63%
③ Sightseeing/looking around	86%	84%
④ Go shopping for pleasure	81%	87%
⑤ Visit national parks / state parks	77%	51%
⑥ Go to markets	58%	66%
⑦ Visit museums or art galleries	49%	42%
⑧ Visit botanical or other public gardens	47%	42%
⑨ Visit wildlife parks / zoos / aquariums	42%	41%
⑩ Charter boat / cruise / ferry	37%	16%

Other States Visited ³



Group Tour v Free Independent Travellers (FIT) ³

83% of Hong Kong leisure visitors to WA are free independent travellers. 91% of Hong Kong leisure visitors to the rest of Australia are free independent travellers, so only a small proportion are likely to be on a group tour.

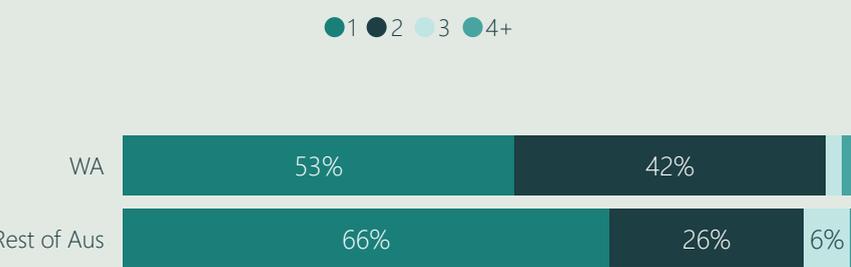
Repeat Visitors ³

60% of Hong Kong leisure visitors to WA are on a return visit to Australia whilst the proportion for the rest of Australia is 65%.

Top 3 Accommodation Choices for Leisure Visitors to WA ³

	WA	Rest of Aus
	%	%
① Hotel/resort/motel or motor Inn	65%	60%
② Other commercial accommodation	29%	12%
③ Other Private Accommodation	12%	1%

Number of States Visited ³



Travel Packages ³

7% of Hong Kong leisure visitors to WA arrived on a travel package and the percentage this type of visitor makes up in the rest of Australia is 8%.

*Note: Activity may have taken in place in WA or elsewhere in Australia during the trip.

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IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

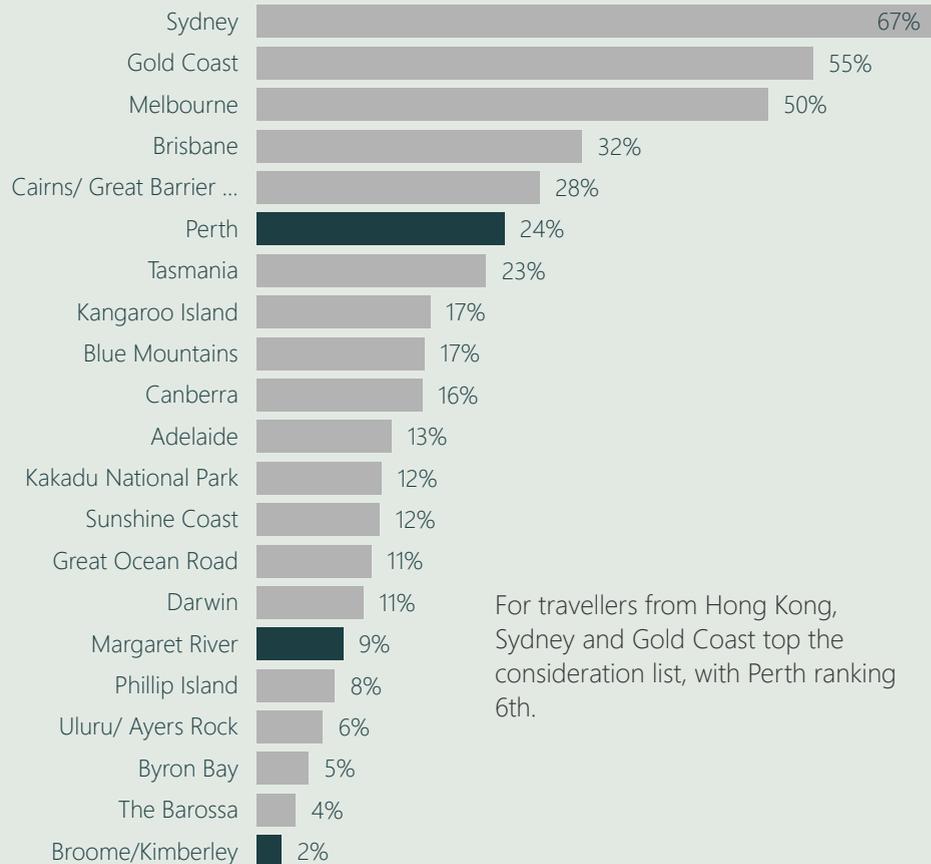
Out of region (OOR) travellers



Travelled outside of their region within the last 5 years for leisure and/or intend to travel outside of their region for leisure within the next 2 years

Consideration of Australian Destinations ⁵

(those considering a trip to Australia in the next 4 years)



For travellers from Hong Kong, Sydney and Gold Coast top the consideration list, with Perth ranking 6th.

Which factors are most important when choosing a destination ⁵

- ① Easy to get to (time & effort)
- ② A family friendly destination
- ③ Value for money
- ④ Easy to obtain an entry visa
- ⑤ A safe and secure destination
- ⑥ Good food, wine/beverages, local cuisine and produce

Hong Kong travellers seek destinations that are easy to visit - in both time and effort to get there, and the ability to obtain a visa. Family friendly destinations and value for money are also important. They place more importance than the average traveller on good food, wine, and local produce.

What OOR travellers associate with destinations ⁵

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	50%	40%	20%	18%	7%	7%
A vibrant city lifestyle	57%	38%	16%	13%	6%	5%
Beautiful natural environments	16%	16%	11%	14%	15%	8%
Different and interesting local wildlife	16%	15%	10%	9%	7%	7%
Good food, wine/beverages, local cuisine and produce	43%	36%	15%	15%	9%	7%
Interesting events and festivals	33%	26%	14%	10%	7%	6%
Value for money	32%	24%	13%	15%	7%	6%

Hong Kong travellers have similar associations of Perth and Brisbane. Perth's strongest association is a family friendly destination. Margaret River performs well in terms of beautiful natural environments.

HONG KONG | MARKET PROFILE

DEFINITIONS & SOURCES

Definitions

Leisure: comprises both holiday visitors and those visiting friends and relatives (VFR).

Sources

1. Tourism Research Australia – International Visitor Survey, YE Dec 25. * Note: 2025 has a low sample size and should be used with caution.
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23/24/25. * Note: 2023, 24 & 25 have a low sample size and should be used with caution.
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 24/25
4. Australian Bureau of Statistics via Tourism Research Australia – Visitor Arrivals and Departures (State of Stay: WA, Category of Traveller: Short Term Visitor Arrival, Main purpose of trip: Leisure, Country (TRA benchmarks)), YE Dec 25
5. Tourism Australia – Consumer Demand Project, October - December 2025.

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