

HONG KONG | MARKET PROFILE

MARKET OVERVIEW

Leisure Visitation to WA¹

17 nights

Average Length of Stay

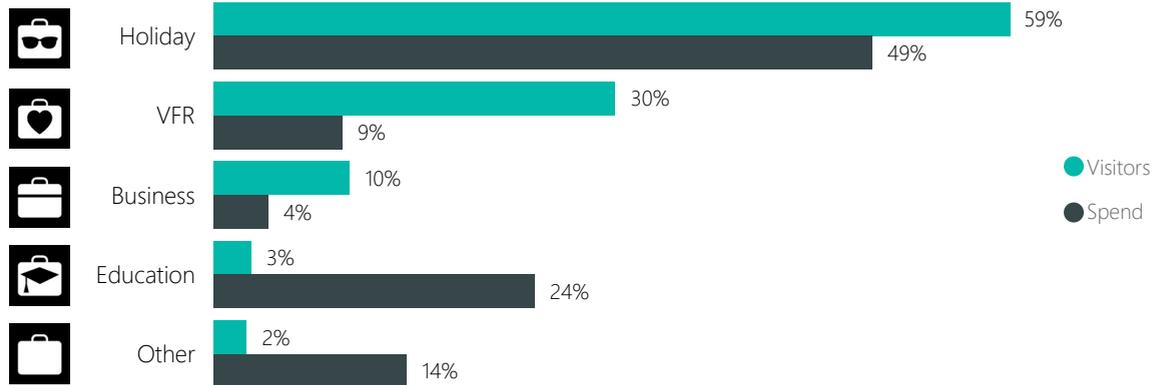
\$1,986

Average Trip Spend

\$117

Average Daily Spend

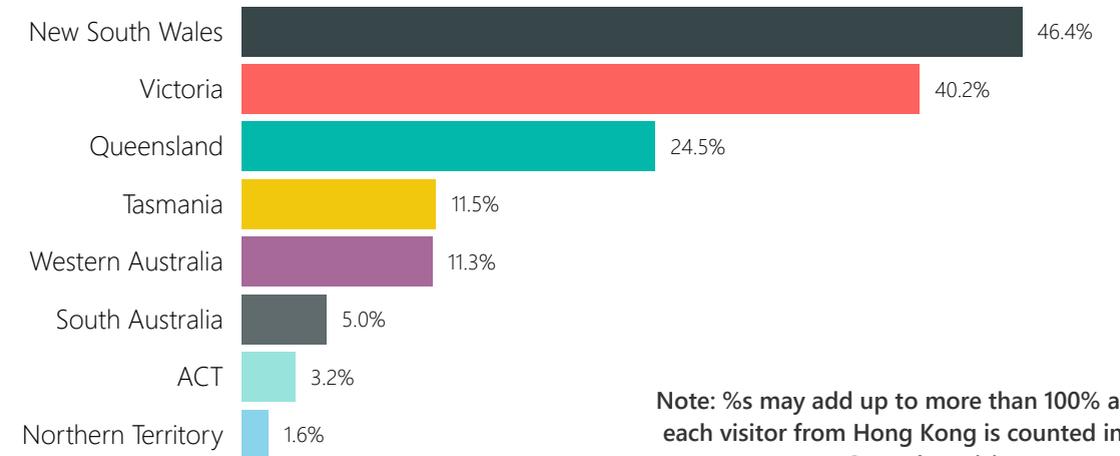
International Visitors and Spend by Purpose (WA)¹



Leisure Visitation and Spend to WA

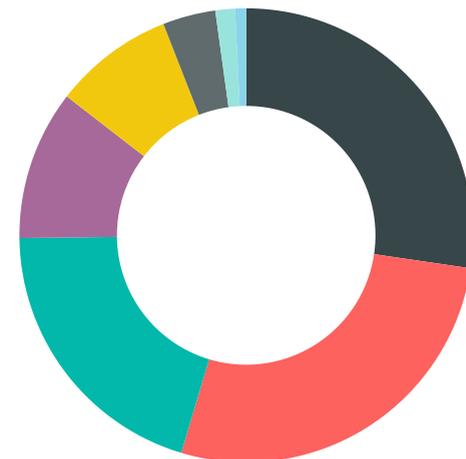
Data not displayed for this market due to small sample sizes.

Market Share of International Leisure Visitors to Australia¹



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 International Leisure Visitor Spend in Australia¹



New South Wales	27.3%
Victoria	27.3%
Queensland	20.2%
Western Australia	10.7%
Tasmania	8.6%
South Australia	3.8%
ACT	1.4%
Northern Territory	0.8%

Explanatory note: 2.3% of all Hong Kong leisure visitor spend in Australia was spent in WA.

WA NSW VIC QLD SA TAS NT ACT

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TRIP PROFILE (TWO YEAR AVERAGE - 2019/23)

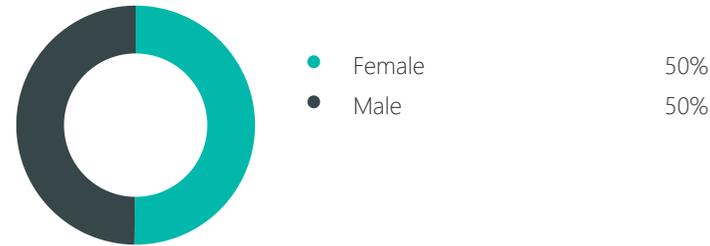
Seasonality - Short-term Leisure Visitor Arrivals to WA⁴



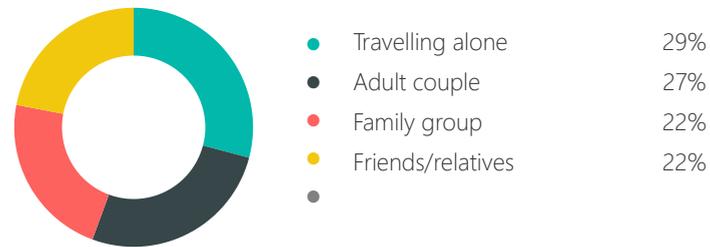
Age³



Gender³



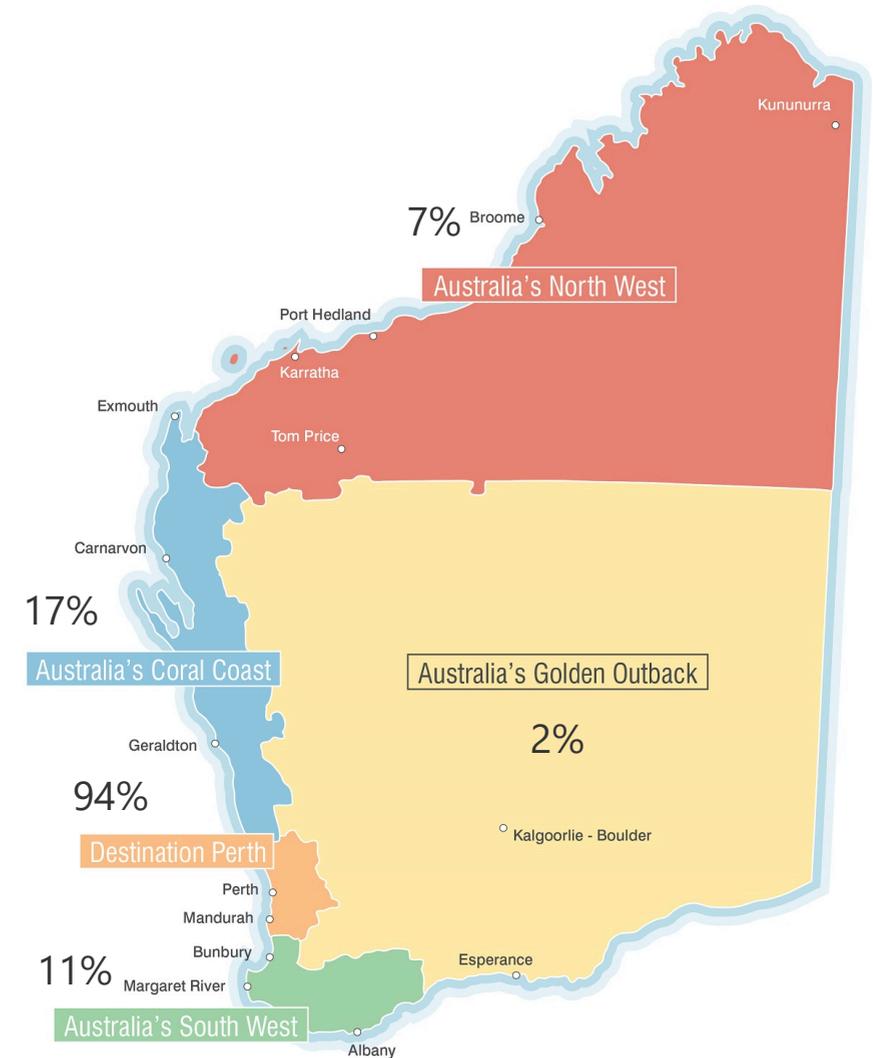
Travel Party³



Length of Trip³



Regional Dispersal³



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TRIP PROFILE (TWO YEAR AVERAGE - 2019/23)

Top 5 Activities for Leisure Visitors to WA³

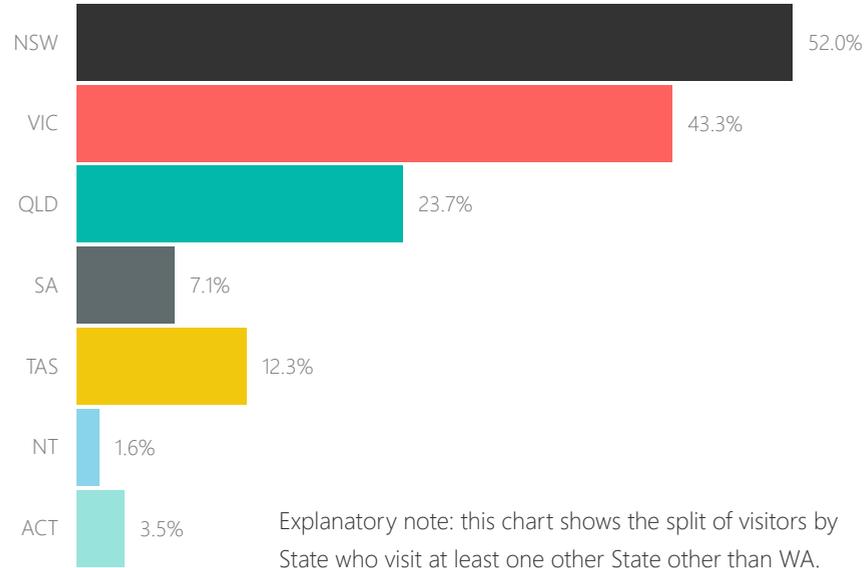
1	Eat out / dine at a restaurant and/or cafe	93%
2	Go shopping for pleasure	92%
3	Go to the beach	69%
4	Sightseeing/looking around	84%
5	Visit national parks / state parks	72%

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

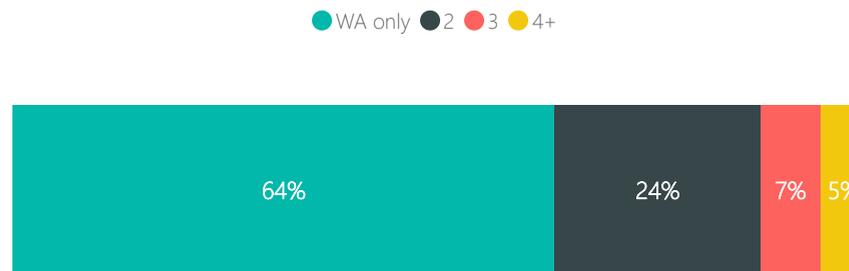
Top 3 Accommodation Choices for Leisure Visitors to WA³

1	Hotel/resort/motel or motor Inn	53%
2	Other Private Accommodation	41%
3	Friends or relatives property	31%

Other States Visited³



Number of States Visited³



Group Tour v Free Independent Travellers (FIT)³

93% of Hong Kong leisure visitors to WA are free independent travellers. Equally, 93% 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 Visitors³

71% of Hong Kong leisure visitors to WA are on a return visit to Australia

Travel Packages³

8% of Hong Kong leisure visitors to WA arrived on a travel package

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IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

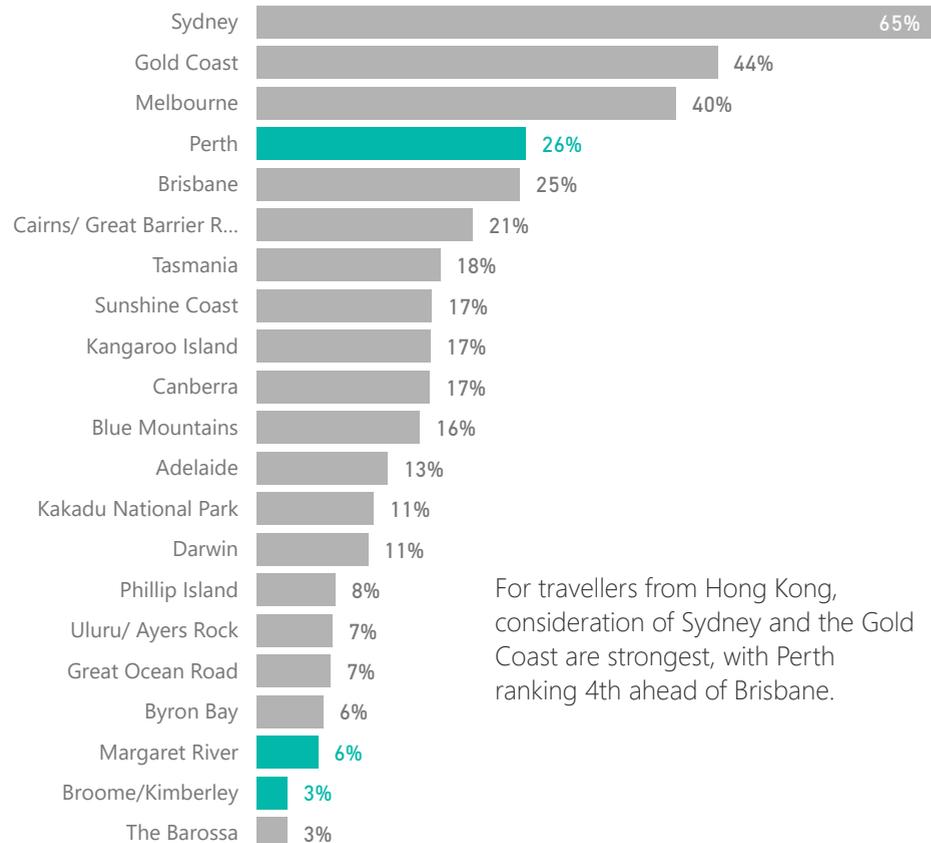
Out of region (OOR) travellers



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, consideration of Sydney and the Gold Coast are strongest, with Perth ranking 4th ahead of Brisbane.

Which factors are most important when choosing a destination ⁵

- 1 A safe and secure destination 42%
- 2 Value for money 35%
- 3 Good food, wine/beverages, local cuisine and produce 32%
- 4 Clean and hygienic 31%
- 5 Easy to get to (time & effort) 29%
- 6 Appealing climate or weather 25%

Out-of-region travellers from Hong Kong value safety and security and value for money, similar to the global average; good food and wine is also a high priority when selecting a holiday destination.

What OOR travellers associate with destinations ⁵

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	46%	35%	20%	16%	6%	5%
A vibrant city lifestyle	51%	34%	18%	15%	6%	7%
Beautiful natural environments	19%	18%	13%	16%	14%	6%
Different and interesting local wildlife	17%	15%	11%	12%	7%	5%
Good food, wine/beverages	45%	31%	17%	14%	7%	7%
Interesting events and festivals	36%	25%	13%	12%	6%	6%
Value for money	35%	24%	13%	14%	8%	7%

Hong Kong travellers strongly associate Sydney with a vibrant city lifestyle and being family friendly whilst Perth and Margaret River have relatively strong associations with beautiful natural environments.

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NOTES & REFERENCES

Notes

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

References

1. Tourism Research Australia – International Visitor Survey, YE Dec 19
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 19/23 (2020-2022 cannot be used)
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 23
5. Tourism Australia – Consumer Demand Project, July - December 2023.

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