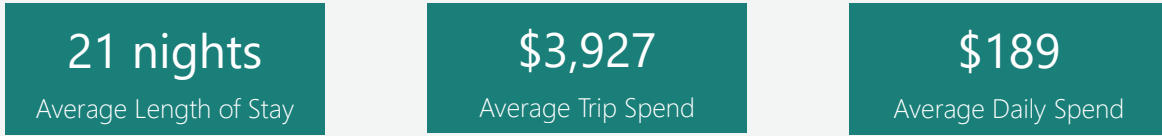


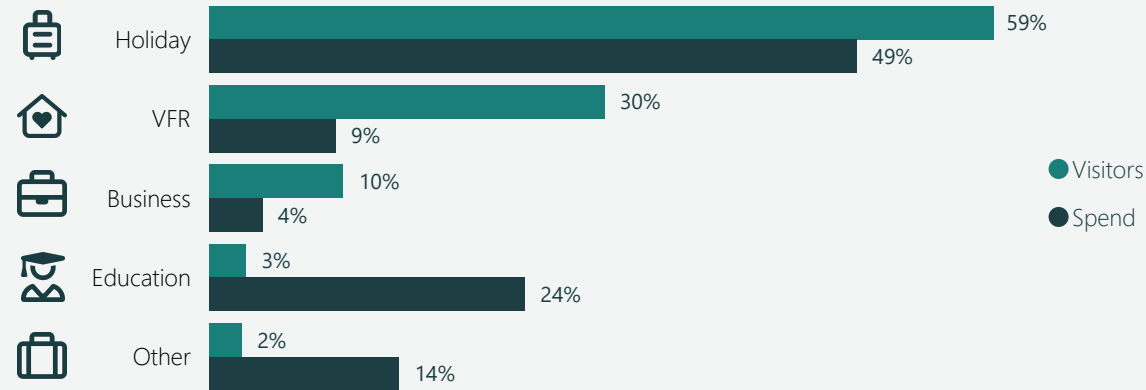
HONG KONG | MARKET PROFILE 2024

MARKET OVERVIEW

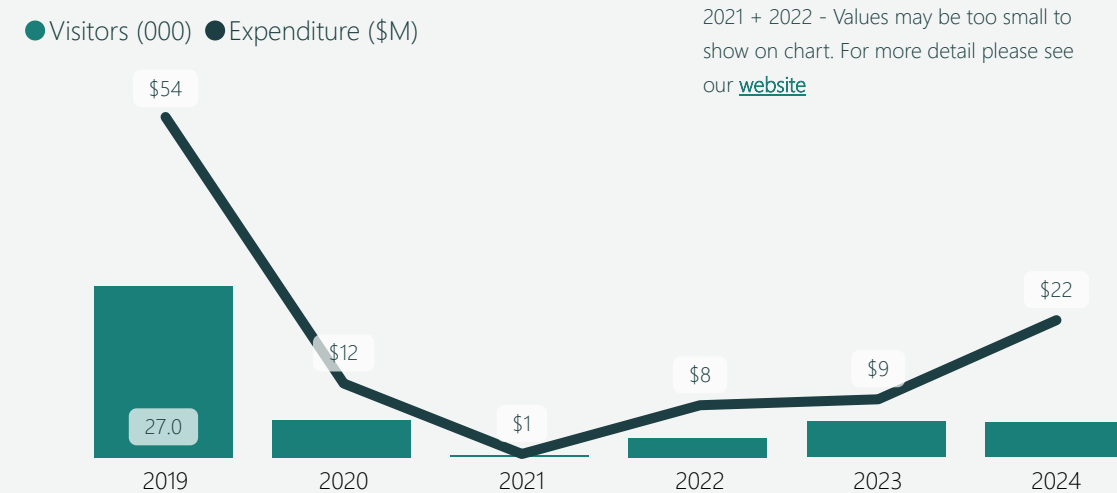
Leisure Visitation to WA ¹



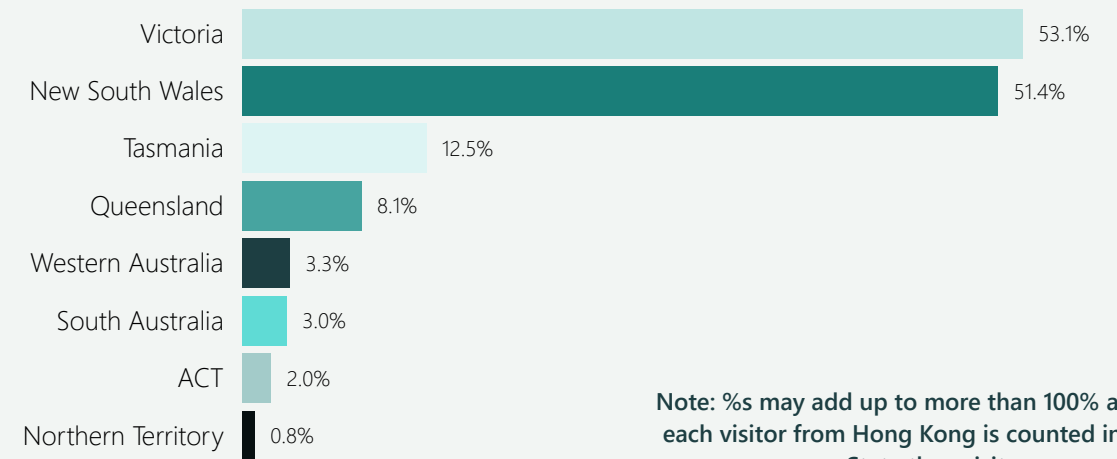
International Visitors and Spend by Purpose (WA) ⁶



Leisure Visitation and Spend to WA ²

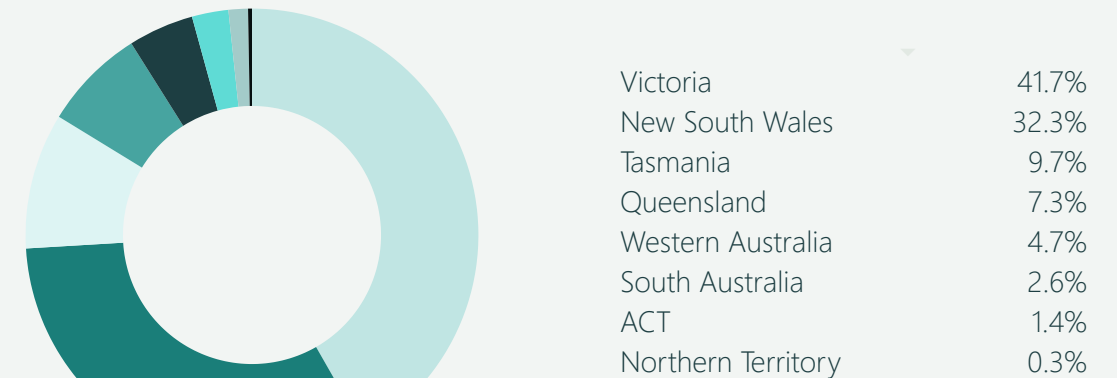


Market Share of International Leisure Visitors to Australia ¹



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 International Leisure Visitor Spend in Australia ¹



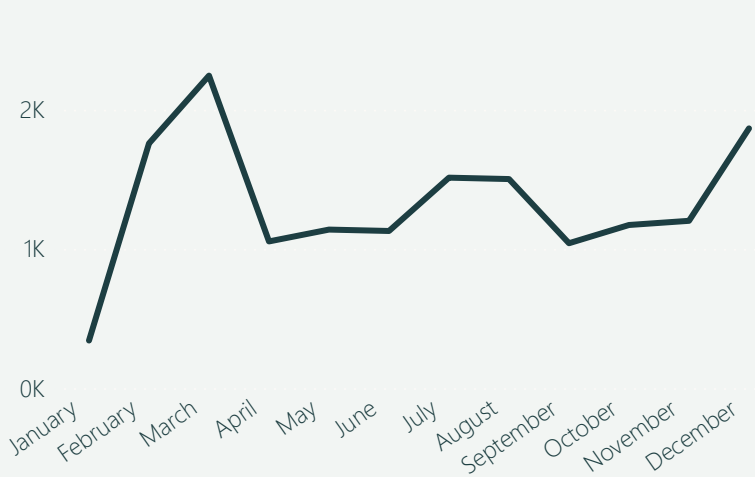
Explanatory note: 4.7% of all Hong Kong leisure visitor spend in Australia was spent in WA.

● WA ● NSW ● VIC ● QLD ● SA ● TAS ● NT ● ACT

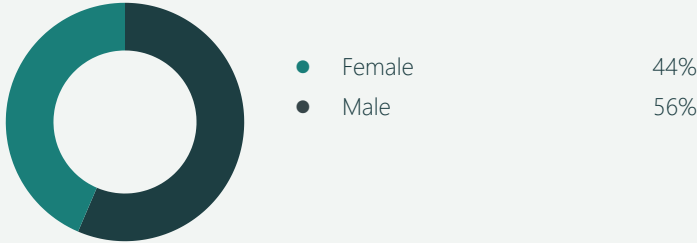
HONG KONG | MARKET PROFILE

TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

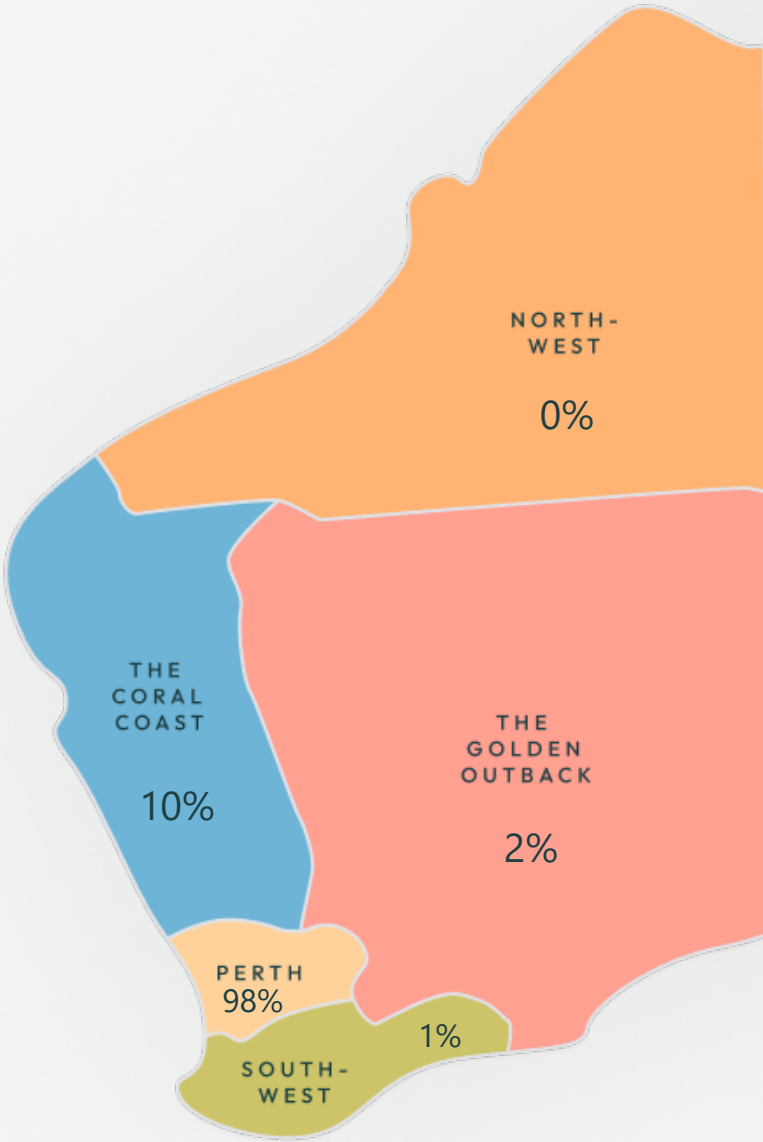
Seasonality - Short-term Leisure Visitor Arrivals to WA ⁴



Gender ³



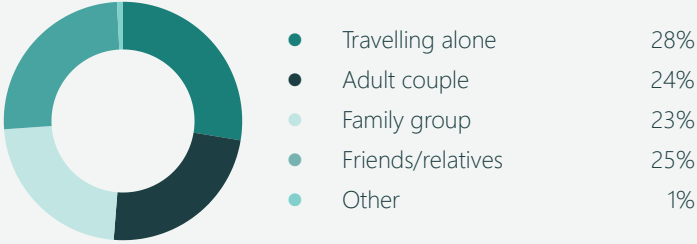
Regional Dispersal ³



Age ³



Travel Party ³



Length of Trip ³



HONG KONG | MARKET PROFILE

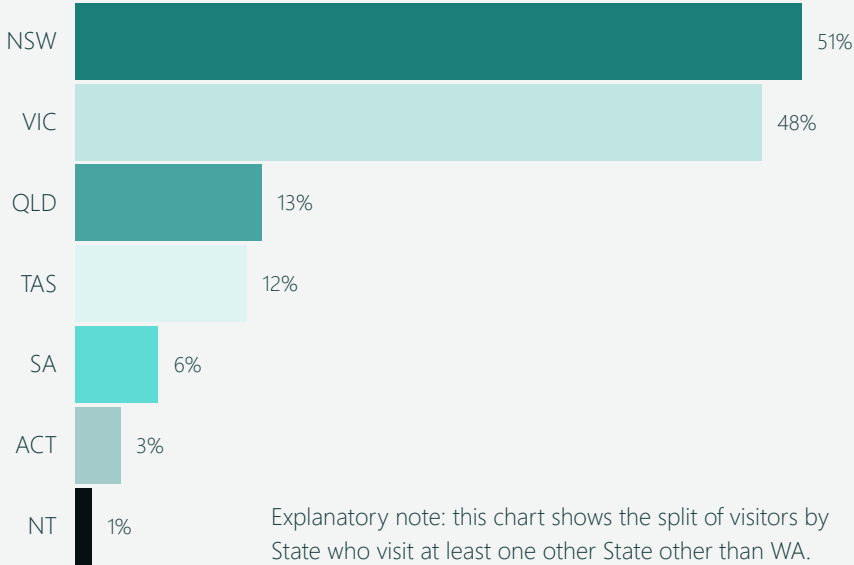
TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

Top 5 Activities for Leisure Visitors to WA ³

Rank	Activity	%
1	Eat out / dine at a restaurant and/or cafe	98%
2	Go shopping for pleasure	98%
3	Go to markets	89%
4	Sightseeing/looking around	83%
5	Go to the beach	73%

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

Other States Visited ³



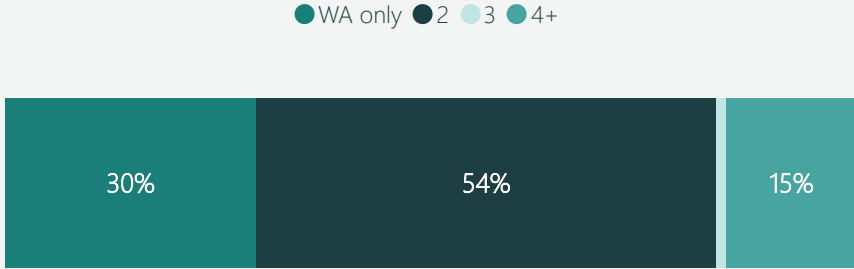
Group Tour v Free Independent Travellers (FIT) ³

88% of Hong Kong leisure visitors to WA are free independent travellers. 97% 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.

Top 3 Accommodation Choices for Leisure Visitors to WA ³

Rank	Accommodation Choice	%
1	Hotel/resort/motel or motor Inn	69%
2	Other commercial accommodation	26%
3	Rented house/apartment/flat or unit	9%

Number of States Visited ³



Repeat Visitors ³

52% of Hong Kong leisure visitors to WA are on a return visit to Australia

Travel Packages ³

0% of Hong Kong leisure visitors to WA arrived on a travel package

HONG KONG | MARKET PROFILE

IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

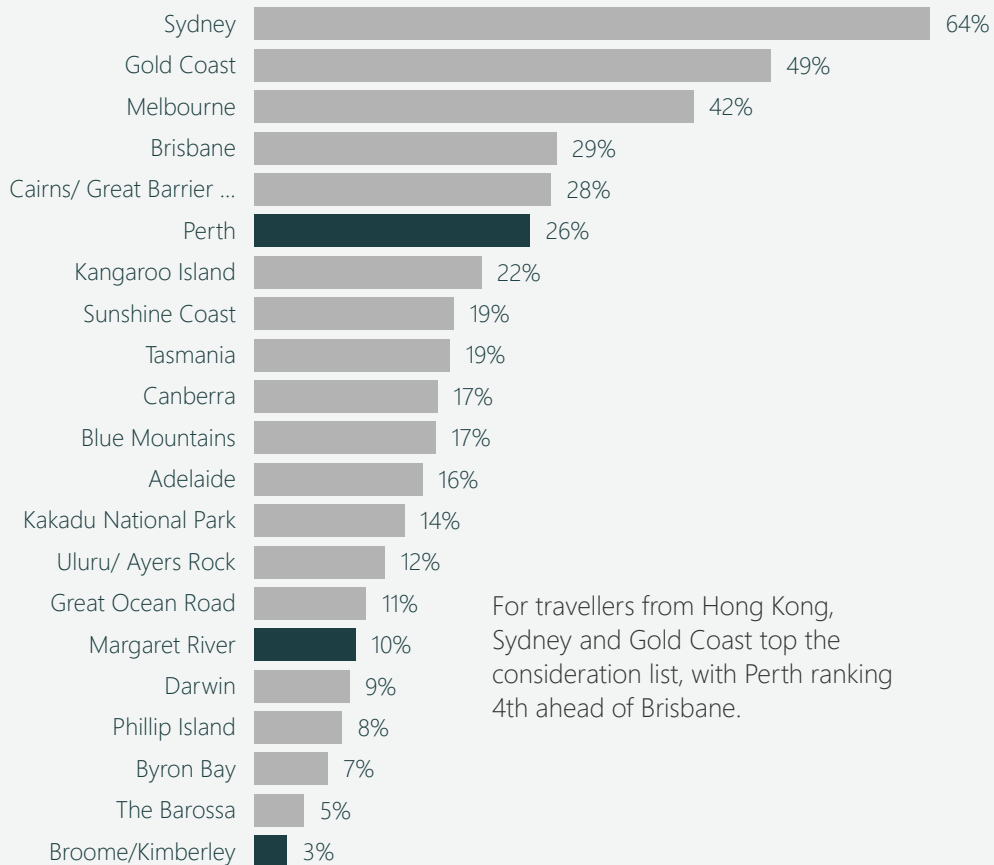
Out of region (OOR) travellers



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 4th ahead of Brisbane.

Which factors are most important when choosing a destination ⁵

- ① Easy to get to (time & effort)
- ② A family friendly destination
- ③ Easy to obtain an entry visa
- ④ A safe and secure destination
- ⑤ Value for money
- 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. 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	45%	34%	21%	19%	7%	8%
A vibrant city lifestyle	48%	36%	17%	15%	7%	11%
Beautiful natural environments, including mountains, rivers, forests, beaches, and coastlines	15%	15%	12%	15%	16%	11%
Different and interesting local wildlife	16%	15%	12%	11%	10%	8%
Good food, wine/beverages, local cuisine and produce	40%	35%	18%	19%	9%	9%
Interesting events and festivals	32%	24%	12%	13%	8%	8%
Value for money	27%	23%	15%	16%	9%	8%

Hong Kong travellers have similar associations of Perth and Brisbane. Perth's strongest association is good food, wine, and local produce. Margaret River performs well in terms of beautiful natural environments.

HONG KONG | MARKET PROFILE

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 24
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23/24
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 23/24
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 24
5. Tourism Australia – Consumer Demand Project, October - December 2024.
6. Tourism Research Australia – International Visitor Survey, YE Dec 19

Published by Tourism WA, April 2025

For more information, please contact: research@westernaustralia.com