Hong Kong’s tourism performance in 2011

• As Asia’s world city, Hong Kong is a widely acclaimed tourist destination known for its vibrant culture, international outlook, sophistication and diversity.

• Hong Kong is one of the world’s most immigration-friendly cities. Travellers from some 170 countries and territories enjoy visa-free access to the city for stays of between seven and 180 days.

• Hong Kong’s tourism industry performed vibrantly in 2011, registering an increase of 16.4% over 2010 in visitor arrivals, to 41.9 million, surpassing the 40 million mark for the first time. The Mainland China continued to be our largest source of visitors, accounting for 67% of total arrivals. A total of 28.1 million people from the Mainland visited Hong Kong in 2011, or 23.9% up on 2010. There was also a notable rise in the number of visitors from countries farther away like Russia (+51.5%) and South America (+17.7%) and, nearer home, South Korea (+14.6%).

• Tourism industry is one of the four major industries of Hong Kong’s economy. In 2010, it generated value added of HK$74.6 billion (~US$9.6 billion), represented 4.4% of Hong Kong’s GDP in the year. It employed close to 220 000 persons, accounting for about 6.2% of our total employment. Total tourism expenditure of inbound tourism in 2011 is estimated to exceed HK$253 billion (~US$33 billion), 20.5% more than in 2010. Per capita spending of overnight visitor is estimated at HK$7,333 (~US$942).

\(^1\) Trading and logistics (25.5%), financial services (15.4%), producer and professional services (12.8%) and tourism (4.4%) are the Four Key Industries in the Hong Kong economy.
• We constantly enhance our tourism infrastructure in order to maintain Hong Kong as the preferred travel destination in Asia Pacific. To capitalise on the growing cruise market in the region, we are pushing ahead with the construction of a world-class cruise terminal. The terminal building and the first berth will commence operation in mid-2013. We are also working closely with the cruise industry on itinerary development and support measures to strengthen Hong Kong’s attractiveness.

• Our two theme parks, namely the Ocean Park and Hong Kong Disneyland, are proceeding with major expansion projects. The redevelopment of Ocean Park is near completion. The Aqua City (featuring one of Asia’s largest aquariums), Rainforest (with a man-made habitat of more than 70 tropical animals), and Thrill Mountain (with exciting new rides) were opened in 2011. Hong Kong Disneyland’s expansion, comprising three new themed areas, is proceeding as planned. The first new themed area, Toy Story Land, opened in November 2011.

• Every year, Hong Kong stages a great number of traditional Chinese festivals, Western cultural celebrations, as well as arts and sports mega events. For instance, the Chinese New Year Parade and Hong Kong Marathon have been drawing numerous visitors to Hong Kong. With the support of the Mega Events Fund set up by the Government in 2009, many more exhilarating events will be staged in town. The Financial Secretary, in his 2012-13 budget, earmarked HK$150 million (~US$19 million) to extend the operation of the Mega Events Fund for five years. This initiative aims to further promote Hong Kong as the Events Capital of Asia.

Tourism Commission
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