

Box 3.2**Per capita spending of incoming visitors**

Expenditure of incoming visitors in Hong Kong recorded spectacular growth in the past decade. According to the Hong Kong Tourism Board (HKTB), total tourism expenditure associated to inbound tourism⁽¹⁾ reached a record high of \$296.5 billion in 2012. This represented a cumulative surge of 286% over 2002, or a notable average annual growth of 14.5% during the period. Apart from a sustained influx of incoming visitors, the surge in total tourism expenditure was also driven by rising per capita spending of visitors.

For same-day in-town visitors, their per capita spending⁽²⁾ grew by a sturdy 13.1% per annum in the past decade to \$2,121 in 2012. Within the total, per-capita spending of such visitors from the Mainland, in terms of both the level in 2012 and the ten-year average annual growth rate, at \$2,489 and 10.0% respectively, was distinctly above their non-Mainland counterparts, at \$665 and 4.4%⁽³⁾. This was possibly due to the fact that around half of the non-Mainland same-day in-town visitors were en-route to other places⁽⁴⁾ and thus had limited time for spending in Hong Kong.

By comparison, per-capita spending of overnight visitors grew at a more moderate pace of 4.9% per annum over the past ten years to \$7,818 in 2012. Within this total, per capita spending of Mainland and non-Mainland overnight visitors grew by 4.6% and 4.2% per annum respectively⁽³⁾. Per capita spending of Mainland overnight visitors has exceeded that of non-Mainland visitors since 2007. At \$8,565 in 2012, per capita spending of Mainland overnight visitors was 31% above that of the non-Mainland counterparts.

Table : Per-capita spending of incoming visitors in 2012

	Same-day in-town visitors	Overnight visitors
Per capita spending	\$2,121	\$7,818
(Average annual growth in 2003-2012)	(13.1%)	(4.9%)
<i>Within which :</i>		
<i>(i) Mainland visitors</i>	<i>\$2,489</i>	<i>\$8,565</i>
<i>(Average annual growth in 2003-2012)</i>	<i>(10.0%)</i>	<i>(4.6%)</i>
<i>(ii) Non-Mainland visitors</i>	<i>\$665</i>	<i>\$6,516</i>
<i>(Average annual growth in 2003-2012)</i>	<i>(4.4%)</i>	<i>(4.2%)</i>

- (1) Tourism expenditure associated to inbound tourism comprises destination consumption expenditure by overnight and same-day in-town visitors, cruise passengers, servicemen, aircrew members and transit/transfer passengers, and international transportation expenditure.
- (2) Per capita spending is calculated based on destination consumption expenditure only.
- (3) The average annual growth for all same-day in-town visitors (at 13.1%) exceeded that for Mainland and non-Mainland visitors (at 10.0% and 4.4% respectively), as it has included the compositional effect of a higher share of Mainland visitors, who had a higher per capita spending. This is also the case for the growth rate of per capita spending of overnight visitors.
- (4) According to HKTB, 51% of the non-Mainland same-day in-town visitors in 2012 indicated “en-route” as their purpose of visiting Hong Kong, sharply higher than the share of 11% for the Mainland counterparts.