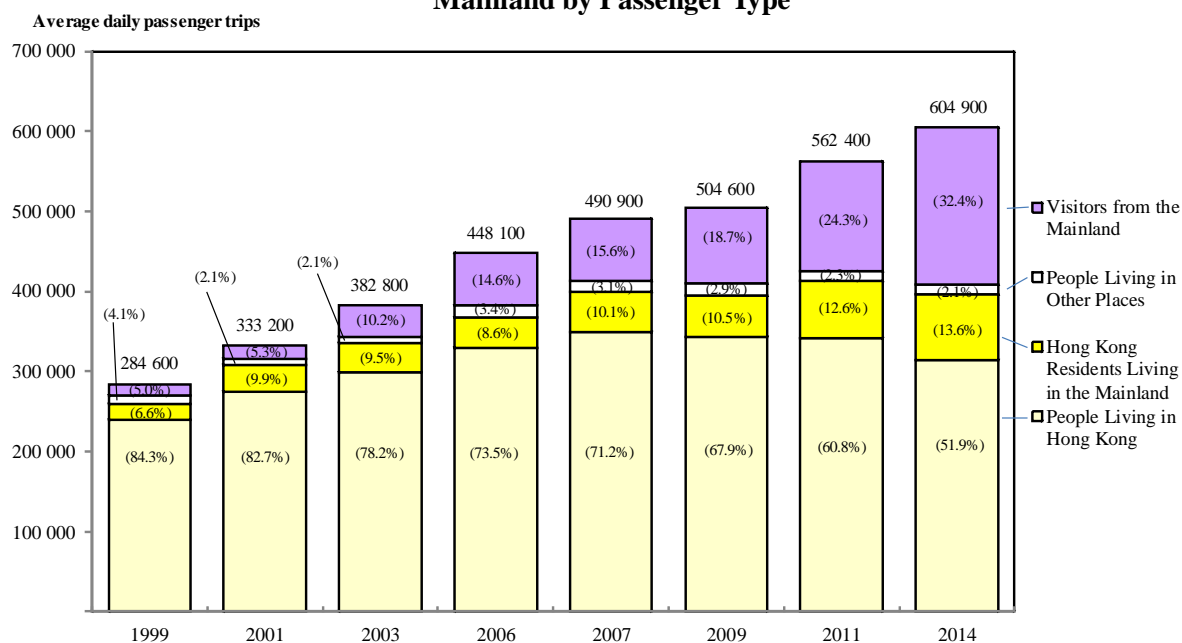


**Box 4.2****Characteristics of cross-boundary trip makers**

To provide a better understanding of the increasingly frequent cross-boundary travel activities, the Planning Department has been conducting regular surveys since 1999 to collect information on characteristics of cross-boundary trips and demographic profiles of trip makers. The latest survey, the eighth of the series and entitled *Cross-boundary Travel Survey 2013/14* (the Survey), was conducted in the first quarter of 2014, and the report was released in December 2014. This article summarises the results of the Survey.

Reflecting the closer socio-economic ties and more frequent interaction between Hong Kong and the Mainland, cross-boundary passenger trips between the two places recorded a sharp increase over the past few decades. These trips reached a daily average of 604 900 in 2014<sup>(1)</sup>, representing an increase of 8% over 2011 and a sharp 113% over 1999. Yet trips made by different types of trip maker recorded varied performance. Trips made by people living in Hong Kong declined by 8% from 2011 to 314 200 in 2014. Its share also shrank from 60.8% to 51.9% over the period, though it still accounted for the largest share of cross-boundary trips. On the other hand, trips made by Hong Kong residents living in the Mainland and visitors from the Mainland increased noticeably, by 16% to 82 400 and 43% to 195 800 respectively. In parallel, their respective shares rose further to 13.6% and 32.4%. Meanwhile, trips made by people living in places other than Hong Kong and the Mainland, which accounted for only 2.1% of the total, dropped by 6% to 12 400. The major purposes of these trips (e.g. leisure, work, business) are analysed in the ensuing paragraphs.

**Chart 1: Average Daily Passenger Trips between Hong Kong and the Mainland by Passenger Type**



Notes : Figures in brackets refer to the percentage share of average daily passenger trips between Hong Kong and the Mainland. Figures may not add up due to rounding.

- (1) Figures on cross-boundary passenger trips in this box article refer to the daily average in the two-week survey period, unless otherwise specified. The survey was done in February-March 2014, while in previous years it was conducted in around November.

**Box 4.2 (Cont'd)**

***People living in Hong Kong***

Among the cross-boundary passenger trips made by people living in Hong Kong, leisure remained the most common purpose (42.0% of total) in 2014, though the absolute number of such trips continued to decline, by 21% from 2011. Conceivably, the decrease in price competitiveness amid the appreciation of Renminbi and the general increase in cost of living in the Pearl River Delta (especially Shenzhen) in the past few years has made the Mainland a relatively less attractive destination for Hong Kong tourists.

Meanwhile, trips for visiting relatives and friends accounted for 27.1% of cross-boundary passenger trips made by people living in Hong Kong. Business trips and trips for work took up another 18.6% and 7.1% respectively.

***Hong Kong residents living in the Mainland***

The Survey showed that “schooling” overtook “work” as the main purpose of cross-boundary passenger trips made by Hong Kong residents living in the Mainland. Such trips jumped by 67% over 2011 to 28 600 in 2014, and their share in the total soared from 24.3% to 34.8%. In parallel, the number of frequent trip-makers (i.e. usually travelled to Hong Kong at least once a week) that were students soared by 60% over the period. These coincided with the surge in the number of babies born to Mainland women in Hong Kong in the earlier years, some of whom have come back to Hong Kong for education. On the other hand, the share of trips for the purpose of work shrank to 26.3%. Trips for the purpose of leisure, visiting relatives and friends, and business accounted for 14.7%, 10.6% and 5.4% respectively.

***Mainland visitors***

Underpinned by the Individual Visit Scheme (IVS), leisure continued to be the dominant purpose of cross-boundary passenger trips made by Mainland visitors. The number of leisure trips jumped by another 42% over 2011 to 134 600 in 2014, equivalent to 68.7% of the total. The remaining Mainland visitor trips were for visiting friends and relatives (15.4% of the total), business (9.0%), transit (1.6%) and work (1.0%). Facilitated by the one-year multiple-entry IVS, the number of frequent leisure trip-makers from the Mainland jumped by 97% over 2011 to 121 700 persons. Within these frequent trip-makers, 9.8% travelled to Hong Kong four times or more each week, up from 6.9% in 2011.