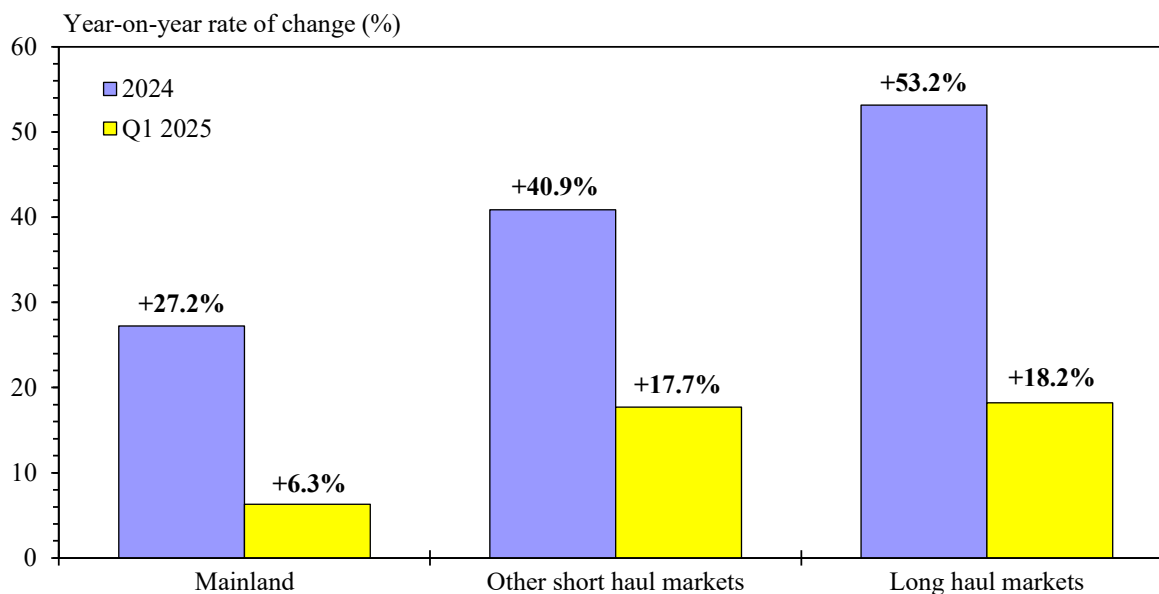


Box 3.1**Latest performance of the tourism sector in Hong Kong**

The tourism sector continued to revive in 2024, and improved further in the first quarter of 2025. Visitor arrivals rose by 30.9% to around 44.5 million in 2024, and by a further 8.9% year-on-year in the first quarter of 2025. Within which, Mainland visitor arrivals increased by 27.2% to 34.0 million in 2024. Non-Mainland visitor arrivals surged even more noticeably by 44.4% to 10.5 million. In the first quarter of 2025, Mainland and non-Mainland visitor arrivals rose by 6.3% and 17.9% year-on-year respectively (*Chart 1*).

Chart 1 : Visitor arrivals by market

Note: Other short-haul markets refer to North Asia, South and Southeast Asia, Taiwan and Macao, but excluding the Mainland.
Long-haul markets refer to the Americas, Europe, Africa, the Middle East, Australia, New Zealand and South Pacific.

In 2024, various initiatives (such as hosting of different mega events covering sports, gastronomy and entertainment elements) were stepped up to enhance Hong Kong's appeal as a travel destination. These in turn helped contribute to diversifying the sources of visitors. While inbound visitors remain predominantly from the Mainland, non-Mainland visitor arrivals are gradually taking up a larger share of the total, from 21.3% in 2023 to 23.5% in 2024. Apart from traditional sources like Japan, Korea, the United States and Europe, which accounted for around one-third of non-Mainland visitor arrivals in 2024, South and Southeast Asia gained its prominence. In 2018, only around a quarter of non-Mainland visitor arrivals were from South and Southeast Asia, and this share rose to about one-third in 2024. In fact, the number of visitor arrivals from South and Southeast Asia, following a solid recovery in 2023, increased by 44.1% in 2024 and further by 12.9% year-on-year in the first quarter of 2025. In particular, visitor arrivals from the Philippines, the largest source market in South and Southeast Asia, surged visibly by 54.5% in 2024 and by 17.2% year-on-year in the first quarter of 2025. Visitor arrivals from a number of other Southeast Asia economies also recorded noticeable growth (*Table 1*).

Box 3.1 (Cont'd)**Table 1 : Visitor arrivals from selected Southeast Asia economies**

	2024 (Year-on-year change)	Q1 2025 (Year-on-year change)
Indonesia	366 973 (+42.6%)	107 357 (+45.2%)
Malaysia	405 508 (+49.9%)	104 199 (+9.8%)
Philippines	1 194 446 (+54.5%)	312 575 (+17.2%)
Singapore	466 071 (+33.1%)	110 909 (+12.7%)
Vietnam	48 309 (+51.5%)	11 943 (+22.3%)

The revival of the tourism sector in Hong Kong is also attributed to the Government's efforts in promoting Hong Kong as Asia's world city and an events capital. Among the over 240 mega events held throughout 2024, a number of global summits, conferences and high-level business activities on the mega events calendar provided impetus to MICE (meetings, incentives, conventions and exhibitions) tourism to gain further traction. Overnight MICE visitor arrivals recorded a noticeable increase of 9.2% to 1.42 million last year. Their average spending per capita also outperformed overall overnight visitor expenditure by about 40%. Beyond bringing in high value-added tourists to benefit local retail, catering, hotel sectors, MICE tourism is also conducive to networking and collaboration among businesses. This fosters new partnership opportunities and helps solidify Hong Kong's position as a premier global business hub.

On the policy front, several developments have also supported the continuous recovery of the tourism sector in 2024. In particular, the various measures rolled out by the Central Government, including the expansion of Individual Visit Scheme (IVS) to ten more Mainland cities (covering 59 cities in total), the resumption of the multiple-entry IVS for Shenzhen permanent residents and the implementation of a new arrangement to expand the multiple-entry IVS to Shenzhen residence permit holders, have benefitted Hong Kong's tourism sector. For instance, since the implementation of the new measure at the end of last year, around 1.18 million visitors have travelled to Hong Kong on multiple-entry IVS as at the end of the first quarter of 2025.

To implement the concept of "tourism is everywhere", and to further advocate for the healthy and sustainable development of tourism-related industries, the Government promulgated the Development Blueprint for Hong Kong's Tourism Industry 2.0 in December 2024, outlining in a forward-looking manner the core principles, development strategies and pathways for the future development of Hong Kong's tourism industry. Looking ahead, the Government will continue to promote and publicise Hong Kong as a mega events capital globally, and the opening of the Kai Tak Sports Park, the largest sports infrastructure project in Hong Kong, will inject further momentum into the tourism industry, thereby boosting Hong Kong's economic growth.