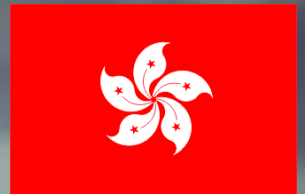


Affluent Insights™ Report Summary:

2016 Hong Kong Travel Consumer Report



Affluent Insights™ Report Summary: 2016 Hong Kong Travel Consumer Report

- The “Pearl of the Orient” may be a small island, but its residents are nothing but small when it comes to travel spending. In 2015, Hong Kong travellers spent a little over USD 22 billion globally on international travel and tourism.
- The data also shows that there has been a steady average of **USD 1 billion** increase in total spending every year in the past 5 years, which is projected to continue into the future.
- With a 2015 GDP per capita of USD 57,000 (one of the largest in the world) Hong Kong consumers pack a lot of spending potential.

*Source: ITE and MICE HK and Central Intelligence Agency



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This HONG KONG market report is based on findings from the Affluent Insights™ Luxury Travel Survey

- Fielded online in Hong Kong in April/May 2016.
- We interviewed 305 respondents.
- All of the respondents were defined as affluent with minimum annual household income as per the table below:

Country	Affluent Definition (HHI/a)
Hong Kong	HKD 720,000+

- All respondents have travelled internationally for leisure or business in the past 12 months.

Hong Kong Report Price: USD 6,000

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Affluent Insights™ Report Summary: 2016 Hong Kong Travel Consumer Report

Extract of Key Implications to Brands:

- Top destinations for planned trips in the next 12 months for Hong Kong travellers:

RANK	
1	Osaka
2	Tokyo
3	Taipei
4	Seoul
5	Nagoya
6	London
6	Bangkok
8	Singapore
9	Maldives
9	Paris

- **Overall consumer optimism is down, but Hong Kong source travel is likely to continue growing.** There has been a notable drop in optimism for the coming 12 months among Hongkongers across different metrics. However, travel can be seen as the one bright spot, with over 70% still saying that they are more likely to travel abroad for vacation in the next 12 months.
- **Luxury brands need to deliver on quality.** Superior quality remains the primary motivation for using luxury brands, but uniqueness, elevation of status and exclusivity are also highly important. Hong Kong females particularly expect luxury brands to offer a superior quality.

Affluent Insights™ Report Summary: 2016 Hong Kong Travel Consumer Report

Key Implications to Brands (continued):

- **Hong Kong travelers have luxury shopping high on their list.** Similar to their Chinese counterparts, travel and luxury shopping go hand in hand for Hong Kong travellers, and is a major motivator for choosing travel destinations.
- **Travelers are looking for local food and fun in destination.** Hong Kong travelers enjoy trying local cultural cuisine, but attractions like theme parks are also of much interest to them. They also try to get the best deals when shopping, especially at outlet shops.



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