

Date: 16 July 2024

Total pages: 2

Hong Kong Received 21 Million Visitors in H1 2024 for a 64% Year-on-Year Increase

The Hong Kong Tourism Board (HKTB) announced that the June provisional visitor arrivals reached 3.13 million, marking a 14% increase year on year. Cumulatively, about 21 million visitors arrived in Hong Kong in the first half (H1) of 2024 (January to June), for a 64% increase year on year and a daily average of 116,000 visitors.

Overnight visitors accounted for 50% of arrivals in H1 2024

In H1 2024, about 16.1 million visitors arrived from the Mainland, about 60% more than in H1 2023. 5 million were non-Mainland visitors, representing an 80% year-on-year increase. Overnight visitors accounted for 50% of all visitor arrivals during the period, staying for 3.2 nights on average.

Visitors were satisfied with their overall experience in Hong Kong. Overnight visitors rated Hong Kong 8.7 out of 10 for satisfaction from January to May, and 94% of visitors said they intended to revisit and recommend Hong Kong to others.

According to the latest HKTB Departing Visitor Survey, the popular places visited among overnight visitors from January to May were:

- Tsim Sha Tsui (including Tsim Sha Tsui Waterfront Promenade, Avenue of Stars, Clock Tower, Harbour, Star Ferry ride)
- Temple Street/ Ladies' Market
- The Peak (including Victoria Peak/ Peak Tram/ Peak Tower)
- Hong Kong Disneyland
- West Kowloon Cultural District (including M+, Hong Kong Palace Museum and Xiqu Centre)
- Hong Kong Observation Wheel at the Central Harbourfront
- Wong Tai Sin Temple
- Hong Kong Museum of Art
- Ocean Park (including Ocean Park/ Water World Ocean Park)
- Ngong Ping 360 (including Cable Car, Ngong Ping Village, Po Lin Monastery, Giant Buddha, Heart Sutra/ Wisdom Path)

Provisional visitor arrivals in June 2024

Markets	June (Year-on-year change)	Jan – Jun (Year-on-year change)
Mainland	2,341,637 (+8.6%)	16,145,195 (+59.7%)
Non-Mainland	790,961 (+33.6%)	5,006,040 (+80.6%)
Short-haul*	443,356 (+37.9%)	2,749,038 (+103.7%)
Long-haul	205,347 (+33.1%)	1,397,340 (+91.9%)
New markets	56,033 (+77.8%)	316,252 (+151%)
Total	3,132,598 (+14%)	21,151,235 (+64.2%)

Note: Because of rounding, the total may differ from the sum of the individual figures.

**Includes figures from long-haul, short-haul and new markets, as well as the Macao SAR.*

(Full details of June 2024 visitor arrivals will be released on 31 July.)

– Ends –

Members of the media can download the press release from the link below:

<https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html>

For media inquiries, please contact:

Ms Winky Chan

Tel: 2807 6526

Email: winky.chan@hktb.com

During non-office hours, please call 8200 7860.