### Hong Kong Market snapshot

#### Visitor Profile

**Annual visits (000s)**

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- **#40 Global ranking for inbound visits to the UK in 2022**

**Annual visitor spend (£m)**

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<td>£232</td>
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<td>£513</td>
<td>£486</td>
<td>£560</td>
<td>£2,095</td>
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- **#25 Global ranking for inbound spend in the UK in 2022**

**Regional spread of travel** (average 2018, 2019, 2022)

- **% Share of nights**
  - High: 9%
  - Medium: 48%
  - Low: 42%

**Average length of stay**

- **23 NIGHTS**

**Seasonal spread of travel** (2022)

- **39%**
- **42%**
- **17%**
- **3%**

**Departure & Destination Airports** (2022)

- **1 UK Airports**
- **2 Departure Airports**

**Purpose of travel** (2022)

- **Holiday**: 33%
- **Visit friends/relatives**: 56%
- **Business**: 6%
- **Misc**: 2%
- **Study**: 4%

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**Source:** International Passenger Survey (IPS) by ONS; All spend is stated in nominal terms.

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**Note:** All values are in nominal terms.