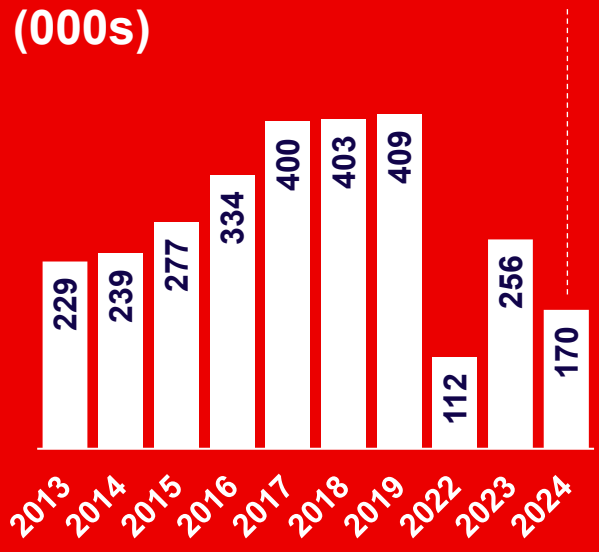
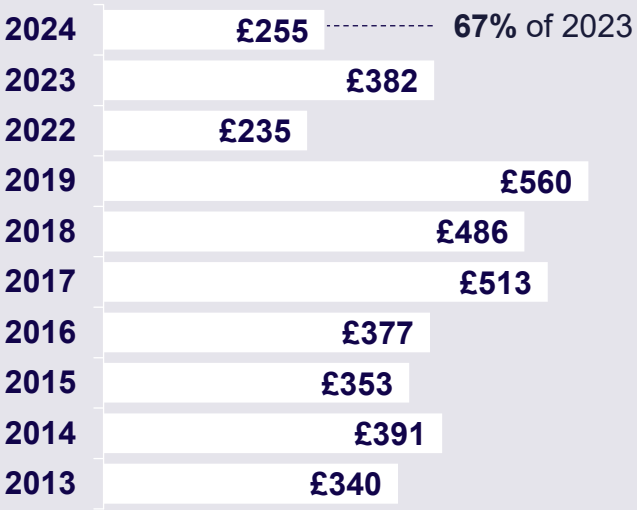
Hong Kong (SAR)

Market snapshot
Visitor Profile

Annual visits (000s)



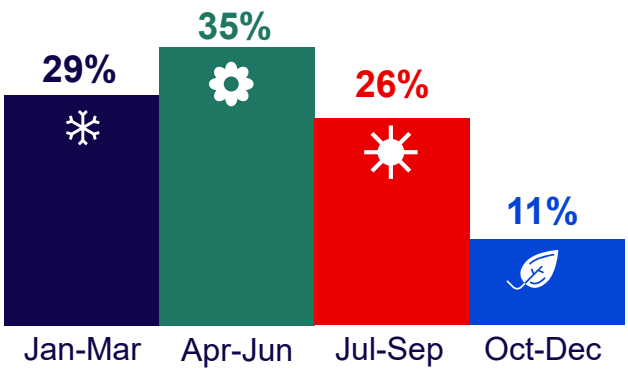
Annual visitor spend (£m)



#36 Global ranking for inbound visits to the UK in **2024**

#27 Global ranking for inbound spend in the UK in **2024**

Seasonal spread of travel



Average nights stayed

In 2024, visitors from Hong Kong (SAR) spent an average of **£1,505 per visit**, 1.8 times the global average of £818, and stayed **12 nights**, 1.7 times the global average of 7.4 nights.

£1,505
2024 average spend per visit

Source: International Passenger Survey (IPS) by ONS, 2024 unless otherwise stated. 2024 data GB only.

Travis Qian
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Hong Kong (SAR)

Market snapshot
Visitor Profile

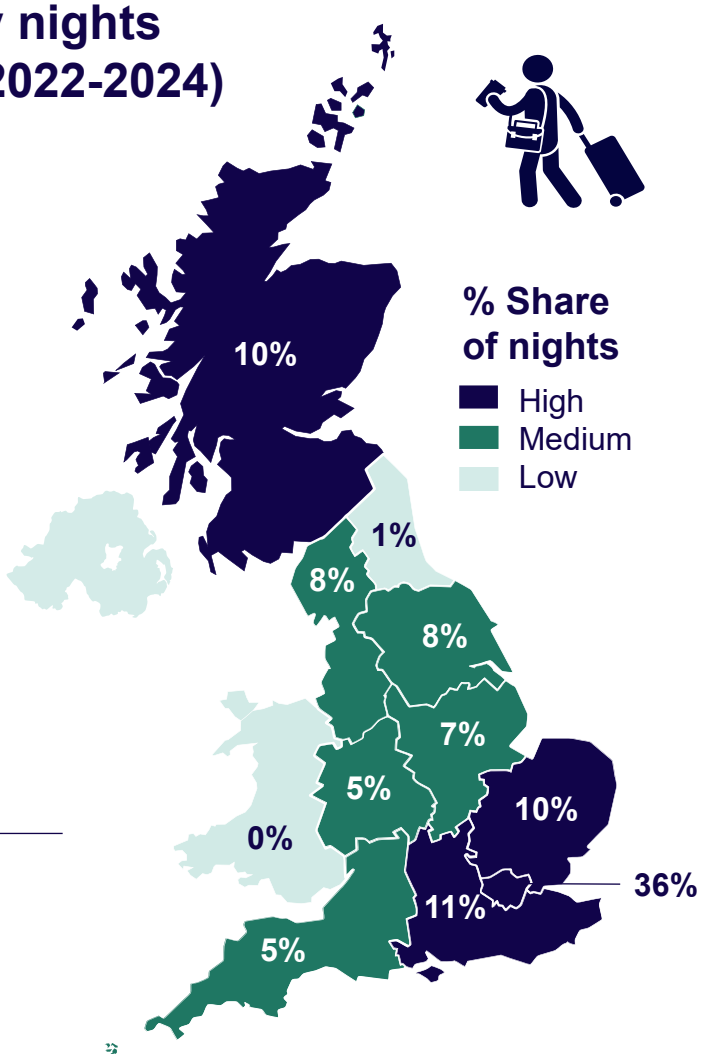
Purpose of travel* (2024)

50%	35%	8%	5%	1%
Visit friends/ relatives	Holiday	Business	Misc	Study (<1 year)

Regional spread of travel by nights spent per region* (average 2022-2024)

	Region	% share of nights
1	London	36%
2	South East	11%
3	Scotland	10%
4	East Of England	10%
5	Yorkshire	8%
6	North West	8%
7	East Midlands	7%
8	South West	5%
9	West Midlands	5%
10	North East	1%
11	Wales	0%

Indicative data only due to low sample sizes outside London.



Hong Kong (SAR) to UK Connectivity (2025)**

2
Flight routes from Hong Kong (SAR) to the UK

48
Average weekly departures from Hong Kong (SAR) to the UK

Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. **Apex as of January 2026, non-stop flights.