near

MAPPING THE VISITOR JOURNEY: FROM CHINA TO HONG KONG

Bolstered by relaxed Covid regulations and attractive offers from the tourism ministry such as discounted air and train tickets, coupons for spending on dining out, and more, Hong Kong has seen a surge in tourists. While most tourists were from mainland China and nearby South-East Asian countries, Hong Kong also saw visitors from Australia, the U.S., and other faraway countries of origin.

near

Near, the global leader in data intelligence, studied the consumer journey of visitors from China to understand their consumer journey during their stay in Hong Kong.
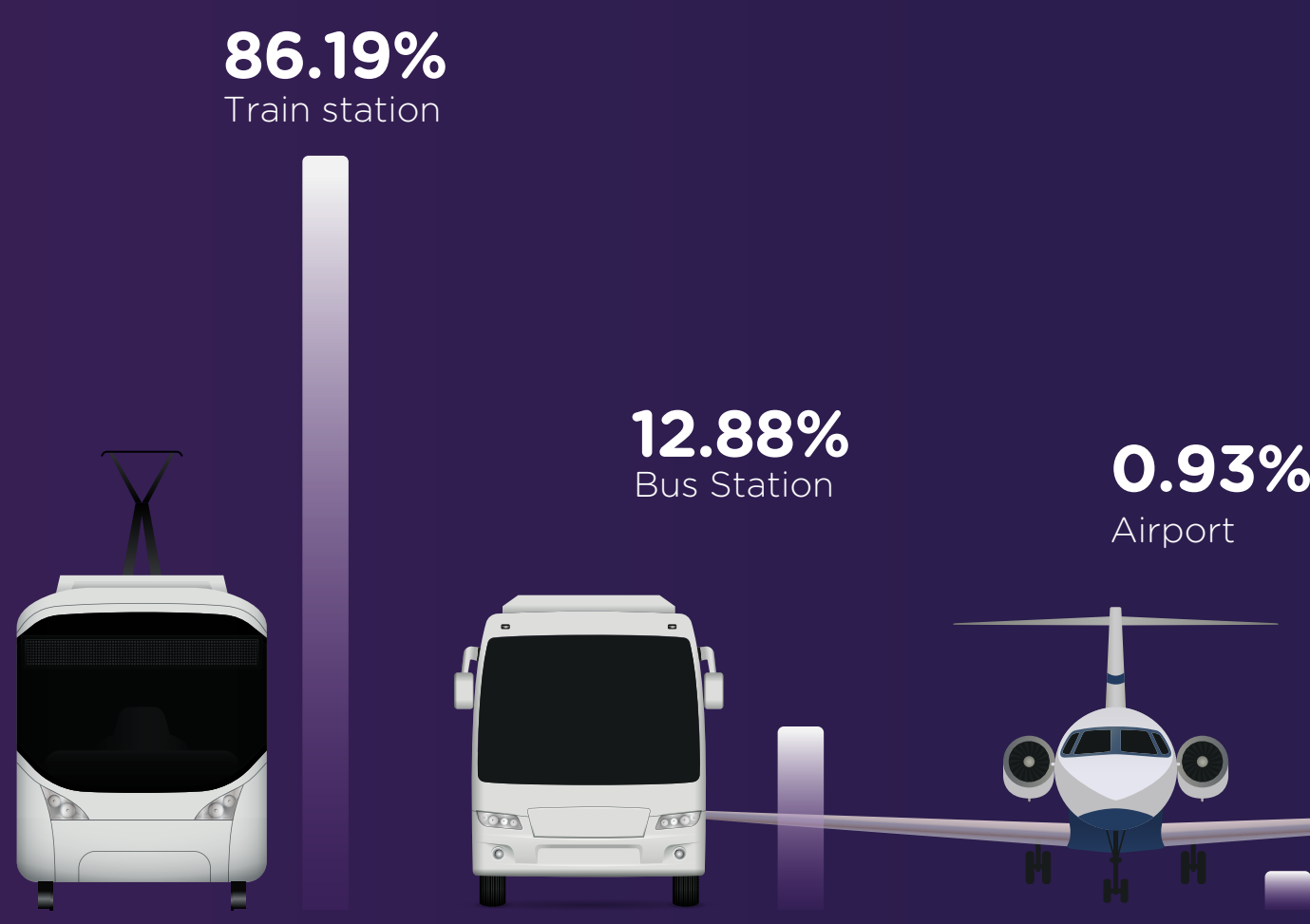

Insight #1

Chinese visitors primarily rely on public transport to Hong Kong

🔵 **Findings:**

Most tourists from China preferred to travel by train (86%) or bus (13%). Special discounts on public transportation from the Hong Kong government made these the most popular choices.

⭐ **Implication:**

Mass transit can be an excellent opportunity to reach consumers via OOH (out-of-home) ads. Combine OOH with digital retargeting to maximise effectiveness.

86.19%
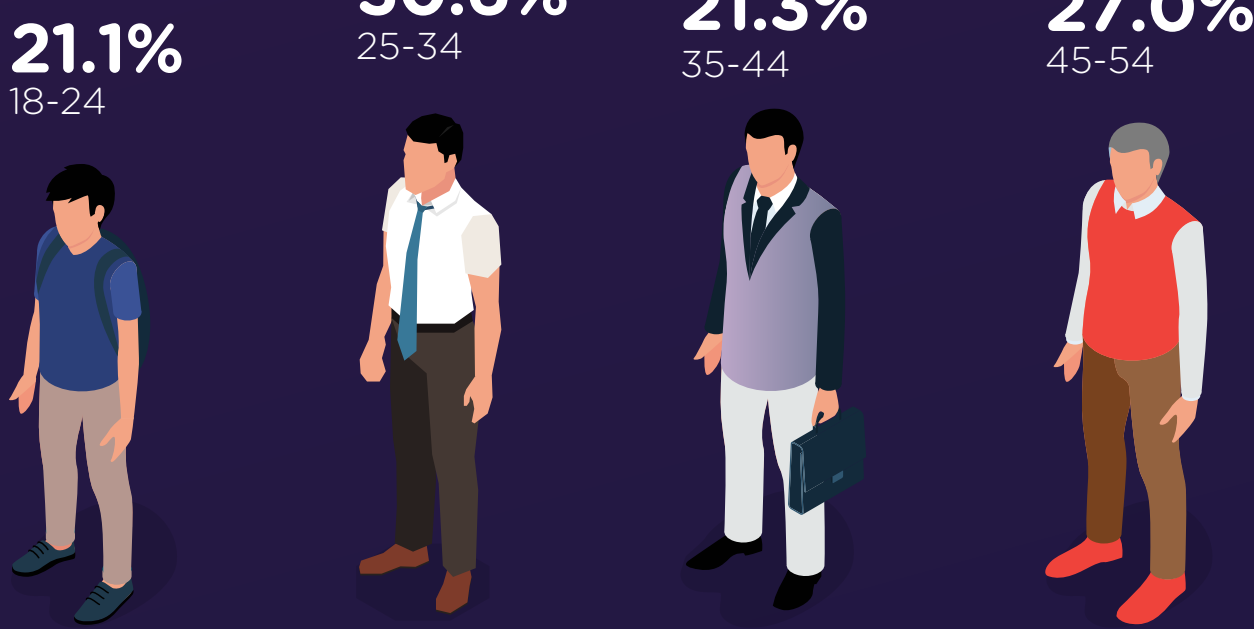Train station

12.88%
Bus Station

0.93%
Airport

Insight #2

A majority of Chinese tourists to Hong Kong are 18-34

21.1%
18-24

30.6%
25-34

21.3%
35-44

27.0%
45-54

Chinese Tourists in Hong Kong, by Age

🔵 **Findings:**

Roughly 52% of adult visitors from China are aged 18-34 (31% are 25-34, and another 21% are 18-24). There was also still a significant portion of visitors in the 35-44 and 45-54 age groups as well.

⭐ **Implication:**

With visitors skewing younger, it's critical to use an omnichannel approach to marketing campaigns. Reach your target audience across digital, mobile, social, CTV and other channels for maximum impact.
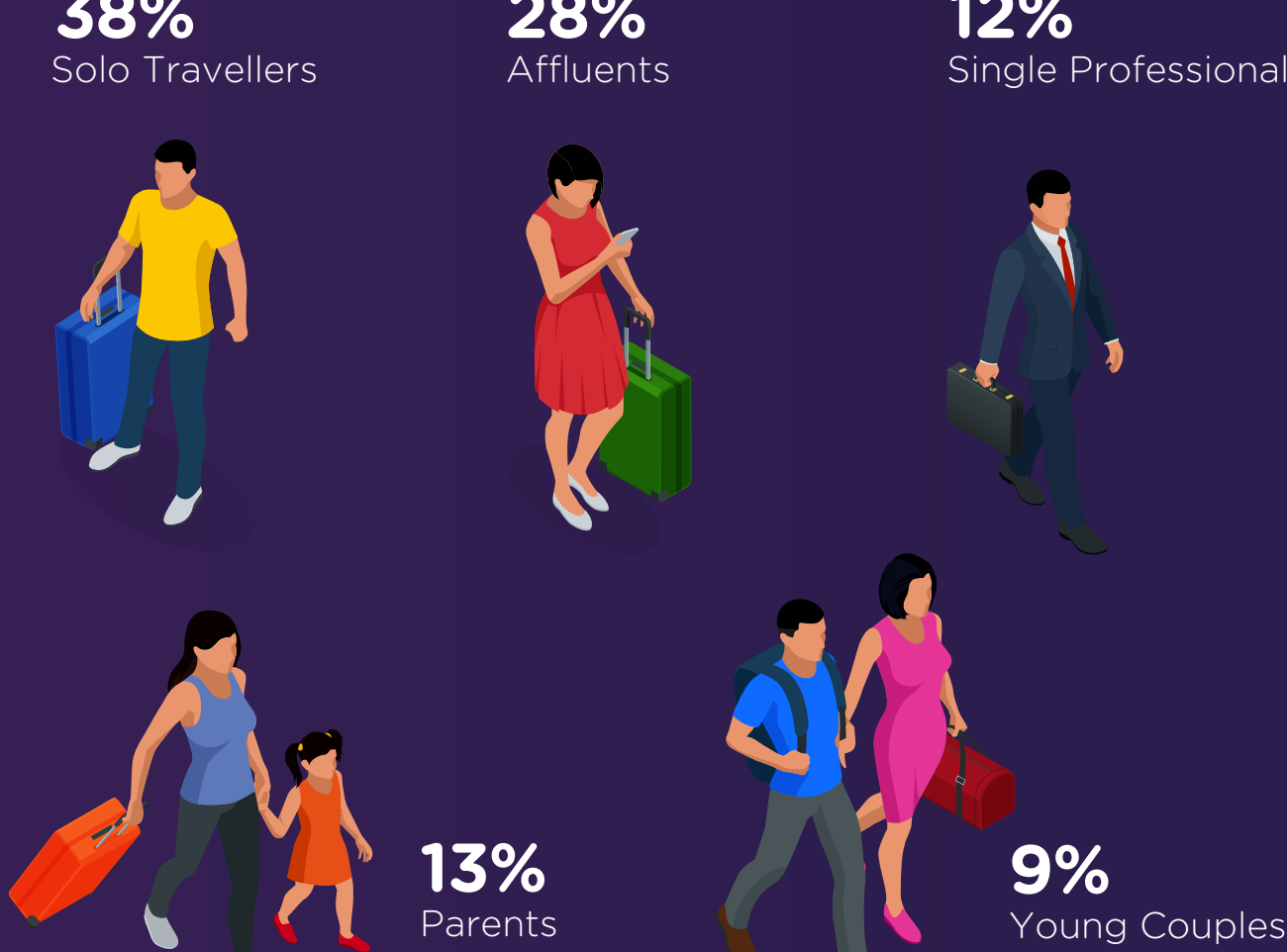

Insight #3

Solo travellers are the largest psychographic segment of Chinese visitors to Hong Kong
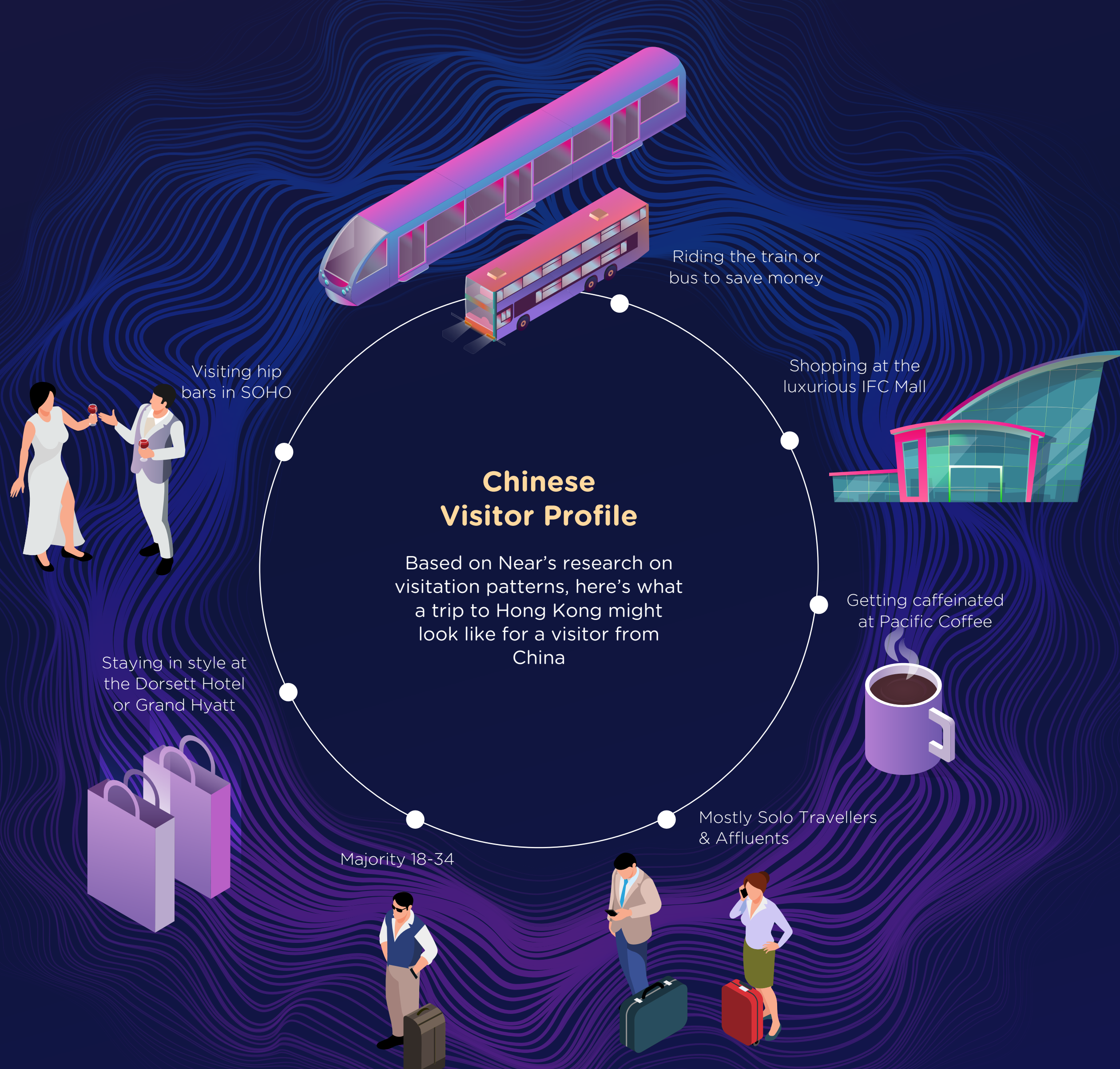
🔵 **Findings:**

A plurality of visitors from China to Hong Kong (38%) are solo travellers. The next most popular group is Affluents (28%), with relatively smaller groups of Parents (13%), Single Professionals (12%) and Young Couples (9%).

⭐ **Implication:**

Cater messaging and offerings to your target audience to ensure your ads resonate. For example, a solo traveller may be more likely to look for casual meals on the go.

38%
Solo Travellers

28%
Affluents

12%
Single Professional

13%
Parents

9%
Young Couples

Chinese Visitors to Hong Kong: Top Psychographic Segment

Chinese Visitor Profile

Based on Near's research on visitation patterns, here's what a trip to Hong Kong might look like for a visitor from China

- Riding the train or bus to save money
- Shopping at the luxurious IFC Mall
- Getting caffeinated at Pacific Coffee
- Mostly Solo Travellers & Affluents
- Majority 18-34
- Staying in style at the Dorsett Hotel or Grand Hyatt
- Visiting hip bars in SOHO

With consumer behaviour data, you can not only stay ahead of these trends, but leverage data to maximise marketing spend through bespoke audience targeting, in-store footfall tracking, location-based targeting, and more.

Methodology

Near studied visitation to Hong Kong from April 17th to May 14th, 2023. This period was chosen to include popular public holidays such as Labour Day, the Golden Week holidays, and more. We studied the behaviour and profiles of visitors at cafes, tourist attractions, hotels, bars, and shopping malls. Insights include Visitation, Common Evening Location, Dwell Time, and Brand affinity.