

Date: 14 August 2020

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Hong Kong Tourism Board Announces July Arrival Figures

The Hong Kong Tourism Board (HKTb) announced today (14 August) that Hong Kong received 20,600 visitors in July 2020, representing a daily average of about 660, a 99.6% drop year on year.

While the global COVID situation remains unpredictable, HKTb Chairman Dr YK Pang remarked that the HKTb has been continuously engaging trade partners in source markets. “Since March, the HKTb has organised nearly 90 webinars, which were attended by about 10,000 trade representatives from Mainland and overseas markets,” he said. “The HKTb has also invited local travel agencies, airlines, hotels and attractions to share their views to allow our trade partners in source markets to better understand the development of the pandemic and virus control measures in Hong Kong, the HKTb’s strategy for recovering the tourism industry, and our support for travel trade and MICE industry.” From August onwards, the HKTb will host at least 45 webinars, which are expected to attract 4,500 trade members.

In addition, the HKTb is working with the Hong Kong SAR Government and the tourism industry on the preparation for the “Open House Hong Kong” tactical promotion, which aims to welcome visitors back to Hong Kong with a variety of exciting experiences and attractive offers.

Provisional visitor arrivals to Hong Kong in July 2020

Market	July (year-on-year change)	January to July ('000) (year-on-year change)
Mainland	5,709 (-99.9%)	2,687 (-91.5%)
Non-Mainland*	14,859 (-98.6%)	850 (-89.8%)
Short-haul	4,068 (-99.2%)	354 (-92.2%)
Long-haul	6,662 (-98.0%)	326 (-87.3%)
New markets	3,985 (-92.7%)	52 (-87.9%)
Total	20,568 (-99.6%)	3,537 (-91.2%)

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

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

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

– Ends –

Media can download the press release from the HKTb website:

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

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