

Date: 15 May 2020

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HKTB Announces Visitor Arrivals for April

The Hong Kong Tourism Board (HKTB) announced that the provisional figure for visitor arrivals to Hong Kong in April was about 4,100, representing a daily average of about 100, a year-on-year drop of almost 100%. The number of arrivals remained extremely low mainly because of stringent immigration control and quarantine measures implemented by the governments of Hong Kong and most countries and regions around the world.

To gradually drive a tourism revival, the HKTB will launch a series of tourism promotion initiatives to stimulate spending and promote positive ambience in Hong Kong by encouraging locals to rediscover the tourism characteristics of different neighbourhoods and communities to send a positive message to visitors and restore their confidence in the city. Related details will be announced in due course.

In spite of signs of the COVID-19 pandemic abating in Hong Kong, the resumption of promotions in source markets will depend on the recovery status in different markets. The HKTB will closely monitor the latest situation and assess various aspects in individual markets, including pandemic development, lockdown measures, immigration restrictions, quarantine requirements, and the resumption of airline services.

Provisional visitor arrivals to Hong Kong in April 2020

Market	April (year-on-year change)	January–April (‘000) (year-on-year change)
Mainland	2,945 (-99.9%)	2,669 (-85.8%)
Non-Mainland*	1,180 (-99.9%)	824 (-83.4%)
Short-haul	574 (-99.9%)	347 (-87.1%)
Long-haul	484 (-99.9%)	314 (-80.0%)
New markets	76 (-99.9%)	47 (-80.4%)
Total	4,125 (-99.9%)	3,493 (-85.3%)

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.*

(The full details of April visitor arrivals will be released on 29 May.)

– Ends –

Media can download the press release from the HKTB website:

https://partnet.hktb.com/en/about_hktb/news/press_releases/index.html

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