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Hong Kong Attracts about 750,000 Visitors During the First Four Days of Chinese New Year Holiday with Mainland Arrivals Exceeding 2018 Level
3.8 Million Visitors Received in January Indicating Sustained Recovery Momentum

The Hong Kong Tourism Board (HKTb) announced that during the first four days of Chinese New Year holiday (10–13 February), about 750,000 visitors arrived in Hong Kong, about 650,000 of whom were from the Mainland, exceeding the Mainland arrivals of 640,000 in the same period in 2018.

The HKTb promoted various celebrations in town under various themes and offered festive information on a one-stop webpage ahead of the festival, including the HKTb’s “International Chinese New Year Night Parade”, the 2024 Lunar New Year Fireworks Display, and the Chinese New Year Raceday, held on the first three days of Chinese New Year, respectively, attracting visitors to experience these events in town.

The HKTb also announced a provisional visitor arrival figure of 3.83 million in January 2024, equivalent to 72% of that in the same period in 2018. There were about 2 million visitors in the first half of February (1–13 February), with the daily average equivalent to 83% of the whole-month average in February 2018, maintaining the recovery momentum. The HKTb will continue to promote the city’s mega events and exciting tourism experiences in the Mainland and overseas markets to attract more visitors to Hong Kong.

Provisional visitor arrivals during the Chinese New Year Holiday

	1 st day of CNY (10 Feb)	2 nd day of CNY (11 Feb)	3 rd day of CNY (12 Feb)	4 th day of CNY (13 Feb)	Four-day total
Total	128,198	207,735	207,789	201,876	745,598
Mainland	102,154	183,674	185,662	181,265	652,755
Non-Mainland	26,044	24,061	22,127	20,611	92,843

Provisional visitor arrivals in January 2024

Markets	January
Mainland	2,984,761
Non-Mainland*	840,856
Short-haul	475,483
Long-haul	227,995
New markets	46,810
Total	3,825,617

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

**Includes figures from long-haul, short-haul and new markets, as well as the Macao SAR.
(Full details of January 2024 visitor arrivals will be released on 29 February.)*

– Ends –

Members of the media can download the press release from the link below:

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

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