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## Visitor Arrivals for February Reach 4 Million

The Hong Kong Tourism Board (HKTb) announced that, driven by the Chinese New Year holidays and various festive mega events, the provisional visitor arrivals of February were 4 million, about 1.7 times increase year on year. Among them, 80% were Mainland visitors, accounting for 3.246 million arrivals, nearly double the year-on-year figure.

Cumulatively, a total of 7.83 million visitor arrivals were recorded in the first two months of this year, a three-fold increase over the same period last year, while the average daily visitor arrivals were about 130,000.

### Provisional visitor arrivals in February 2024

Markets	February (year-on-year change)	January to February (year-on-year change)
Mainland	3,245,911 ( +192.8% )	6,230,170 ( +348.5% )
Non-Mainland*	755,279 ( +113.8% )	1,596,637 ( +179.4% )
Short-haul	424,240 ( +155.8% )	900,563 ( +260.3% )
Long-haul	190,177 ( +151.5% )	417,700 ( +222% )
New markets	38,799 ( +192% )	85,146 ( +333.7% )
Total	4,001,190 ( +173.7% )	7,826,807 ( +299.2% )

*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 February 2024 visitor arrivals will be released on 28 March.)*

– 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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