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**HKTB Announces Visitor Arrivals of 11.23 Million for First Quarter of 2024
Which Increases by 1.5 Times Year on Year**

The Hong Kong Tourism Board (HKTB) announced that the provisional visitor arrivals figure for March was about 3.4 million, about 40% increase year on year. Cumulatively, a total of 11.23 million visitor arrivals were recorded in the first quarter of this year (January to March), representing 1.5 times year-on-year increment and 5% increase from the fourth quarter of 2023, reflecting the continued and gradual growth of visitor arrivals.

Provisional visitor arrivals for March 2024

Markets	March (year-on-year change)	January to March (year-on-year change)
Mainland	2,467,491 (+25.4%)	8,699,981 (+159.1%)
Non-Mainland*	934,500 (+92.1%)	2,528,817 (+139.3%)
Short-haul	499,550 (+114.5%)	1,401,089 (+190.6%)
Long-haul	285,827 (+117.1%)	700,088 (+168.5%)
New markets	54,169 (+189%)	138,564 (+270.2%)
Total	3,401,991 (+38.6%)	11,228,798 (+154.3%)

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 March 2024 visitor arrivals will be released on 30 April.)

- 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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