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Total pages: 1

HKTB Announces Provisional Visitor Arrivals for May 2025

The Hong Kong Tourism Board (HKTB) announced that Hong Kong saw a total of 4.08 million visitor arrivals provisionally for May 2025, a 20% year-on-year increase, thanks to the Labour Day Golden Week holidays in the Mainland and citywide events including large-scale concerts and meetings, incentives, conventions and exhibitions (MICE) events.

Cumulatively, Hong Kong received more than 20 million visitors from January to May this year, a 12% increase year on year. Among the visitors, about 15.2 million came from the Mainland, a 10% rise from the same period last year. Other non-Mainland markets also maintained growth momentum, with about 5 million, or 18% more than last year, non-Mainland visitors coming to Hong Kong in the past five months. Visitor arrivals from Taiwan, Japan, South Korea, Indonesia, and the Philippines increased by more than 25% year on year. Notably, the number of visitors from Australia has increased by more than 35% from the same period of 2024.

Provisional visitor arrivals for May 2025

Markets	May (Year-on-year change)	January to May (Year-on-year change)
Mainland	3,123,593 (+19%)	15,182,478 (+10%)
Non-Mainland*	955,345 (+24%)	4,972,643 (+18%)
Short-haul	536,574 (+28%)	2,775,678 (+21%)
Long-haul	248,024 (+20%)	1,424,931 (+18%)
New markets	74,746 (+21%)	308,179 (+17%)
Total	4,078,938 (+20%)	20,155,121 (+12%)

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 May 2025 visitor arrivals will be released on 30 June.)

– Ends –

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

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

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