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## **HKTb Announces Provisional Visitor Arrivals for July**

The Hong Kong Tourism (HKTb) announced that Hong Kong recorded 4.39 million visitor arrivals provisionally in July, equivalent to a 12% year-on-year increase. Cumulatively, Hong Kong received about 28 million visitors from January to July this year, a 12% increase from the same period last year. Among the visitors, 21.3 million were from the Mainland and 6.72 million came from other markets, increasing by 10% and 16% year on year respectively.

In July, number of inbound visitors from short-haul markets increased by 12% year on year, with Japan and Taiwan showing an outstanding increase. Visitor arrivals from long-haul markets increased by more than 20% year on year, with the main growth coming from the UK, the US, Australia, France and Germany.

### **Provisional visitor arrivals for July 2025**

<b>Markets</b>	<b>July (Year-on-year change)</b>	<b>January to July (Year-on-year change)</b>
<b>Mainland</b>	3,510,343 (+12%)	21,304,097 (+10%)
<b>Non-Mainland*</b>	880,171 (13%)	6,722,517 (+16%)
<b>Short-haul</b>	453,696 (+12%)	3,717,154 (+18%)
<b>Long-haul</b>	263,255 (+21%)	1,927,234 (+18%)
<b>New markets</b>	51,315 (+10%)	417,006 (+14%)
<b>Total</b>	4,390,514 (+12%)	28,026,614 (+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 July 2025 visitor arrivals will be released on 29 August.)*

– 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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