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**OUR SUPPORT
TO ECONOMY**

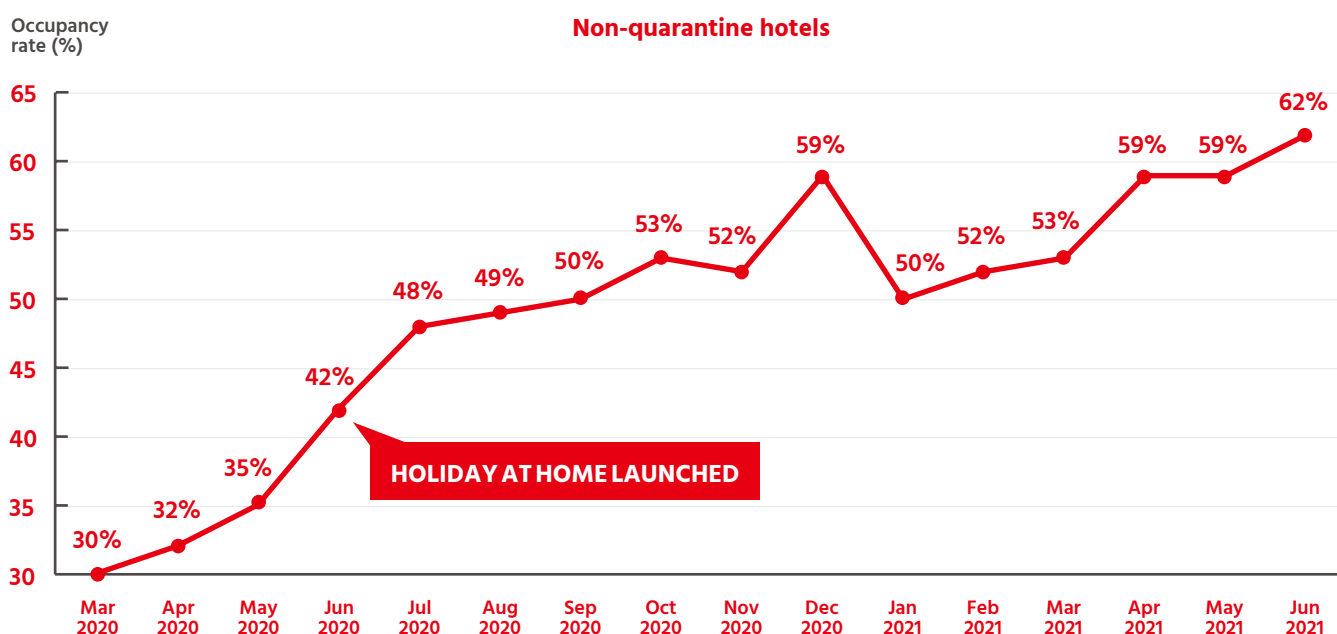
OUR SUPPORT TO ECONOMY

During the COVID-19 pandemic, inbound travel has been largely suspended due to COVID-19. Tourism industry in Hong Kong has been one of the major industries and supported a large part of the workforce before the pandemic. The Hong Kong Tourism Board has taken the initiative to focus on local tourism in 2020/21 with a view to continuing to contribute to the city's economy when travel restrictions are in place. A series of initiatives to cheerlead for local ambience and boost consumptions came into place through a comprehensive, inclusive campaign platform "Holiday at Home" in June 2020, which has created a multiplying chain of consumption and provided support to Hong Kong economy.

HOLIDAY AT HOME — SPEND-TO-REDEEM PROGRAMMES



HOLIDAY AT HOME — CHEERLEADING FOR LOCAL TOURISM



2020 TOURISM PERFORMANCES

Total arrivals:

3.6 million

50.3 million[#]

Overnight arrivals:

1.4 million

Same-day arrivals:

2.2 million

Total tourism expenditure associated
with inbound tourism (TEAIT):

HK\$15.9 billion*

HK\$231.4 billion[#]

Overnight visitors'
per capita spending:

HK\$5,426*

HK\$5,612[#]

Average length of stay among
overnight visitors:

10.4 nights

3.2 nights[#]

Overall satisfaction of overnight
visitors (Max: 10 points):

8.8*

8.5[#]

[#] Original projection in January 2020

* Source: Survey of departing visitors between 1 January and 4 February 2020