

# MARKET REPORT



## Hong Kong MICE Tourism Market - Trips & Spending to 2021



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# Hong Kong MICE Tourism Market - Trips & Spending to 2021

Hong Kong MICE Tourism market is projected to reach more than US\$ 2.5 Billion by the end of 2021 growing at a CAGR of around XX% from 2016 to 2021.

Hong Kong is one of the world's top MICE (Meetings, Incentives, Conventions & Exhibitions) destinations. Hong Kong's strategic location, together with its vibrant cosmopolitan lifestyle, newly added and more sophisticated infrastructure, world class hospitality and superb professional services, have made the city an ideal location for meetings, incentives, conventions, and events (MICE) tourism. The MICE tourists increase was contributed by a number of large-scale conventions and exhibition programs with unprecedented numbers of participants. MICE organizers have been attracted by the growth of the mainland economy and favorable exchange rates, with the greatest increase coming from those visiting from short-haul markets - particularly Mainland China. The Government is committed to enhancing the appeal of Hong Kong as an ideal MICE (Meetings, Incentive travels, Conventions and Exhibitions) destination in Asia.

## Hong Kong MICE Tourism Arrivals Insights

Chinese Mainland is the largest source market for Hong Kong MICE tourism. South and Southeast Asia is the second leading source market for Hong Kong MICE tourism. Europe, Africa and The Middle East stands at the third spot with XX% share of the Hong Kong MICE tourist arrivals. North Asia and The Americas holds the fourth and fifth highest share of the Hong Kong MICE tourist arrivals, being followed by Taiwan. Australia, New Zealand and S. Pacific and Macau SAR are the other leading source market for Hong Kong MICE tourism.

## Hong Kong MICE Tourism Spending Insights

In terms of spending by the MICE tourists in Hong Kong, Mainland China is the leader with more than 50% of spending in 2015. Mainland China MICE tourists spending share in Hong Kong is higher than the combined share of the top 7 regions. Mainland China is likely to maintain dominance in Hong Kong MICE tourists spending by the year end of 2021. South and Southeast Asia spot at second position in the spending share with XX% share in 2015.

The research report titled "Hong Kong MICE Tourism Market - Trips & Spending to 2021" provides detailed information on the Hong Kong MICE Tourism Market. This report analyzes market data and provides a better understanding of MICE travelers flows and revenue to Hong Kong. Market outlook in value terms for the forecasted period for Hong Kong MICE Tourism market has been detailed in the report. This report also entails a detailed description of growth drivers and challenges of the Hong Kong MICE Tourism Market.

All the regions in the report has been studied from 2 view points

1. Hong Kong MICE Tourists Arrival - Region Wise Analysis (2008 - 2021)
2. Hong Kong MICE Tourists Spending - Region Wise Analysis (2008 - 2021)

Hong Kong MICE Tourists Arrival, Spending - 8 Regions Covered

1. Chinese Mainland
2. South and Southeast Asia
3. Europe, Africa and The Middle East
4. The Americas
5. North Asia
6. Taiwan
7. Australia, New Zealand and S. Pacific
8. Macau SAR

## **Additional Details**

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# Table Of Contents for Hong Kong MICE Tourism Market - Trips & Spending to 2021

- Table of Contents
- 1. Executive Summary
- 2. Competitive Analysis of Major Asian MICE Destination
- 3. Hong Kong MICE Tourists Arrival, Market and Forecast (2008 - 2021)
  - 3.1 Hong Kong MICE Tourists Arrival and Forecast
  - 3.2 Hong Kong MICE Tourism Market and Forecast
- 4. Hong Kong MICE Tourists Arrival, Market Share and Forecast (2008 - 2021)
  - 4.1 Hong Kong MICE Tourists Arrival Share and Forecast (2008 - 2021)
  - 4.2 Hong Kong MICE Tourists Market Share and Forecast (2008 - 2021)
- 5. Hong Kong MICE Tourists Arrival, Spending and Forecast - Top 8 Regional Analysis (2008 - 2021)
  - 5.1 Chinese Mainland - MICE Tourists Arrival, Spending and Forecast (2008 - 2021)
    - 5.1.1 Chinese Mainland - MICE Tourists Arrival and Forecast
    - 5.1.2 Chinese Mainland - MICE Tourists Spending and Forecast
  - 5.2 South and Southeast Asia - MICE Tourists Arrival, Spending and Forecast (2008 - 2021)
    - 5.2.1 South and Southeast Asia - MICE Tourists Arrival and Forecast
    - 5.2.2 South and Southeast Asia - MICE Tourists Spending and Forecast
  - 5.3 Europe, Africa and The Middle East - MICE Tourists Arrival, Spending and Forecast (2008 - 2021)
    - 5.3.1 Europe, Africa and The Middle East - MICE Tourists Arrival and Forecast
    - 5.3.2 Europe, Africa and The Middle East - MICE Tourists Spending and Forecast
  - 5.4 The Americas - MICE Tourists Arrival, Spending and Forecast (2008 - 2021)
    - 5.4.1 The Americas - MICE Tourists Arrival and Forecast
    - 5.4.2 The Americas - MICE Tourists Spending and Forecast
  - 5.5 North Asia - MICE Tourists Arrival, Spending and Forecast (2008 - 2021)
    - 5.5.1 North Asia - MICE Tourists Arrival and Forecast
    - 5.5.2 North Asia - MICE Tourists Spending and Forecast
  - 5.6 Taiwan - MICE Tourists Arrival, Spending and Forecast (2008 - 2021)
    - 5.6.1 Taiwan - MICE Tourists Arrival and Forecast
    - 5.6.2 Taiwan - MICE Tourists Spending and Forecast
  - 5.7 Australia, New Zealand and S. Pacific - MICE Tourists Arrival, Spending and Forecast (2008 - 2021)
    - 5.7.1 Australia, New Zealand and S. Pacific - MICE Tourists Arrival and Forecast
    - 5.7.2 Australia, New Zealand and S. Pacific - MICE Tourists Spending and Forecast
  - 5.8 Macau SAR - MICE Tourists Arrival, Spending and Forecast (2008 - 2021)
    - 5.8.1 Macau SAR - MICE Tourists Arrival and Forecast
    - 5.8.2 Macau SAR - MICE Tourists Spending and Forecast
- 6. Hong Kong MICE Tourism Market - Driving Factors
  - 6.1 Strengthen Trade Support and Generate New Business Opportunities through Partnership
  - 6.2 HKTBs Key Strategies for Various MICE Segments Will Boost Market Growth
  - 6.3 Digital Marketing Fuel the Growth of Hong Kong MICE Tourism
- 7. Hong Kong MICE Tourism Market - Challenges
  - 7.1 Increasingly Ferocious Regional Competition
  - 7.2 Continued Uncertainties in the Global Economy

# List Of Tables in Hong Kong MICE Tourism Market - Trips & Spending to 2021

List of Tables:

Table 2 1: Competitive Analysis of Major Asian MICE Destination

Table 4 1: Hong Kong - MICE Tourists Arrival Share(Percent),2008 - 2015

Table 4 2: Hong Kong - Forecast for MICE Tourists Arrival Share(Percent),2016 - 2021

Table 4 3: Hong Kong - MICE Tourism Market Share(Percent),2008 - 2015

Table 4 4: Hong Kong - Forecast for MICE Tourism Market Share(Percent),2016 - 2021

Table 5 1: Chinese Mainland - MICE Average Spending,2008 - 2015

Table 5 2: South & Southeast Asia - MICE Average Spending,2008 - 2015

Table 5 3: Europe, Africa and The Middle East - MICE Average Spending,2008 - 2015

Table 5 4: The Americas - MICE Average Spending,2008 - 2015

Table 5 5: North Asia - MICE Average Spending,2008 - 2015

Table 5 6: Taiwan - MICE Average Spending,2008 - 2015

Table 5 7: Australia, New Zealand and S. Pacific - MICE Average Spending,2008 - 2015

Table 5 8: MACAU SAR - MICE Average Spending,2008 - 2015

# List Of Figures, Charts and Diagrams in Hong Kong MICE Tourism Market - Trips & Spending to 2021

## List of Figures:

Figure 2-1: Hong Kong – MICE Tourists Arrival (Thousand), 2008 – 2015

Figure 2-2: Hong Kong – Forecast for MICE Tourists Arrival (Thousand), 2016 – 2021

Figure 2-3: Hong Kong – MICE Tourism Market (Million US\$), 2008 – 2015

Figure 2-4: Hong Kong – Forecast for MICE Tourism Market (Million US\$), 2016 – 2021

Figure 4-1: Hong Kong – Chinese Mainland MICE Tourists Arrival (Number), 2008 – 2015

Figure 4-2: Hong Kong – Forecast for Chinese Mainland MICE Tourists Arrival (Number), 2016 – 2021

Figure 4-3: Hong Kong – Chinese Mainland MICE Tourists Spending (Million US\$), 2008 – 2015

Figure 4-4: Hong Kong – Forecast for Chinese Mainland MICE Tourists Spending (Million US\$), 2016 – 2021

Figure 4-5: Hong Kong – South and Southeast Asia MICE Tourists Arrival (Number), 2008 – 2015

Figure 4-6: Hong Kong – Forecast for South and Southeast Asia MICE Tourists Arrival (Number), 2016 – 2021

Figure 4-7: Hong Kong – South and Southeast Asia MICE Tourists Spending (Million US\$), 2008 – 2015

Figure 4-8: Hong Kong – Forecast for South and Southeast Asia MICE Tourists Spending (Million US\$), 2016 – 2021

Figure 4-9: Hong Kong – Europe, Africa and The Middle East MICE Tourists Arrival (Number), 2008 – 2015

Figure 4-10: Hong Kong – Forecast for Europe, Africa and The Middle East MICE Tourists Arrival (Number), 2016 – 2021

Figure 4-11: Hong Kong – Europe, Africa and The Middle East MICE Tourists Spending (Million US\$), 2008 – 2015

Figure 4-12: Hong Kong – Forecast for Europe, Africa and The Middle East MICE Tourists Spending (Million US\$), 2016 – 2021

Figure 4-13: Hong Kong – The Americas MICE Tourists Arrival (Number), 2008 – 2015

Figure 4-14: Hong Kong – Forecast for The Americas MICE Tourists Arrival (Number), 2016 – 2021

Figure 4-15: Hong Kong – The Americas MICE Tourists Spending (Million US\$), 2010 – 2015

Figure 4-16: Hong Kong – Forecast for The Americas MICE Tourists Spending (Million US\$), 2016 – 2021

Figure 4-17: Hong Kong – North Asia MICE Tourists Arrival (Number), 2008 – 2015

Figure 4-18: Hong Kong – Forecast for North Asia MICE Tourists Arrival (Number), 2016 – 2021

Figure 4-19: Hong Kong – North Asia MICE Tourists Spending (Million US\$), 2008 – 2015

Figure 4-20: Hong Kong – Forecast for North Asia MICE Tourists Spending (Million US\$), 2016 – 2021

Figure 4-21: Hong Kong – Taiwan MICE Tourists Arrival (Number), 2008 – 2015

Figure 4-22: Hong Kong – Forecast for Taiwan MICE Tourists Arrival (Number), 2016 – 2021

Figure 4-23: Hong Kong – Taiwan MICE Tourists Spending (Million US\$), 2008 – 2015

Figure 4-24: Hong Kong – Forecast for Taiwan MICE Tourists Spending (Million US\$), 2016 – 2021

Figure 4-25: Hong Kong – Australia, New Zealand and S. Pacific MICE Tourists Arrival (Number), 2008 – 2015

Figure 4-26: Hong Kong – Forecast for Australia, New Zealand and S. Pacific MICE Tourists Arrival

(Number), 2016 - 2021

Figure 4-27: Hong Kong - Australia, New Zealand and S. Pacific MICE Tourists Spending (Million US\$), 2008 - 2015

Figure 4-28: Hong Kong - Forecast for Australia, New Zealand and S. Pacific MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 4-29: Hong Kong - Macau SAR MICE Tourists Arrival (Number), 2008 - 2015

Figure 4-30: Hong Kong - Forecast for Macau SAR MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-31: Hong Kong - Macau SAR MICE Tourists Spending (Million US\$), 2008 - 2015

Figure 4-32: Hong Kong - Forecast for Macau SAR MICE Tourists Spending (Million US\$), 2016 - 2021



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