

Highlights 2004 概覽

	2004	2003	2002 ¹
Total Visitor Arrivals 總旅客人次	21,810,630 (+40.4%)	15,536,839 (-6.2%)	16,566,382 (+20.7%)
Total Tourism Expenditure Associated to Inbound Tourism (HK\$ million) 與入境旅遊相關的總開支(百萬港元)	91,849.99³ (+30.8%)	70,234.62 ² (-8.6%)	76,821.39 ² (+24.3%)
Overnight Visitor Per Capita Spending (HK\$) 過夜旅客人均消費(港元)	4,478 (-11.2%)	5,041 ² (+4.2%)	4,837 ² (+5.4%)
Same-day In-town Visitor⁴ Per Capita Spending (HK\$) 入境不過夜旅客 ⁴ 人均消費(港元)	689 (-15.0%)	811 (+30.8%)	620 (-5.2%)
Average Length of Stay (nights) 平均留港時間(晚)	3.7	4.1	3.6
Same-day In-town Visitors 入境不過夜旅客	37.4%	37.7%	35.4%
Average Hotel Occupancy 酒店平均入住率	88%	70%	84%

Note :

附註 :

1 As the impact of Severe Acute Respiratory Syndrome (Sars) gave rise to atypical travel and spending patterns during 2003, figures for 2002 are provided as a more representative basis for comparison.

由於2003年訪港旅客的旅遊及消費模式受到嚴重急性呼吸系統綜合症(「沙士」事件)影響，謹此列出2002年的統計數字，以便作出更全面的比較。

2 Revised figures have been prepared by the Hong Kong Tourism Board in collaboration with the Government's Census and Statistics Department using enhanced methodology in line with standard industry practices.

修訂後的數字由香港旅遊發展局及政府統計處，遵循業內守則，以改善後的方法修訂。

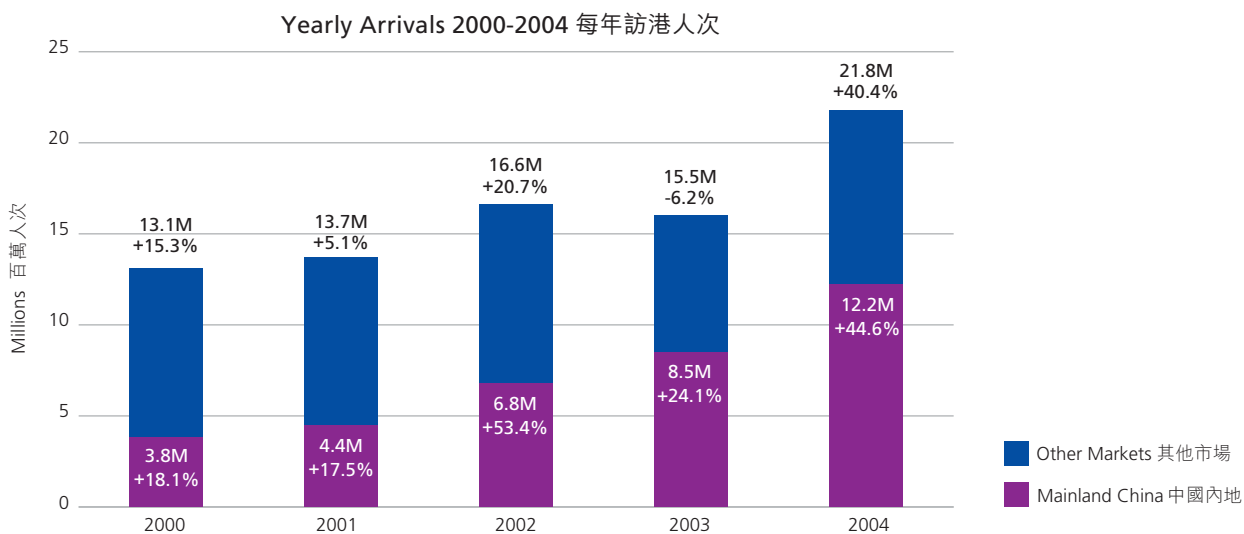
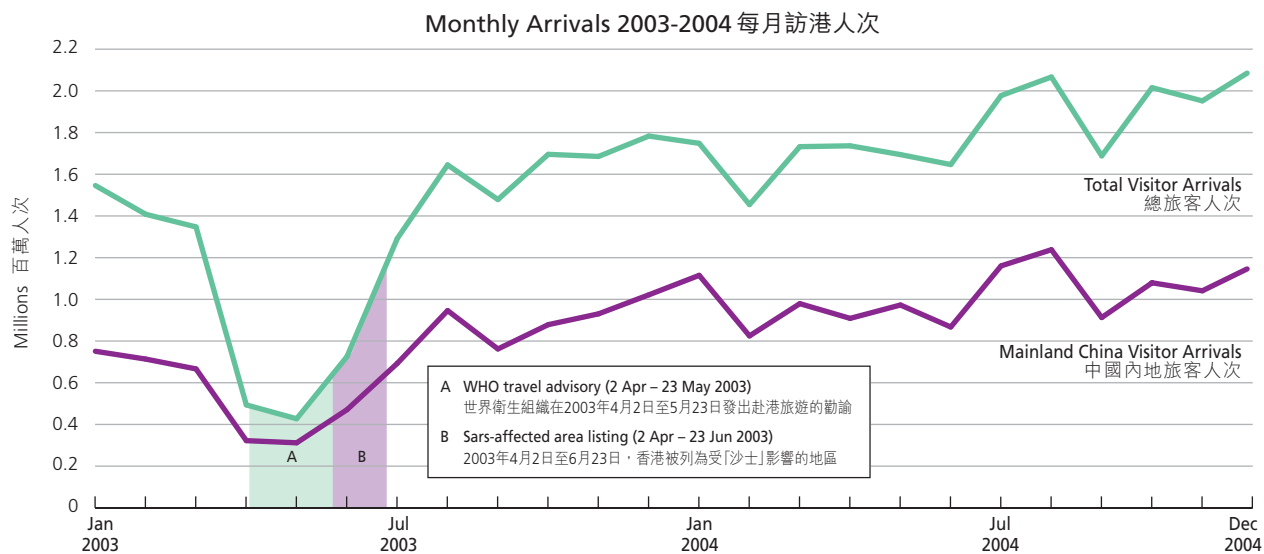
3 Figures subject to revision when more data become available.

如獲進一步資料可能會修訂。

4 "Same-day In-town Visitors" are defined as those who pass through Hong Kong Immigration, but do not spend a night in the city. This category of visitor does not include "Cruise-in, Cruise-out Passengers"

「入境不過夜旅客」指通過香港入境事務處，但沒有在本港逗留一晚或以上的旅客。這類別並不包括「乘坐同一郵輪進出香港的旅客」。

Total Visitor Arrivals and Mainland China Visitor Arrivals 總訪港旅客人次及中國內地旅客人次



Arrivals Growth by Market Areas 2002-2004 2002-2004 年各大主要市場訪港旅客增長率

	2004	2003	2002
	%Growth 增長率		
The Americas 美洲	+51.2	-31.3	+7.0
Europe, Africa & the Middle East 歐洲、非洲及中東	+45.8	-25.1	+7.8
Australia, New Zealand & South Pacific 澳洲、新西蘭及南太平洋	+57.8	-25.3	+6.1
North Asia 北亞	+34.8	-33.3	+5.1
South & Southeast Asia 南亞及東南亞	+52.8	-28.6	+9.1
Taiwan 台灣	+12.0	-23.7	+0.4
Macau 澳門	+9.1	-17.0	+0.4
Mainland China 中國內地	+44.6	+24.1	+53.4