

THE WINNING FORMULA

HONG KONG TOURISM BOARD ANNUAL REPORT 2012 / 13



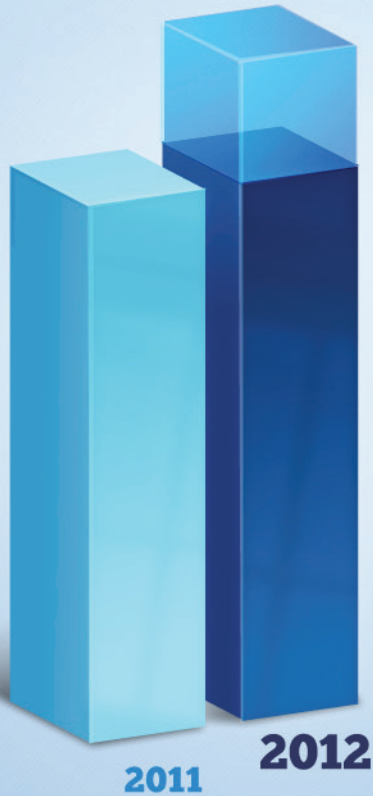
TOURISM PERFORMANCE

Total Arrivals

48.62 million



+14.6%

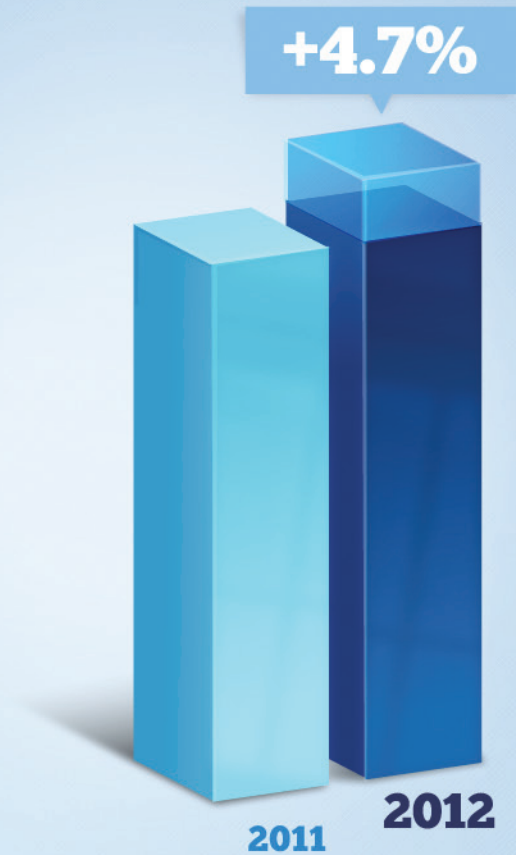


Total Tourism Expenditure Associated to Inbound Tourism

HK\$ **296.56** billion

Overnight Visitors' Per Capita Spending

HK\$ **7,818**



Average Length of Stay of Overnight Visitors

3.5 nights

Satisfaction of Overnight Visitors

(Max: 10 points)

8.3 points

