

Flows in Hong Kong, China

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Abstracts

Inbound arrivals from the majority of sourcing countries recorded negative growth rate in 2017. The appreciation of the Hong Kong dollar against the currencies of the majority of sourcing countries took its toll on inbound arrivals in 2017. A rising Hong Kong dollar made it less attractive to come to Hong Kong. On the other hand, competition from South Korea, Japan and countries from the Southeast Asia region also saw tourists turning their back on Hong Kong.

Euromonitor International's Flows in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Domestic Trips, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Flows market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Executive Summary

Inbound Arrivals Falls in 2017

Intermediaries and Direct Online Sales Record Strong Current Value Growth in 2017

Although Interest in Low-cost Carriers Increases, They Remain Grounded in Hong Kong

Online Sales of Intermediaries Outperforms Their Offline Sales in 2017

Strong Growth Is Expected for Inbound Arrivals Over the Forecast Period

SWOT

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